

SP T 5-56  
MR WILLIAM G SAUNDERS  
P O BOX 1946  
MONTGOMERY 3 ALA

# SPONSOR

the magazine radio and tv advertisers use

19 SEPTEMBER 1955

50¢ per copy • \$8 per year

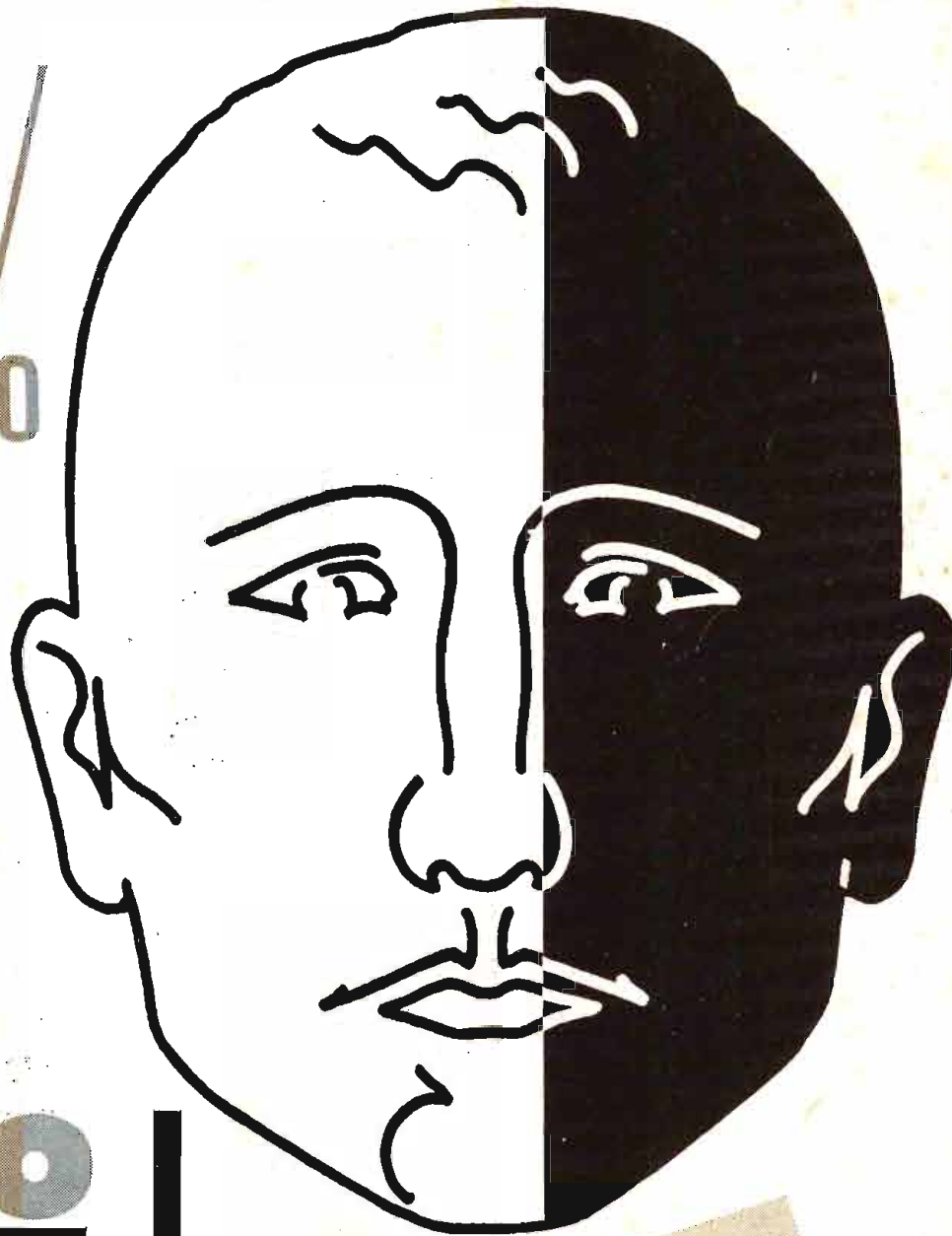
# 40%

OF THE  
MEMPHIS  
TRADE AREA  
IS

# Negro

and the only way  
to reach them is with

# WDIA



**MEMPHIS'  
ONLY  
50,000  
WATT STATION**  
Represented Nationally by John E. Pearson Co.  
TOP HOOPER AND PULSE RATED 1070 KC

**COVERS THE "GOLDEN MARKET" OF 1,230,724 NEGROES —  
NEARLY 1/10TH OF AMERICA'S TOTAL NEGRO POPULATION!**

## WHY SPOT IS BOOMING

page 29

How to excite salesmen  
over spot radio plans

page 32

Are package goods  
taking a back seat  
in nighttime tv?

page 34

RTES' Listening Post  
finds right men for  
key industry jobs

page 42

Radio helps boost  
L.A. Buick dealer  
1,000% in 3 years

page 44

Can money alone  
build big audiences  
for a tv quiz show?

page 58

## NEGRO RADIO SECTION: 1955

starts page 107


# TOP

## Nielsen Circulation in Baltimore City and County!

W-I-T-H's weekly audience in the highly concentrated City and County of Baltimore is 230,530 families—more than any other station in town!

When you combine this big audience with W-I-T-H's low, low rates, you get the lowest cost-per-thousand of any advertising medium in Baltimore. Let your Forjoe man give you the whole story!

### IN BALTIMORE THE BIG BUY IS

**WITH** 

Tom Tinsley, President

R. C. Embry, Vice-President

Represented by Forjoe & Co.

# REPORT TO SPONSORS 19 SEPTEMBER 1955

## Film marriage: TPA, Gems

Merger of 2 of biggest firms in film syndication—Screen Gems and Television Programs of America—is now a fact. Result of corporate blend will be new giant in movies-for-video field. Together, firms have 10 shows on networks, another 9 in straight syndication. Screen Gems had edge in production facilities (it's a Columbia Pictures subsidiary); TPA had bigger sales force. Deal was preceded by smoke screen of denials.

—SR—

## Autos top web tv spending

Auto production records for 1954 insure continued heavy web tv spending by car makers. While September production will be low as all car makers make changeover for 1956 models, 1955 production has already passed total for all of 1954. SPONSOR figures on network tv show costs (see article page 34), reveal that of 6 biggest nighttime program spenders, 3 (GM, Ford, Chrysler) are auto manufacturers. Outpacing P&G as top spender is GM with a total of \$11.3 million budgeted for nighttime web tv programming costs alone for 1955-56 season. Ford is fourth with \$7.5 million, Chrysler sixth with \$6 million.

—SR—

## "Monitor" NBC's position

Issue of whether extension of NBC Radio "Monitor" is healthful for stations centers around dollars-and-cents, not programming philosophy, SPONSOR checkup among NBC affiliates indicates. NBC position was summed up by Pat Weaver at recent affiliates meeting in New York in these words: "Network and spot are used for different purposes...The network is used by advertiser who wants over-all national circulation. Spot is used for regional or selected market campaigns...'Monitor' has not drawn off spot business, but has created new spot business for many stations."

—SR—

## "Monitor": the opposition view

Opponents of "Monitor" extension among stations contend (1) many spot campaigns today are national; (2) "Monitor" price structure is so low even spot advertiser using only 25 markets will be able to buy whole NBC network via "Monitor" for price of 25-market campaign. (3) "Monitor" and other network sales plans which resemble spot buys have siphoned off accounts which would otherwise be in spot radio. Target date for extension of "Monitor" to weekdays is 7 November with stations to signify plans on carrying new programming individually.

—SR—

## Radio at cross-roads

Concern of radio stations over competition with network radio for announcement schedules is dramatized by NBC "Monitor" extension. But problem and debate is industrywide with each of networks selling own form of announcements. CBS Radio meeting in Detroit, while not built around announcement of new flexible selling plans, featured plenty of behind scenes discussion among affiliates about direction radio should travel. Five-minute segmentation of strip shows is newest CBS flexible selling approach.

## REPORT TO SPONSORS for 19 September 1955

### Spot tv \$ figures coming

Look for announcement within month of TvB's intention to publish dollar figures on spot. First mention of development came in last issue of SPONSOR (see "Is the iron curtain on tv \$ figures lifting?" 5 September 1955). SPONSOR story disclosed following would be made public: (1) dollar figures on all spot tv clients annually, (2) dollar figures on spot tv product categories annually, (3) dollar figures on top spot tv clients quarterly as well as total number of spot tv users.

-SR-

### British land on American tv

Made-in-Britain label was rarely heard on American radio shows; tv changed that. Biggest feature deals in past 6 months have all involved British pictures (NTA and ABC TV packages, NBC TV's "Constant Husband," etc.) and British-produced series are edging into syndicated market (Official's "Robin Hood" and "Scarlet Pimpernel"). With program packaging booming in England due to start of commercial video this week, 22 September, watch for more English accents on U.S. television.

-SR-

### No film flood seen in tv

Don't expect to see flood of pre-1948 Hollywood features in 16mm. size coming to tv as result of anti-trust consent judgment of U.S. against Republic Pictures. Film buyers point out that most of Republic's pre-1948 films are already available to tv through picture firm's own tv subsidiary, and via MCA-TV. Republic move is seen as mostly getting off the hook with theatrical exhibitors. Other 9 defendants, as a WOR-TV executive put it, "are likely to sit on their film cans."

-SR-

### Quiz shows need more than money

Money alone cannot build big audience for quiz show. This is consensus among experts questioned by SPONSOR on whether big prizes like those on "The \$64,000 Question" insure big audience for a tv quiz show. (See "Sponsor Asks," page 58.) Marc Goodson of Goodson-Todman Productions—which specializes in packaging quiz shows—says money adds to the excitement of "The \$64,000 Question," "But the way it is handled makes for even greater excitement."

-SR-

### Will wired fee tv win out?

Claim by Jerrold Electronics Corp. that scrambled pay-tv signals can be "broken"—meaning they can be received without payment—could turn entire fee tv controversy on its head. Jerrold has wired subscription tv system. Significance of this is that FCC jurisdiction does not cover programs sent by wire. Jerrold has asked FCC to turn thumbs down on fee tv, offered to prove via tests on WCAU-TV, Philadelphia, that it can unscramble fee tv image. This would indicate possibility of widespread "bootlegging" by homeowner.

-SR-

### Urges more air merchandising

Local dealers often don't use radio-tv commercials supplied free by national advertiser because advertiser doesn't push merchandising follow-through, according to Burt Harris, v.p., Television and Special Services. Manufacturer should follow up offering of commercials with integrated campaign to give maximum sales impact at point-of-sale, he said. Harris formerly carried out integrated merchandising aid to retailers while at Bulova, offers similar service at TSS.

(Sponsor Reports continues page 159)

More

**LOCAL**

and More

**NATIONAL**

Advertisers use

**WPEN**

than any other station in

Philadelphia\*

\*Latest B.A.R. Reports, Inc.

Represented Nationally by Gill-Perna

## ARTICLES

### **Why SPOT is booming**

Saturation buying is the keynote in both spot radio and tv, new clients are rushing in. SPONSOR's survey reveals fall 1955 approaches to both media

29

### **How to get salesmen excited over spot radio**

Midwest regional brewer dramatized extensive coverage of 26-week drive for ale with series of speeches embracing facts, figures, gimmicks

32

### **Are package goods taking a back seat in night tv?**

With \$100,000-plus net shows in the ascendancy, auto and appliance advertisers seem to be showing the way

34

### **The industry's personnel pool**

Having trouble finding the right man for the job? Chances are the RTES' Listening Post committee has already tracked him down

42

### **Radio helps build world's biggest Buick agency**

Los Angeles car dealer increased sales tenfold in three years, now sells some 500 new cars a month. Strategy: Dominate your medium

44

## **NEGRO RADIO SECTION**

starts page 107

### **1. Negro Radio: Hit-and-miss sales pattern**

Acceptance by top-level admen is growing, but local and regional clients still outnumber national sponsors as much as 30-to-1

108

### **2. Birth of a sale**

What is a Negro radio rep up against when he makes a pitch to a top-level timebuyer? SPONSOR's imaginative one-act drama gives some of the answers

110

### **3. Negro Radio: Over 600 stations strong today**

Negro-slanted shows are aired in 39 of the 48 states and cover some 3.5 million Negro homes

112

### **4. Negro radio results**

More than a dozen "case histories" in story dramatize the sales power of Negro-slanted air medium during the 1955 season

114

### **5. Basic facts about Negro Radio's size**

Data on size of markets, buying power, saturation; tips on buying, with a list of major advertisers using Negro outlets, plus a cross-section list of stations

117

## COMING

### **How B&M fared two months after tv test**

Followup article to SPONSOR's series on the Burnham & Morrill test of tv tells what happened to sales in second month after tv campaign ended

3 Oct.

### **Women on the air**

A roundup report on America's air saleswomen. Their techniques, their tips, their problems. Based on a survey of AWRT members over the U. S.

3 Oct.

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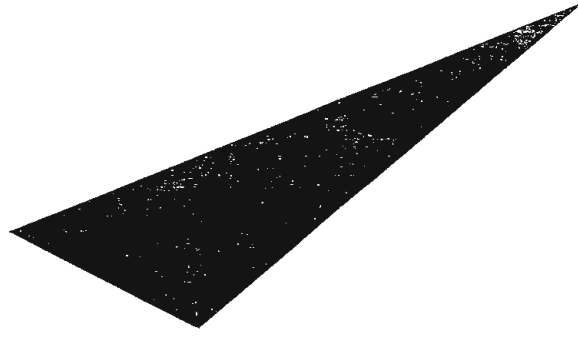
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Published biweekly by SPONSOR PUBLICATIONS INC., combined with TV. Executive, Editorial, Circulation, and Advertising Offices: 40 E. 49th St. (49th & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 161 E. Grand Ave. Phone: SUperior 7-9863. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLlywood 4-8089. Dallas Office: 311 S. Akard St. Phone: STerling 3591. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: United States \$8 a year. Canada and foreign \$9. Single copies 50c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., New York 17, N. Y. MUrray Hill 8-2772. Copyright 1955. SPONSOR PUBLICATIONS INC.



**This is  
NOEMAC**

**NOEMAC means  
News and Music in  
Name Markets**



**KELP** EL PASO  
More listeners than all other  
El Paso and Juarez stations combined  
(July-August Hooper).

**KLIF** DALLAS  
First in Dallas in both Hooper  
and Pulse.

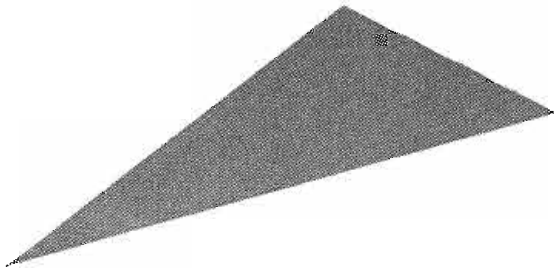
**WNOE** NEW ORLEANS  
Number one independent in  
New Orleans (August Hooper).

**WRIT** MILWAUKEE  
Tops all other independents in  
morning listening after 4 months  
operations (Hooper).

**KNOE** MONROE, LOUISIANA  
First by far in Monroe (July-August  
Hooper).

**KNOE-TV** MONROE  
America's finest small city television  
station.

**KELP-TV** EL PASO  
Channel 13—Target date December 15.



Represented by H-R Television, Inc. and H-R Representatives, Inc.



The Greatest Hero of

*the immortal classic*

THE ADVENTURES OF THE

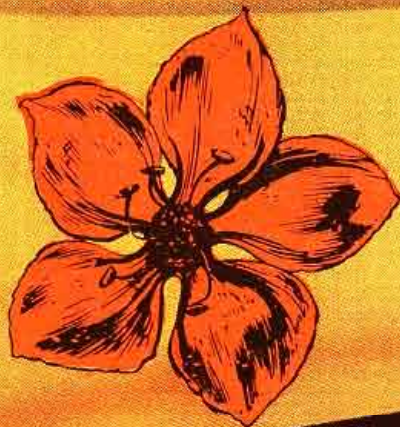
SCARLET

PIMPERNEL

starring **Marius Goring**

*outstanding International star of stage and screen*

Produced by Towers of London, Ltd.



*The flower of success . . .*

*known and loved by millions in the theatre,  
in books, in movies, on radio and Now . . .  
on TV to a pre-sold audience!*



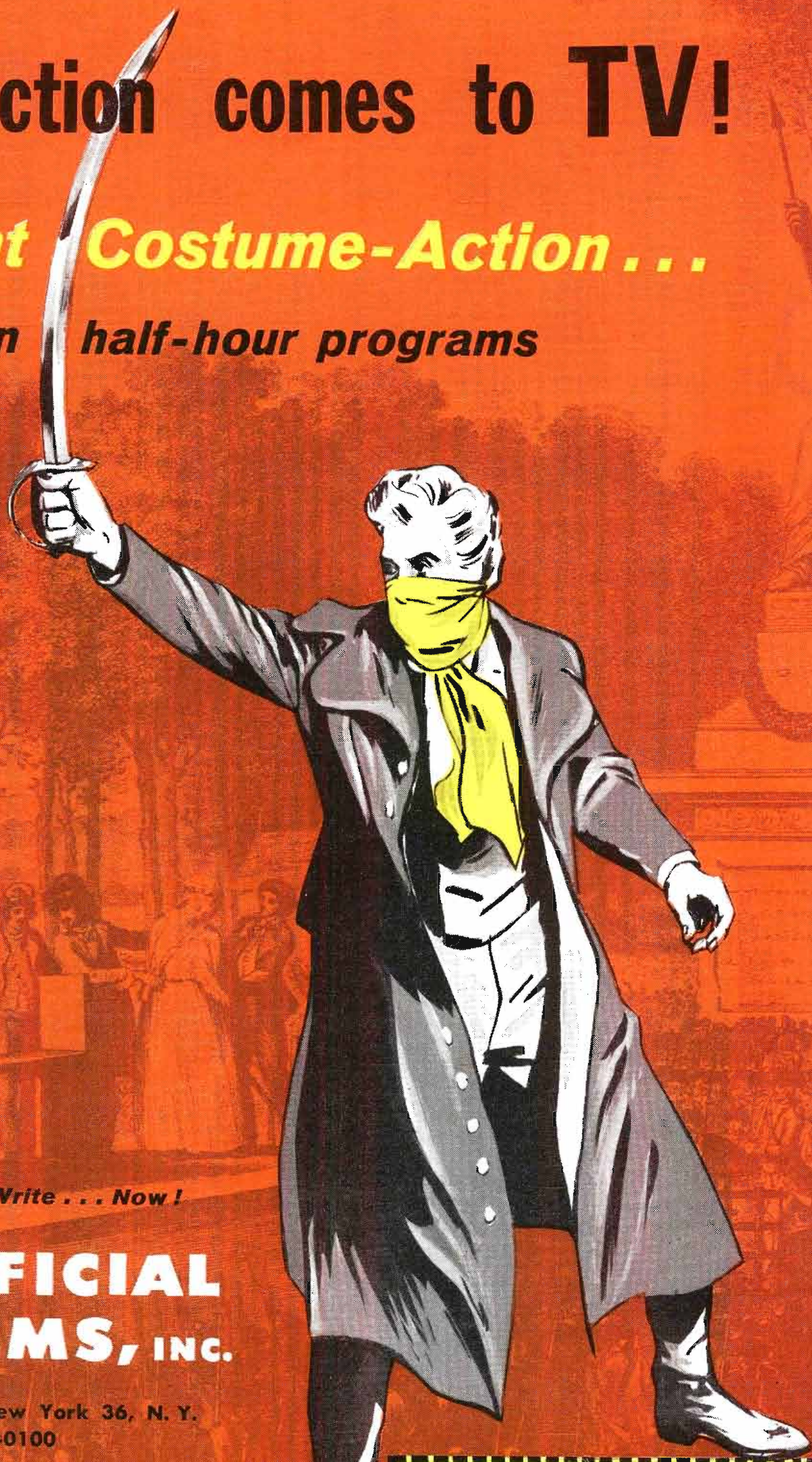
**ROMANCE! MYSTERY**



# Historical Fiction comes to TV!

## Magnificent Costume-Action...

### 39 First-Run half-hour programs



Phone, Wire or Write . . . Now!



## OFFICIAL FILMS, INC.

25 West 45th St., New York 36, N. Y.  
PLaza 7-0100

Chicago, Ill.  
360 N. Michigan Ave.  
Beverly Hills, Calif.  
121 South Lapeer Drive  
St. Louis, Mo.  
415 N. 12th Blvd.

Phila., Pa.  
1420 Walnut St.  
Minneapolis 16, Minn.  
3100 Raleigh Ave.  
Boston, Mass.  
419 Boylston St.

Memphis, Tenn.  
2254 Madison Ave.  
Dallas, Texas  
Second Unit Santa Fe Bldg.  
San Francisco, Calif.  
150 Font Blvd.

Atlanta, Ga. 1299 W. Peachtree St., N.E.

# COMEDY! SUSPENSE!

**OFFICIAL FILMS, INC.** Dept. S

Gentlemen: I am interested in further details of your latest television series, "The Adventures of The Scarlet Pimpernel."

- Please have your representative call on me.
- Please mail me full details.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Only **4**

**STATIONS**

are powerful enough  
and popular enough  
to register audiences  
in radio survey ratings  
of both Los Angeles and  
San Diego.

**Of these top four,  
KBIG is**

- #1 In San Diego
- #3 In Los Angeles
- the only independent
- the least expensive
- the lowest cost per  
thousand listeners

Any KBIG or Robert  
Meeker Account Execu-  
tive will show you the  
documents.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Hollywood 28, California  
Telephone: HOLlywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

# Timebuyers at work



**Ed Semel**, Compton, New York, sees several significant trends in spot tv buying this fall. "Mostly they're the result of the tight nighttime situation," he explains. "But they're partly due to strong network programing in mornings and at late night. Clients are less insistent upon Class A time only, because they find that the cost of daytime and late night frequently compensates for any drop in audience. There's also a trend toward buying tv like radio today—that is, in short waves of high frequency. Radio, too, is coming into focus this season, because it's providing cheaper circulation than other media, and because certain types of clients, like cold remedies and cars, need to saturate markets."



**Doris Gould**, Moselle & Eisen, New York, feels that imagination is an essential to good time buying in the tight tv markets this year. "Of course we continue to use ratings and set counts as guides," says she. "But we've learned to look for the specific audience segment we're seeking in some strange places. For example, everyone knows that you can reach kids with participations in, and adjacencies near, the late-afternoon and Saturday-morning kid-programing blocks. But I've got a hunch that there's a sizable and hitherto ignored kid audience that watches special events like sports telecasts, particularly with their parents. Tv is far too tight and too expensive today to be bought strictly by the book; sometimes figures and hunches can pay off."



**Brendon Baldwin**, Kenyon & Eckhardt, New York, also sees a resurgent interest in radio. "There's no new pattern in our buying of radio," he says. "But the stress is upon cumulative audiences and, therefore, high frequencies with a wider spread in the time periods bought is the order of the day. Spot is a top media tool. More advertisers realize this than ever before. Where radio's concerned we're using spot especially out of metropolitan areas, since radio gets out from the base market at low cost. There seems also to be more interest in nighttime radio, because it is now adjusted to a definite sets-in-use level. Tv has expanded to the point where its available to 95% of the country, so the relationship between radio and tv is stabilized."

"Now get this..."

WJIM-TV  
Lansing  
Covering more  
of Michigan  
than any other  
TV station!



## A Captive Market



### We Have Our Own "Iron Curtain"

We don't purposely jam other signals, but then we are surrounded by 7,000 to 9,000 ft. mountains—natural physical barriers to outside radio and TV penetration.

And that's important, considering the fact that 5000 watt KPQ, with ABC-NBC affiliations, covers this entire rich agricultural and industrial area—a tremendously valuable secondary market.

Right now, our per capita income and sales performance figures are well above national average . . . and growth potential is unmatched, thanks to the Columbia River Dam system with its low cost hydro-power and its irrigation waters which will open up thousands of new farms.

If you want advertising results, pick KPQ Wenatchee . . . THE CENTER OF GROWING WASHINGTON STATE.



5000 WATTS  
560 K.C.  
WENATCHEE  
WASHINGTON

REGIONAL REPRESENTATIVES  
*Moore and Lund, Seattle, Wash.*

NATIONAL REPRESENTATIVES  
*Forjoe and Co., Incorporated*

One of the Big 6 Forjoe Represented  
Stations of Washington

# AGENCY AD LIBS



by Bob Foreman

### Memo to a print-prone account executive

To: Mr. Crary  
From: Mr. Foreman

I don't know whether you are one of those account executives who encourages loyalty among the employees of our various hard-working service departments. But if you are, I am seeking to get a free tube of your shaving cream, which, I understand from friends, as well as our advertising, is a fine product.

To: Mr. Foreman  
From: Mr. Crary

Let me be the last to discourage loyalty among our employees. However, you evidently do not seem to understand how our business works and therefore how you can *best* express your loyalty to the agency as well as its clients. I will endeavor to explain.

We expend dollars, many millions of them in the course of the year, for various companies who hope that the type of advertisements we prepare for this money will sell many more millions of dollars worth of their products than they spent to advertise same.

If, on the other hand, we *give away* these products we do nothing either to improve the financial status of our clients or to prove the virtues of the advertisements they have run via us.

Thus a more valuable expression of employee loyalty would be your going out and *buying* a tube of our shaving cream. I realize this is a radical concept but suggest that you consider it seriously.

To: Mr. Crary  
From: Mr. Foreman

I am indeed in your debt for the interesting monologue on how advertising works. It is gratifying to learn that you understand at least the rudiments of the business.

Since you have shown such a grasp of surface facts, I thought perhaps I would follow up your memo with some real substance.

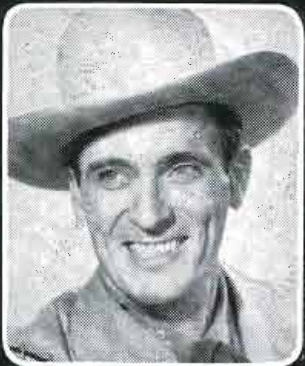
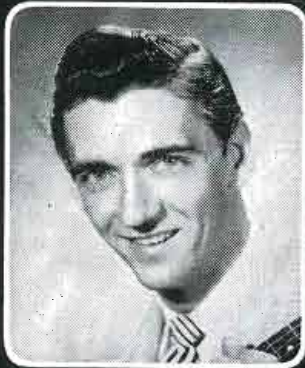
First, I did not, I must admit, realize from those handbills you are running that you are actually attempting to *sell* shaving cream. I never fathomed, from those squares of white space which the boys on the 11th floor cleverly organ-

(Please turn to page 56)

Filmed entirely and  
exclusively with  
WSM-TV talent!

Filmed entirely in  
Nashville, Tennessee

"Stars  
of the  
Grand Ole  
Opry"



## WSM FOLK STARS . . . . . . SCORE AGAIN AS . . . . . . SHOWMEN TO A NATION . . .

What better proof could you find of WSM-TV's stature as one of America's top television stations?

The 29-year popularity record of WSM's Grand Ole Opry . . . and the audience response to "Opry Matinee", "R.F.D. Nashville", and other WSM-TV shows featuring Opry Stars made a deep impression on several large television film companies. One of the largest of these, Flamingo Films, Inc., sent a camera crew to Nashville to film on the spot a complete 52-week series of half-hour Opry shows for television.

Although only recently released, "Stars of the Grand Ole Opry" has already been sold in 70 markets. Among the top-rank sponsors: Pillsbury Mills, Borden, J. I. Case Tractor Co., Martha White Mills, Ford dealers, Hotpoint dealers, and a division of Swift and Company.

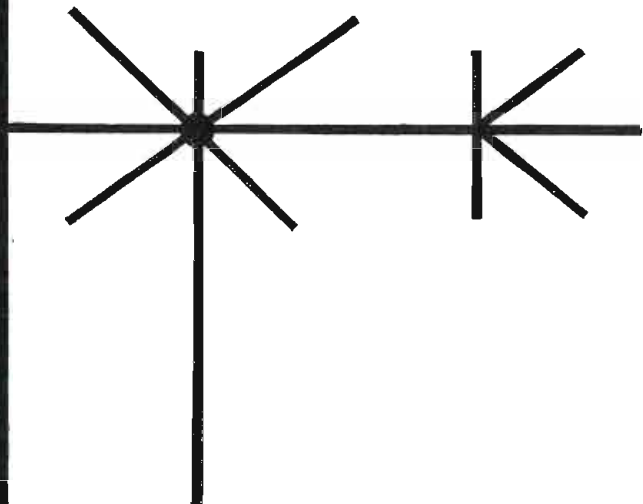
For further proof that WSM-TV is "clearly Nashville's No. 1 TV station" contact WSM-TV's Irving Waugh or your nearest Petry Man.



**WSM-TV**

CHANNEL 4  
NASHVILLE, TENN.

NBC-TV  
Affiliate



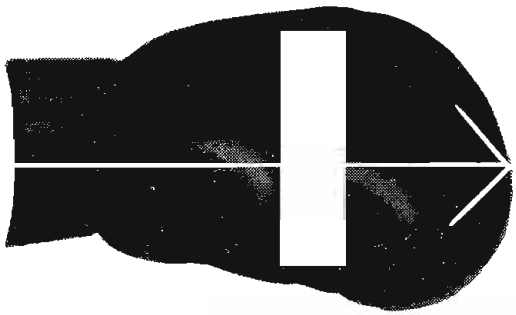
THE **1-2** STORY IN PORTLAND, OREGON

**SOCK!**

ALL PORTLAND  
IS WATCHING  
Channel

**12 KLOR**

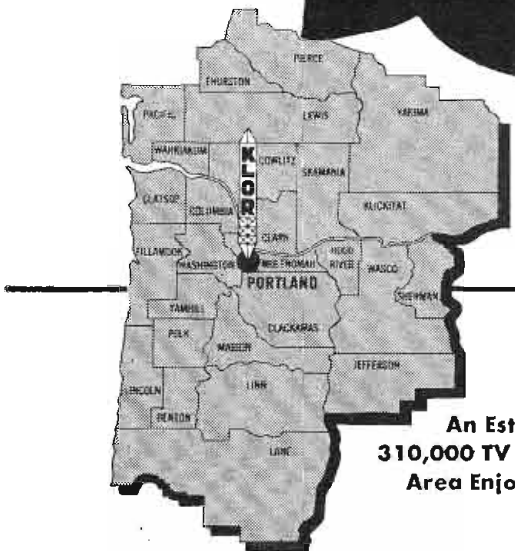
The Pacific Northwest Station  
with the PUNCH that bears watching!



**PROGRAMMING SOCK** that delivers the audience! ABC's imposing line-up of shows is backed up by fan-winning local programming.



**MARKETING SOCK** that delivers one of top 25 metropolitan markets of *Sales Management's* defined 233 national markets. Persuasive, profitable hard-sell, with proved power to move merchandise, champions every advertiser.



An Estimated  
310,000 TV Homes in the  
Area Enjoying KLOR

915 N. E. DAVIS ST. • PORTLAND, OREGON

Represented Nationally by GEORGE P. HOLLINGBERRY CO.  
New York • Atlanta • Chicago • San Francisco • Los Angeles

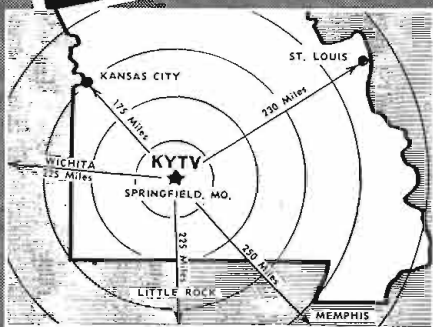
**KLOR**  
*Channel*  
**12**

VHF

ABC

now  
**MAXIMUM  
POWER**  
100,000  
watts

**KYTV**  
Channel 3  
SPRINGFIELD, MISSOURI  
NBC-ABC AFFILIATE



*In the BIG  
MIDDLE of a  
BILLION \$\$  
MARKET!*

**283,600**

FAMILIES WITH

**\$1,146,950,000**

SPENDABLE INCOME

(Sales Management May 1954)

**100,920**

TELEVISION SETS IN AREA

(Television Magazine Report  
March 1, 1955)

The ONE way to reach ALL  
of MISSOURI'S 3RD-  
LARGEST MARKET!

R. L. STUFFLEBAM  
Commercial Manager

NATIONAL REPRESENTATIVE  
GEORGE P. HOLLINGBERY  
NEW YORK CHICAGO  
LOS ANGELES ATLANTA  
SAN FRANCISCO

ORIGINATING STATION ABC  
"OZARK JUBILEE"

## 49th and MADISON

SPONSOR invites letters to the editor.  
Address 40 E. 49 St., New York 17.

### TV SET COUNT

Your excellent article in the 22 August issue on tv set counts points up an exasperating dilemma which, I am sure, will plague all timebuyers until someone comes up with an answer.

As the article states, you can project the out-dated Nielsen study just so many times . . . then you wake up and realize that it's three years later and you're really in trouble. Your client is vitally interested in a county-by-county tv set count that is current and accurate—and there just ain't no such animal. So you try to explain . . . you make excuses, you do a few projections and then you arrive at an "educated" guess for the particular areas that you are studying. Meanwhile, the client (who is very much aware of the gross costs in television) is wondering what is wrong with his agency or what is wrong with the television industry.

I firmly believe that two factors divert money that could be spent in tv into other media. One is this much-discussed lack of information on set counts and the other is the time-consuming aspect of tv buying. I feel that accurate information would correct the former and that standardized availability sheets and other similar improvements would go a long way toward correcting the latter. Anyone who is now hard at work trying to correct either problem certainly gets my vote.

GEORGE ANTHONY  
Media Director  
Stromberger, La Vene &  
McKenzie, Advertising  
Los Angeles

### SPOT FIGURES

Regarding your campaign to bring spot billings into the open, may I say that this is perhaps the most important project being fostered by any magazine in the industry. The present favorable situation in spot is the result of smart thinking on the part of so many major advertisers and I am



**Charlie Davis**

Star of

"Alabama Star Time"

11 am to 2 pm, Monday-Friday

**Stars Sell on  
Alabama's  
greatest RADIO station**

**WAPI**  
Birmingham

Charlie Davis is genial host to 3 hours of recorded music, interspersed with news, weather, comment, and a popular new feature, "Lucky House Number." His easy manner and excellent choice of platters (Charlie is a musician himself) lighten the home makers' tasks . . . keep 'em tuning in each weekday, keep 'em listening while they sweep!

You can **SELL**

Your Products  
to Alabama folks

If you **TELL**

them on programs  
they enjoy hearing

Represented by

**John Blair & Co.**

Southeastern Representative:

**Harry Cummings**

# W·G·T·O TAKES A BIG

**10,000 WATTS AT 540 KC**

*Sells 27 FLORIDA MARKETS  
FROM THE GULF TO OCEAN—  
GAINESVILLE TO OKEECHOBEE*

## Market Information

<i>Population</i>	1,384,000
<i>Radio Homes</i>	456,630
<i>Effective Buying Income</i>	\$1,869,606,000
<i>Retail Sales</i>	1,347,875,000
<i>Food Sales</i>	328,473,000
<i>General Merchandise</i>	133,811,000
<i>Furniture-Household</i>	75,230,000
<i>Automotive Sales</i>	255,985,000
<i>Drug Sales</i>	50,868,000
<i>Gross Cash Farm Income</i>	449,262,000

SOURCES: Radio Homes, SRDS' 1955 "Consumer Markets";  
All other categories, Sales Management's 1955  
"Survey of Buying Power."

*from Gulf To Ocean*

*Gainesville To Okeechobee . . . .*

# W·G·T·O

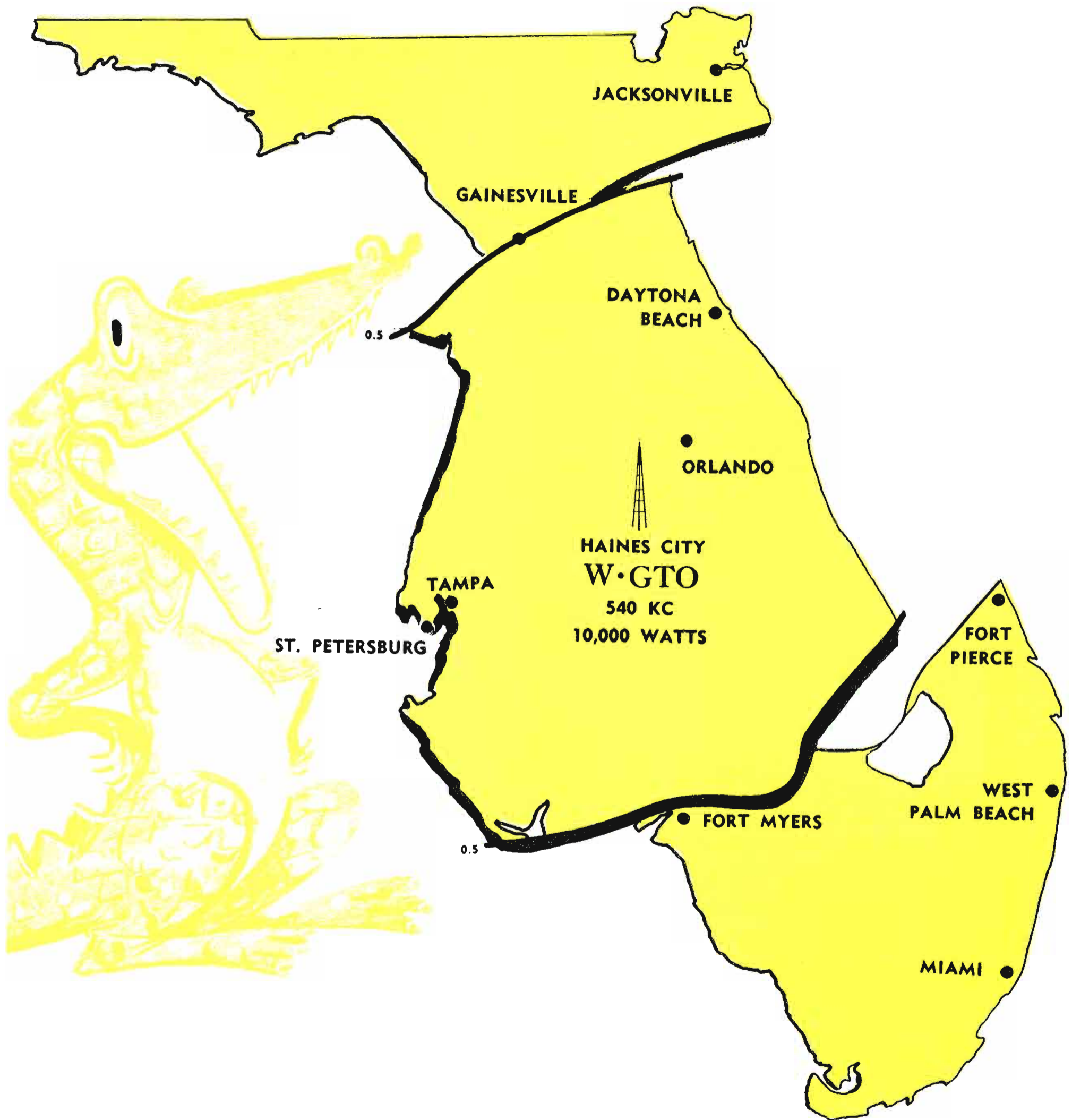
**10,000 WATTS 540 KC**

**OWNED AND OPERATED BY KWK INCORPORATED, ST. LOUIS**





# BITE OF FLORIDA

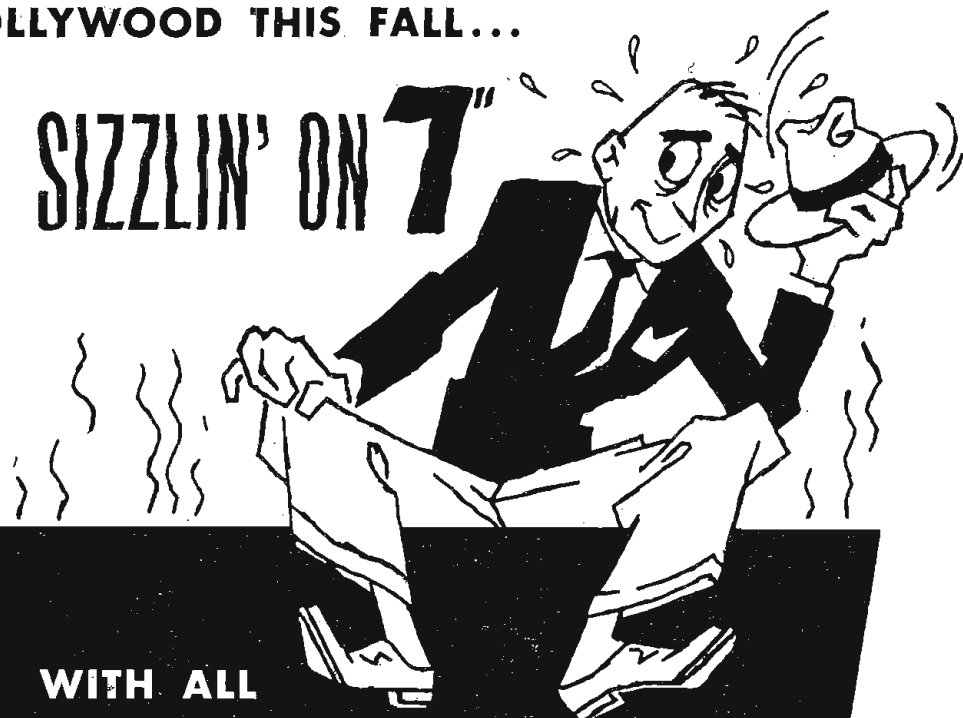


wire, write  
or phone 6-2621  
Haines City, Florida

**W·GTO**

IN HOLLYWOOD THIS FALL...

"IT'S SIZZLIN' ON 7"



WITH ALL  
THE ABC NETWORK SHOWS...

PLUS

**SUPERMAN**

**LONG JOHN SILVER**

**CISCO KID**

**WILD BILL HICKOK**

**BUFFALO BILL JR.**

**ANDY'S GANG**

**STUDIO 57**

**THE JACK OWENS SHOW**

**THE AL JARVIS SHOW**

**DON'T LET YOUR CLIENTS "COOL"**  
**PLACE THEM ON THE SUNNYSIDE OF SALES**

WITH

**CHANNEL 7 KABC-TV**

*the station with life*

40 E. 49TH

(Continued from page 13)

sure this happy situation will be improved through such efforts as yours and ours.

THOMAS B. MCFADDEN  
Vice President  
NBC

#### GROWN-UP

Back about three years ago I subscribed to SPONSOR because I wanted to see how you were doing for a relatively young magazine. I followed it for a year.

Lin Pattee, Broadcast Music, Inc., a brother-in-law of mine, was at the house last week and told me that SPONSOR has cut quite a niche for itself among radio-tv people and showed me a current issue.

So-oo, I'd like to subscribe again. Principally so we here at *New England Printer and Lithographer* can study what you're doing and see what ideas and inspiration we can pick up. Check for \$8 enclosed.

THOMAS J. TIERNEY  
Publisher  
*New England Printer & Lithographer*

#### OMNIBUS COST

I notice that the rundown of sponsored network tv programs in your 5 September issue lists \$17,500 as the program cost of participations in *Omnibus*.

This figure, which includes agency commission, has been the price over the past two seasons but is not correct for the series starting 9 October. Both Scott Paper Company and Aluminum Ltd. have season contracts at the new price of \$19,800.

To extend the unusual advantages of *Omnibus* sponsorship to a larger number and variety of advertiser, not all of whom can spend seven figures in television, we and CBS TV have established a sliding scale of program prices, ranging from \$19,800 for 13 or more participations up to \$22,500 for as few as three.

GEORGE M. BENSON  
*Tv-Radio Workshop*  
*Ford Foundation*  
*New York*

(Please turn to page 102)

**CHANNEL 8**  
**WISH-TV**  
**INDIANAPOLIS**

**1,000 FOOT TOWER**

**316,000 WATTS**

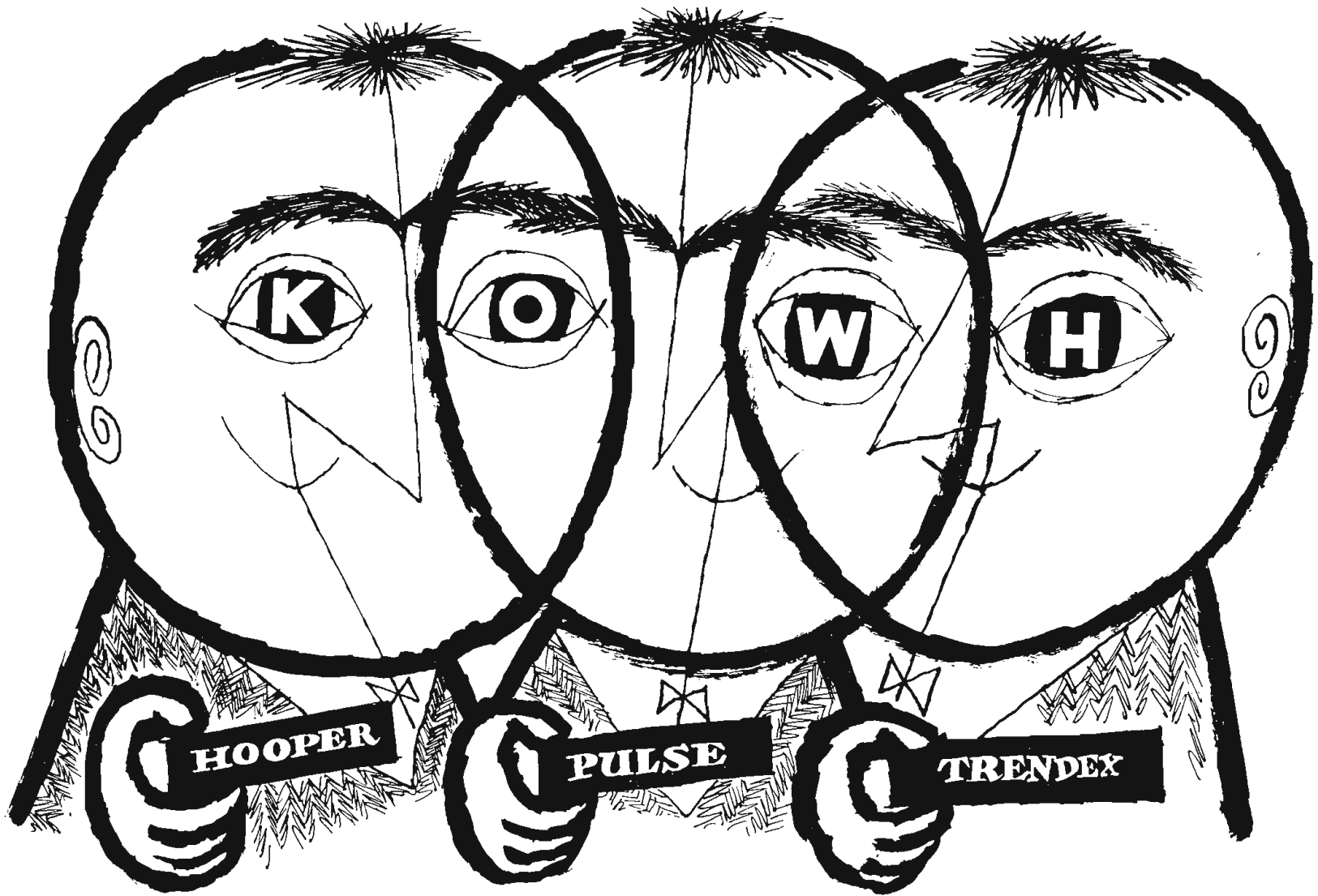


**SEE THE  
BOLLING COMPANY  
FOR  
AVAILABILITIES**

**the most popular programs  
in the Indianapolis area  
are now on **WISH-TV****



All 3 See  
**EYE-TO-EYE-TO-EYE**



No matter who asks the question . . .  
**KOWH** is the answer in OMAHA

52.6%! That's the average share of audience Hooper (July-August) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good (66 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you swear by, you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

**KOWH**  
**OMAHA**



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

WHB, Kansas City  
 Represented by  
 John Blair & Co.

WTIX, New Orleans  
 Represented by  
 Adam J. Young, Jr.

KOWH, Omaha  
 Represented by  
 H-R Reps, Inc.

# New and renew

# SPONSOR

19 SEPTEMBER 1955

## 1. New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Amer Home, NY	Y&R, NY	CBS 204	Arthur Godfrey; T, every 4th F 10:30-10:45 am; 30 Aug; 26 wks
Amer Home, NY	Y&R, NY	CBS 45	Galen Drake; M-F 4-4:05 pm; 3 Oct; 26 wks
Florida Citrus, Lakland, Fla	Benton & Bowles, NY	MBS 500	Storytime; partic M 11:05-11:30 am; 19 Sept
Grove Labs, St. Louis	Benton & Bowles, NY	MBS 500	Storytime; partic M 11:05-11:30 am; 19 Sept
Liggett & Myers, NY	Cunningham & Walsh, NY	KNX-CPRN 23	Harry Babbitt Show; alt T, Th & M, W, F 7:45-8 am PDT; 13 Sept; 52 wks
Norwich Pharmacal, Norwich, NY	Benton & Bowles, NY	MBS 500	Storytime; partic M 11:05-11:30 am; 19 Sept
Pabst Brewing, Chi	Warwick & Legler, NY	ABC 350	Marciano-Moore World Title Bout; 20 Sept; 10:30 pm
Revlon, NY	Norman, Craig & Kummel, NY	CBS 204	The \$64,000 Question; T 10-10:30 pm; 4 Oct; 52 wks
Schwayder Bros, Denver (Samsonite luggage)	Grey Adv, NY	NBC 198	Samsonite Travel Bureau; W 9:55-10 pm; 28 Sept; 52 wks
TWA, Kansas City	BBDO, NY	MBS 35	Walter Winchell; Sun 6-6:15 pm; 11 Sept; 52 wks



Warren J. Boorum (3)



William R. Wyatt (3)

## 2. Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Albers Milling Co, LA, for Friskies	Erwin, Wasey & Co, LA	KNX-CPRN 23	CBS-NEWS Room-Sunday Desk; (co) Sun 5:30-6 pm PDT; 28 Aug; 52 wks
Allis Chalmers Mfg, Milw	Bert S. Gittins Adv, Milw	NBC 196	National Farm & Home Hour; Sat 12-12:30 pm; 3 Sept; 52 wks
Amer Home Products, NY	SSC&B, NY	MBS 500	Gabriel Heatter; M, W, F 7:30-7:45 pm; 12 Sept; 52 wks
Curtis Curtition, LA	BBDO, NY	NBC 197	Fibber McGee & Molly; W 10-10:15 pm; 31 Aug; 3 wks
Doeskin, NY	Grey Adv, NY	NBC 197	Dr. Norman Vincent Peale; M-F 10-10:15 am; 30 Oct; 8 wks
Gillette Safety Razor, Boston	Maxon, Inc, Detr	NBC 194	Calvacade of Sports; F from 10 pm; 26 Aug; 54 wks
P. Lorillard Co, NY, for Old Gold	Lennen & Newell, NY	CBS 204	Two for the Money; Sun 8:30-9 pm; (new time, started 11 Sept); 2 Oct; 52 wks



Arthur J. Underwood (3)

## 3. Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
Bill Adler	WBAD, NY, director of press, promotion & special events	Same, director of programs
James Agostino	KHQ, Spokane	KXLY (TV), Spokane, sales mgr
Bill Asip	NBC Net Sales, NY	Edward Petry, NY, acct exec
Warren Abrams	NBC TV, NY, net sales development	Teleprompter, NY
Verne W. Behnke	MPTV, sales mgr, eastern div	Edward Petry, NY, acct exec
Warren J. Boorum	RAB, NY, asst dir of local promotion	Same, director of local promotion
Benjamin C. Bowker	own p.r. firm, Toledo	Allen B. DuMont Labs, Clifton, publ relations mgr
Jacques Biraben	WINS, NY, sales	Same, asst to vp and gen mgr
George E. Blechta	AC Nielsen, NY, vp	Same, NSI, NY, eastern division mgr
Ray Bright	KTRH, Houston, comml mgr	Same, asst mgr in chg sales
William Clark (Bill) Bryan	AS Black Adv, vp in chg r-tv	KTRH, Houston, mgr
Charles L. (Chuck) Burrow	KEX, Portland, promotion mgr	WBZ-WBZA, Boston, adv & sales promotion mgr
Richard C. Butler	AC Nielsen, NY, client service exec	Same, acct exec
June Buzzelli	WBC, NY, natl promotion staff	KDKA, Pittsburgh, asst promotion mgr
Edwin Cahn	Avery-Knodel, LA	Pulse, LA, hd of LA office
Bob Callahan	WLWC-TV, Columbus, acct exec	KDUB-TV, Lubbock, sales rep
L. J. (Pat) Campbell	WHLM, Bloomsberg, Pa, parttime sales	Same, sales mgr
John J. Carter	Adam Young, NY, in chg of sales development & promotion	Edward Petry, NY, sales development
Donn M. Chown	WJR, Detr, asst prog mgr	WGY, Schenectady, mgr of programs
A. H. (Chris) Christensen	KEX, Portland, continuity director	Same, adv & sales prom mgr
Ray W. Colie	WWJ-TV, Detr, sales staff	Same, natl sales mgr
William B. Colvin	Avco Mfg, NY, director of sales promotion, sales training	TvB, NY, sales promotion dept
William Connelly	WENS-TV, Pittsburgh, acct exec	MCA-TV, Pittsburgh, sales staff
John Craig	Reuben H. Donnelley, Cinn, salesman	WKRC-TV, Cin, sales dept
Walter L. Dennis	Telerad, Pueblo, sales director	Same, also coordinator of KCSJ (TV)
Harlan J. Dunning	BBDO, NY, radio adv for Lucky Strike	CBS, NY, net program supvr
Gene Ellerman	WBBC, Flint, sales mgr	WWTW, Cadillac, sales mgr



Benjamin C. Bowker (3)



Charles L. Burrow (3)



Chris Christensen (3)

**In next issue: New and Renewed on Television (Network); Advertising Agency Personnel Changes; Sponsor Personnel Changes; Station Changes (reps, network, power); Agency Appointments**

**New and renew**

**3. Broadcast Industry Executives (continued)**

L. W. (Lew) Reynolds (3)



Ray Bright (3)



Donald Tykeson (3)



Albert B. Shepard (3)



Ray P. Jordan (3)



John Harkrader (3)



NAME	FORMER AFFILIATION	NEW AFFILIATION
Frank Elliot, Jr. Dom Farrell Bob Flanigan Irving Gilman	WCAU-TV, Phila, director of sales development US Printing & Lithographing, sales NBC Spot Sales, Chi Institute for Motivational Research, Croton, NY, director of special projects	CBS TV Spot Sales, NY, director of sales development WLW, Cin, sales staff WOV, NY, sales staff Same, vp in chg business, admin & publ rels
Thomas Y. Gorman Charles H. Green	CBS Radio Spot Sales, NY Doyle Dane Bernbach, prod mgr, r-tv dept	WEEI, Boston, gen sales mgr George Blake Enterprises, NY, acct-exec
Robert Greenberg Del Greenwood Charles W. Grinnell John Harkrader Robert S. Harrison, Jr. John Henry Emmett J. Heerdt, Jr. Andrew G. Hubbell Don Jones Julian M. Kaufman Ray P. Jordan John A. Kellogg	MCA-TV, vp in chg western stn sales On the Air-Inc, promotion & publ service dir WSKI, Montpelier, Vt, mgr WDBJ, Roanoke, comml mgr WAYZ, Waynesboro, Pa KCSJ-TV, Pueblo, sales staff WEEI, Boston, sales mgr WNBF (TV), Binghamton, tv sales mgr WFEA, Manchester, NH, prog director XETV, San Diego, gen mgr WDBJ, Roanoke, mgr Institute for Motivational Research, Croton, director of market research	Same, Beverly Hills, western sales mgr WEHT, WEOA, Evansville, sales development director WCAX, Burlington, stn mgr Same, asst managing director of broadcast opers; r-tv WBFD, Bedford, Pa, mgr Same, sales mgr CBS Radio Spot Sales, NY, acct exec Same, general sales mgr WKAP, Allentown, Pa, comml mgr Same, also vp, Bay City TV Same, managing dir of broadcast opers; r-tv Same, also vp in chg Research Planning Div
Edward Kenefick Frank E. Koehler Hugh O. Kerwin Walter Koessler Richard C. Landsman Hugh Ben LaRue George E. Ledell, Jr. Hank Long Scott McClean Edward J. Meagher, Jr. Jerry Moltese Jack Moran M. D. (Doc) Morris Corwin (Hap) Nusbaum Leonard J. Ostrow Wendell B. Parmelee Tom E. Paro Harry C. Perrigo Al Perlmutter John A. Pieper Robert Purcell L. W. (Lew) Reynolds William T. Romaine Edward F. Ryan	FBI, special agent WROV, Roanoke, gen mgr UMGM, tv film acct exec WITV, Fort Lauderdale Harrington, Righter & Parsons, NY KULA, Hawaii, vp & gen sales mgr KCCC-TV, Sacramento, mgr LA sales office MCA-TV, Beverly Hills, vp Crosley Bcstg, NY, acct exec FBI, special agent Warwick & Legler, NY, r-tv timebuyer WPIK, Alexandria, Va, sales WAAT, Newark, acct exec WSJV-TV, Elkhart, acct exec Pit & Quarry, NY, publisher's rep WWJ-TV, Detr, natl sales mgr MBS, NY, sales staff WSKI, Montpelier, Vt, sales mgr WRCA(TV), NY, promotion coordinator WILY, Pittsburgh, acct exec tv consultant, LA WAGA, Atlanta, sales staff WSAZ, Huntington, W. Va, admin assist Washington Post, reporter	George P. Hollingbery, NY, sales staff WDBJ, Roanoke, sales mgr Edward Petry, tv mgr of St. Louis office WGBS-TV, Miami, sales mgr Katz Agency, NY, tv sales staff WINS, NY, gen sales mgr Edward Petry, LA, tv sales staff Same, Clev, sales mgr of mideast regl office Same, eastern sales mgr WRC, Wash, acct exec H-R Tv, NY, sales staff Same, sales director WORC, Worcester, stn mgr WNDU-TV, South Bend, acct exec WINS, NY, acct exec Same, tv sales development mgr NBC Spot Sales, NY, eastern div tv sales staff Same, mgr Same, mgr of special projects Same, sales mgr KEYD (TV), Mnnpls, managing director Same, sales mgr Same, acct exec WTOP (TV), Wash, DC, director of news and publ affairs WXIX, Milw, prom mgr Katz Agency, NY, tv sales staff Same, local sales mgr WRCA (TV), NY, promotion coordinator KFMB-TV, San Diego, acct exec Same, Chi, acct exec Same, assist eastern sales mgr Same, sales mgr Same, mgr WNDU-TV, South Bend, acct exec Official Films, NY, sr acct exec Same, also vp in chg sales, Pacific Frontier Bcastg WTVJ, Miami, acct exec CBS, NY, asst to pres. Same, central division mgr, NSI, Chi
Willam H. Ryan Albert B. Shepard Douglas L. Sinn Al Slep Ted L. Snider George Stevens Jack Thompson Donald Tykeson Arthur J. Underwood, Jr. Ted Varnasco George Vaughan Frank Warren Paul H. Weiss Gerhart D. Wiebe William R. Wyatt	KFMB(TV), San Diego, prom mgr Forjoe-TV, NY, tv sales mgr WWJ-TV, Detr, asst sales mgr Republic Pictures, NY, publicity & promotion KOAT-TV, Albuquerque, natl sales Edward Petry, St. Louis, tv mgr of St. L. office Free & Peters, Chi, acct exec KPTV, Portland, sales exec Katz Agency, Detr, sales staff WHFB, Benton Harbor, Mich, sales mgr MCA-TV, NY KULA, Honolulu, gen sales mgr Flint Adv, NY, vp CBS Radio, NY, research psychologist AC Nielsen, NY, vp	

**4. New Firms, New Offices, Changes of Address**

Associated Advertisers, Inc., Harrisburg, has reorganized as Hood, Light & Geise, Inc. Robert B. Light, copy chief for more than seven years and George H. Geise, principals.

Betteridge & Co, Adv, Detr, has moved to larger offices in the Officenter Bldg, 15800 West McNichols Rd, Detr 35.

Burke-Stuart Inc, has opened a Chicago office at 75 East Wacker Drive; Earl Paro has been named vo in charge of the new operation, covering the entire middlewest.

Frederick N. Dodge has opened an office as marketing and merchandising consultant at 115 Central Park West, NY, TRafalgar 4-1907.

Honig-Conner, Seattle, has moved to the Tower Bldg., 7th & Olive; MAin 1801.

Hugh Dwight Adv, Portland, Or, has moved to 504 Hughes Building, 115 S.W. Fourth Ave.

Don Larson, owner of Don Larson Adv, Beverly Hills, and George A. Whittington, editorial director of Industrial Laboratories Publ, Chi, have established an adv and public relations firm, Larson-Whittington Associates. Offices are at 339 So. Robertson Blvd, Beverly Hills.

Little & Co, Adv, LA, has moved to larger offices at 3719 Wilshire Blvd., DUnkirk 9-1267.

Platt, Zachary & Sutton has reorganized as Platt, Dyson & O'Donnel. Offices are at 7 East 44th Street.

Pulse has opened a new office in LA at 6399 Wilshire Blvd. Edwin Cahn, previously with Avery-Knodel is head.

RCA Victor Record Division has moved its offices to 155 East 24th Street, NY 10, MURray Hill 9-7200.

Roland Reed-Gross Krasne Tv Commercials has opened a NY and a Chi office. NY office is at 521 Fifth Ave, Russ Raycroft, vp, head. Chi office is in the Hearst Building, headed by Burton Neuberger.

Arthur C. Schofield, Director of Advertising & Promotion for Storer, has been transferred from the company's NY office to national headquarters in Miami.

John W. Shaw Adv, Chi, is taking on additional office space in same building, 51 East Superior Street.

Trendex, Inc, has moved to 535 Fifth ave, New York 17, MURray Hill 2-1182.

Jack Trustman Ave, Detr, had moved into larger quarters at 8720 Chicago Blvd West.

Robert B. Wesley & Assoc has been succeeded by a new Chi agency, Wesley, Heyne & Cuca. Offices will be at 333 No. Michigan. Robert Wesley is president, Norman E. Heyne, an R&G vp, will be vp.

The television  
participation buy  
of the year...

a piece of ABC-TV's Sunday evening

# FAMOUS FILM FESTIVAL



- Top-quality feature pictures . . . never before on TV.
- Box-office stars: Alex Guinness, Jean Simmons, Robert Newton, James Mason, Rex Harrison and Lilli Palmer, Claude Rains, Noel Coward, Moira Shearer, many more.
- Sunday: Class A time . . . 7:30-9 p.m. (EDT); 6:30-8 p.m. (CDT); 8:30-10 p.m. (MST); 7:30-9 p.m. (Coast Time) . . . a pattern for maximum audiences.
- No minimum buy. Choice participations for any budget . . . lower cost-per-thousand than *any* participating show on network TV.
- Contact your ABC-TV representative. In New York, 7 West 66th Street (SUsquehanna 7-5000); in Detroit, 1700 Mutual Building (WOOdward 3-8321); in Chicago, 20 N. Wacker Drive (ANdover 3-0800); in San Francisco, 277 Golden Gate Ave. (UNderhill 3-0077); in Hollywood, 1539 N. Vine Street (NORmandy 3-3311).

Exclusively on **ABC-TV**  
ABC TELEVISION NETWORK

**EVERY SUNDAY EVENING  
TOP-FLIGHT SHOWS . . .  
BUT DON'T TAKE OUR WORD FOR IT!**

**THE LAVENDER HILL MOB:**  
"Wackiest crime story of the year"—*N. Y. Times*

**ODD MAN OUT:**  
"Powerful, superb drama"  
—*N. Y. Journal-American*

**TIGHT LITTLE ISLAND:**  
"A howl-heavy comedy"—*Billy Rose*

**THE RED SHOES:**  
"Completely irresistible"—*N. Y. Herald Tribune*

**THE IMPORTANCE OF BEING EARNEST:**  
"Witty, wonderful"—*N. Y. Post*

**CAESAR AND CLEOPATRA:**  
"Brilliant and provocative"  
—*N. Y. World-Telegram & Sun*

**NOTORIOUS GENTLEMAN:**  
"It's a pip!"—*N. Y. Mirror*

**IN WHICH WE SERVE:**  
"Best picture of the year"—*N. Y. Film Critics*

**Milwaukee's**  
**best buy**  
 here's why:

**W** "the voice of the BRAVES"  
(the Milwaukee Braves games are not televised)

**am-fm**

**e** all-star programming

Milwaukee's Most Powerful Independent

**m** 24 hours of music news, sports

now 5000 watts

**P** lowest cost per thousand

**HUGH BOICE, JR.**  
 Gen. Mgr.

**HEADLEY-REED,**  
 National Rep.



**Mr. Sponsor**

**Bruce Enderwood**

V.p. in charge of advertising  
 Gruen Watch Co., New York

"People have been accustomed a long time now to the fact that watches work," says Bruce Enderwood, Gruen's v.p. in charge of advertising. "We're now planning to ride along on the wave of America's style consciousness and make men and women feel that it's necessary to be up to date in their choice of watches."

Which explains Gruen's plans to spend its \$1.5 million a year budget this fall to promote its line of 204 watches to the public as "fashion musts."

"We'll do it mainly with tv and radio," says Enderwood. Starting in October, Gruen's commercials will be seen three times a week each on NBC TV's *Today* and *Home* shows, with Dave Garroway and Arlene Francis delivering the pitch. From October through December Gruen's new slogan will also be heard 10 times weekly on NBC Radio's *Monitor*.

A typical six-second *Monitor* commercial will sound like this:

"Make room on your wrist for tomorrow. Wear Gruen, the Newest Look in Time."

The new slogan and a freshly designed sunburst pattern will appear in all print (*Life*) and tv advertising to tie the media together.

Enderwood, a v.p. at 31, talks advertising with suppressed excitement, admits that he enjoys being part of "our industry's youngest management team." Ed Weitzen, the president, is elder statesman of the company at 35.

Among Enderwood's biggest problems in directing Gruen's strategy is the generally higher spending competition Gruen has to fight. His solution to this problem can be summed up like this:

"When we buy radio and tv, we're buying maximum circulation. We like Grey Advertising, our agency, to help us find a buy that gives us good exposure at minimum cost and to work out the sales pitch. Let the networks have the glory of working on programing structure. We feel they're best equipped to handle it."

An intensely serious, dark-haired young man, Enderwood feels convinced that young management can give a company flexibility.

"We developed the new campaign and made our media decisions within 30 days," he points out. "And frankly, I don't think we'd be working at this clip if our president weren't the kind of guy who doesn't say 'no' to new ideas."

★ ★ ★



**NOW! . . . Michigan's  
MOST POWERFUL  
Independent Station...**

**WJBK**  
RADIO • DETROIT

**NOW! . . . CLEAR CHANNEL**

**1500 Kc NIGHT and DAY**

**NOW! . . . INCREASED POWER**

**10,000 WATTS DAYTIME**

**1,000 WATTS NIGHTTIME**

**NOW... MORE THAN EVER  
YOUR BEST RADIO BUY  
WJBK  
FIRST IN NEWS-MUSIC-SPORTS**



Represented Nationally  
by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630

# No selling campaign is complete

SPONSOR



## Esso: 19 years of radio news

Despite entry into tv, Esso has increased spot radio news budget. It's now spending about \$1 million for newscasts over 52 stations

Nearly two decades ago Esso Standard Oil Co. began a spot radio news pattern consisting of five-minute newscasts. The campaign is still going. And it's still growing.

In an era when it has found many spot radio users, diverting some of their radio budgets into television or other media, Esso continues to add to its markets to its news schedule from an original list of 13 stations in 1933. Esso has expanded four *Esso Reporter* news casts to 52 stations, each of which airs the *Reporter* an average of three times a day, says an estimate that

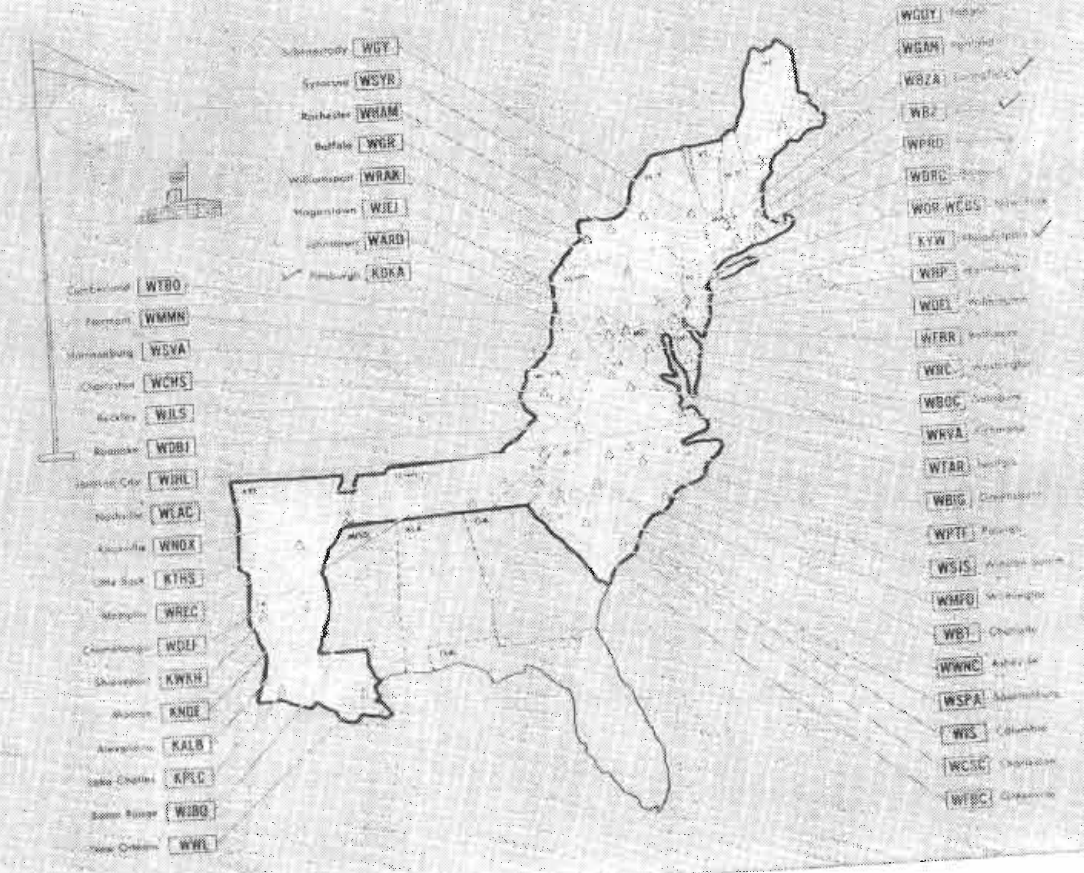
Esso currently spends more than \$1 million annually on the *Esso Reporter* on the radio. And this dollar includes extra spot radio campaigns, like one now being carried on nearly 100 stations plus the 52 *Reporter* outlets.

Esso experimented with news on tv 13 years ago, now sponsors a tv version of the *Esso Reporter* on 10 stations and weather reports on two other tv stations. The annual spot tv budget is about \$1.25 million. Bulk of it, however, is now money not derived from radio. "In a future year, we expect to tell the story of Esso's

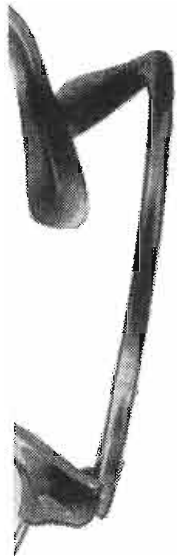
spot tv news approach and the lessons it has learned in translating its traditional radio fare into the visual medium.

Esso actively encourages its dealers in smaller markets to use radio. It only spends \$100,000 a year on radio less than 100,000. The radio industry knows to get business from service station operations. Esso dealers have a natural toward the time the independent station operator can purchase an local radio outlet, you want the Esso gasoline dealer currently pays \$100,000 for more than 100,000 gallons

MAP SHOWS ESSO'S 18-STATE MARKETING AREA. LISTS 52 RADIO STATIONS AIRING AVERAGE OF THREE SHOWS DAILY



# without the **WBC** stations!



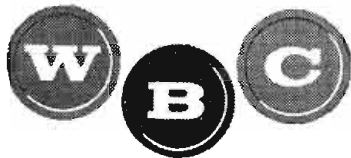
## **Example:**

ESSO STANDARD OIL COMPANY BUYS 50,000 NEWSCASTS A YEAR. IN EVERY ESSO MARKET WHERE THERE IS A WBC STATION, ESSO USES THE WBC STATION.

**WHY?** Well, if you figure cost-per-thousand, as Esso does in buying stations, you'll find WBC is one of the best buys in the business. Or, like Esso, if you consider "prestige," you'll find the WBC stations are the most powerful, the most respected, the most tuned-to stations in their markets. (And they're big markets. One-sixth of America shops in them.) If you consider the record, you'll find that 94 of America's 100 largest advertisers use WBC. Three of the remaining six, by custom, do not use broadcast media.

Are you considering a *selling* campaign? Make it complete with the WBC stations. All it takes is a call to your nearest WBC station or to Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

### **WESTINGHOUSE BROADCASTING COMPANY, INC.**



#### RADIO

**BOSTON**—WBZ+WBZA

**PHILADELPHIA**—KYW

**PITTSBURGH**—KDKA

**FORT WAYNE**—WOWO

**PORTLAND**—KEX

#### TELEVISION

**BOSTON**—WBZ-TV

**PHILADELPHIA**—WPTZ

**PITTSBURGH**—KDKA-TV

**SAN FRANCISCO**—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

• ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

*Support the Advertising Council Campaigns*



### THE LIBRARIAN

Born with a silver "sshh" in her mouth; compensates by screaming insults at the umpire every Ladies' Day. Addicted to Peter Arno cartoons and seven card stud. Has a baseball autographed by Three-Finger Brown. Favorite food: tapioca pudding.

There's nothing hush-hush about which station in Washington is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

## WTOP RADIO

Represented by CBS Radio Spot Sales

# SPONSOR BACKSTAGE



By Joe Csida

### **There are savvy agencies everywhere**

In the gentle but unrelenting drizzle some 2,000 people—men, women, and children—sat in the grandstand of the Harrisonburg ballpark, home of the Harrisonburg (Va.) Turks of the Valley League. Underneath the grandstand, in the locker rooms behind the dugout, a handful of men, including me, fretted over the blossoming dilemma. Eddy Arnold and the four boys constituting the singing quartette, the Gordonaires, were getting into their stage clothes, rain or no rain. Bob Wilson of the Cargill and Wilson advertising agency in Richmond, Va., came in and told me his men were setting up seating facilities in an armory about a quarter mile away. It was a little after 7 p.m. on Sunday night, 28 August.

Because of the damage the weather would wreak upon the musical instruments, Eddy decided to go out, do one number and ask the good citizens of Harrisonburg and vicinity to join us over in the Armory, for the show itself. While he was doing this in a most enchanting and persuasive manner, the big Virginia State Trooper who had led us to the ball park placed a large hand on my shoulder.

"I'm Joe Hash," he said. "Happy to know you fellows."

Joe, it developed, was not only happy, but a mite (in a truly nice way) envious. He was a pitcher (one of two) for the Harrisonburg Turks and had won 12 and lost two thus far this season. He could possibly have won a few more games, but there were nights when he couldn't pitch because he was on police duty. His good-natured envy stemmed from the size of the crowd we had drawn on a rainy Sunday night.

"We even won the pennant," said Joe, "and we're now in the play-offs and we don't draw more than a couple hundred folks."

As Eddy came back into the locker room, slightly moist, and the crowd obediently headed toward the Armory, I began to think of trooper Joe Hash's remark. All through the long show and on the even longer automobile ride back to Richmond (some 154 miles) I thought about Joe's comments, and talked at great length to the Cargill and Wilson agency's Bob Wilson, probing for information to fill out a general theme which had occurred to me.

(Please turn to page 66)



## looking for coverage ?...

look to wfmy-tv!

Tee off to greater sales—greater profits—in the prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. WFMY-TV is the *only* CBS television outlet in the Prosperous Piedmont that completely covers this booming 46 county market area.

Here some 2 million potential customers for your product have \$2.3 billion to spend. Last year they spent in excess of \$1.5 billion on retail purchases alone.

Full 100,000 watts power, nearly six years of successful TV selling experience plus tops in CBS (basic) network programming add up to record breaking sales for your product in the Prosperous Piedmont.

For full information call or write your H-R-P man today.

# wfmy-tv

## Channel 2

GREENSBORO, N. C.

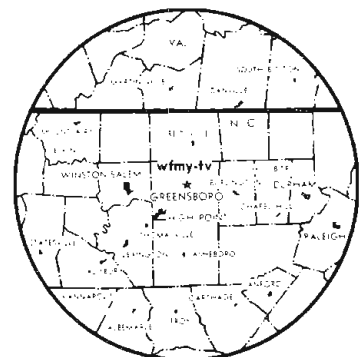
Represented by

Harrington, Righter & Parsons, Inc.

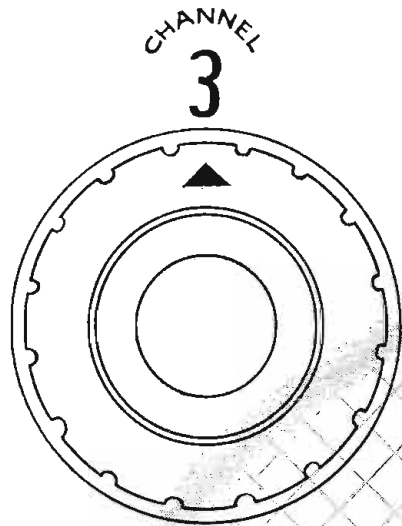
New York — Chicago — San Francisco



Now In Our  
Sixth Year



**WHERE  
ELSE  
IN THE  
CAROLINAS?**



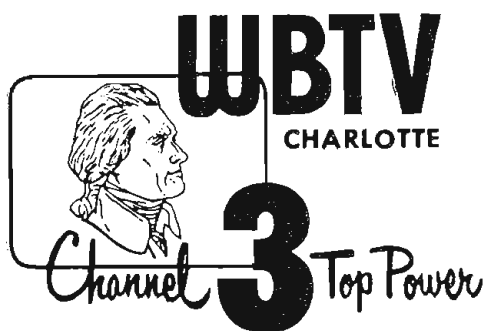
# SUCH DEVOTED DIALS

The first television station in an area gets the viewers. The best television station holds them.

WBTV brought television to the Carolinas in July, 1949 and for more than four years telecast the only VHF signal available to more than 2½ million Carolinians. Unspoiled by its single station status, WBTV programmed, promoted, catered to its captive audience as if beset by competition.

The pay-off is poetic. Subsidiary signals make little progress in WBTV's domain. Witness a current and authoritative survey\* which reveals that among a half million people to whom a second signal is available, 96.3% name WBTV first choice.

\*Bevan Study—1955. Write or call WBTV for summary.



JEFFERSON STANDARD BROADCASTING COMPANY

# Why SPOT business is booming

**Both in radio and tv, spot is hot. Saturation buying, new clients, high network tv costs, need for extensive coverage boost billings**

Spot radio and spot tv both anticipate a year appreciably ahead of 1954. In radio, the boom began during the last month with a sudden resurgence of interest after six months below par. The return of old clients coupled with new business may lift 1955 spot radio billings as much as 10% ahead. Tv has seen a virtual gold rush for availabilities increasing total billings one-third over last year. To determine the extent of the boom in spot radio and tv and analyze its causes, SPONSOR surveyed station reps, agencies and advertisers, pinpointed fall 1955 buy-

ing trends, illustrates these with detailed studies of radio and tv campaigns representative of current buying techniques (see following pages). Major reasons for the spot boom, broadly, include a strong trend toward saturation buying in both radio and tv. Such high frequencies as 100 tv announcements weekly, virtually unheard of two years ago, are setting a pattern. Radio announcement tonnage goes up to 500 a week per market. Both media are attracting new clients. Radio attracts with cheap circulation, tv with stepped-up daytime viewing.

NOTE: 1951-1953 figures from FCC.  
 \*Official FCC figures are not yet available.  
 This is SRA estimate.  
 \*\*Based on survey of representatives, agencies.  
 TV outlook is considered firm. Radio outlook depends on buying pace for rest of fall-winter.

## SPOT TELEVISION

**BILLINGS:** Indications are that total tv billings for 1955 will be as much as 30% ahead of 1954 totals. SPONSOR's estimate is based on a survey of station reps as well as major agencies. Biggest increase is in daytime billings.

1951	1952	1953	1954	1955
\$59,700,000	\$80,200,000	\$124,300,000	\$205,200,000 *	\$266,760,000 **

1951	1952	1953	1954	1955
\$120,000,000	\$124,000,000	\$129,600,000	\$135,400,000 *	\$148,940,000 **

## SPOT RADIO

**BILLINGS:** After six months of doldrums, spot radio got a shot in the arm from a sudden return of old clients, increased budgets of established ones. Reps say if boom in short-wave saturations maintains, year may be 10% ahead.

## SPOT TELEVISION: Wider range in time periods bought, new popularity of daytime I.D.'s and late-night Class C contribute to tv boom

Spot tv is booming.

New clients are flocking into the medium.

Established clients are increasing their campaigns.

"Spot tv billings are expected to be 30% higher in 1955 than in the previous year," says Lawrence Webb, managing director of the Station Representatives Association. The figure Webb uses as a base for his estimate is from reports SRA received from stations which pegged 1954 spot tv billings at \$205.2 million.

In order to determine the probable growth of spot tv, SPONSOR asked SRA to make a survey of its members and pin down estimates of total year's billings. Here are quotes from a cross-section of SRA members:

"There's an increase in tv business this year over 1954, so far, of as much as 30%. Much of this increase is due to heavy saturation campaigns in minutes, 20-second announcements, and I.D.'s. A large amount of the increase in tv billings is also due to heavy daytime buying."

"Sales are running between 20% and 25% ahead of 1954," says another major tv station rep. "The year as a whole may wind up at least 30% ahead."

Still another member of SRA says: "There's a heavy increase in the fall spot buying with most of the advertisers going heavily into daytime I.D.'s and participation programs such as homemaker shows, daytime movies."

Timebuyers report it's tougher than ever to clear the kind of availabilities their clients are after because of con-

tinuing intense demand for spot tv. As a result of the tight situation, several trends, started last year, are obvious this fall in buyers' strategy:

1. Advertisers are buying a wider range in time periods because of the difficulty in clearing Class "A" time. Daytime, of course, had long been explored by the soaps, detergents, foods. Now, however, categories of accounts new to daytime tv, such as cigarettes, are beginning to see the value of reaching daytime audiences. Philip Morris is pioneering this approach to spot tv among cigarettes this year. (SPONSOR will analyze specific fall campaigns later in this report.)

2. With the tightness of nighttime I.D.'s, daytime I.D.'s have become a more popular buy. To foster the awakening interest in daytime I.D.'s specifically, The Katz Agency has introduced a package buy on its stations called "Operation I.D." which offers 15 daytime I.D.'s at a discounted package price. This plan has attracted such accounts as Lanolin Plus, Lite-Bake Biscuits, Maxwell House Coffee, Tetley Tea, Vitality Feeds and Wish-Bone Salad Dressing.

3. There's increased interest in late-night Class "C" time because buyers argue that the cost differential and availability of minutes more than makes up for smaller audiences.

4. More than ever before, tv is being bought like radio today, with saturations be-

ing the rule rather than the exception. Most outstanding example of this type of massive buying is the Maxwell House Instant Coffee campaign through Benton & Bowles which consists of more than 700 announcements a week in 70 markets, 95% I.D.'s.

5. Dozens of new clients are buying national spot tv. Some of these are fugitives from high network costs, others are advertisers who are finally succumbing to competitive and local dealer pressures. The extensive list of new spot tv advertisers includes Japanese Canned Crab Meat, Halo, Nabisco Shredded Wheat

Jr. and Nabisco

(Please turn to page 84)

## SPOT TELEVISION

These are the top

1. Some advertisers buy tv today as they used to buy radio: in waves of heavier saturations. The trend is toward shorter term campaigns to saturate a market, like Maxwell House Instant shots of 150 weekly. Some cars, drugs do same.
2. I.D.'s continue to be a popular buy, not only during prime nighttime, but also during the day. Viceroy's and Kools, which set the trend, are being followed by PM's. Class A I.D.'s continue to be tough to get.
3. Daytime and late-night tv are becoming more popular buys. Many clients find that lower cost and possibility of clearing minutes more than offsets lower ratings. Strong network programming day and night has lifted tv viewing.

### Servel

(Hicks & Greist) returned to spot tv after two years with 50% daytime, 50% late night minute announcements



### Philip Morris

(Blow-Beirn-Toigo) puts network money into spot tv with one-third day, two-thirds night push



### Old Gold

(Lennen & Newell) continues use of Class "A" I.D.'s, 20's in expanded market list





## SPOT RADIO: Return of old clients, increased budgets of

### established advertisers, unusual saturation pattern spark radio billings

The big rush in spot radio buying activity started about a month ago.

The resurgence came on the heels of a slow spring and summer, could pull total spot radio billings this year up to or ahead of 1954 totals. The Station Representatives Association's reports from stations showed spot radio with \$135.4 million in billings. While Station Representatives Association is holding off 1955 predictions, it points to these forecasts from members gathered in a survey for SPONSOR:

"Radio was down for us the first six months of this year," reported one major representative firm, "but if the trend continues

as it has in the past few weeks, we will be as much as 10% ahead of 1954 by the end of this year. Many old timers in radio advertising have increased radio budgets and a number of accounts who have used radio in the past, but have been spending their ad dollars in tv, are now coming back to radio."

Said another rep firm:

"Radio spot has been holding its own in comparison with 1954, but the current fall season of buying should definitely put radio out in front of 1954. There's a lot of regional buying in radio as well as heavy expenditures in automotive, drug and cosmetics."

There are, as a matter of fact, certain categories of accounts which do stand out as particularly heavy spot radio users this year. Most pronounced of these are the automotives in this crucial year of car manufacture. Continuously heavy, too, are cigarettes, drugs, the cold and cough remedies.

Briefly, these are the characteristics of spot radio in fall 1955: (1) more segmentation plans; (2) heavy waves of very short-term announcement schedules; (3) combination package buys.

Buying strategy has swung about and hit several reverse trends from the patterns established in the years immediately following inception of tv. Some of this fall's trends were unpredictable a year or so ago, others are reversals of past year's trends. Briefly, here's

a summary of the fall 1955 approach to spot radio buying:

1. Radio buying has become far more mathematically formularized than the trend toward blanket saturations might indicate. Buyers frequently cite the "Colgate method," and apply it to other accounts. In essence, Colgate buyers point to the following correlation between rating points and weekly share of audience: 40 rating points get 25% of the audience a week on the average; to get 50% coverage, you have to increase your buy by 100 rating points; a total of 400 rating points will give you roughly 75% of the weekly audience.

Some agencies have worked out similar formulas to guide them in the number of announcements per market that they'll buy. In other words, the timebuyers operate with guidance of a ratio between frequency of announcements per station, coverage, audience.

2. Radio clients today don't just buy saturations, they buy "tonnage." It's very usual for a client to order package buys of certain frequency, rely on the station to place it, partly because the numbers of announcements are such that they couldn't all be squeezed into a single time strip anyhow, partly because the emphasis is upon accumulating audiences. Outstanding among heavyweight buys is Maxwell House Instant Coffee, which has gone into a market with as much as 500 announcements a week, and Nescafé, with its flurries of 150 a week.

3. Evening radio is getting a bigger play than it has for some time, partly  
(Please turn to page 90)

## SPOT RADIO

### trends this fall

1. Evening radio is getting a bigger play now that ratio between viewing and listening has become stabilized, rates adjusted downward. New products aimed at male audiences often favor nighttime radio; cigarettes and drug clients use it.

2. Established radio clients are increasing their budgets this year, because they've found radio gives low-cost circulation. Autos use waves of saturations to unload inventory before dealers get the new line.

3. Many old radio clients are returning to the medium after a one- or two-year hiatus. In some cases the main reason is the size of clients' budgets. Others find choice tv time too hard to get. Still others simply find that radio produces good results.

#### Lincoln-Mercury

(K&E) never used as much radio as today: is on 900 stations for short-term push



#### Nescafe

(Bryan Houston) uses 150 weekly announcements for four three-to-six week periods a year



#### Aqua Velva

(J. Walter Thompson) uses radio-only to promote introductory offer with 4:00-11:30 p.m. schedule

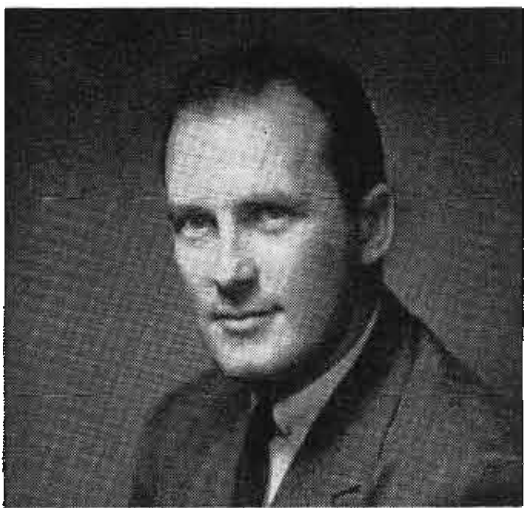


### STATION COVERAGE FOR ALE DRIVE SHOWN GRAPHICALLY

Pictures to right and below on next page illustrate how distributors of Old Crown ale were shown at district meetings exactly what kind of spot radio coverage they were getting. Pretty girls lifted drawing of freckled boy to show station coverage patterns all over Indiana and adjoining counties. With this kind of support, distributors were told, sales would come easier. Campaign started in May, will last 26 weeks on 23 Indiana stations



# How to enthuse the salesmen over your radio campaign



Jack Reichart, general sales manager, Centlivre Brewing Corp., delivered the basic spot coverage pitch to distributors

### Midwest brewer dramatized coverage of spot campaign for ale with speeches, facts, gimmicks

**T**he problem of merchandising spot radio to dealers and distributors has often put sales managers in a tizzy and caused many sleepless nights.

Here's the question that goes around their poor, insomnia-ridden brains: "How can I get anybody excited about just a commercial? And no pictures yet!"

This sleeplessness is, of course, quite unnecessary. While merchandising spot radio is recognized as a problem,

it is no different from any other problem. It has been solved many times, in many different ways, depending on the product, the type of commercial, the type of campaign, etc. It just calls for a little imagination and more than a little work. (For some general answers to the question, see "Admen pose top radio-tv questions for 1955," SPONSOR, 24 January 1955.)

A case in point is the Centlivre Brewing Corp. of Fort Wayne, a re-

gional beer and ale concern with distribution in Indiana and adjoining states. After being bitten by the tv bug, Centlivre came back to radio last May with a heavy spot radio campaign for its Old Crown Ale, top seller in its area. The radio sales drive will continue through November.

A key factor in the sale of Old Crown is the wholesale distributor, and many distributors handle competing brands. Though ale sales are not as large as those of Old Crown beer, there are actually more distributors handling the former. To get these distributors behind the campaign, Centlivre dramatized it at seven regular spring meetings throughout Indiana. The meetings were held at Bloomington, Terre Haute, Indianapolis, Lafayette, Fort Wayne, South Bend and Jasper. A total of about 500 attended, including representatives of the 23 radio stations used in the ale campaign.

The basic pitch came from Jack

Reichart, Centlivre's general sales manager. As outlined by the firm's executives and its agency, Westheimer & Block, the solution to the problem of merchandising the campaign took five tacks: (1) the immense size of radio, (2) the limitations of tv and the strength of daytime radio in this situation, (3) the concept behind the campaign, (4) the number of announcements and (5) the coverage of the stations used in the campaign.

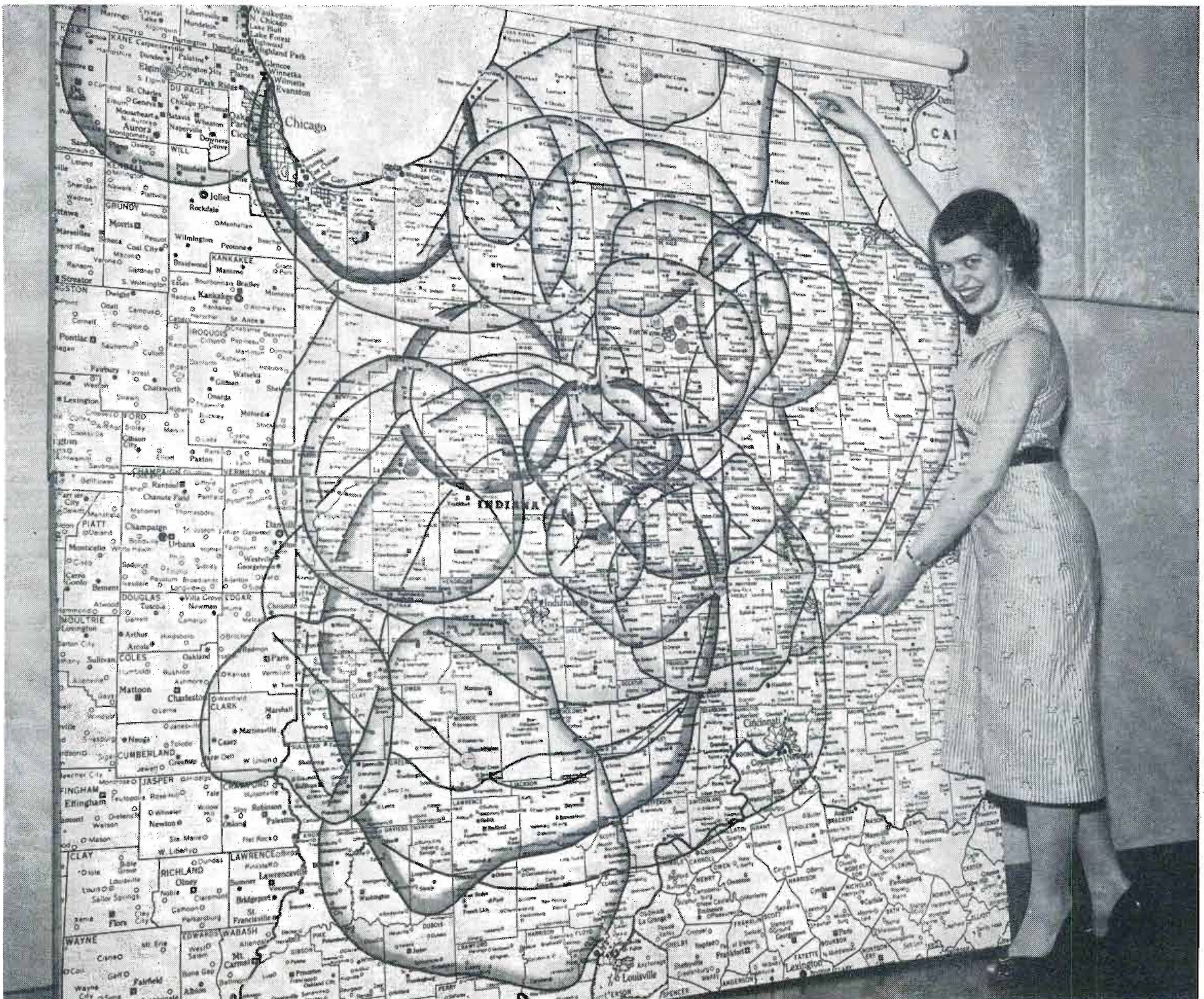
The last two were used as the basis of gimmicks to dramatize the size and scope of the ad drive. For example, at each meeting, all those attending were given flashlights. At one point in Reichart's talk, he would ask that the house lights be put out. He would then request everyone present to turn on his flashlight and point the beam at the ceiling. The effect was startling. There would be scores of white circles overlapping each other. While everybody would be craning his neck, Reichart would break in with some

comment like this: "... and that's the kind of coverage that's behind you to help you sell Old Crown ale." To make the point even more specific Reichart also unveiled a map showing the coverage areas of all the stations used in the ale drive.

To bring home the impact of the total number of announcements used in the 26-week campaign, Reichart broke down the total into weeks, days and hours. He then punched across the point that during the days the advertising runs there is one announcement every four minutes pushing Old Crown ale somewhere in Indiana.

In addition to Reichart's speech local radio men at each meeting spoke to the distributors on the specific coverage in their areas. For example, Paul Lindsay, account executive at WOWO, Fort Wayne, gave a presentation on radio's effectiveness, showed examples of how specific advertisers use radio and explained how the over-

*(Please turn to page 74)*





# Are package goods taking

**It's automotives rather than soap and tobacco who are**

**I**t may not be many years before sponsors are shelling out \$1 million for production alone on some nighttime tv programs—regularly. Already NBC TV has three spectaculars in the quarter-million dollar class. Thirteen network shows have passed the \$100,000 mark this season. And last season, it will be remembered, more than \$600,000 was reported to have been spent for *Peter Pan*.

SPONSOR's survey of this fall's show costs reveals that the general trend is still up, with no sign of a reversal in sight.

While the willingness of tv's blue chip clients to keep on increasing their investments in video is a tribute to the medium's sales impact, a number of important questions arise in connection with the mounting price spiral. Some admen envisage a future notable for the absence of such stalwarts as

P&G, Colgate, American Tobacco, General Foods from the nighttime tv scene. How, they ask, are the low-cost impulse items to achieve ad frequency at a cost that makes advertising economically feasible if tv's price hits the stratosphere? Will they lodge ultimately in daytime alone?

Noting the heavy show spending of the auto companies, others wonder whether economic shocks in Detroit could not have serious consequences for television if the newer car clients retrench by pulling out of the medium.

High tv costs have forced a basic change in tv's economic structure. SPONSOR's chart of the fall's network program (see following pages) shows that single-brand sponsorship of individual weekly shows is largely a thing of the past. It has given way to a mixed pattern of alternate and co-sponsorships, participations, one-shots,

**Chevrolet:** Bob Hope show on NBC TV costs Chevrolet SPONSOR estimated \$235,300. Variety show which alternates in same slot is cheaper; it costs \$146,900. General Motors night program budget tops P&G's

**Ford:** Judy Garland stars in first "Ford Star Jubilee" on CBS TV. 90-minute CBS TV spectacular costs Ford estimated \$150,000 each. Chrysler is also heavy in nighttime with about \$6 million for programing

**New developments** for fall include heightened importance of programing from theatrical film sources, including ABC TV Sunday night movie block of films. Below left, scene from one of 20 films scheduled. Below center, Jackie Gleason "Honeymooners" on CBS TV, which is being filmed with Du Mont Electronicam method. Du Mont itself is out of networking. "Wide, Wide World" with Dave Garroway (page at right) is among major new projects NBC TV is adding this season



# a back seat in night tv?

## spending most for nighttime network tv programing

and infrequent but heavy exposure via monthly extravaganzas.

The chart reveals another historic change: a shift in sponsor types to heavy representation by the automobile and appliance companies in evening programing.

Of the six biggest program spenders, three are car manufacturers, one is a soap outfit, one a tobacco company, and one is a food firm.

Total automobile companies' spending for nighttime production, though less than that of the larger food group, is well ahead of the soap and cigarette firms'. The true significance of the auto concerns' front-running position is found in their concentration of lavish nighttime spectacles.

The following program costs are figured on the basis of SPONSOR's estimated gross costs at presstime:

General Motors leads the group with an expenditure of about \$11.3 million for nighttime tv programing (exclusive of time) for the '55-'56 season. Running a close second and third, at around \$8.6 million, are P&G and General Foods. Then comes Ford, spending about \$7.5 million; American Tobacco, about \$7 million; Chrysler about \$6 million.

Oldsmobile is carrying the full program nut of \$231,800 (gross) for each of the NBC TV *Max Liebman Presents*

spectaculars seen on Saturday nights.

Chevrolet is bearing the full brunt of the \$235,300 budget for the one-hour Bob Hope show, as well as the \$146,900 for the alternating variety shows in the same slot.

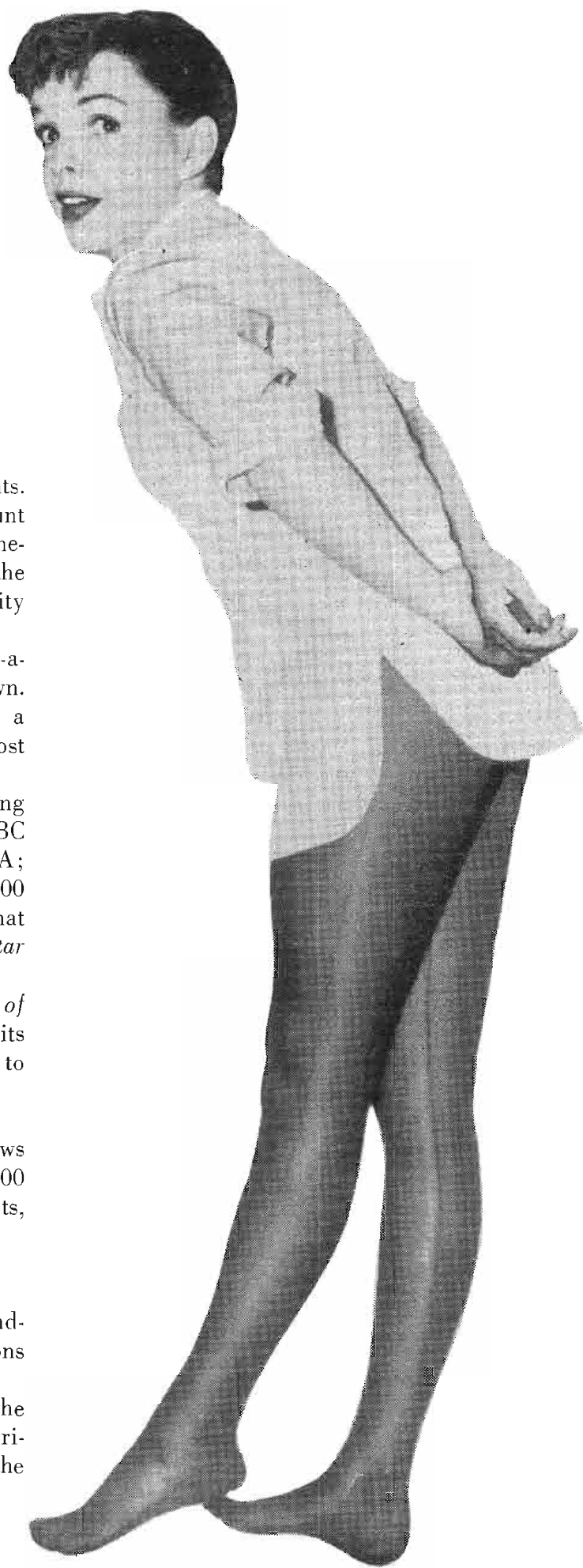
Buick's fabulous \$3 million-plus-a-year deal with Gleason is well known. And Pontiac is coming in with a top-budgeted dramatic show to cost \$67,800.

Not to be outdone, Ford is splitting the \$260,000 program cost of NBC TV's *Producer's Showcase* with RCA; on CBS TV Ford is investing \$150,000 per 90-minute extravaganza in that network's "Special Project" *Ford Star Jubilee*.

Chrysler has upped its *Shower of Stars* budget to \$110,000, and its *Climax* show has been increased to \$65,000.

**Big show sponsors:** The 13 shows with program budgets above \$100,000 are sponsored by 23 different clients, but:

- Not one is a soap company!
  - Not one is a cigarette company!
  - Only one is a food company (Standard Brands), which has participations in the \$265,000 *Color Spread*.
  - Appliance firms rank high in the big-show group. Sunbeam, whose serious tv baptism coincided with the
- (Article continues on next page)



Complete fall network tv  
schedule appears on  
following pages including  
costs of sponsored shows

birth of the spectaculars, is a pure product of the new "magazine" school. In the tv race heavily now is a washing machine firm, Whirlpool, with one-third of the costly Berle and Raye shows.

RCA, with its co-sponsorship of

Producer's Showcase and the Berle and Raye shows (also sponsored by Sunbeam) has cast its lot with the lavish in programing.

A newly emergent tv colossus is General Electric, whose 20th Century-Fox Hour and G. E. Theater investments add up to a better than \$5 million program budget for the coming year.

**Soap approach:** The older client groups continue to rely on the standard program fare for the most part. The cigarette and food companies are almost exclusively tied up with half-hour series, as is P&G. Colgate-Palmolive and Lever rely on weekly hour shows.

Only Monsanto Chemical Co. departs from soap tradition and enters network tv this fall through ABC TV's Warner Brothers Presents, a "big"-type show, along with Liggett & Myers, lone cigarette firm in this type of programing.

Though the soaps, cigarettes, and foods stick to the older patterns, in practice there are many similarities to the newer participation approach. Lever's Lux Video Theater and The Colgate Variety Hour showcase many brands each. In effect the two soap outfits are running their own participation operations.

P&G's six half-hour vehicles are also multi-product carriers for the most part, as are those of American To-

## FALL NIGHTTIME TV LINEUP

For daytime lineup see pages 38-41

HEAVY TYPE INDICATES NEW SHOW IN SLOT. SEE FOOTNOTE. BLANK MEANS SHOW IS NOT YET SET

Shows listed are those to be aired regularly during the fall season. Some are already on the air, some have not yet begun. All costs are gross, on a weekly basis unless otherwise indicated and cover only talent and production. In the case of multi-day shows, costs are given under the first day the show appears.

### SUNDAY

### MONDAY

### TUESDAY

### W

	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	
<b>7 pm</b>	You Asked For It Sippy Peanut Btr. Div., Best Foods Guild, Bascom & Bonfigli Hy-L&F \$9,400	Lassie Campbell Soup alt wk BBDO Kellogg Burnett Hy-F \$30,000	It's a Great Life* Chrysler-Plymouth Dealers McCann-Erickson Hy-F \$39,500	Kukla, Fran & Ollie co-op Ch-L John Daly, News Miles Labs NY-L Wade \$19,500		No network programming	Kukla, Fran & Ollie co-op Ch-L John Daly News Tide Water Oil NY-L Buchanan		No network programming	Kukla, Fran & Ollie co-op Ch-L John Daly, News Miles Labs NY-L Wade	
<b>7:15</b>											
<b>7:30</b>											
<b>7:45</b>	Famous Film Festival* 7:30-9 Series of 20 British motion pictures	Jack Benny alt. with Private Sec'y Amer. Tobacco NY-F BBDO \$55,000	Frontier* (3 weeks in 4) Reynolds Metals NY-F Seeds \$39,800	Topper* (tentative)	Robin Hood* Johnson & Johnson, Y&R Wildroot, BBDO \$34,500	Tony Martin Assoc. Prods., Grey; Webster-Chicago J. W. Shaw Hy-L 7:30-45 \$15,000 News Caravan R. J. Reynolds NY-L Esty 1/4 hr \$5,000	Warner Brothers Presents* (7:30-8:30) Liggett & Myers, Cuningham & Walsh GE, Maxon, Y&R Monsanto, NL&B, Gardner Hy-F \$65,000	Name That Tune* Whitehall Div., Amer. Home Prods. NY-L B-B-T \$15,000	Dinah Shore Chevrolet Dirs Campbell-Ewald Hy-L \$30,000 News Caravan R. J. Reynolds NY-L Esty	Disneyland 7:30-8:30 Amer. Motors, Geyer Amer. Dairy; Campbell-Mithun Derby Foods McCann-Erickson \$75.0	
<b>8</b>			Colg. Sunday Hr. (3 weeks in 4) Colg.-Palmolive HY-L&F Esty \$80,000			Caesar's Hour (8-9; 3 wks in 4) Amer. Chiclé, D-F-S Remington Rand Speidel, SSCB NY-L \$112,900	Warner Brothers Presents* 7:30-8:30 (cont'd)	Navy Log* Sheaffer Pen. Russel Seeds Maytag McCann-Erickson NY-F \$35,000	Milton Berle \$146,700 (13 shows) Martha Raye (13 shows) 8-9 Sunbeam, Perrin-Paus RCA; Whirlpool HY-L K&E \$146,700	Disneyland 7:30-8:30 (cont'd)	
<b>8:15</b>			Spectaculars IN COLOR 7:30-9 (1 week in 4) Sunbeam, Perrin-Paus Maybelline Best Lewis Howe, D-S-F Goodyear, Y&R; US Rubber, Richards; Buick, Kudner; Std. Brands, Bates NY-L	Tv Reader's Digest Studebaker-Packard NY-L R&R \$24,000	Burns & Allen Carnation, Erwin Wasey General Mills Knox Reeves Hy-F \$2,500	Producer's Showcase (Spectaculars) IN COLOR 8-9:30 (1 week in 4) Ford; RCA NY-L K&E \$260,000		You'll Never Get Rich* (Phil Silvers*) R. J. Reynolds; Esty Amana Refrig. Maury, Lee & Marshall NY-F \$38,000	Bob Hope (6-8 shows) Dinah Shore (2 shows) Chevrolet NY-L Ewald	M-G-M Parac Amer. Tobac SSCB; General Food B&B, Y \$44.	
<b>8:30</b>	Famous Film Festival* 7:30-9 (cont'd)	The Ed Sullivan Show Lincoln-Mercury Dealers NY-L K&E \$60,000		Voice of Firestone Firestone Tire NY-L Sweeney (simul) & James \$21,000	Talent Scouts Toni W&G Ted Bates Lipton, Y&R NY-L \$28,000 Simul		Wyatt Earp* Parker Pen, Tatham-Laird General Mills NY-F D-F-S \$26,500				
<b>8:45</b>											
<b>9</b>											
<b>9:15</b>	Chance of a Lifetime* Emerson Drug L & N Lentherie, C&W NY-L \$10,500	GE Theatre General Electric NY-L&F BBDO \$50,000	Tv Playhouse Goodyear, Y&R Alcoa, F&S&R (all sponsors) NY-L \$57,000	Dotty Mack Show Cinn co-op	I Love Lucy Procter & Gamble, B-B-T General Foods Hy-F \$50,000	Medic 9-9:30 (3 weeks in 4) Dow Chemical Hy-L MacManus John & Adams \$38,200	Make Room for Daddy Amer. Tobacco, SSCB Dodge, Grant NY-F \$40,000	Joe and Mabel* Pharmaceuticals Kletter Carter, SSCB NY-F \$36,000	Jane Wyman's Fireside Theatre Procter & Gamble NY-F Compton \$35,000	Masquerade Party Knemark Mfg Emil Mogu Pharmaceuticals Kletter NY-L \$20.	
<b>9:30</b>											
<b>9:45</b>	Ted Mack's Amateur Hour* Serutan Co Kletter NY-L \$14,000	Alfred Hitchcock Presents* Bristol-Myers Hy-F Y&R \$45,000		Medical Horizons* Ciba Pharm. J W Thompson NY-L&F \$10,000	December Bride General Foods NY-L B&B \$28,000	Robert Montgomery Presents 9:30-10:30 S. C. Johnson, NL&B Schick, K&E NY-L \$47,100	DuPont Cavalcade Theatre* DuPont NY-F BBDO \$35,000	Red Skelton Pet Milk, Gardner; S. C. Johnson Hy-L NL&B \$41,000	Armstrong Circle Theatre; alt. with Pontiac Hour* 9:30-10:30 Armstrong Cork; BBDO Pontiac MacM, J&A NY-L \$50,000	Penny to a Million* Sheaffer Pen Russel Seed Brown & Wm Ted Bates NY-L \$23.	
<b>10</b>											
<b>10:15</b>	Break the Bank Dodge NY-L Grant \$23,000	Opening Night P. Lorillard Y&R \$25,000	Loretta Young Show Procter & Gamble NY-F B&B \$40,000		Studio One Westinghouse McCann-Erickson NY-L \$38,000	Robert Montgomery Presents 9:30-10:30 (cont'd)	Talent Varieties Springfld co-op NY-L	The \$64,000 Question* Revlon Prods. Norman, Craig & Kummel NY-L \$25,000	Armstrong Circle Theatre; alt. with Pontiac Hour* 9:30-10:30 (cont'd)	Wednesday Night Fights* Pabst Brewin Warwick Let Mennen 10 pm to 11 pm McE, K&E Var-L \$35.	
<b>10:30</b>											
<b>10:45</b>	No network programming	What's My Line? Remington-Band Y&R Jules Montenier Earle Ludgin NY-L \$28,000	Place the Face H. Bishop Spector NY-L	No network programming		No network programming	No network programming	No network programming	My Favorite Husband* Frigidaire Div., Gen Motors Hy-L Kudner \$32,500	Big Town* Lever Bros. SSCB, McC-E, OBM A C. Spark Plug Brother NY-F \$32,500	
<b>11</b>											

\*Refers to new shows, also shows which change time slots or network, including new shows and changes late in '54-'55 season. Where shows have multiple sponsors,

agencies are listed in same order as clients. Originations: NY means New York, Hy means Hollywood, Ch means Chicago, L means Live, F means Film. All times EST.

bacco. And with several shows going, obviously an advertiser can route many brands around a well-rated circuit to meet seasonal or specific product needs if he desires.

**Economies:** That participation and alternate sponsorship in one form or another is the destined pattern of the immediate years ahead is the conviction of many agency men.

Another important money-saving device is the rerun. Today's practice is to sell on the basis of 39 first runs, 13 reruns, with the reruns costing somewhat less than half price. In some cases the economy effort results in even more reruns, and patterns like this: 29 first runs, 10 mid-season repeats,

and 13 reruns during the summer.

The real question is whether these various methods of economic adaptation can continue to meet the pressures created by ever-mounting costs. Will tv, for example, be able to produce sales increases of sufficient size to warrant continuing of the medium by small-margin items in particular? (This type of manufacturer tends to look askance at spectaculars, since he feels that the big-but-infrequent splash does him little good; he usually wants high ad frequency.)

When admen get together over the lunch table or at advertising meetings, there is much griping over costs. It is known that some advertisers would like  
(Article continues on next page)



CBS' \$64,000 Question is season's bargain

## WEDNESDAY

CBS	NBC
Doug Edwards News* Ronsen Corp Norman, Craig & NY-L Kummel	No network programming
Brave Eagle* Sponsor not set NY-F	Coke Time Coca-Cola NY-L D'Arcy \$28,000 News Caravan Plymouth NY-L Ayer
Godfrey & His Friends 8-9 Toni Co.; Weiss & Geller General Motors; Kudner Pillsbury Leo Burnett NY-L 1/2 hr \$35,000	Screen Directors' Playhouse* Eastman-Kodak NY-F JWT \$40,000 Father Knows Best* Scott Paper NY-F JWT \$38,000
The Millionaire Colgate NY-F Bates \$28,000	Kraft Tv Theatre Kraft Foods NY-L JWT \$28,000
I've Got a Secret R. J. Reynolds NY-L Esty \$25,000	Down You Go* Western Union (alt. Amer. Home-P&G) NY-L Albert-Frank-Guenther-Law \$8,500
20th Century Fox Hour* \$125,000 alt. with U.S. Steel Hr.* Gen. Electric; U.S. Steel Hy,NY-L BBDO \$45,000	This Is Your Life Hazel Bishop, Spector Procter & Gamble Compton Hy-L Hy-L \$58,800
	No network programming

## THURSDAY

ABC	CBS	NBC
Kukla, Fran & Ollie co-op Ch-L	Doug Edwards News* Amer. Tobacco NY-L SSCB	No network programming
John Daly, News Tide Water Oil NY-L Buchanan	Sgt. Preston of the Yukon* Quaker Oats Wherry, Baker NY-F & Tilden \$32,000	Dinah Shore Chevrolet Dirs. Campbell- Ewald Hy-L
Bishop Sheen* Admiral Erwin, Wasey NY-L \$20,000	Bob Cummings Show* R. J. Reynolds NY-F Esty \$26,000	You Bet Your Life DeSoto Motor Div., Chrysler NY-F BBDO \$42,500
Stop the Music* Quality Jewels Neechi NY-L Grey \$20,000	Climax (3 weeks in 4) Shower of Stars IN COLOR (1 week in 4) 8:30-9:30 Chrysler McCann-Erickson Hy-L \$65,000	The People's Choice* (Jackie Cooper) Borden Co. NY-F Y&R \$35,000
Star Tonight Brillo Mfg. NY-L JWT \$17,600	Climax: Shower of Stars 8:30-9:30 (cont'd)	Dragnet Liggett & Myers NY-F C&W \$36,800
Down You Go* Western Union (alt. Amer. Home-P&G) NY-L Albert-Frank-Guenther-Law \$8,500	Four-Star Playhouse Singer Sewing; Bristol-Myers NY-F Y&R \$30,000	Ford Theatre Ford Motor NY-F JWT \$40,000
Outside USA NY sust	Johnny Carson Show* General Foods Y&R \$28,000	Lux Video Theatre 10-11 Lever Bros. Hy-L JWT \$50,600
	Halls of Ivy Int'l Harvester Burnett alt wk Nat'l Biscuit NY McC-E \$51,000	No network programming

## FRIDAY

ABC	CBS	NBC
Kukla, Fran & Ollie co-op Ch-L	Doug Edwards News* Ronsen Corp Norman, Craig & NY-L Kummel	No network programming
John Daly, News Miles Labs NY-L Wade	My Friend Flicka* Sponsor not set	Coke Time Coca-Cola NY-L D'Arcy News Caravan Plymouth NY-L Ayer
Ozzie & Harriet Hotpoint, Maxon Quaker Oats NY-F JWT \$42,000	Mama General Foods NY-L B&B \$26,000	Truth or Consequences* P. Lorillard Hy-L L&N \$21,000
Treasury Men in Action* Chevrolet Cambell- Ewald NY-F \$26,500	Our Miss Brooks* General Foods Hy-F Y&R \$30,000	Life of Riley Gulf Oil NY-L Y&R \$30,500
Dollar a Second Mogen David Wine Weiss & Geller NY-L \$23,000	Crusader* R. J. Reynolds NY-F Esty \$30,000	Big Story Amer. Tobacco; Simoniz NY-L&F SSCB \$32,500
The Vise Sterling Drug NY-F D-F-S \$25,000	Schlitz Playhouse* Schlitz Brewing NY-F L&N \$32,500	Star Stage Campbell Soup BBDO \$35,000
Name's the Same* Ralston-Purina Guild, Bascom & Bonfigli NY-L \$16,200	The Lineup Brown & Wmsn, Ted Bates Procter & Gamble Hy-F Y&R \$32,500	Cavalcade of Sports 10 pm to concl Gillette NY-L Maxon \$40,000
No network programming	Person to Person Amoco, Katz Hamm Br, C-M Elgin, Y&R NY-L \$33,000	Red Barber's Corner* (10:45 or at concl of fight) State Farm Ins. NY-L NL&B \$5,300

## SATURDAY

ABC	CBS	NBC
No network programming	Gene Autry Wm Wrigley Jr NY-F R&R \$25,000	No network programming
Ozark Jubilee 7:30-9 co-op Springfield-L	Beat the Clock Sylvantia NY-L JWT \$17,500	
Grand Ole Opry* 8-9 1 wk in 4 Ralston-Purina Gardner Nashville-L \$12,000	Stage Show* (Jackie Gleason) Nestle, Bryan Houston P&G, Compton NY-L	Perry Como* 8-9 Dormeyer, J. W. Shaw Int'l Cellulotton, FC&B Gold Seal Wax Campbell- Mithun Noxzema Chem. NY-L SSCB \$108,000
Ozark Jubilee 7:30-9 (cont'd)	The Honey-meeners* (Jackie Gleason) Buick NY-F Kudner \$40,000	
Lawrence Welk Show* 9-10 Dodge Hy-L Grant \$6,750	Two for the Money P. Lorillard Lemmen & Newell Sheaffer Pen NY-L Seeds \$27,500 It's Always Jan* (3 wks in 4) 9:30-10 Procter & Gamble NY-F Compton \$32,500 Ford Star Jubilee* 10 shows, most IN COLOR (1 wk in 4) 9:30-11 Ford Var-L&F JWT \$150,000	People Are Funny* 9-9:30; 3 wks in 4 Toni; Burnett Paper-Mate Hy-F FC&B \$24,700 Texaco Star Thr (Jimmy Durante) 9:30-10; 3 wks in 4 Texas Co. Hy-L&F Kudner \$55,000 Spectaculars IN COLOR 9-10:30 (1 wk in 4) Oldsmobile NY-L Brother
		George Gobel (3 weeks in 4) Armour; FC&B; Pet Milk, Hy-L Gardner 42,400
	No network programming	Your Hit Parade Amer. Tobacco, BBDO Warner-Hudnut K&E NY-L \$38,000

to hand the networks an ultimatum. So far no important advertiser has seen fit to take the step. In today's hot tv scene there is always somebody ready to jump and grab a good time slot, a fact well understood by the

networks. Which may be why the client warnings, however, dire, probably sound like little more than cries of "wolf!"

**Heart of the matter:** More and more advertisers find themselves in a contradictory position: on the one hand they complain bitterly of costs, on the other they themselves become key figures in the process that produces the higher program price. A leading advertiser explains it this way: "Sure I want to buy cheaply, but (1) I want a proven show, not an untried vehicle; (2) I want it done by a proven guy; (3) I want just that particular star; (4) I want it right away;

(5) I want a certain time period, and maybe there's only one show the network will let me have in it; (6) competitors are after the same show, talent, time period."

Ultimately it comes down to this basic question: How badly do you want the show?

If you want it badly enough, you'll pay for it, is the consensus. Says the tv head of one of the big agencies: "Frankly, I don't recall a single decision (on whether to take a show) that was finally determined by price."

Realistically, few advertisers can long resist the lure of a top-rated show that can deliver vast audiences unavailable through any other media.

# FALL DAYTIME TV LINEUP

10 a.m. to 2 p.m.

For 2 p.m. to 6 p.m. programs turn page

HEAVY TYPE INDICATES NEW SHOW IN SLOT. SE: FOOTNOTE. BLANK MEANS SHOW IS NOT YET SET

## SUNDAY

## MONDAY

## TUESDAY

## WEDNESDAY

	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
<b>10 am</b>										
<b>10:15</b>										
<b>10:30</b>	No network programming	No network programming	No network programming	No network programming	Garry Moore Bristol-Myers DCSS 10-10:15 NY-L Alt m 1/4 hr \$3,140	Ding Dong School 10-10:30 P&G: B-B-T alt m 10:15-30 Ch-L 1/4 hr \$1,600	No network programming	Garry Moore Miles Labs Wade Adv & Werner tu 10-10:15 Kellogg: Burnett tu 10:15-30 NY-L	Ding Dong Schl Manhattan Soap Scheideler, Beck & Werner t,th 10-10:15 Colgate: Bates P&G: B-B-T Ch-L	No network programming
<b>10:45</b>					Arthur Godfrey Bauer & Black Leo Burnett m 10:30-45	Parents' Time NY-L		Arthur Godfrey General Motors Kudner tu 10:30-45	Parents' Time NY-L	
<b>11</b>					Bristol-Myers Y&R m,w 10:45-11 Var-L \$3,995 1/4 hr simul	World at Home (Arlene Francis) partie sponsors NY-L&F		Kellogg, Burnett tu,th 10:45-11 Var-L	World at Home (Arlene Francis) Partie sponsors NY-L&F	
<b>11:15</b>		No network programming			Godfrey (cont'd) Lever: pepodent m,w 11:11:15 FC&B	Home m-f 11-12 (participations; eight 1-min commercials an hour available) NY-L&F		Godfrey (cont'd) Toni Co Weiss & Geller Gen Mtrs: Kudner		
<b>11:30</b>	No network programming		No network programming	No network programming	Pillsbury Mills m-th 11:15-30 Burnett		No network programming	Pillsbury Mills m-th 11:15-30 Leo Burnett Var-L	Home m-f 11-12 partie sponsors NY-L&F	No network programming
<b>11:45</b>		Wild Bill Hickok Kellogg Co. NY-F Burnett \$22,900			Strike It Rich Colgate-Palmolive NY-Y Estv 1/2 hr \$3,000			Strike It Rich Colgate NY-L Esty		
<b>12</b>										
<b>12:15</b>	No network programming	Winky Dink and You Ideal Toy Corp. NY-L Grey \$4,650	Capt. Hartz & His Pets Hartz Mtn Prods Hartman Ch-L \$12,000		Valiant Lady General Mills NY-L D-F-S 5 1/4 hrs \$12,000	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy-L B&B 1/4 hr \$2,700		Valiant Lady Wesson Oil Fitzgerald NY-L	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy-L B&B	No network programming
<b>12:30</b>			No network programming	No network programming	Love of Life Amer Home Pr NY-L R-B-T 5 1/4 hrs \$8,500		No network programming	Love of Life Amer Home Pr NY-L B-B-T		No network programming
<b>12:45</b>	Faith for Today, NY-L Rockhill \$2,000	Contest - Carnival Quaker Oats Co.: Wherry, Baker & Tilden Atlantic City, NJ L \$7,000			Search for Tom's Nest Procter & Gamble NY-L R-B-T 5 1/4 hrs \$10,000	Feather Your Nest (quiz, Bud Collyer) Colgate-Palmolive alt d 12:30-45 NY-L Esty 1/4 hr \$2,700		Search for Tom's Nest Procter & Gamble NY-L B-B-T	Feather Your Nest Colgate-Palmolive alt d 12:30-45 NY-L Esty	
<b>1</b>					Guiding Light Procter & Gamble NY-L Compton 5 1/4 hrs \$9,500			Guiding Light Procter & Gamble NY-L Compton		
<b>1:15</b>	College Press Conf Wash sust		Amer Forum Wash L		Jack Paar Show Sponsors not set NY-L			Jack Paar Show Sponsors not set NY-L		
<b>1:30</b>	Dean Pike NY sust	No network programming		No network programming		No network programming m-f	No network programming		No network programming	No network programming
<b>1:45</b>			Frontiers of Faith NY-L&F		Welcome Travelers Procter & Gamble Ch-L D-F-S 1/2 hr \$3,000			Welcome Travelers Procter & Gamble Ch-L D-F-S		
<b>2</b>										

\*Shows in bold type designate new programs, also those with changes in time slots or network. Before 10 a.m., NBC TV offers "Today" and CBS TV "The Morning

Show," both 7-9 a.m. Abbreviations: NY means New York, Hy means Hollywood, Ch means Chicago, L means live, F means film. All times are Eastern Standard Time



The reason is that, as one client puts it, "for the audience delivered, the top prices are not really high; you get good circulation at a fair price."

At bottom, say admen, lies the old law of supply and demand. So long as the number of great stars and shows remains limited, and as long as advertisers want to present outstanding shows to attract greater audiences, the competitive bidding will continue to drive prices up.

**Where the money goes:** Take a one-hour dramatic show with a gross cost of \$40,000. According to an NBC TV spokesman, it might break down this way:

net cost (after 15% agency commission) \$34,000  
below-the-line \$14,000  
above-the-line \$20,000

Below-the-line costs of production, sets, studios, etc. are subject to cutting where special care is taken to plan well in advance and to avoid the needlessly elaborate. But clients and agencies have learned to accept the inevitable rises that the various unions demand as part of the cost of doing business, and appear to expect that production costs can only be cut so far. They do not feel that these costs present the real problem. The SAG contract, for example, is not expected (Article continues on next page)



NBC's Dr. Spock is new on Sunday afternoon

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

**SATURDAY**

WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
Garry Moore Masland Anderson & Cairns w 10-10:15 am Simoniz Co. Tatham-Laird w 10:15-30 NY-L	Ding Dong School 10-10:30 Wander Co: ovaltime 10:15-30 Tatham-Laird Ch-L	No network programing	Garry Moore Scott Paper J. W. Thompson th 10-10:15 Chun King: JWT Toni: Burnett alt th 10:15-30 NY-L	Ding Dong School 10-10:45 Manhattan Soap SB&W 10:15-30 Gerber Prods D'Arcy 10:15-30 Ch-L	No network programing	Garry Moore General Mills D-F-S f 10-10:15 Scott Paper J W Thompson f 10:15-30 SOS: McC-E Toni: Burnett alt f 10:30-45 Converted Rice Burnett Prudential Calkins & Holden f 10:45-11 NY-L	Ding Dong School Colgate: Bates alt f 10-10:15 General Mills: Tatham-Laird f 10:15-30 Ch-L Parents' Time* NY-L	Pinky Lee Show Sweets Co. Moselle & Eisen Hy-L 1/4 hr \$2,800
Arthur Godfrey Corn Prods. Miller w 10:30-45 Bristol-Myers, Y&R m,w 10:45-11 Var-L	Parents' Time* NY-L World at Home (Arlene Francis) Partic sponsors.. NY-L&F	No network programing	Arthur Godfrey Frigidr: Kudner Dow Chemical McManus, John & Adams th Kellong Co tu,th 10:45-11 Burnett	Parents' Time* NY-L World at Home (Arlene Francis) Partic sponsors NY-L&F	No network programing	SOS: McC-E Toni: Burnett alt f 10:30-45 Converted Rice Burnett Prudential Calkins & Holden f 10:45-11 NY-L	Parents' Time* NY-L World at Home (Arlene Francis) Partic sponsors NY-L&F	Paul Winchel Show Sweets Co: Moselle & Eisen NY-L \$28,200
Godfrey (cont'd) Lever: pepodent m,w 11-11:15 C&B Pillsbury Mills m-th 11:15-30 Leo Burnett	Home m-f 11-12 partic sponsors NY-L&F	No network programing	Godfrey (cont'd) GM: frigidraire Kudner Dow Chemical McManus, John & Adams Pillsbury Mills m-th 11:15-30 Leo Burnett Var-L	Home m-f 11-12 Partic sponsors NY-L&F	No network programing	Garry Moore (cont'd) No sponsor 11:15-30 Borden Foods DCSS f 11:15-30 NY-L	Home m-f 11-12 Partic sponsors NY-L&F	Captain Midnight* Wander Co Tatham-Laird NY-F \$13,500 Fury* Gen Foods NY-F B & B
Strike It Rich Colgate NY-L Esty		No network programing	Strike It Rich Colgate NY-L Esty		No network programing	Strike It Rich Colgate NY-L Esty		Tales of the Texas Rangers General Mills Tatham-Laird NY-F \$12,500 Mr. Wizard Ch-L sus
Valiant Lady General Mills D-F-S, K-R NY-L Love of Life Amer. Home Pr NY-L B-B-T	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy-L B&B	No network programing	Valiant Lady Toni Co NY-L Burnett Love of Life Amer Home Pr NY-L B-B-T	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy-L B&B	No network programing	Valiant Lady General Mills D-F-S, K-R NY-L Love of Life Amer Home Pr NY-L B-B-T	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy-L B&B	The Big Top National Dairy Prods Phila-L Ayer \$13,500
Search for Tom'w Procter & Gamble NY-L B-B-T Guiding Light Procter & Gamble NY-L Compton	Feather Your Nest Colgate-Palmolive alt d 12:30-45 NY-L Esty	No network programing	Search for Tom'w Procter & Gamble NY-L B-B-T Guiding Light Procter & Gamble NY-L Compton	Feather Your Nest Colgate-Palmolive alt d 12:30-45 NY-L Esty R. J. Reynolds: winston eigs 15 min, 3 th in 4 NY-L Esty	No network programing	Search for Tom'w Procter & Gamble NY-L B-B-T Guiding Light Procter & Gamble NY-L Compton	Feather Your Nest Colgate-Palmolive alt d 12:30-45 NY-L Esty	
Jack Paar Show Sponsors not set NY-L Welcome Travelers Procter & Gamble Ch-L D-F-S	No network programing m-f	No network programing	Jack Paar Show Sponsors not set NY-L Welcome Travelers Procter & Gamble Ch-L D-F-S	No network programing m-f	No network programing	Jack Paar Show Sponsors not set NY-L Welcome Travelers Procter & Gamble Ch-L D-F-S	No network programing m-f	Lone Ranger General Mills NY-F D-F-S \$18,000 Uncle Johnny Coons Lever Bros McCann-NY-L Erickson \$3,500 Press Box Preview (15 min before game) co-op

to raise costs more than a few percent. It is in the above-the-line costs that the great fluctuations occur, since these involve talent, direction, and script. A few "names" at the present going star price of \$5-10,000 can knock your budget into the ashcan.

Take *Producer's Showcase*, for example. The gross price is \$260,000. Of the net of \$221,000 only about \$60,000 usually goes for standard below-the-line costs. Acting talent alone will absorb an equal amount. Some \$25,000 will go to literary property and script. The rest will cover the producing unit, the staging, chorus, ballet, music. And if you want a Martin or a Judy Garland, well—you might as well be prepared to pay!

Is the cost problem completely out of control? Not necessarily, is the adman's view. Some believe an advertiser can save considerably by owning his own show outright. Says one: "Let's say I own a one-hour show

which costs me about \$50,000. I might have to pay up to \$80,000 for the same thing if I bought it from a packager."

A popular way of keeping costs down is to offer material goods or residual rights to stars rather than cash; a Cadillac might prove very attractive to a star in the 90% tax bracket. Plugs, such as those for airlines, are another method. Mutual guesting by stars on each other's shows is a good way of getting top talent with no cash outlay.

Shop around, suggests an agency-man. You may be able to duplicate a package at a much better price.

## FALL DAYTIME TV LINEUP

2 p.m. to 6 p.m.

For 10 a.m. to 2 p.m. see previous page

HEAVY TYPE INDICATES NEW SHOW IN SLOT. SEE FOOTNOTE. BLANK MEANS SHOW IS NOT YET SET

	SUNDAY			MONDAY			TUESDAY			WE
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
<b>2</b>										
<b>2:15</b>			Amer Inventory NY-L		Robert Q. Lewis Lanolin Plus Duggan-Phelps 2:15-30 NY-L \$3,150 1/4 hr			Robert Q. Lewis NY-L		
<b>2:30</b>	No network programming	No network programming		No network programming		No network programming	No network programming	sust	No network programming	No network programming
<b>2:45</b>			Youth Wants to Know		Art Linkletter Lever Bros. BBDO			Art Linkletter Kellogg Co Leo Burnett		
<b>3</b>			Gen. Dynamics Morey Humm Johnstone Wash. L		Pillsbury Mills Burnett Hy-L \$4,000 1/4 hr			Pillsbury Mills Leo Burnett Hy-L		
<b>3:15</b>		No network programming	Dr. Spock 3-3:30 NY-L		Big Payoff Colgate-Palmolive NY-L Esty \$3,000			Big Payoff sus tu, th NY-L		
<b>3:30</b>	No network programming		NBC TV Opera* (2:30-4) Six part in '55-'56 season NY-L	No network programming		Matinee Theatre* 3-4	No network programming		Matinee Theatre* 3-4 Hy-L	No network programming
<b>3:45</b>		Let's Take A Trip Var-L sus	Zoo Parade* Quaker Oats NL&B alt-sun		Bob Crosby Carnation Alt Wks Larsen C-M 3:30-45 Miles Labs 3:45-4 Hy-L \$3,700	Hy-L		Bob Crosby Carnation Milk Erwin, Wasey		
<b>4</b>			Amer Chicle Ch-L D-F-S alt wk sponsors \$13,000					Larsen Campbell-Mithun 3:30-45 Miles Labs 3:45-4 Hy-L Wade		
<b>4:15</b>		Now & Then NY-L sus	Maurice Evans Presents Hall- mark Hall of Fame* (4-5:30 once a month) Some IN COLOR Hall Bros. NY-L FC&B \$165,000		Brighter Day P&G NY-L Y&R \$9,000	Way of the World* Borden Co NY-L Y&R		Brighter Day P&G NY-L Y&R	Way of the World (sponsor to be set tu, th)	
<b>4:30</b>	No network programming		Wide Wide World (4-5:30 twice a month) sponsors not set Var-L \$150,000	No network programming	The Secret Storm Am Home Prods NY-L B-B-T 5 1/4 hrs \$8,500	First Love Jergens Co Phila-L Orr 3/4 hr \$2,700	No network programming	The Secret Storm Am Home Prods NY-L B-B-T	First Love sus tu, th Phila-L Orr	No network programming
<b>4:45</b>		Face the Nation NY-L sus			On Your Account (Win Elliott) Procter & Gamble NY-L B&B 1/2 hr \$3,000	World of Mr Sweeney Procter & Gamble NY-L B&B 1/4 hr \$2,700		On Your Account (Win Elliott) Procter & Gamble NY-L B&B	Modern Romances Colgate-Palmolive sp alt days Bryan Houston NY-L	
<b>5</b>						Modern Romances Colgate-Palmolive NY-L Houston 1/4 hr \$2,000				
<b>5:15</b>			Maurice Evans Presents Wide Wide World (see above)			Pinky Lee Show Partic sponsors Hy-L 3/4 hr \$2,800			Pinky Lee Show Partic sponsor: General Foods Y&R Hy-L	
<b>5:30</b>	Super Circus 5-6 Kellogg Co Leo Burnett 1/2 hr alt wk	Omnibus 5-6:30 Aluminium Co JWT Scott Paper JWT (Two add'l spon- sors not set) 3/4 hr \$19,800			No network programming		Mickey Mouse Club 5-6	No network programming		Mickey Mouse Club 5-6
<b>5:45</b>	Chunky Chocolate Hilton & Riggle 1/2 hr alt wk NY-L \$15,800		Capt. Gallant of Foreign Legion Helinz Foods Maxon NY,Hy-F \$25,000		Coca-Cola D'Arcy General Mills Knox-Reeves Hy-F 1/4 hr \$2,800	Howdy Doody IN COLOR Standard Brands NY-L Bates 1/4 hr \$2,800	TEA Weich Grape ju K&E Armour HH&McD Carnation Erwin Wasey Hy-F		Howdy Doody IN COLOR Kellogg Co Leo Burnett Colgate-Palmolive Ted Bates NY-L	Vicks BBDO General Mills Knox-Beeves Mattel Inc. alt with SOS-McC-E Hy-F
<b>6</b>										

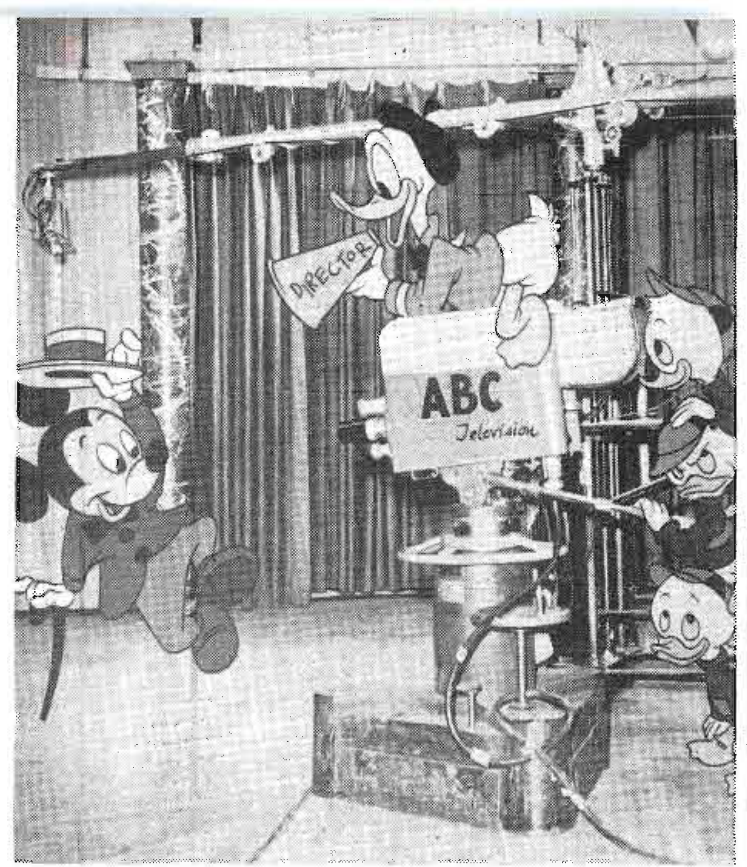
Shows in bold type designate new programs, also those with changes in time slots or network. From 6-7 p.m. (not charted), the networks have no programming except on

Sunday. On CBS TV "Omnibus" runs till 6:30 p.m.; "You Are There," sponsored by Electric Cos. and Prudential Ins. is slotted from 6:30-7 p.m. NBC TV has "Meet

**The gripes:** Several agency and advertiser spokesmen inveigh heavily against the network practice of tying up hot stars for long periods at fabulous sums. They fear this may lead to jacking up prices in the first few years because of the possibility of the star's dying or losing his popularity. But to the networks, signing up a star insures exclusivity, is just good business. Furthermore, they argue, it doesn't necessarily mean the contract with the star is being amortized through the cost of the show alone. In addition, the long-term deal is said to make for stability; without which there could very well be hopping back and forth between the networks as bidders go into action.

Networks are urged, too, to provide production at actual cost. Says an agencyman: "The network's basic job is distribution of the message, and the network is doing a great service. If the network insists on assuming the responsibility for production, it should provide that production at cost."

The network reply is, first, that a network is no more culpable than an agency in trying to realize some profit on a show it packages; second, that not all shows are profitable. In fact, NBC TV insists strongly, on the whole it loses money on production. This is what happened last year, a spokesman says. Part of the loss came via the (Please turn to page 80)



ABC's Mickey Mouse Club is now sold out

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

**SATURDAY**

WEDNESDAY		THURSDAY		FRIDAY		SATURDAY				
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC			
Robert Q. Lewis NY-L Corn Prods Ref Miller W 2-2:15 2:15-2:30 sust	No network programming	No network programming	Robert Q. Lewis NY-L sust	No network programming	No network programming	Robert Q. Lewis Brown & Wmsn alt wk 2-2:15 Bates w.f. 2:15-30 NY-L sust	No network programming m-f	No network programming	College Football 2 pm to concl five regional games (sponsors not set) Var-L	NCAA Football 2 or 2:30 to concl Schick K&E; Avco Ludgin; General Cigar Y&R Var-L (last quarter co-op)
Art Linkletter Lever Bros. m,w,f 2:30-45 BBDO			Art Linkletter Kellogg Co Leo Burnett tu, th 2:30-45			Art Linkletter Lever Bros. BBDO m,w,f				
Pillsbury Mills m-th 2:45-3 Leo Burnett Hy-L			Pillsbury Mills m-th 2:45-3 Leo Burnett			Dole Pineapple 2:45-3 Hy-L Ayer				
Big Payoff Colgate NY-L Esty	Matinee Theatre* 3-4 Hy-L	No network programming	Big Payoff sus tu, th NY-L	Matinee Theatre* 3-4 Hy-L	No network programming	Big Payoff Colgate NY-L Esty	Matinee Theatre* 3-4 Hy-L	No network programming	College Football (see above)	NCAA Football (see above)
Bob Crosby Simoniz Co SSCB 3:30-45			Bob Crosby Toni Weiss & Geller th 3:30-45			Bob Crosby SOS: McCann-E Gerber: D'Arcy alt f 3:30-45				
General Mills m,w,f 3:45-4 Knox-Reeves Hy-L			Scott Paper J W Thompson Hy-L			General Mills Knox-Reeves Hy-L				
Brighter Day P&G NY-L Y&R	Way of the World Borden Co NY-L Y&R		Brighter Day P&G NY-L Y&R	Way of the World (sponsor to be set tu, th)		Brighter Day P&G NY-L Y&R	Way of the World Borden NY-L Y&R			
The Secret Storm Am Home Prods NY-L B-B-T	First Love Jergens Co Phila-L Orr	No network programming	The Secret Storm Amer Home Prods NY-L B-B-T	First Love sus tu, th Phila-L	No network programming	The Secret Storm Am Home Prods NY-L B-B-T	First Love Jergens Co Phila-L Orr	No network programming	College Football (see above)	NCAA Football (see above)
On Your Account (Win Elliott) Procter & Gamble NY-L B&B	Mr. Sweeney Procter & Gamble NY-L B&B		On Your Account (Win Elliott) Procter & Gamble NY-L B&B	World of Mr. Sweeney Procter & Gamble NY-L B&B		On Your Account (Win Elliott) Procter & Gamble NY-L B&B	Mr. Sweeney Procter & Gamble NY-L B&B			Scoreboard (15-min post- game) Dow Chemical MacManus, John & Adams Var-L
	Modern Romances Colgate-Palmolive sp alt days Bryan Houston			Modern Romances Colgate-Palmolive sp alt days Bryan Houston			Modern Romances Colgate-Palmolive sp alt days Bryan Houston			
Barker Bill's Cartoons 5-5:15 General Mills NY-F Esty	Pinky Lee Partic sponsors General Foods Y&R Johns & Johns Hy-L Y&R	TBA Campbell Soups Leo Burnett Bristol Myers DCSS	No network programming	Pinky Lee Partic: Intl Shoe H.H.&McD Hy-L	TBA General Mills Knox-Reeves Mars Candy Burnett	Barker Bill's Cartoons 5-5:15 Gen Mills NY-F Esty	Pinky Lee Partic: Gen Fds Y&R tu,w,f Hy-L	No network programming	No network programming	No network programming
No network programming m-f	Howdy Doody IN COLOR Continental Bkg NY-L Bates			Howdy Doody IN COLOR Kellogg Co Leo Burnett Standard Brands NY-L Bates		The New Revue IN COLOR NY-L	Howdy Doody IN COLOR Luden's Mathes 5:30-45 Intl Sh: H.H.&Mc alt f 5:45-6 Welch Grp Juice alt f 5:45-6 NY-L DCSS			

the Press" (Pan-American and Johns-Manville) from 6-6:30 p.m., and "Roy Rogers" (General Foods) from 6:30-7 p.m. Abbreviations: NY means New York, Hy Holly-

wood, Ch, Chicago. L means live, F means film. All times listed are Eastern Standard Time. TBA means to be announced.

# The industry's personnel pool

**Having trouble finding the right man for the job? Chances are the RTES' Listening Post Committee has already tracked him down**

A friend once asked Abe Kabibble why the long puss. The Hershfield cartoon character explained he had just landed a job at \$20,000 per. "What a job to lose!" he wailed.

That kind of fear is fairly common among radio-tv/advertising executives. The pace and executive turnover are both fast. The worst of it is that many a key man, expert enough in his own work, just doesn't know how to go about looking for a job.

At the same time advertisers and agencies frequently spend weeks looking for men with the right kind of knowhow to fill posts as brand managers, radio-tv specialists. And the



Symbol of the RTES committee, the Listening Post will soon be extending its area of coverage to other key cities

demand today for executives in advertising with radio and tv background is higher than it's ever been because of the rapid rise in the importance of the air media.

How to bridge the gap?

One of the best places to find a job—or get a man—is at the Listening Post, award-winning employment committee of the Radio and Television Executives Society Inc. It combines the services of an employment agency and a personnel counselor—and there's no fee involved for employer or employee.

Right now Listening Post is finding men and women for hard-to-fill jobs

Last year's Listening Post committee at work, l. to r. (seated): Bill MacRae, WLW-TV; Elizabeth Clarkson RTES executive secretary; Chairman Roland Van Nostrand, then with Mutual, now with Esquire magazine; Jock Soell, H-R Reps; Maggi Eaton, Radio Reports; (standing): Charles Bernard, WABC; Hal Mers, 4A's; Tom Hamilton, then with CBS, now with WNDU-TV; MacRae, Eaton,

Bernard, and Mers are on this year's committee, too. Additional members are Chairman Roger Pryor, Foote, Cone & Belding; Robert Gips, Mel Gold Productions; Norman Gladney, Bulova Watch Co.; Wini Hall, CBS; Charles Maxwell, RAB; Carolyn Mers, Association of Casualty & Surety Co's.; William Morwood, Revue Productions (MCA); Frieda Redder, Foote, Cone & Belding.



at the rate of more than four a week, ranging from a \$50-a-week secretary to a \$50,000-a-year executive.

The beauty of the thing is the utter lack of red tape. Here's how it works:

When a job opens, the employer simply gets in touch with RTES' Listening Post Committee (see box for how). Anyone, anywhere in the country can submit openings to the Committee. Chances are it already has on file the resumes of several people qualified to fill the post and can refer any number of them before the day is out.

What sets Listening Post apart from the ordinary employment agency? Two things:

1. The contact is much more personal, and the individuals referred for the job are generally more intimately known, their qualifications better appraised for the specific opening.

2. There's no fee involved.

There's no fee because Listening Post is a voluntary effort. Anyone with experience in the business side of radio and/or tv can take advantage of its services, providing he's actually out of work (or within two weeks of being so). Talent and technicians are excluded because it is felt, they can fend for themselves, or get help from their unions.

Claude Barrere, RTES secretary, puts it this way: "People in low-salary brackets can use the employment agencies. Those who've been getting big money can count on help from friends or can afford to hire a management counseling service; usually, they don't need so much help as the people in the \$7,500-25,000 bracket."

If the applicant lives in or near New York he comes in on appointment for a Thursday night interview by members of the Listening Post Committee. Nothing formal. Committee members simply chat with the applicant, find out what he can do, exchange job information, make specific suggestions. If necessary they help write or improve resumes. Out-of-towners can send in copies of their resumes.

On the other side, an employer seeking personnel handled by the Listening Post can telephone or write in the details of the job and the experience he is looking for. "Every effort is made to adapt the referral procedure to suit the employer," explains RTES Executive Secretary Elizabeth Clark-

son. "If he wishes the opening kept confidential, resumes of applicants meeting the specifications are sent direct without the committee's or applicant's knowledge."

Brief summaries of new job seekers—in the categories of management, production, sales, writing—are mailed each month to RTES members and anyone else who wants them.

But there's more to it than mere routine distribution of information. This is the side of it that's less known, but it's the side that makes the whole thing tick and sets it apart from an ordinary employment service. It's the side that has inspired hundreds of men and women to sit down and write some of the sincerest sincere letters of thanks ever received by the persons they were addressed to. It's the human side. For though the Listening Post seems to keep regular hours only once a week, committee members actually work at it day in, day out, calling prospective employers, taking them to lunch, seeing them after hours,



RTES Exec. Secy. Elizabeth Clarkson accepts plaque awarded Listening Post by American Trade Association Executives.

running here or there to dig up a lead or follow one through that may possibly turn into a job for someone.

How hard they work at it can be judged from the increasing success of the undertaking. According to RTES' Elizabeth Clarkson the ratio of place-

(Please turn to page 94)

#### **HOW TO GET OR FILL A JOB VIA LISTENING POST**

##### **JOB SEEKERS:**

*To be eligible, applicants must have radio or tv experience, be out of work or within two weeks of termination (with date known to employer). Performers, technicians not eligible.*

- Register Thursday between 9:30 a.m. and noon at RTES Listening Post headquarters, 420 Lexington Ave., New York, Room 2731, for interview appointment. (Interview sessions are held Thursday evenings beginning at 5:50 p.m.)
- Bring five copies of resume to your appointment.
- If you live outside of the New York area, send resume copies to above address, state that you are unemployed or about to be (with date known to employer), indicate job and location preferences, lowest acceptable salary.

##### **EMPLOYERS:**

*If preferred, all arrangements can be confidential, with resumes of applicants sent without knowledge of committee members or applicants.*

- Call or write RTES Listening Post headquarters, 420 Lexington Ave., New York, Room 2731 (LE 2-3988).
- Give job description, including requirements and salary.
- State whether applicant should send resumes, phone, or come in for appointment.



# Radio helps

Los Angeles dealer ups

**T**he first month after Ed James took over a Buick agency in downtown Los Angeles he sold 57 new cars.

This year the Ed James Buick Co. has been selling nearly 10 times as many per month and James now heads the largest Buick agency in the world. All this happened in the space of a little more than three years.

The how-did-he-do-it question comes naturally to a fabulous success story like this. While there is no simple answer, it is no coincidence that the advertising medium Ed James has depended on most during the short, happy life of his "Jamestown" dealership was radio.

When James first took on the Buick agency (he had previously been a Studebaker dealer in Long Beach) he chose radio as his basic ad medium because of its low dollar cost and its low cost of reaching people. Though he had a small budget at the time, James got maximum mileage out of it by his determination to concentrate on and dominate whatever medium (or outlet)

## RADIO WAS PRIME MEDIUM IN JAMES' FABULOUS GROWTH

**1** Ed James took over Buick agency on L.A.'s "auto row" despite warnings that suburbs were the place to go. Today, Jamestown boasts more than 11 acres of selling, service space

**2** Jingle on radio. "Jamestown is Buicktown," which was done by Song Ads, helped to build identification for auto agency. Center picture shows James at piano with Song Ads personnel

**3** In recognition of James' sales records, GM president Harlow Curtice, center, presents him with model of new Buick. At right is William Hufstader, executive vice president of GM

SPONSOR

# build world's biggest Buick agency

**sales tenfold in three years, says way to use radio is to dominate it**

he decided to use in his advertising.

He was able to do this by picking one or two of the stations with the lowest long-term rates. He then added others as sales rose.

This policy of domination and concentration is still being carried on. Radio's economy being what it is, James can do this without spending all his ad money in the medium. (In point of fact, he is spending less than half.) He is able to drum away week after week and blanket the Los Angeles area for somewhere in the neighborhood of \$75,000 a year.

The James ad agency, Sales Consultants, Inc., buys a basic schedule on five major independent stations: KLAC, KMPC, KFAC, KBIG and KPOL.

Total number of announcements weekly comes to more than 60 on the basic schedule. In addition, there are weekend saturation campaigns. Recently, these saturation drives have been put on almost every weekend. For this purpose Sales Consultants adds five to seven other independents plus

some of the network stations. The total number of announcements added is usually more than the basic schedule, running at about 90 to 100 announcements from Thursday through Saturday. Rounding out the radio picture is a daily 15-minute news show (8:30-8:45 a.m.) on KFAC.

James allocates between \$35 and \$45 per car sold to advertising. Since he is now selling new cars at the rate of 6,000 a year, that means a total budget of between \$215,000 and \$270,000.

The budget is broken down roughly as follows: About a third goes to radio. This is the biggest chunk. Newspapers get 10%. Because of an intensive customer relations drive which started last December, James has been increasing the money going to direct mail and this now runs between 25 and 30% of the budget. The remaining 30% or so is divided between tv and some miscellaneous operations such as publicity and factory literature. (In addition to this, James participates in the L.A. Metropolitan

Buick Dealers Association's ad campaigns.)

James likes radio's speed, and a successful auto retailer must move fast these days. Because of his heavy sales volume, his stocks can become uneven fairly rapidly. This calls for frequent changes in commercial copy.

It is not unusual for a telephone call at noon to result in a full-blown copy idea at the ad agency by 2:00 p.m., an announcement written and polished by 4:00 p.m. and on the air one hour later, or a total elapsed time of five hours.

James and his ad agency have done even better than this. On 13 June the short-lived General Motors strike which came at just about settlement time on the guaranteed annual wage issue, had led to a sharp, sudden decline in auto sales. While it might be expected that a strike would cause a rush on auto dealers, exactly the opposite happened. The theory is that car buyers held back, believing that the threatened car

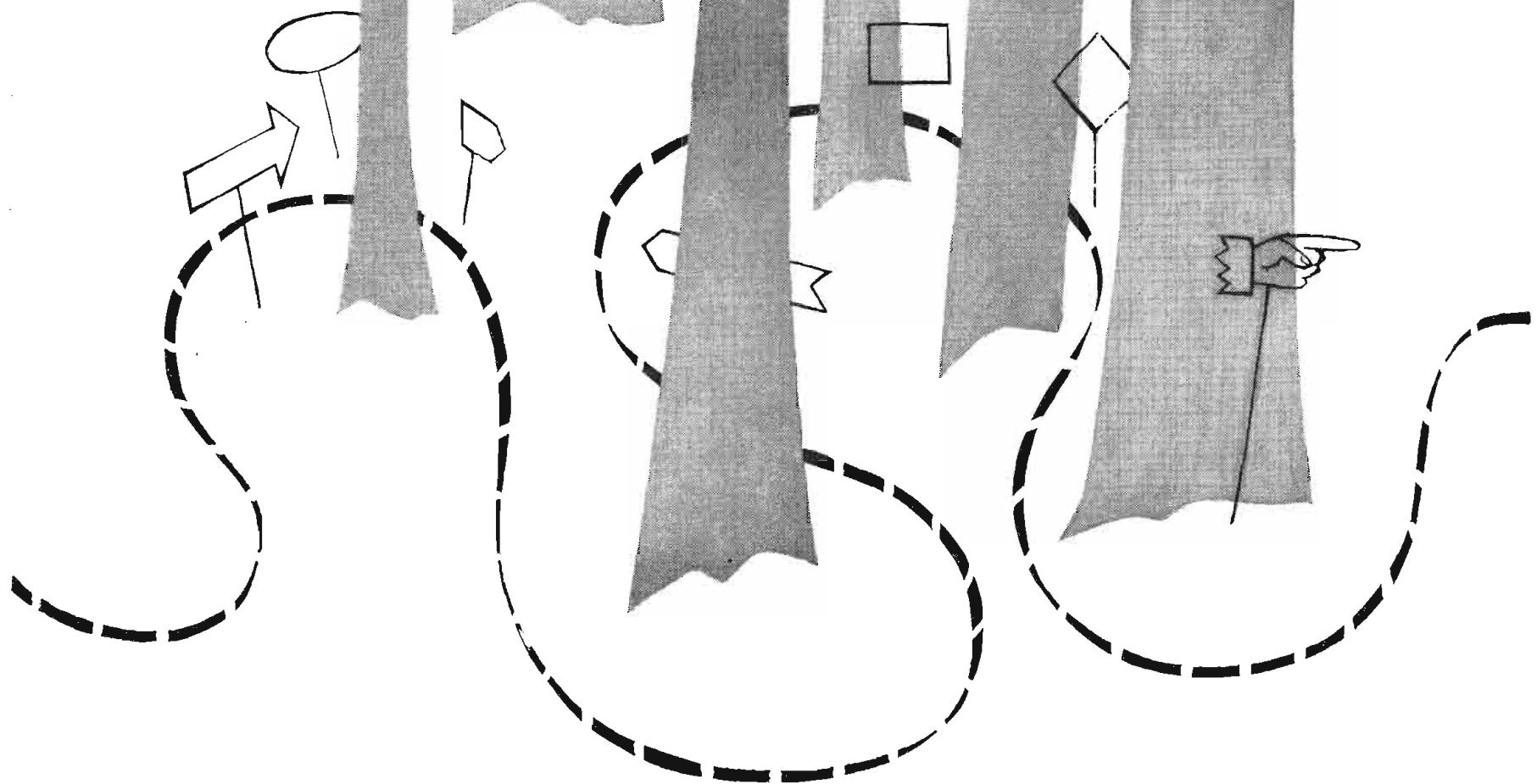
*(Please turn to page 70)*

**James likes radio** because it permits quick changes in sales plugs. Changes often come out of sales meetings, such as one shown below.

Portly Don Wilson, who won fame announcing for Jack Benny, has been retained as "Voice of Jamestown," does nearly all commercials



Spot





FREE & PETERS represent 30 of the  
Best Radio Stations in the United States and Hawaii

# guide

**to get you out of the woods**

Now, for the first time, with our new Spot Radio Pocket Guide,  
you can estimate markets and costs — quickly, at a glance.  
Your campaign plans can include getting sales messages  
to everybody — everywhere, using this exclusive  
Spot Radio Sales Power.

Let us present you with a copy, and explain its use.



*Pioneer Station Representatives Since 1932*

## FREE & PETERS, INC.

ATLANTA  
Glenn Bldg.  
Main 5667

DETROIT  
Penobscot Bldg.  
Woodward 1-4255

FT. WORTH  
406 W. Seventh St.  
Fortune 3349

HOLLYWOOD  
6331 Hollywood Blvd.  
Hollywood 9-2151

NEW YORK  
250 Park Avenue  
Plaza 1-2700

CHICAGO  
230 N. Michigan Ave.  
Franklin 2-6373

SAN FRANCISCO  
Russ Building  
Sutter 1-3798



## LACK OF SPOT DATA MISLEADS PRESS ON AIR SPENDING

**F**ailure of the spot radio and tv media to publish dollar spending by individual advertisers continues to play down the importance of these two media, resulting in too much analysis of radio-tv trends based on network billings alone.

Latest case in which a negative impression of radio's and tv's status got wide publicity came recently when ad news columns, like that in *The New York Times* (see clipping above) carried item about story in *Printers' Ink* which said (1) radio's share of expenditures by advertisers spending \$1 million or more annually declined from 25% of total in 1951 to 10% in 1954, (2) tv spending by "millionaires" was less than for magazines.

PI's story treated "millionaire" spending in seven media: network radio and tv, magazines, newspapers, supplements, farm papers, business publications. But its release, on which the newspaper stories were based, referred to radio and tv without specifying it was network only, whereas the actual PI story did make the distinction. As clipping shows, *Times* did not check the release.

PI's managing editor, Carroll Swan, who pointed out that PI's story specified, in the second paragraph that the radio-tv figures were network only, agreed that lack of air spot data represented a vital gap in broadcast industry information. He told SPONSOR leaving word "network" out of release was an oversight. ★★

## Film notes

**Third year:** Phillips Petroleum, one of the country's biggest buyers of syndicated film shows for multi-market spotting, has signed for a third season of Ziv's *I Led Three Lives*—six months before the renewal date.

When Phillips first bought the series some two years ago, the oil firm spotted the show in 21 markets, largely in nighttime Class "A" slots. Now the list stands at 36 markets, ranging from Minneapolis-St. Paul down through the Midwest and South to Florida.

According to Lambert & Feasley, the oil firm's agency, the number of cities will be expanded within the next few weeks to a total of 70.

Production, meanwhile, has already started on the third cycle. Star Richard Carlson has signed a contract for 10 years with Ziv, involving a sum of \$2,275,000.

The show has been a substantial hit with audiences, too. It has consistently landed in the topmost three positions in SPONSOR's multi-market Pulse chart of non-network film programs, often outpulling network opposition at the local level.

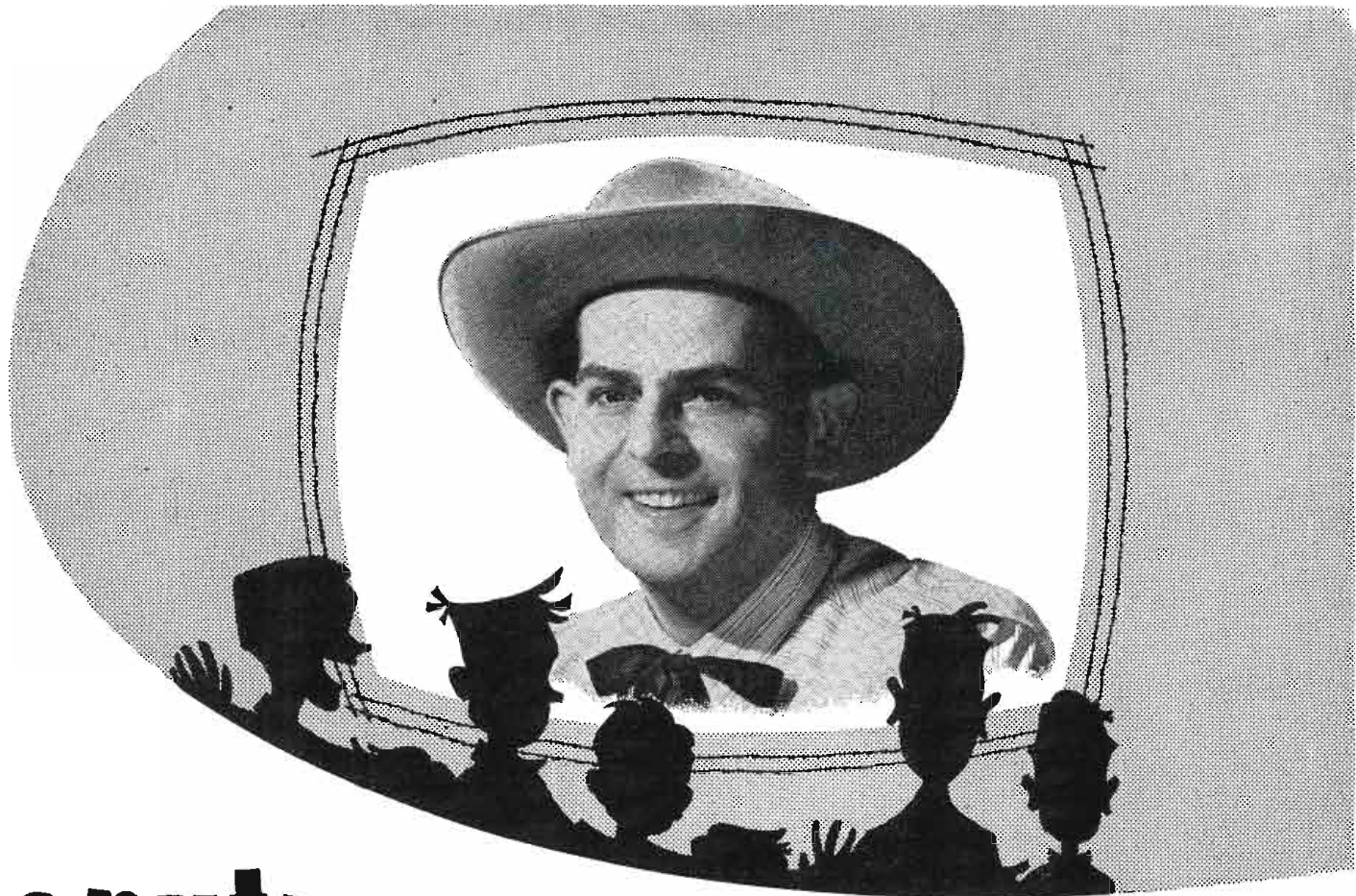
**Rerun:** The biggest deal of the year for a former network film series was made this month by Television Programs of America.

The transaction involved the outright purchase of 104 episodes of *Private Secretary*, the situation comedy series starring Ann Sothern that has been alternating with *Jack Benny* on CBS TV for American Tobacco. As a down payment, TPA paid producer Jack Chertok \$1 million—in lump sum.

Retitled *Susie*, the series will be sold at the regional and local syndication level by TPA. A new production cycle of *Private Secretary*, meanwhile, will continue at the network level, and will continue to be produced by Chertok. The series started on CBS TV on 1 February 1952.

**Vitapix first:** The first major "film network" operation began officially last week.

(Please turn to page 50)



# deputy dave's rangers

...gives you more than 50% greater kid audience in Northern California



For full details of this 5 to 6 p.m. Monday through Friday show that's far out in front in San Francisco and the great KPIX area, call Lou Simon at KPIX (PProspect 6-5100), or see your Katz man.

No selling campaign in the San Francisco area is complete without.....



SAN FRANCISCO, CALIFORNIA  
 Affiliated with CBS Television Network  
 Represented by the Katz Agency

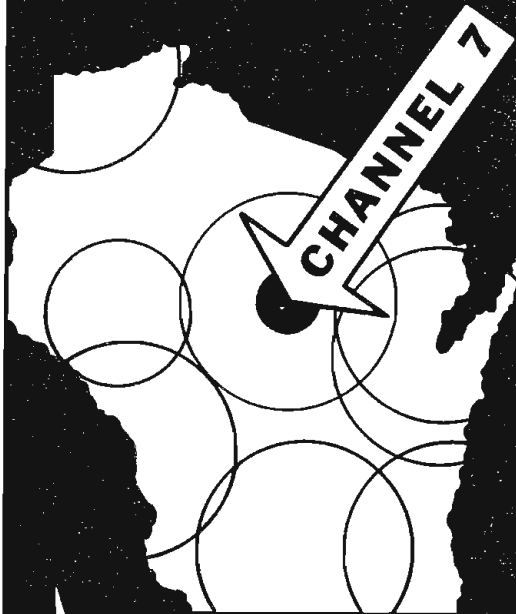
WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, Boston  
 KYW • WPTZ, Philadelphia  
 KDKA • KDKA-TV, Pittsburgh  
 WOWO, Fort Wayne  
 KEX, Portland  
 Represented by Free & Peters, Inc.  
 KPIX, San Francisco  
 Represented by The Katz Agency

# WSAU-TV

WAUSAU, WISCONSIN



CBS • NBC  
ABC • DuMont

## CHANNEL 7

110,000 watts

1,921 ft. above sea level

540,000 population

\$662,899,000  
spendable income

152,000 homes

Represented by  
**MEEKER, TV.**  
New York, Chi., Los Angeles, San Fran.

Stockholders Include

RADIO STATIONS:

WSAU - WFHR - WATK

NEWSPAPERS:

Wausau Daily Record-Herald  
Marshfield News Herald  
Wis. Rapids Daily Tribune  
Merrill Daily Herald  
Rhineland Daily News  
Antigo Daily Journal

OWNED AND OPERATED BY  
**WISCONSIN VALLEY TELEVISION CORP.**

## FILM NOTES

(Continued from page 48)

In a number of markets, Bardahl Oil Co. started multi-market sponsorship of Guild Films' *Confidential File*. Before the month is out, Bardahl will be active with the series—on a co-sponsorship basis—in more than 50 prime markets.

Handled through Vitapix, whose stations had largely agreed to clear choice time for the series, Bardahl will be billed with a single invoice, instead of the many usually associated with spot tv film placement.

Other sponsors vary widely from national to local advertisers, with the co-sponsors picking it up on a local basis.

**Swashbuckle:** The trend to historical adventure filming for tv continues.

Latest deal, announced last Wednesday (14 September): CBS TV, in conjunction with Goodson-Todman, will make a tv film series based on Random House's "Landmark Books." The series is an anthology of adventure stories based on the lives of American heroes like John Paul Jones, the Wright Brothers, and Sam Houston. In the four years since the Landmark series was launched, more than 6.5 million copies have been sold, according to Random House's Bennett Cerf.

With the trend in program length currently to hour-long, rather than half-hour, shows, producers Mark Goodson and Bill Todman plan to make two different pilot films for the series. One will be a half-hour, in case the project is developed with an eye on syndication; the other will be a full hour, in case the series is snapped up for network-level airing.

No hack literary series, the Landmark literary stable includes such authors as Thomas B. Costain, Pearl S. Buck, John Gunther, C. S. Forester, MacKinlay Kantor, Quentin Reynolds, Samuel Hopkins Adams, Dorothy Canfield Fisher. Approximately 16 new Landmark titles are launched yearly.

**Jackpot:** Many an adman's attention was focused sharply on the *Famous Film Festival* which debuted yesterday (18 September) on ABC TV network as a new participating vehicle. And, in most cases, the interest was divided between business and personal curiosity.

As a gimmick to launch the film series, which used *Odd Man Out* as its premiere feature, ABC TV has been running a guess-the-Nielsen-rating contest among some 800 members of agency media and research departments.

The rules are simple. Admen have to estimate the Nielsen average for the four telecasts of *Famous Film Festival* as reported in the Nielson pocket pieces for October (covering the shows of 25 September through 16

★ ★ ★ ★ ★ ★ ★ ★  
"What is that sound we hear booming through almost every home workshop on Saturdays? That's radio. What's the sound that follows men around when they work in their gardens or anywhere else around the house on Saturdays? That's radio. Have we sold to the advertisers of America the fact that radio has a bigger masculine audience on Saturdays (and Sundays) than any other day of the week?"

ELDON CAMPBELL  
National Sales Manager

Westinghouse Broadcasting Co.

★ ★ ★ ★ ★ ★ ★ ★

October). In addition, and as a hedge against ties, admen had to estimate the average number of homes reached for the four-week period.

The contest officially closed on 11 September. First prize: \$1,000 cash. There are second and third prizes of \$500 and \$250.

A. C. Nielsen, whose figures are being used as the winning standard, made no comment on whether ABC TV's contest was likely to start a \$64,000 trend among research-minded agencies.

**Toastmaster:** Among after-dinner speakers, George Jessel's fame is legendary. Now, the versatile performer-producer is stepping into syndicated tv film production this fall with his "toastmaster" act.

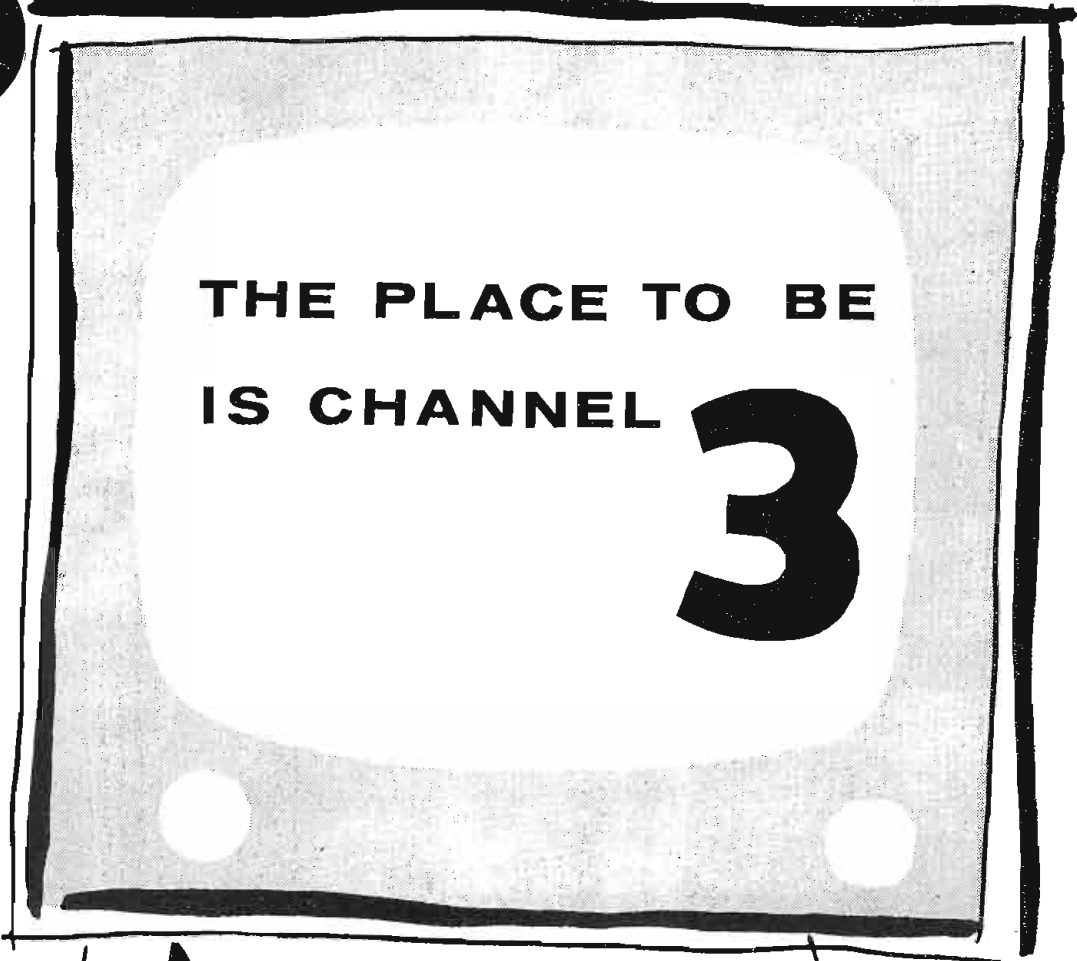
With Robert L. Roberts, young Broadway and Hollywood producer, Jessel has formed a production firm, and intends to launch as his first film series his own *Guest of Honor*.

The series will feature Jessel presiding in the role of toastmaster at a series of actual dinners in honor of someone of importance on the national scene. Lined up so far: Eddie Cantor, Fred Allen, Joe E. Lewis, Ted Lewis, Jane Froman, Sammy Davis Jr., Willy Mays, Leo Durocher, Toots Shor and others.

Business offices are currently being set up in New York and Hollywood.

★★★

**KTBS.TV** **CHANNEL**  
**3**  
**SHREVEPORT,**  
**LOUISIANA**



**MAXIMUM POWER**

**151,941 TV Sets**  
**A Billion Dollar Market**  
**1 1/4 Million People +**

**E. NEWTON WRAY**  
*President and General Manager*



Represented Nationally by  
 EDWARD PETRY & CO., INC.

TOWER HEIGHT: 1143 Ft. Above Average Terrain  
 1153 Ft. Above Ground • 1403 Ft. Above Sea Level

**THE BEST TV BUY BETWEEN ATLANTA AND DALLAS**



**RIGHT!** says Pall Mall  
**RIGHT!** says Schlitz  
**RIGHT!** says Fels Naptha  
**RIGHT!** says Anacin  
**RIGHT!** says Standard Oil of Indiana  
**RIGHT!** say these blue chip local advertisers:

Carpenter Baking Co.  
 Luick Sealtest  
 Boston Store  
 First Wisconsin National Bank  
 Graf's Beverages

**MATCH THIS COST!**

33 1/3¢ per 1000 homes based on 156 time National-Rate

**MATCH THIS COVERAGE!**

54% of population in Wealthy Wisconsin

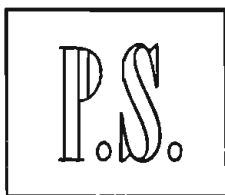
Make the shrewd buy . . .

**woky**

1000 watts at 920  
 24 Hours a Day

National Representative:  
**THE BOLLING COMPANY, INC.**

**New developments on SPONSOR stories**



**See:** How spot helped build Paper-Mate to No. 1 ball point  
**Issue:** 22 February 1954, page 40  
**Subject:** Spot used to build ball points

"The pendulum seems to have swung considerably in the last 18 months," commented Paper-Mate Eastern's advertising manager, David Kittredge. Where spot tv and network radio were carrying the ball as far as the air media were concerned in early 1954, today net tv and spot radio are the mainstays of the \$2 million budget.

*People Are Funny* will be carried this fall on 143 NBC TV stations at 9:00 p.m. Saturdays. "Following Perry Como is a good break for us, by the way," Kittredge noted. He stated that the radio version of the Art Linkletter show would definitely be dropped in favor of spot radio, which affords a "greater local flexibility" for Paper-Mate.

No small reason is the success of the two-tone model among school crowds. "We were caught flat-footed by the tremendous demand for school colors in our pens, but now that we've caught up, we're using early morning participations on disk jockey shows to plug the idea." Originally the two-color pens started in auto colors, but when the school kids picked it up, the demand swelled beyond Paper-Mate's fondest expectations.

Spot tv, upon which the fast growing Paper-Mate pen was built, is still used, but only where it can beat out network tv for ratings in a market, i.e. in a multi-station market.

Kittredge mentioned color tv sadly, wishing that the high costs and limited availabilities hadn't kept them out of it. "We may use it later, he said, "but right now it's too rich for my blood." In another 18 months, though, the pendulum may swing some more.



**See:** International radio and tv: 1954  
**Issue:** 28 June 1954, page 41  
**Subject:** U.S. advertisers in foreign markets

Writing in a national export magazine\* recently, Andrew N. Vladimir, radio-tv plans director of Gotham-Vladimir Advertising, New York advised American firms with ad campaigns in foreign markets of the best way to utilize their advertising dollars. Despite the similarities of selling some articles in all markets, Vladimir stressed the need for localizing the message through proper preparation and delivery.

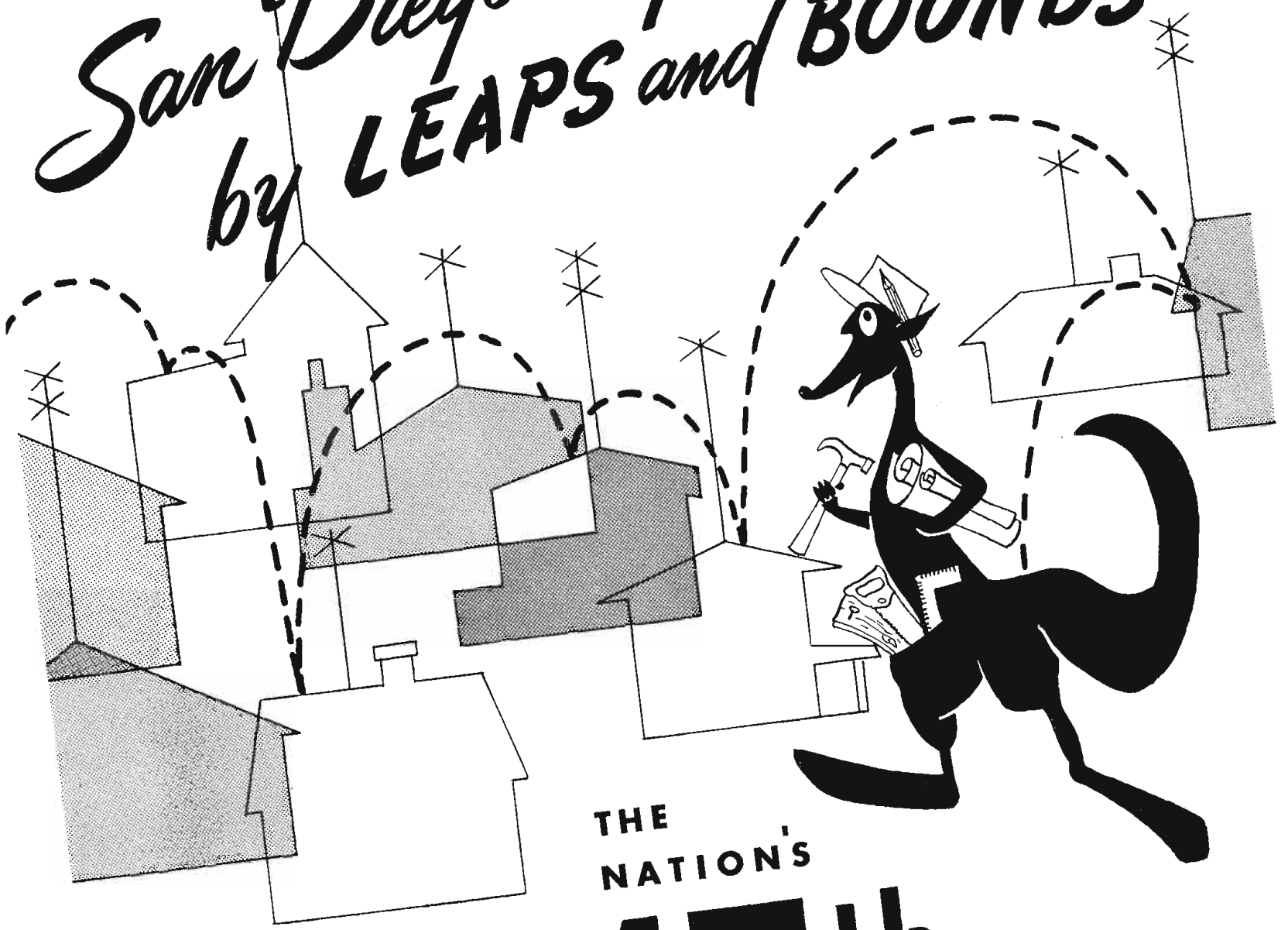
Some of the warnings Vladimir voiced to advertisers are familiar ones, e.g. the need for proper supervision of delivery and agencies and unity of advertising. His opinion was that the only way a sponsor can be sure that he is getting his message across is to have an agency with foreign offices in the market supervise the operation. With this control the advertiser is represented directly in the markets served by the media he is using.

Citing the difference between broadcasting standards in this country and abroad, the article went on to sketch in the advantages of filmed or recorded commercials done in this country with foreign talent to assure complete control of the message. Though the cost is higher, this added cost becomes smaller in proportion to the number of times the message is aired.

For the advertiser seeking to have control of his message, yet needing to limit the cost of his tv advertising, Vladimir offered kines as a solution. They are less expensive than film, yet can do an adequate selling job, he noted. ★★★

\*Export trade and Shipper, 9 May 1955, page 10.

San Diego is growing  
by **LEAPS** and **BOUNDS**



THE  
NATION'S  
**15<sup>th</sup>**

**MARKET** in the sale of  
**Lumber and Building Materials\***

SEE YOUR PETRY MAN!

**KFMB**  **TV**

WRATHER-ALVAREZ BROADCASTING, INC.  
REPRESENTED BY PETRY

SAN DIEGO, CALIF.

America's more market

Out where the west grows  
fastest! That's San Diego...  
a market that spent  
\$65,597,000 for Lumber -  
Building Materials and  
Hardware in 1954. In this  
category, San Diego is...

**BIGGER-  
THAN** ▼

**BUFFALO, N. Y.,  
KANSAS CITY, MO.,  
MIAMI, FLA., OR  
DALLAS, TEXAS**

\*Sales Mgt. Survey of Buying Power, 1955

## BUTTERMINTS

SPONSOR: Kern Food Products

AGENCY: Direct

CAPSULE CASE HISTORY: *Seabreeze Buttermints cost only 29c, but a nine-announcement-per-week schedule on WTVN boosted sales \$11,236 after a 20-week campaign. Total sales tripled those during a similar period without the use of radio. Cost was \$63 per week. As a result of this showing, the sponsor decided to return to WTVN and put his entire advertising budget into the radio campaign.*

WTVN, Columbus, Ohio

PROGRAM: *Malcolm Richards Show*



## SODA SHOP

SPONSOR: College Soda Shoppe

AGENCY: Direct

CAPSULE CASE HISTORY: *During an 18-week media test on WDVA, the College Soda Shoppe used no other advertising at all. The announcement schedule chosen was a one-minute announcement five times per week on the Night Train show, m.c.'d by Earl Stogner. Cost: \$182. Result: Business tripled over previous 18 weeks.*

WDVA, Danville, Va.

PROGRAM: *Night Train*

## REBUILT TIRES

SPONSOR: Central Tire Service

AGENCY: Hopfer-Castleman

CAPSULE CASE HISTORY: *Without even displaying a sign at the point of sale, Central Tire Service sold out its 15-day stock of 600 rebuilt tires in only five days. The only advertising used was the company's five-minute daily program, Date Book, on KLX. The tires sold for \$6.95, bringing in a total of \$4,170 for an advertising cost of only \$80. The sponsor had to change his announcement after five days because, after the 600 tires were gone, no more were available to the company.*

KLX, Oakland, Calif.

PROGRAM: *Date Book*

## CATALOG

SPONSOR: Grossman's Lumber Co.

AGENCY: Cooperative Advertising

CAPSULE CASE HISTORY: *The 18 outlets of Grossman's Lumber Co. handle a complete line of building materials. When the firm bought participations in Morgan Baker's Sunrise Salute it used the first two weeks of the contract to advertise a 95-page do-it-yourself catalog. Two announcements a day, six days a week, brought 1,383 inquiries at a cost of \$240. Inquiries came in from 29 counties in five states at a cost of 17c per inquiry.*

WEEI, Boston

PROGRAM: *Sunrise Salute*

## MEAT

SPONSOR: The Meat Center

AGENCY: Direct

CAPSULE CASE HISTORY: *To advertise the change in ownership, The Meat Center bought a one-minute commercial on Thursday, Friday, and Saturday on WMIE's The Gospel Train. The show was aimed at the Negro audience of the South Florida area, offered watermelons for 10c apiece with each purchase of meat. By the end of the week some 650 customers specifically asked for the special. Sponsor commented that the campaign cost less than a once-a-week Negro newspaper ad he'd used and got far better results than expected. Cost of the three commercials: \$27.*

WMIE, Miami

PROGRAM: *The Gospel Train*

## FARM EQUIPMENT

SPONSOR: Pacific Tractor & Equipment Ltd.

AGENCY: Direct

CAPSULE CASE HISTORY: *A \$1,500 forage harvester was sold as the direct result of a five-minute interview on CKOV's weekday farm series that cost the sponsor \$6.75. The feature, Around the Valley in Agriculture, is broadcast at 7:05 a.m. Radio time salesman High Caley conducted the interview.*

CKOV, Kelowna, B. C.

PROGRAM: *Around the Valley in Agriculture*

## USED BUSES

SPONSOR: Los Angeles City School Bus System

AGENCY: Direct

CAPSULE CASE HISTORY: *The market for used school buses is slim, but KRKD sold 17 within two months for the sponsor. Copy stressed the do-it-yourself angle, suggested that anyone handy with a blowtorch, monkey wrench, and screwdriver could drive his bus to a site he selected and convert the bus into a hot house, work shop, boathouse, hot dog stand, or what have you. A total of 240 announcements were used, resulting in an average ad cost of \$62 per bus. Buses sold for about \$1,000 each.*

KRKD, Los Angeles

PROGRAM: *Announcements*



**Memo**

From The Desk Of DON W. BURDEN

WHEN TEXANS SAY SOMETHING IS GOOD, IT'S GOTTA  
BE GOOD ! READ THE ATTACHED LETTER AND SEE!!  
THEN CALL KOIL SALES OR YOUR NEAREST AVERY -  
KNODEL MAN AND LET KOIL GO TO WORK FOR YOU.!!  
RESULTS COUNT, AND YOU GET 'EM on KOIL-OMAHA.

**KOIL**

KOIL Omaha's Only 24 Hour Music, News & Sports Station.

OMAHA

**KTRH**

Broadcasting Company  
HOUSTON 1, TEXAS

August 31, 1955

General Manager  
Radio KOIL  
Omaha, Nebraska

Dear Sir:

Since I do not know who handles the ROBBIE'S SHOES account on your station, I am directing this letter to your attention. I understand from the owner of this business that your station has been most helpful in making his new venture in your city a tremendous success. He has, in fact, been so much impressed with the produced announcements your staff prepared that he has directed me to write and solicit your cooperation for KTRH.

Now I know we here in Texas like to think of ours as the biggest and best, not needing help from anyone, but in radio we can't afford to be so naive as to refuse the help of those who satisfy our clients as you have done.

Sir, if you will, may I ask that you either send us a tape of all the disks you have made or send us the cuts on an old disk for our program directors guide. We will, of course, be more than happy to reimburse you for any expenses incurred in this matter.

Just for your files, this client has two stores in Houston operating under the names of Brucal's and Lou's. They are good users of radio and believe in our medium. We have been doing business with these people for a long time without interruption except for the usual one or two week hiatus.

Thanks for your consideration and cooperation in advance, and if we can be of service to you at any time, please feel free to call on us. Until then, I am

Yours sincerely,

*Hal Wallace*  
Hal Wallace  
Local Sales

THE HOUSTON CHRONICLE STATION • 740 KC

SO KW • CBS

the  
big  
listen



is  
to  
kbis

bakersfield  
california

970

The only popular music and news independent station in Bakersfield and Kern county, dominating California's Southern San Joaquin Valley 24 hours a day!

representatives:

SAN FRANCISCO DAREN McGAVREN

NEW YORK  
CHICAGO  
ST. LOUIS  
LOS ANGELES

ADAM YOUNG JR.

AGENCY  
AD LIBS



(Continued from page 10)

ized out of blocks of words and a picture or two, that you calculated to get me or anyone else *to part with money* in return for shaving cream.

However, do not despair.

There is a new form of advertising, one which may have escaped your attention since you are so busy, that is doing wonders actually causing people to seek out and pay for products. This development miraculously brings a series of pictures right into people's homes.

Housed inside of a square box, available in various wood finishes, is a glass convolution upon the surface of which can be made to appear your product not merely lying there in a state of torpor but *in use*. For example, a handsome young man can actually apply the product to his jowls *in front of an audience*.

This gimmick in addition makes it feasible for your client *to have the aforementioned man talk*. Properly selected words—that is, words put into phrases which sound natural and are believable—can actually be heard coming from his lips.

This enables you to use sight *and* sound *and* motion to advertise your shaving cream tubes, a sales facility that assuredly will bring new successes to your product, yourself and indirectly to me merely because I work in the same agency. This last link in the financial chain will enable me to *buy* the product and make it unnecessary for me to bum one.

To: Mr. Foreman

From: Mr. Crary

The client and I have read your suggestion carefully. After study and budget considerations, we would like your recommendations on the following. How to best utilize this new medium you allude to. You must provide us with coverage in the 300 top cities. I understand that this medium can be purchased in *networks* of stations and that the time of day can be selected to fit the advertiser's needs. So we suggest three or four minutes of time between 8:00 and 10:00 in the evening so we can reach only men to tell a lengthy scientific story to them. We, of course, require color to set our brilliant new package off from competition. Our budget for this fiscal year is \$350,000.

To: Mr. Crary

From: Mr. Foreman

Enclosed please find 75c for a large size tube.

★★★

Wow! too hot to hold -  
Plate as is!! Frank

*starring*  
**FEATURES ROGERS/AUTRY**  
**SMASH SATURDAY DAYTIME**  
**RATING RECORDS** *first time out*

Tough Network Leaders Toppled in  
Market after Market!

**INDIANAPOLIS** (Saturday, 11:30 A.M.-12:30 P.M.) **14.1**

MCA TV's hour-long Western Film package tops *three* tough network competitors by 145%, 61% and 444% respectively! (ARB, July 1955)

**COLUMBUS** (Saturday, 9:30—10:30 A.M.) **12.9**

*rating* The biggest ever earned in the period. Jumped sets-in-use 75%! Almost triple the previous rating for the time spot! (ARB, June 1955)

**HOUSTON** (Saturday, 12:00-1:00 P.M.) **14.9**

Beats the top-rated Saturday afternoon network show by 144% — catapults time period rating *first time out* from 8.1 to 14.9! (ARB, July 1955)

56 hour-long features starring GENE AUTRY

67 hour-long features starring ROY ROGERS

*or markets* Stampede the audience to these double-barreled hits in the market of your choice. Terrific ratings — available now! Call MCA today.

Job No. 7917 — MCA-TV Mag Ad  
46410 AT 8763 Proof A

**SOLD**  
**113**  
**Markets**

*America's No. 1 distributor of television film programs*



9370 Santa Monica Blvd., Beverly Hills

# SPONSOR Asks...

a forum on questions of current interest  
to air advertisers and their agencies

## Can big money prizes alone build large audiences for a radio or television quiz show



### ENTERTAINMENT ESSENTIAL

By Robert F. Lewine

Director of Tv Network Program Dept.  
American Broadcasting Co.



The right answer to this much-asked question could be worth substantially more than \$64,000. It could be worth millions to the advertiser, network or pack-

ager who attempts the first successor to *\$64,000 Question*. From my own experience, and the talk in the industry, many packagers are betting that the big money quiz shows will endure—and be bought. Here at ABC we've been deluged with similar programs having jackpots that run the full gamut from \$50,000 to \$250,000. A few conservatives stop at \$25,000; others disdain cash prizes and offer a house and lot, shares in a producing oil well, a retirement income for life, "blue chip" stocks, furs, diamonds, world cruises and even movie contracts. The race is on.

It doesn't require clairvoyance to suggest that giant jackpots by themselves are not enough to guarantee success. As long as the big money quiz show can provide entertainment, it will endure; the moment it becomes a competitive orgy based on the size of the check, it's going to be in trouble. Veteran successes like *Break the Bank* and *Stop the Music* are among the hardy perennials because they entertain.

To get back to the immediate question, I would judge that the first big money quiz show to follow *\$64,000 Question* has at least a 50-50 chance of success. There seems to be room for another. It will have to demonstrate the same showmanship, equal

good judgment in the selection of colorful, interesting contestants, genuine sympathy and comparable suspense—in other words, again, entertainment. After number two, the risk increases substantially.

Let's sum it up: 1. quiz shows are a broadcasting staple; 2. big stakes are always appealing. Combine the two, add showmanship, real human interest, integrity, suspense plus one or more generous and patient sponsors and you should make the grade without too much trouble.

### MONEY AND PEOPLE

By Marc Goodson

Goodson-Todman Productions, N. Y.



In show business if anybody could periscope the future he'd be able to retire. The identical formula that makes show A a huge success might be a complete flop when applied to show B, or vice-versa.

The *\$64,000 Question* is great for several reasons. The fact that it is a large amount of money that is given away is, of course, exciting in itself. But the way it is handled makes for even greater excitement. The strong carry-over from program to program, the choice of colorful people, the high caliber of questions, the big decision of whether or not to go ahead being made publicly—all add up to a great show.

"Real people" shows, what we call "drama with the unwritten ending," were created by the broadcast media. They will always be popular. A tv drama show is a form of theater; its technique is borrowed from the stage and screen. But "real people" shows

are unique products of radio and tv. "What's My Line," "I've Got a Secret," "Two for the Money," "This Is Your Life" also created a lot of talk when they began. "We the People" 20 years ago followed the same idea. However, it had exhausted its form by the time it took to tv.

What is going to be needed in television are new ways to pick up the faces of real people and tell their stories. Quiz shows are tricky things. There is disaster, for instance, if the audience has the feeling that the whole business is a snap. Nobody would be much interested if only \$100 were being offered, nor would anybody get terribly excited if there were 100 nameless people trying for \$64,000. Big money makes the stakes, but it alone is not enough. That would be like getting together a group of violins and saying you had an orchestra.

### NEED HUMAN INTEREST

By Wilbur Stark

President  
Stark-Layton, N. Y.



How long or short the potential life of the big money shows is no one knows. I have the feeling, however, that they may not have a long life. They provide excitement, they are escapist in character. Well, how many of these things can you have riding only this one facet?

It's like the first impact of the Irish Sweepstakes, with which you went along at the beginning. Later you began to feel that it was beyond you, remote.

In radio, it should be remembered,  
(Please turn to page 61)

**"THE NATION'S MOST POWERFUL RURAL TV STATION"**

CHANNEL  
**3**  
(KIRKSVILLE, MO.)  
100,000 WATTS

**KTVO**

SERVING MONOPOLYVILLE, U.S.A.

**CBS**  
AFFILIATE  
168,392 TV SETS  
1,101 FOOT TOWER

BUSINESS OFFICES

2513 N. Court RD.

**OTTUMWA, IOWA**

To Whom It May Concern:

Please consider this my application for employment.

I am young (will be born first week in October), strong, enthusiastic and willing to work.

Have initiative, imagination and ability to get along with one million people with over a billion to spend.

Write, wire or phone collect (Murray 2-4535, Ottumwa, Iowa) for immediate interview.

Sincerely,

**KTVO**

*James J. Conroy*

PRESIDENT

P.S. Am available at choice times except when employed by CBS-Television

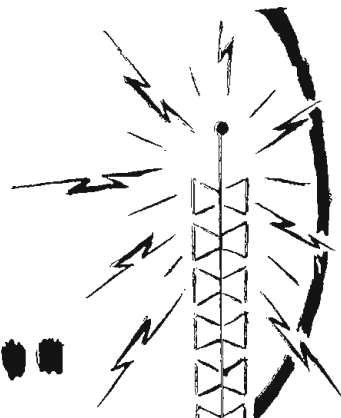


**Serving 57 counties in Iowa, Missouri and Illinois, called "Monopolyville" since this area is not served by any other tv station with an acceptable signal.**

**"A MILLION WITH A BILLION TO SPEND"**

**"THE NATION'S MOST POWERFUL RURAL TV STATION"**

# "1,000 KSLA PREFERRED"

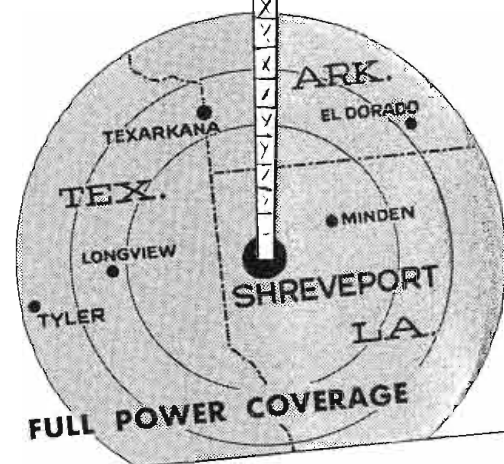


316,000 WATTS - LOUISIANA'S TALLEST TOWER - EARLY FALL

Yes, smart advertising investors are taking stock of the fact that KSLA offers Shreveport's lowest TV cost per 1,000 because KSLA goes full-power this fall . . . but present low rates stay in effect THROUGH JUNE, 1956!

With maximum 316,000 watts power coming in early fall, affiliations with CBS and ABC, and 20 months tele-casting experience, KSLA's averages keep rising in the advertiser's favor.

Your Raymer man will gladly issue your shares in Shreveport's BEST television buy, KSLA.



## KSLA CHANNEL 12

FIRST IN SHREVEPORT, LOUISIANA

# PAUL H. RAYMER CO., INC.

NATIONAL REPRESENTATIVES

SPONSO

## SPONSOR ASKS

(Continued from page 58)

the big money show was short-lived. Only those survived which had good, exciting competition. In *The \$64,000 Question*, the competition is against money alone.

I think it should be clear that you have to have other things besides money if you want to stay around for the long pull. In our own offering, *American Sweepstakes*, we seek to provide those factors we believe important for the long pull. Premise of the show is that we all face odds of all kinds in life, but that if you have faith, courage and the ability to stick with it, you can better yourself.

The contestant has a choice of odds in the questions he chooses. If he chooses the top odds, he can reach the \$7,500 level in three questions. This qualifies him to try for \$100,000. At this point he steps back and waits—for another contestant to come up to the \$7,500 mark.

An important part of the program is a brief salute to an outstanding person who overcame great odds in life to achieve his current eminence. For example, we might salute someone like Eddie Rickenbacker, now president of Eastern Airlines. Rickenbacker would then lend his assistance to some young person trying to win money for a scholarship to study for a career.

Here in *American Sweepstakes* you have what you need for the long pull: basic competition between people, human interest drama covering all facets of living and perhaps the intelligent use of "names."

## REAL PEOPLE NEEDED

By **Robert Monroe**

Vice President for program activities  
Mutual Broadcasting System



It is impossible to say whether the success of the \$64,000 *Question* indicates a trend. Nobody knows how the shows that follow it will go. The history of big-money

quiz shows is an interesting one. It isn't audience acceptance that has stopped them in the past, but the FCC's

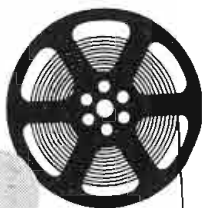
(Please turn to page 105)

# WHO MOVED THE EIFFEL TOWER TO 95th STREET?



...FILMWAYS did, with a new 35 mm Bell & Howell Background Process Projector. Your needs may not demand the Eiffel Tower as a background but through "rear projection" FILMWAYS can help you produce right in New York, background action of any scene, any season, any sport... for your T.V. film commercials.

Permit your creative efforts the freedom which only rear screen projection offers. Further information on request.

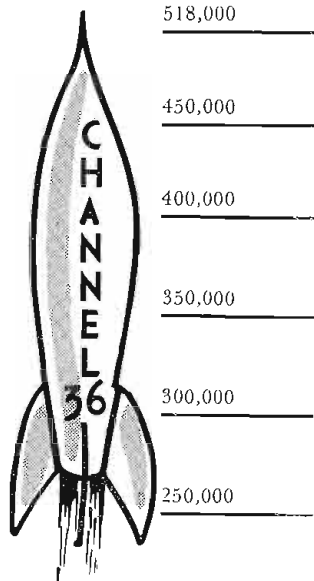


# FILMWAYS

INCORPORATED

241 W. 54th ST., NEW YORK 19, N. Y.  
PLaza 7-3396

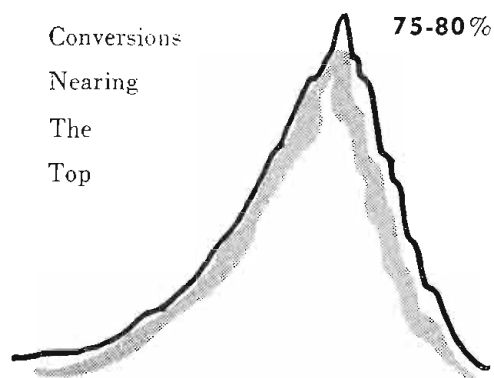
Like A  
Rocket—  
**WJHP-TV**  
Continues  
To Rise—  
Higher And  
Higher In  
N. E. Florida  
And South  
Georgia!



**NOW**  
In **3rd** Year  
of Operation  
Serving a Population of  
518,000  
With A Consumers  
Spendable Income Of  
\$507,526,000.00



Conversions **75-80%**  
Nearing  
The  
Top



NBC AFFILIATE  
also ABC PROGRAMMING  
CONSISTENT EXCELLENT SERVICE

**WJHP-TV**  
*Channel 36*  
JACKSONVILLE,  
FLORIDA



**agency profile**

**Rosser Reeves**

Chairman of the Board  
Ted Bates, New York

Three men in shirt sleeves hunched over a desk while a dark-haired, youthful looking man in bow tie and brown suit hovered above them. The three in shirts began singing a jingle about broccoli, were finally shooed out of the office by the man in bow tie.

"You'll work it out all right, boys," he said with a thick Virginia accent, adding as an aside, "When that guy writes a six-second jingle it costs Bates \$2,500." As Ted Bates' new chairman of the board, southern-born Rosser Reeves is in a good position to know.

Although elected chairman of the board in mid-August, Reeves still maintains his office right in the middle of the copy department from which he rose, there gets involved in creative problems, media decisions, client relations.

"I had lunch with Pat Weaver yesterday," he drawled, "but I think it's fair to say this: We find that with a Bates spot tv list we can get a client a far higher Nielsen than with the same amount of money put into network."

Reeves, who manages to combine quick-trigger speech with his drawl, called for some facts Bates media researchers had dug up.

"We found that the cost-per-1,000 homes of the average minute commercial in the average evening show is \$3.55. On a spot basis, we've dropped this cost below \$.70 for some clients. Of course, this assumes you've got a Bates spot list," he added with a grin.

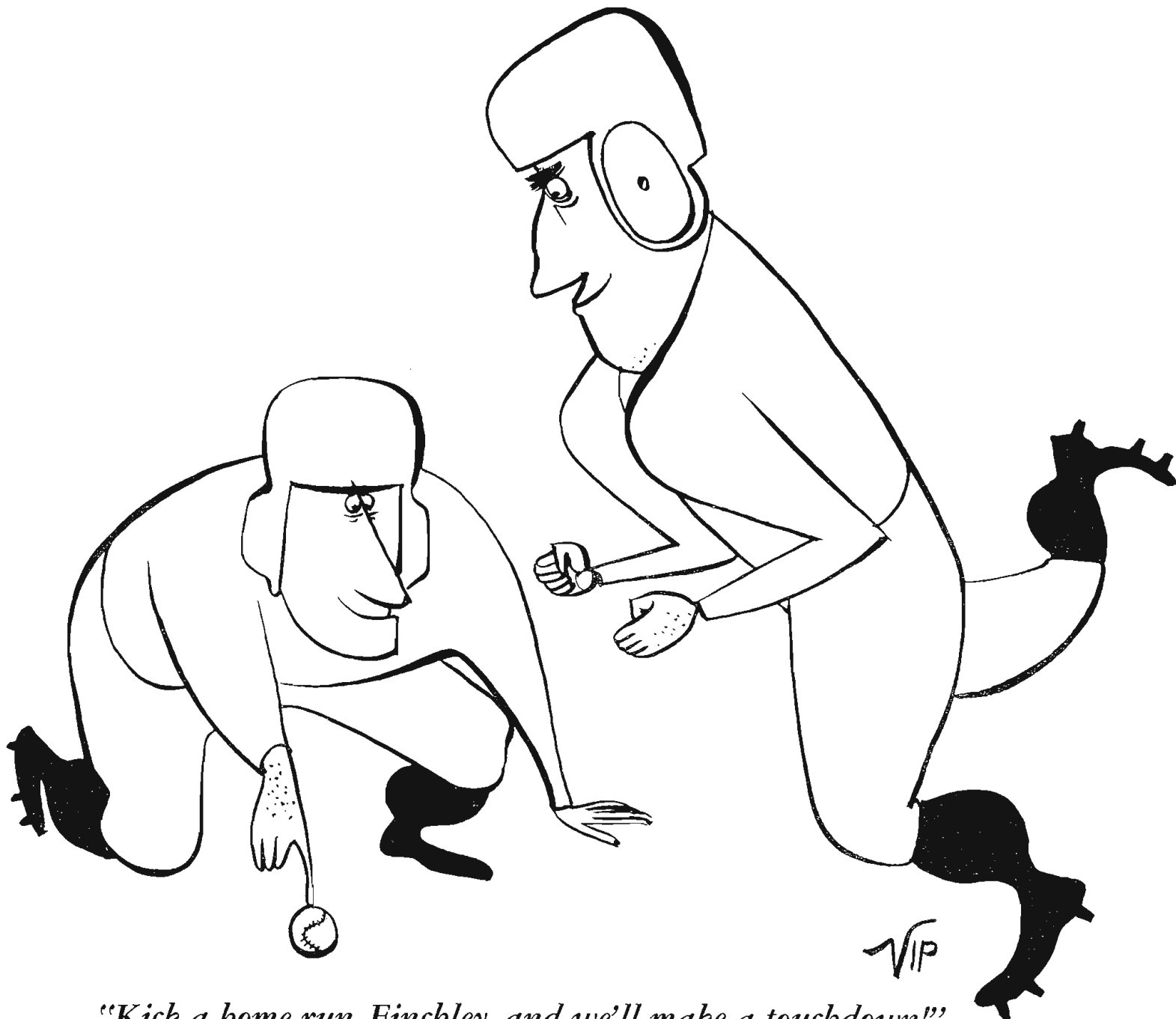
Says Reeves: "We're the largest spot agency in the country. Of \$60 million total billings, \$40 million are in radio-tv, and we'll continue recommending spot until that 'gratitude factor' everyone's talking about connected with network programs can be measured."

No man to mince words, Reeves tends to temper what he calls his "dogmatic statements" with a grin and self-deprecatory wit. He continuously enjoys being personally involved in copy; it was he who thought up and wrote the last-minute spot television campaign for Eisenhower during the last election.

Originator and publisher of a monthly trade magazine called *Boats*, he claims to rib his media men when schedules are submitted: "What? No ads in *Boats*?"

A man who likes to be tops in his hobbies as in business, Reeves recently returned from Russia, where he went as manager of the U. S. chess team. He lives year-round on Cedar Island, off Long Island, "surrounded by children and boats." ★ ★ ★





*"Kick a home run, Finchley, and we'll make a touchdown!"*

**THE GAME'S NOT THE SAME IN SEATTLE-TACOMA  
... AND KTVW IS THE REASON WHY**

*Throw away your old rule book! TV ratings have changed in Seattle-Tacoma . . . and KTVW's new live programming of sports events has caused the big switch. Check the new ratings. They mean new viewing (and buying) habits. For winning sales in the Pacific Northwest's major market, choose KTVW, today's low-cost coverage champ.*

**NEW REP**

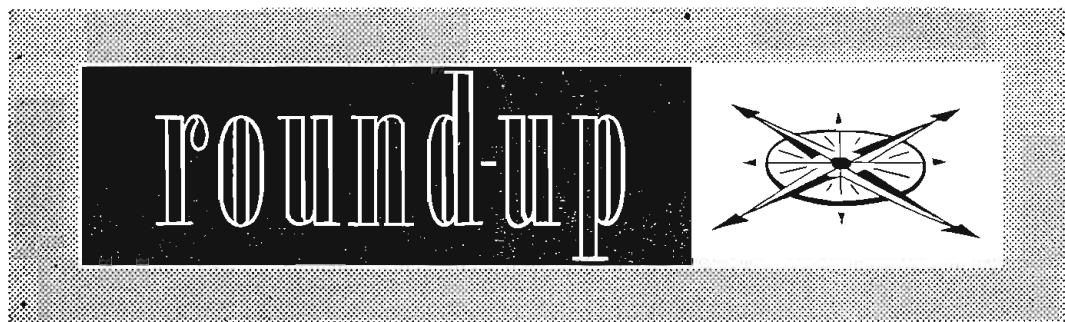
SEATTLE • TACOMA

*For Information, Contact  
George P. Hollingbery Co.,  
or Write 230 8th Ave. No.,  
Seattle, Washington*

Channel

**13**

**KTVW**



### **Radio station, ad club sponsor show promoting advertising**

The Advertising and Merchandising Club of Santa Barbara and radio station KTMS, of the same city, co-sponsor *Here's News For You*. The show, one year old this month, is a weekly quarter-hour look at the role of advertising in the community. It is aired Mondays at 8:00 p.m. over KTMS. The format changes from time to time, but basically it is divided into four parts to: (1) tell the listener what he has learned through advertising during the past week; (2) interview guests connected with advertising; (3) salute a community advertiser for an advertising job well done; (4) present a "Hats Off" award for service beyond normal routine.

The first part of the program has informed the community of such things as Dior fashions, nylon tires, local frozen food products, travel bureau's special trips, the lending facilities of financial institutions, local history in the form of Old Spanish Fiesta Days Week (the latter being heavily advertised in all media by Santa Barbara merchants).

The second part of the program has featured Ad Club members active in the community as well as prominent visitors of stature. The guests discuss projects of interest to Santa Barbara.

The third portion salutes an advertiser who has effectively and meritoriously promoted his firm, product or special public service. The fourth phase of the show has outgrown the confines of the show and has spread to a Mon-

day luncheon at which the recipient is awarded a scroll saluting him for his contributions to good public relations.

The scroll has gone to such diverse winners as a blind woman running a cigar stand in the post office lobby and a cashier in a local supermarket who supports her disabled veteran husband. The public is invited to nominate the persons to win the awards, as do the club members who co-sponsor it.

The mistress of ceremonies for the show is Claire Drew Forbes, who owns an agency bearing her name. Joe Benes, commercial manager of KTMS, is the moderator. Much attention has been directed at *Here's News For You*, including an editorial in the *Santa Barbara News-Press* when one of the award winners was the wife of a shoe-shine stand operator who took over his business when he fell ill.

The owner of a mobile grocery that services out-of-the-way counties and ranches was near bankruptcy when he won a Hats Off award. His volume soared and his business prospered following the publicity he received.

As a result of a visit to Santa Barbara by Clair Henderson, president of the Advertising Association of the West, and his appearance on *Here's News For You*, Denver may soon have a similar program. Having heard Henderson tell of the results of the Santa Barbara show, the Denver Ad Club is now seeking permission to do a similar show. ★★★

### **KBIG listeners offered free trips to Hawaii, Las Vegas**

There are a great many cars in southern California sporting a KBIG decal on their windshields these days. Each decal has a serial number, and the owner can win a prize if his number is drawn.

Five numbers are picked each day; if the winner hears his number announced over the air, he calls the station, answers a simple question and wins 10 gallons of gas. Each week a

winner is chosen who gets a three-day stay at a swank Las Vegas hotel for two, plus the use of a new Dodge for the trip. Monthly winners get an airline flight to Hawaii and a seven-day vacation for two at the famed Edgewater Hotel in Waikiki.

All of these prizes are given without winners buying any items or writing any letters. The listener need only be registered. ★★★

### **WEEI market study points up size, scope of Boston**

WEEI recently took a look at the Boston market and came up with a series of facts of interest to New England advertisers. These facts were compiled in a booklet that makes these points: Boston is the number one market in New England by population, families, radio families, retail sales, and sales of food, general merchandise, household furniture, automotives and drug items.

The station went on to show that in this richest New England market WEEI reaches 88.6% of the radio homes. Other Pulse figures were used to demonstrate outstanding features of WEEI's coverage of the area. ★★★

### **Briefly . . .**

Christmas seems to be a little early this year. Madison Avenuers have already received several Christmas cards. Two of the latest going around are from radio station WWRL, New York and Sid Siegel & Rita Loman, singing commercial writers from Chicago. If the trend keeps up, agencies ought to be getting their Easter cards around Thanksgiving

\* \* \*

Radio and tv dealers are advised to reappraise their selling habits with a view towards larger radio sales in an article that appeared in the July issue of *Electrical Merchandising*. The magazine is the source for many merchandising innovations among electrical dealers.

A seven-page spread told the story of a California dealer who found his tv set sales slumping as set saturation neared in his community. When he turned to promoting sales of portable and table model radio sets his business soared. Now he makes it a mainstay of his operation and use of a large stock of radios has increased his business even more.

\* \* \*

When WGTO, Haines City, Fla., was ready to go on the air early this month, it wanted to attract attention to its position on the dial. Since many tourists are in the area, and road traffic is heavy all year round in the warm Florida climate, the station's answer was roadside billboards.

WGTO used 20 brilliantly colored billboards to carry this message, "Ride with a smile at the top of your dial—

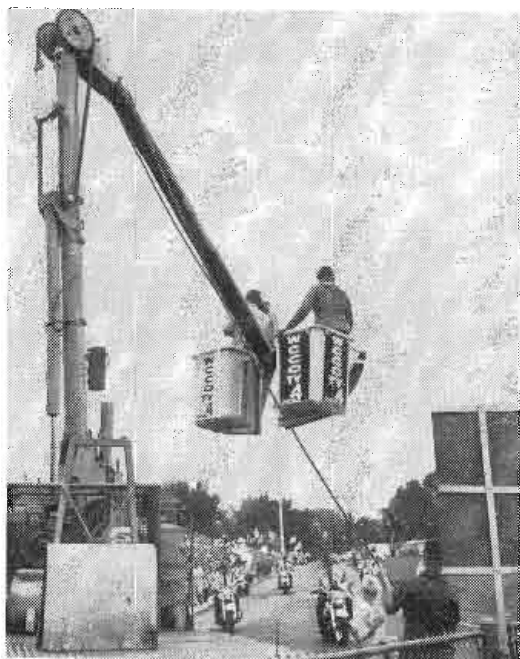
WGTO, 540 kc, 10,000 watts." The station's agency, Henry Quednau, Inc. of Tampa, announced that the signs would be used for some time after the station went on the air, in addition to daily and weekly newspaper ads.

\* \* \*

Closing date for entries in the 1955 competition among members of the National Association of Television & Radio Farm Directors is nearing. Awards in the contest for best work in interpreting agriculture to the American public are given by NATRFD and the American Farm Bureau Federation, for the year ending 30 September, though entries are accepted until 30 October.

\* \* \*

A novel method of covering a parade was inaugurated by WCCO-TV, Minneapolis during a recent summer parade. It used a giant "Sky Worker"



Sky Worker gives tv camera bird's eye view

from a Minneapolis electric utility firm. The device has a 40-foot steel arm that was used as a boom to enable the two engineer-operators to ride with the camera over the tops of the floats used in the parade or swing about to any number of positions from which photographers might shoot the parade.

Since the arm operated smoothly, they got some unique camera angles as the arm moved into position. It was even possible to raise the camera 40 feet directly overhead for a panorama shot of the whole parade.

Two other cameras covered the affair. One was mounted on the top of a remote truck in the conventional way, and the other took a position between the Sky Worker and the truck.

(Please turn to page 100)

*WBNS wins consistently  
across the board*

first choice  
in the Columbus Market

20 top  
pulse rated  
programs  
day and  
night

CBS for CENTRAL OHIO


**WBNS**  
radio  
COLUMBUS, OHIO

ASK  
JOHN BLAIR

# Don't Overlook ILLINOIS' STATE CAPITAL MARKET

**WICS** CHANNEL 20  
SPRINGFIELD, ILL.

ONE OF THE BEST UHF  
MARKETS IN THE U. S.  
98% CONVERTED—ARB MARCH 1955



**20**  
**COUNTIES\***  
510,578  
POPULATION  
165,241 FAMILIES  
22,260 FARM FAMILIES  
\$785,390,300 EBI  
\$595,717,000 ANNUAL RETAIL SALES  
\*Source: SM, Survey of Buying Power,  
May 1954

## IT'S A FACT:

Sangamon County (WICS Channel 20 home county) ranks **58** in the nation in **GROSS CASH FARM INCOME.\*** (SM, Survey of Buying Power, May 1955) with 7 other counties of the WICS coverage area ranking in first 171 counties, **AND IT'S ALSO A FACT THAT . . .** Al Pigg, WICS Farm Director, ranks top man with the farm families of Channel 20's coverage area. Al **knows** farm work and the farmers' problems. He attends their meetings, visits their farms — he's one of them and they know it when Al conducts his daily "HIGH NOON" (12 noon to 12:30) and "DOWN ON THE FARM" (5:45 P.M. to 5:55 P.M.) shows on Channel 20. Why not have Al sell **YOUR** product?

ANOTHER BIG REASON WHY  
WICS IS YOUR BEST BUY

**WICS** SERVING  
ILLINOIS'  
STATE  
CAPITAL  
MARKET

**Channel 20**

SPRINGFIELD, ILLINOIS  
ADAM YOUNG TV CORPORATION

Ask your Adam Young rep. for complete  
details and new market brochure on this  
outstanding State Capital Market.

# SPONSOR BACKSTAGE



(Continued from page 26)

The theme is a stale and well-recognized one, no doubt, but one I'm sure most of us who practice along Madison Avenue and Broadway here in New York are apt to disremember frequently. The theme is that there are some exceptionally bright advertising and marketing men solving some difficult and interesting merchandising problems for important accounts in cities and towns all around the country. And that in many ways these advertising and marketing men are the backbone of such phases of television as the tv film industry. Cargill and Wilson bought the half-hour musical tv film series called *Eddy Arnold Time* in two test markets, Harrisonburg, Va., and Orlando, Fla.

For two other accounts they have bought two other film series, both Ziv properties. They do not buy tv properties, live or film, or programing or space in any medium lightly. The decision to buy the Eddy Arnold show came as a direct result of a long consumer study on the smoking habits of people in various income strata, various geographical locations, etc. In short, the decision to buy the show was based on the same kind of extensive and sound research as any of the top 10 agencies in New York might pursue in making plans for the biggest advertiser in the nation.

The several thousand people who sat in the rain in Harrisonburg had paid a relatively high admission price. Every single one of them was required to bring the top of a carton (not a pack, a carton) of Domino cigarettes to gain admittance to the show featuring Eddy and the other stars of *Eddy Arnold Time*, Betty Johnson, the Gordonaires and Hank Garland and Roy Wiggins. Cargill and Wilson took the Domino Cigarette account (Larus Bros., Richmond, Va.) away from a large New York agency, as a matter of fact, and I believe they will hold it indefinitely. The 2,000 people they drew to the Harrisonburg ball park came as a result of a six-week advertising campaign, building the product, and the tv show, climaxed by the live appearance. The campaign embraced tv announcements, radio shows and all forms of printed media. A similar campaign is in progress in Orlando, heading toward a live engagement on 25 September, and I'm sure it will be even more successful than the Harrisonburg drive. And when it's recognized that the total population of Harrisonburg is approximately 10,000 people, a turnout of over 2,000 on a rainy night speaks for itself. ★ ★ ★

# SOLED!

**BIG MARKETS! SMALL MARKETS! ALL MARKETS!**

## MOVIELAND

**HURRY! HURRY! HURRY!**

Frankly, we're overwhelmed!

The response to MOVIELAND has been great... far greater than even we expected.

Within ten days after our opening announcement, dozens of contracts have been signed!

So hop on the MOVIELAND bandwagon — it's really

rolling! Station after station

is getting associated with

**ASSOCIATED.** Put Your Order

**IN NOW!** Wrap Up Your Market!

**ASSOCIATED ARTISTS' JUST RELEASED NEW GROUP OF FIRST-RUN FEATURE MOVIES FROM 5 MAJOR HOLLYWOOD STUDIOS!**

**LI-TV**  
Duluth, Minn.

**CKLW-TV**  
Detroit

**WABI-TV**  
Bangor, Maine

**KOIN-TV**  
Portland, Oregon

**WT**  
Waterbury, Conn.

**KDAL-TV**  
Duluth, Minn.

**KPIX**  
San Francisco

**KVOS**  
Bellingham, Wash.

**WMBR-TV**  
Jacksonville, Fla.

**WI**  
Indianapolis, Ind.

**IV-TV**  
Indianapolis, Ind.

**WFAM-TV**  
Lafayette, Ind.

**KMBC-TV**  
Kansas City, Mo.

**WGBI-TV**  
Scranton, Pa.

**WI**  
Indianapolis, Ind.

**KTVH-TV**  
Hutchinson, Kan.

**WHO-TV**  
Des Moines, Iowa

**WXEX-TV**  
Petersburg, Va.

**WKRC-TV**  
Cincinnati, Ohio

**WI**  
Indianapolis, Ind.

**30-TV**  
Honolulu, Hawaii

**KONA-TV**  
Honolulu, Hawaii

**WATR-TV**  
Waterbury, Conn.

**WISH-TV**  
Indianapolis, Ind.

**KA**  
Los Angeles, Calif.

**NEW YORK**  
345 Madison Ave.  
MUrray Hill 6-2323

**CHICAGO**  
203 North Wabash  
Dearborn 2-4040

**DALLAS**  
310 So. Harwood St.  
Randolph 7736

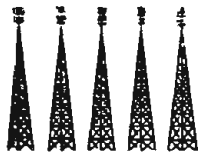
**LOS ANGELES**  
1908 So. Vermont Ave.  
Republic 2-3016

**ATLANTA**  
Barbizon Towers,  
35 Lombardy Way N. E.  
Elgin 3028

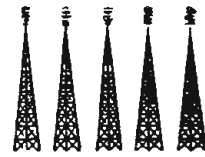


ASSOCIATED ARTISTS  
PRODUCTIONS

—and they're still rolling in!



# NEW AND UPCOMING TV STATIONS



## I. New stations on air\*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP
MOBILE, ALA.	WKRQ-TV	5	29 Aug.	100	523	-----	WALA-TV WEAR-TV	93	Mobile Television Corp. Edgar B. Stern, Jr., chrmn
STOCKTON, CAL.	KTVU	36	24 Aug.†	151	1,630	NBC	KOVR	1,176	Brown Industries Warren Brown Jr., pres. Hollingbery
THOMASVILLE, GA	WCTV	6	1 Sept.	100	692	-----	None	NFA	John H. Phipps, o&o
WICHITA, KAN.	KARD-TV	3	1 Sept.	100	1,000	-----	KAKE-TV KEDD KTVH	465	Wichita Television Inc. George M. Brown, pres.
SHREVEPORT, LA.	KTBS-TV	3	3 Sept.	100	1,140	NBC	KSLA	74	KTBS, Inc. E. Newton Wray, pres. George D. Wray, Jr., v.p. Petry

## II. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
HOT SPRINGS, ARK.	9	22 Aug.	.061	662	\$37,882	\$100,000	None	Video Independent Theatres, Inc. Henry S. Griffing, pres. C. F. Motley, v.p. C. D. Fulgham, v.p.
REDDING, CAL.	7	15 Aug.	12.1	3,586	\$222,880	\$165,000	None	Shasta Telecasters
PRESQUE ISLE, ME.	8	15 Aug.	.42	221	\$53,570	\$72,000	None	Thomas B. & Evelyn F. Friedman d/b as Elson Television Co.
CLOVIS, N. M.	12	22 Aug.	.185	185	\$38,882	\$100,000	None	Video Independent, Theatres, Inc.²
SANTA FE, N. M.	2	22 Aug.	.178	208	\$40,322	\$100,000	None	Video Independent, Theatres, Inc.²
MINOT, N. D.	10	22 Aug.	29.5	85	\$122,000	\$65,000	KCJB-TV	Meyer Broadcasting Co. Etta Hoskins Meyer, pres. F. E. Fitzsimonds, exec. v.p.
YOUNGSTOWN, OHIO	73	22 Aug.	.9	317	\$72,500	\$100,000	WFMJ-TV WKBN-TV	Community Telecasting Co. Sanford A. Schafitz & Guy W. Gully, owners
ORECIBO, P. R.	13	22 Aug.	10.2	74	\$79,000	\$50,000	None	Caribbean Bestg Co. Byron Mitchell, pres. Aristides S. Ledesma, v.p. Antonio Vidal, v.p.

## BOX SCORE

U. S. stations on air.....	425
Markets covered .....	254§
U. S. tv sets (1 July '55).....	36,477,000§

\*Both new e.p.'s and stations going on the air listed here are those which occurred between 15 August and 3 September or on which information could be obtained in that period. Stations are considered to be on the air when commercial operation starts. \*\*Effective radiated power. Aural power usually is one-half the visual power. \*\*\*Antenna height above average terrain (not power usually is one-half the visual power. \*\*\*Antenna height above average terrain (not above ground). †Information on the number of sets in markets where not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. §Data from NBC Research and Planning. NFA: No figures available at presstime on sets in market. ‡KTVU resumed operations after being off the air since 30 April 1955, originally began operations 13 December 1953. ²Same officers as listed under Video Independent Theatres, Inc. for Hot Springs, Ark.



## Certainly, fish can talk

... when you use film!

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you **USE EASTMAN FILM.**

For further information—what film to use—latest processing techniques, address:

Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

*East Coast Division*  
342 Madison Avenue  
New York 17, N. Y.

*Midwest Division*  
137 North Wabash Ave.  
Chicago 2, Illinois

*West Coast Division*  
6706 Santa Monica Blvd.  
Hollywood 38, California

or **W. J. GERMAN, INC.**  
Agents for the sale and distribution of Eastman  
Professional Motion Picture Films  
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Are you shooting your films IN COLOR? You should be! You'll be needing it.





# OUR FIRST YEAR

**Time  
for a  
check-up**



*AND LOOK!...We're in excellent condition*

## **WGR-TV HAS LED IN TOP 15 SHOWS ALL YEAR**

**pulse:** Sept., 1954 — 10 of top 15    Jan., 1955 — 12 of top 15    May, 1955 — 10 of top 15  
 Oct., 1954 — 8 of top 15    Feb., 1955 — 9 of top 15    June, 1955 — 10 of top 15  
 Nov., 1954 — 9 of top 15    Mar., 1955 — 9 of top 15    July, 1955 — 8 of top 15  
 Dec., 1954 — 9 of top 15    Apr., 1955 — 8 of top 15

**arb:** Oct., 1954 — 6 of top 10    Feb., 1955 — 6 of top 10    July, 1955 — 7 of top 10

# WGR-TV

**CHANNEL**



*Not the oldest...but the leader!*

**184 BARTON ST.  
BUFFALO, N. Y.**

More often than not, commercials urge the motorist to drive right over to Jamestown. There is no question that Jamestown is well located. It's right on South Figueroa Street, L.A.'s auto row. However, when Ed James moved in three years ago there was some question (though not in *his* mind) whether it was a bright idea. After all, almost all of Los Angeles' expansion was in the suburbs, wasn't it? And wasn't traffic strangling downtown Los Angeles? And you, know what they say about some of those South Figueroa Street used car dealers. Gives the

street a bad name to have them.

But Ed James was no novice. He knew what he was doing. He had been a Buick dealer in South Dakota (his sister and brothers are still running dealerships established 23 years ago) before he came west. He started in L.A. with an ailing Studebaker agency, which he called Jamestown, and made a big success of it.

Although he attempted to buy the Figueroa dealership in 1947 the opportunity to pick up the Buick agency did not come along until April 1952. Today Ed James has more than 11

acres of floor space. His volume of sales, service and repair is so heavy he uses a control tower to shunt cars from one mechanic to another and to and from the parking area.

James' knowledge of the business prepared him for his fantastic rise. His firm is smoothly run and has the air of an institution about it. One important aspect of this is the extras provided for customers. Auto shoppers or those waiting to pick up cars can relax in the "Palmarama Lounge" where refreshments are served free. Also provided is a courtesy bus service to and from downtown Los Angeles.

To what extent these extras sell Buicks for Ed James it is difficult to say. While customer service is a prime ad theme, probably the most important single selling point is the emphasis on volume. This is a potent way of telling the consumer that he can buy a Buick at big savings. As a recent ad pointed out: "Doesn't it stand to reason you'll always save more from the man who sells the most?" The emphasis on volume is also used to point out that the customer has a wider selection of models for quick delivery.

A guaranty is also the basis of Jamestown's used car business. This, naturally, has also grown, but not as fast as the new car business. When

★ ★ ★ ★ ★ ★ ★ ★  
 " . . . while the hillbilly program is listened to more in the upper-lower income group and the upper-middle income group — really the heart of the buying power—they are not listened to or watched to a great degree in the upper income group, however, though strange as it may seem, hillbilly programs have a higher index in the upper income group than do symphonies, operas, or what is generally classed as good music."

ROBERT DUNVILLE  
 President  
 Crosley Broadcasting

★ ★ ★ ★ ★ ★ ★ ★  
 James took over the agency in 1952, used car sales were running from 30 to 50 monthly. At present the average is around 110. Each used car buyer is given a "12-12" guaranty, which covers engine, transmission, differential, bearings and other parts for 12 months or 12,000 miles.

With all his successful sales methods, Ed James is not a free-wheeling auto retailer who promises blue-sky deals. He has proved, he says, that automobiles "can be sold in volume on an honest, above-board, business-like basis —without use of trickery, deception, fantastic, untruthful claims and all the hocus-pocus that goes with it." ★ ★ ★

## 18,747,440 Packages of Cereal!!



Just one package of your cereal sold each week to the radio homes in WGN's area would mean 18,747,440 packages sold in a month! !\*

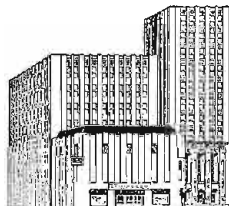
WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

\*Nielsen Coverage Service

A Clear Channel Station  
 Serving the Middle West  
 M B S



Chicago  
 11  
 50,000 Watts  
 720  
 On Your  
 Dial



Eastern Advertising Solicitation Office.

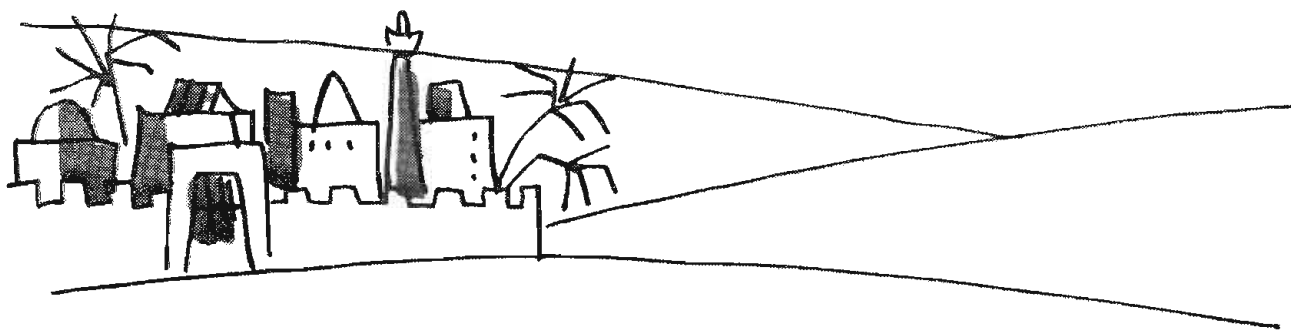
220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Representative: George P. Hollingbery Co.

Los Angeles—411 W. 5th St. • New York—500 5th Ave. • Atlanta—223 Peachtree St.  
 Chicago—307 N. Michigan Ave. • San Francisco—625 Market St.

For your best television buy in Chicago, it's WGN-TV.  
 Check now for the tops in fall TV availabilities.

# Some people are born leaders



## ...like WCAU, Philadelphia

WCAU-TV talks to more women more often in the daytime than the two other Philadelphia TV stations combined. The WCAU-TV aggregate 8 a.m. to 6 p.m. women's audience, totaling nearly 4,000,000 women viewer impressions, is 79% greater than Station B and 201% greater than Station C. Source upon request

WCAU-TV is the only Philadelphia TV Station operating at both maximum power and maximum height.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

## ENTHUSIASM SALES MEN

(Continued from page 33)

lapping of the many stations used in the campaign made it more certain that radio homes in the area would be reached.

The distributors were also addressed by John Reuss, president of the brewery; Herman Centlivre, treasurer and advertising manager, and Robert Centlivre, junior sales manager of the firm.

Here are verbatim portions of Reichart's speech, selected for their interest to other advertisers facing a

similar task of exciting their sales organizations to their companies' promotion efforts:

A few weeks ago, gentlemen, I was one of a group of men from Old Crown who kidnaped an orphan. That orphan was radio.

Since television came into being a few years ago, there has been such a mad scramble by brewers to get on television—and to see who could have the biggest show—or who could have the most shows—that just a dickens of a lot of time and money have been spent and much of it foolishly.

Advertising at best is a darned hard

thing to measure—I don't care what kind it is. You just can't lay down a yardstick of some kind and say to yourself, "Well, we did this and we got this result or we did something else and got some other result." It just doesn't work that way.

Almost any kind of advertising is bound to do you *some* good. The main object is—how can you reach the most people to tell your story to.

Since the arrival of television a few years ago, the average person is of the opinion that there isn't much of anything else that people pay any attention to. Gentlemen—*nothing* could be farther from the truth.

This "Radio" that is supposed to be the forgotten baby—the one which we kidnaped—has been doing the same fine job for years. And, as a matter of fact, you can still reach *far* more people with radio than you can with anything else.

"How?" you ask? Well let's put it this way. How many of you here tonight have a radio in your car? Hold up your hands. Now if we are advertising on television, how do we reach you on your way to work—or on your way home? How do we reach your wife who is in the car on her way to the supermarket?

That's just *one* example. Do you realize there are *very* few women who ever turn on television during the day? How can they get their housework done and watch television too. It just can't be done. *But*—what are they doing while they dust, wash clothes, iron, and do many other household duties? They almost invariably have the radio on.

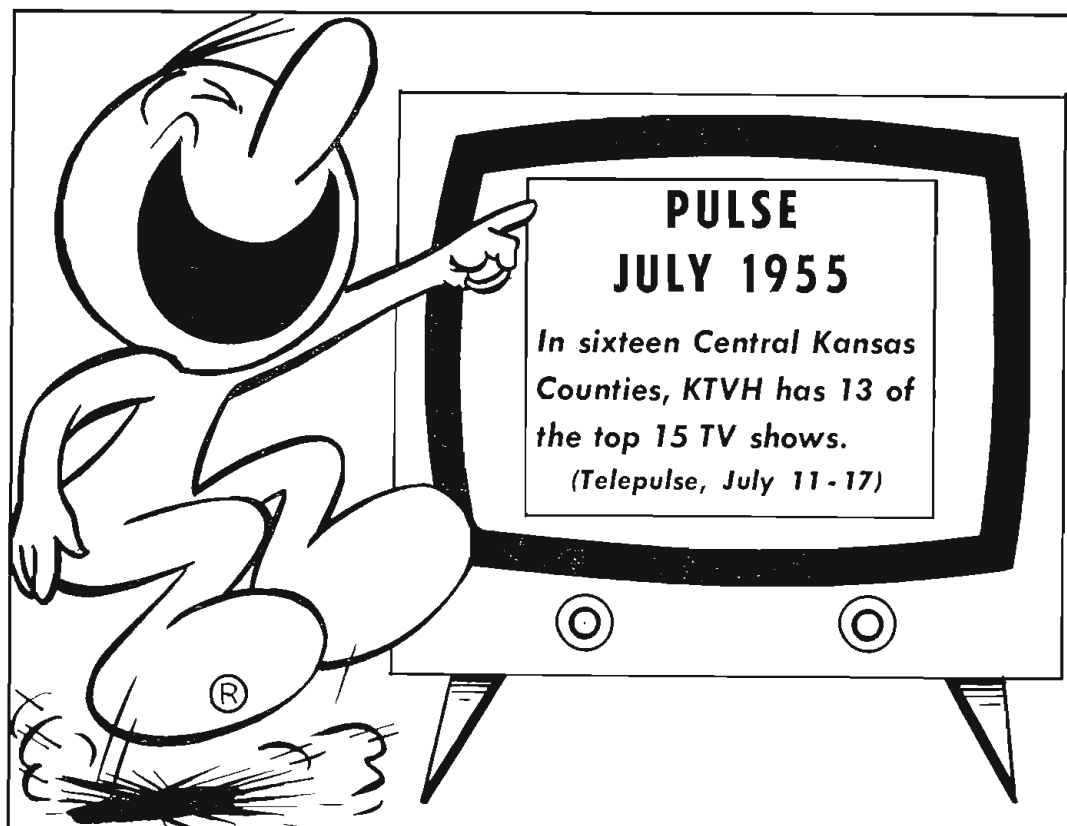
Now it is certainly true that during the evening television has a good-size audience, but in the evening people are usually home for the night. We felt it was far more advantageous to reach people during the day when they are *still* out, or *going* out, to do their buying.

Let me read some amazing facts from an article in a recent issue of a trade paper.

*Fact I:* 98% of all U. S. homes (44,756,000) are radio homes.

*Fact II:* There are 110 million radio sets in the U.S.A.; 75 million in homes, 26 million in autos, nine million in public places.

*Fact III:* 13.5 million radios were sold in 1954—more than twice the number of TV sets (32% of radio sales



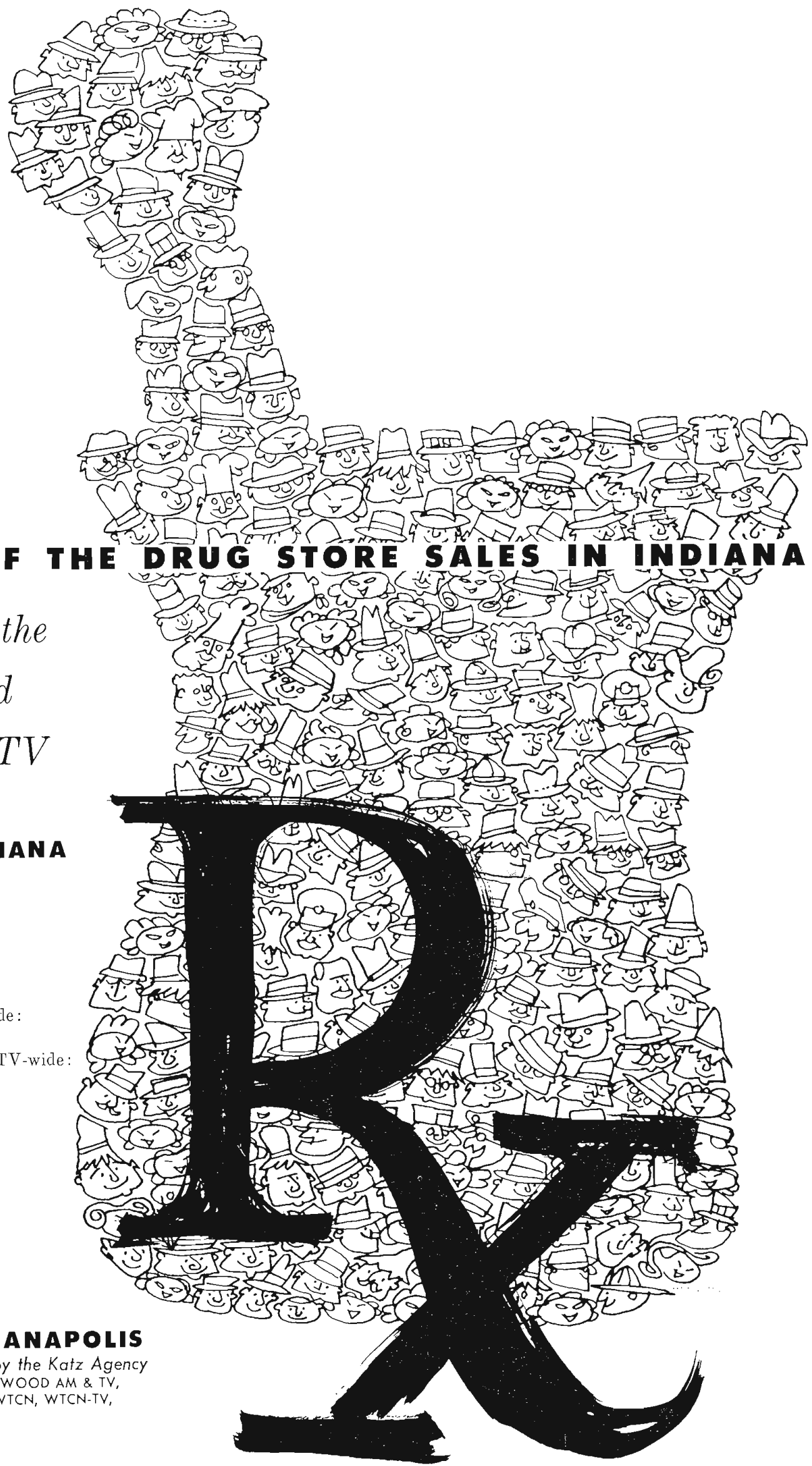
## Wichita Windy Says:

"Once again, **KTVH** proves to be the favorite with Central Kansas viewers. Besides taking honors with 13 out of the top 15 network shows, **KTVH** has the greatest share of the audience for quarter hours from 6 to 10 p. m., seven nights a week. Yes, the *Pulse* rating gives **KTVH** credit for 100 quarter hours while the only competitor has but 11. It's conclusive proof of **KTVH's** dominance in Central Kansas. It proves, once more, that your advertising dollar reaches more people *when it's placed on a winner*. That's **KTVH!**"

**VHF 240,000 WATTS**  
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Linsen). Howard O. Peterson, General Manager.

**KTVH**  
HUTCHINSON  
KANSAS

**CHANNEL 12**  
CBS BASIC-DUMONT  
Represented Nationally by H-R Representatives, Inc.



**OVER HALF THE DRUG STORE SALES IN INDIANA**

*are made to the  
people served  
by WFBM-TV*

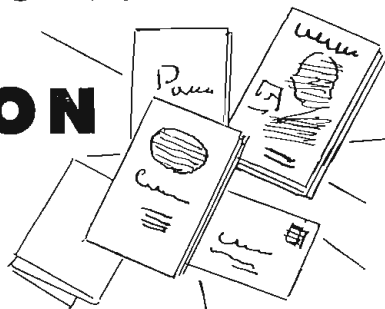
**NO OTHER INDIANA  
TV STATION  
DELIVERS  
SO MUCH**

Drug store sales state-wide:  
\$139,059,100  
Drug store sales WFBM-TV-wide:  
\$84,826,000

**WFBM-TV INDIANAPOLIS**

*Represented Nationally by the Katz Agency  
Affiliated with WFBM-Radio; WOOD AM & TV,  
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,  
Minneapolis, St. Paul*

# so you're interested in STATION PROMOTION!



Being the dominant station in the Wheeling-Steubenville Market by every accepted method of audience measurement, we could sit back on our laurels, but, because

we believe a good TV program will do a better job for the advertiser if properly promoted, we give our advertisers every possible assistance,

resulting in this remarkable record:

1. OCTOBER, 1953  
**WTRF-TV** came on the air.
2. MARCH, 1954  
Runner-Up promotion prize "The Bob Hope Show": Young & Rubicam for General Foods.
3. APRIL, 1954  
First Prize in Nation for promotion of "The Big Story": Sullivan, Stauffer, Colwell & Bayles for Pall Mall Cigarettes.
4. OCTOBER, 1954  
Second Prize in Nation for promotion of "Lux Video Theatre": Lever Brothers for their products.
5. NOVEMBER, 1954  
Runner-Up merchandise prize for Bulova spot campaign: Biow. Strictly a merchandising award.
6. DECEMBER, 1954  
First Prize in Nation for "Football Forecasts": B.B.D.O. for DuPont Zerone and Zerex. Promotion and Merchandising award.
7. MAY, 1955  
First Prize in Nation for "Lux Video Theatre": Lever Brothers for their products. Promotion and merchandising award.
8. JULY, 1955  
First Prize in Nation for "The Bob Hope Most Beautiful Bride Promotion": Bureau of Industrial Service for General Foods.

In every case there were more than 75 stations competing for these awards.

And WTRF-TV has conducted some other outstanding local projects: "Annie Oakley Shooting Match," "Clarabell the Clown Promotion," "Spring Fashion Parade," "The Fairmont Story," "Wheeling Old-Fashioned Bargain Days Event," "Better Homes Shows," "Wild Bill Hickok Shooting Match," etc.

When planning any TV program, consider WTRF-TV's dominance; its aggressive promotion and merchandising know-how; its 316,000 watts—truly the BIG station in a rapidly growing Billion Dollar Market. For availabilities, call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.



## WHEELING, W. VA. 316,000 WATTS

● Equipped for network color

were in the 15 foremost tv markets).

*Fact IV:* 90% of all homes listen to daytime radio every week.

*Fact V:* 40 million people listen to daytime radio an average of 15¾ hours every week.

Working very closely with our advertising agency and all of the wonderful people in the radio stations over the state, we found that "spot" radio announcements would do our job best. About 98% of them will be daytime spots for reasons mentioned previously. But there will be a very few at night around exceptional radio shows that have a high listening audience.

We decided we would buy enough "spots" to completely dominate radio with Old Crown ale advertising. Gentlemen, we sincerely hope you will be pleased to know that this year, you will have the *biggest* ale campaign in the history of Indiana.

As all of you know, there isn't one other ale in the state that has the wide distribution and the acceptance that

★ ★ ★ ★ ★ ★ ★ ★

"Our (radio's) selling costs are far too low—lower than most intangibles and far lower than other media. . . . We can learn a lot from newspapers . . . they have the sales manpower to cover their markets—not just two or three men. They give these men the tools to work with, they spend their money to create sales."

KEVIN SWEENEY  
*President*  
Radio Advertising Bureau

★ ★ ★ ★ ★ ★ ★ ★

Old Crown ale has. How much can we boost sales with the tremendous amount of advertising we are going to put back of it this year? It is an amazing product! And once an Old Crown ale drinker—*always* an Old Crown ale drinker.

What we want is for more people to *try* it. It has been pretty definitely established that when people *try* Old Crown ale, quite a large percentage of them stay with it. So—the major purpose of our advertising this year is to get a *lot* of tryers.

How best can we *do* this? Well, as any psychiatrist will tell you, "curiosity" is one of the strongest forces in the human mind. We have decided to play upon everyone's natural curiosity. And that brings me to our first major selling point:

"You'll never know what you're missing till you try it."

Now a surprising number of people say they "don't care for ale" and yet

they have never tasted Old Crown ale. Old Crown is *not* a true ale—it's an ale brewed especially for beer drinkers. It has *none* of the smoky flavor or heavy body of a true ale. It's light and very dry and most people are pleasantly surprised when they first taste it.

Be that as it may, we are realistic enough to realize that it just isn't possible to switch a *lot* of people who drink *beer* all the time to drinking ale all the time. But we *do* think it's possible to make a *lot* of beer drinkers *part-time* ale drinkers.

Consequently—in our second major selling point we say this: "So no matter what brand of *beer* you usually buy, always take along a few cans or bottles of Old Crown ale!"

In other words, we would like to see everyone keep both beer *and* ale in his icebox.

Gentlemen, there will be a total of almost 15,000 spots! That may or may not seem like a lot of spots to you but I wonder if you realize just how much this *really* is. If those are all one-minute spots, we are advertising Old Crown ale for 15,000 minutes! Or 250 hours! On most stations, these announcements began May 4 and run till sometime in November—an average of more than 26 weeks, or a half a year.

With 15,000 spots for 26 weeks, it means that every week over the State of Indiana, these announcements will be heard almost 600 times. Every week! Think of it. For over half a year!

And look what we're doing. These announcements will *only* be on the air the last four days of each week—and for *two* very good reasons.

1. Because Wednesday, Thursday, Friday and Saturday are the days in the week when most of the buying is done.

2. By bunching them on four days of the week, we get a much higher percentage of repetition and saturation.

Let's go back to the figures we just mentioned. Over the State of Indiana, there will be almost 600 spot announcements per day on *those* four days.

If we talk about even a 10-hour day, that would mean an Old Crown ale announcement would be on the air 15 times an hour—or every four minutes, of every day, of every week for over half a year! ★ ★ ★

**W<sup>ND</sup>U-TV**

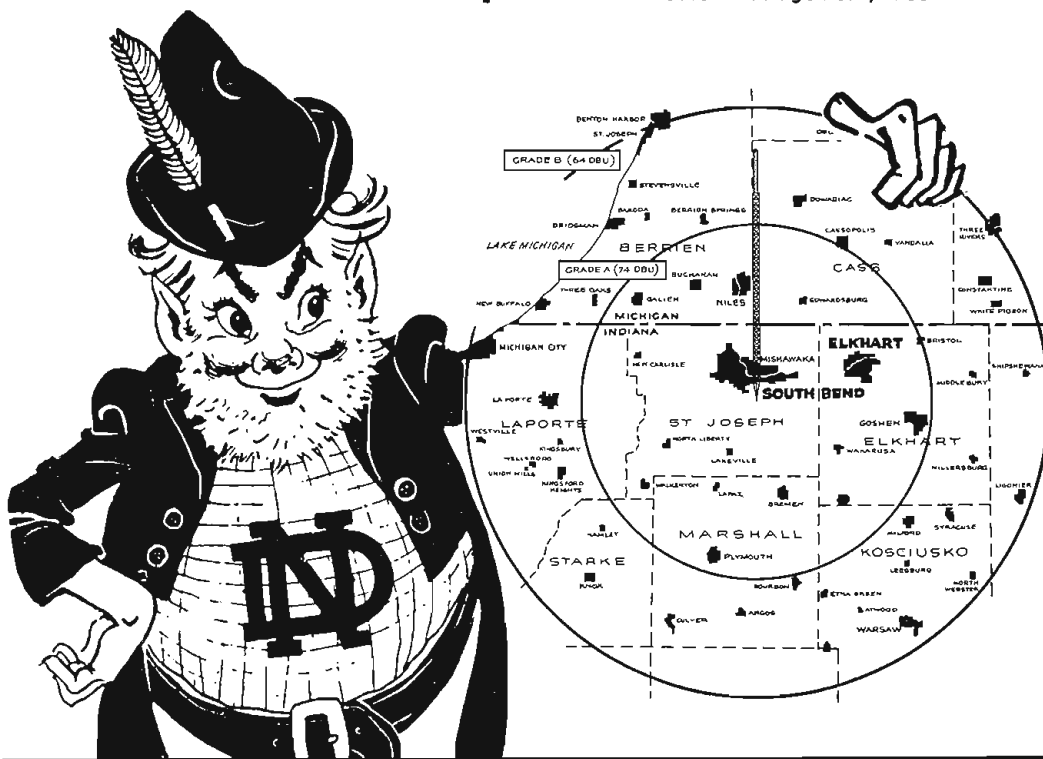


*The Notre Dame Station*

**Serving SOUTH BEND-ELKHART**

**A "TREASURE ISLAND" Market**

**3<sup>rd</sup>** in home ownership in U. S.  
**5<sup>th</sup>** in per family income in U. S.  
**9<sup>th</sup>** in per capita income in U. S.  
*Sales Management, 1955*



**In This Exclusive UHF Area**  
**263 INDUSTRIES...**

**GIVE YOU DIVERSIFICATION OF EARNING INCOME  
 IN THIS TOP MIDWEST MARKET**

- Total UHF sets . . . . . 169,000
- Total families . . . . . 206,600
- Total population . . . . . 678,300
- Total retail sales . . . . . \$783,927,000
- Total effective buying income . . . \$1,165,620,000

**Call MEEKER TV Today for Availabilities!**

**W<sup>ND</sup>U-TV**

CHANNEL

**46**

# How much should a station inv

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a radio/tv trade publication, you want to attract national business. You're pinpointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

A network isn't essential, but it helps. Frequency and power aren't the whole answer, though they help, too. A few 250-watt independents have invested as much as 25% of their

# S

**PONSOR** *the magazine radio and tv advertisers*



Write for these previously published ads: (1) "Why is a trade paper like a television station?" (2) "How much should a station invest in trade paper space?" (3) "Sure way to spot a well-read trade paper!" (4) "Who is the man behind the ad curtain?"

# Invest in trade paper space ?



national spot income in trade paper advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 4% to 6% of your 1954 national spot income in this pinpointed form of advertising.

SPONSOR is the made-to-order prestige magazine for station advertising, whether tv or radio. For example:

1953 vs. 1954 BROADCAST PAPER AGENCY/ADVERTISER READERSHIP

Publication	"I read regularly"		"I read thoroughly"		"Practical use to me"	
	1953	1954	1953	1954	1953	1954
SPONSOR	63%	68%	32%	42%	42%	48%
BROADCASTING	68%	58%	39%	31%	31%	25%
TELEVISION	56%	45%	20%	24%	10%	12%
VARIETY	52%	44%	29%	27%	12%	10%
RADIO DAILY	62%	43%	35%	32%	2%	2%
BILLBOARD	31%	22%	8%	16%	3%	3%

% represents first choice mentions only

1953 survey by CORE, 1954 survey by Alan C. Russell Marketing Research. Only agencies and advertisers surveyed; only broadcast publications at least one year old at time of survey included; only Standard Advertising Register and National Register Agency List used as sources; 1100 questionnaires mailed and 245 returned.

# USE

May Norm Glenn, Bernie Platt, Ed Cooper, Arnold Alpert or Alan Giellerup tell you more about SPONSOR?

CHANNEL

5

MOBILE, ALA.

COMPLETED and TESTED

WKRG-TV

MAXIMUM POWER - 100% EXPERIENCED PERSONNEL

ON THE AIR



Avery Knodel  
Rep.

### TV COSTS

(Continued from page 41)

spectaculars, which, originally budgeted at \$200,000, cost over \$300,000 in some cases.

A common advertiser complaint is against the network practice of trying to force a change in show when a high-priced entry comes along before or after it. This means that an advertiser who may be well satisfied with a modest rating delivered at fairly low cost, may find it necessary to up his expenses in order to hike his rating.

The usual network reply is that it is responsible for the programming of any given evening as a whole. When an expensive show goes in as the anchor point of an entire segment of time it becomes necessary to bring surrounding programs up to par.

If clients want to save money, say all the networks, they might well look to their show planning operations. Spokesmen for all three agree that one of the most wasteful practices is to go into actual production too late before actual show time. This invites overtime and duplication of labor, and generally increases costs.

At any of the networks you can get a pretty firm estimate on production

★ ★ ★ ★ ★ ★ ★ ★

“Somebody said, The best advertising men are those who best understand women . . . and I like to think, The best timebuyers are also those who best understand salesmen. Salesmen are the catalyst in our whole economy . . . something like the sparkplug in your car . . . saleswork, like timebuying, is a profession too . . . it's not piddling nor is it peddling.”

ROBERT M. REUSCHLE  
National Sales Manager  
WLAC-TV  
Nashville, Tenn.

★ ★ ★ ★ ★ ★ ★ ★

costs if you ask for it several weeks in advance and give the production boys a script to estimate from.

**Stymies:** To a considerable degree, however, the networks are limited in their control over certain phases of production, particularly where unions have set rates. One network spokesman explains how featherbedding can sometimes jack up costs.

“You need to rent a theater for a show. You need five stagehands. The union may force 12 on you. At a base take-home pay of about \$130 a week per man, it's easy to see the costs mount rapidly. Get a few carpenters

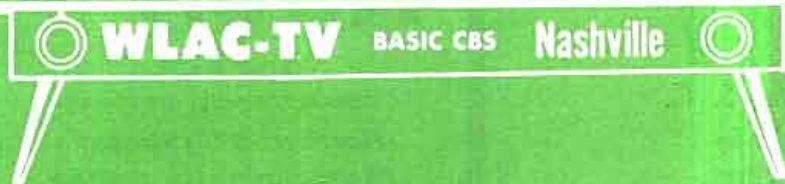
SPONSOR

**MORE TOWER—  
MORE POWER—  
*Delivers*  
A NEW  
*Multi-Market*  
AREA!**

**319,667 ARB TV HOMES**



402,974 TV Families in Total Area  
319,667 TV Families in ARB-0.1 MV Area



HEIGHT IN FEET  
ABOVE GROUND  
ABOVE AVE.  
TERRAIN



247  
690



578  
680



1,179  
1,367

**THE SOUTH'S GREAT MULTI-MARKET STATION**

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

or painters into the act and you really have a cost-nut to contend with."

Similarly, the networks can't control talent agents, who will fight to win for their clients all that the traffic will bear.

Acting as an objective control is the over-all competitive situation. Similar types of shows tend to fall into similar price classifications. You will have a very difficult time selling the average half-hour situation comedy for \$50,000 when the general asking price for the type is around \$35,000.

The program cost question is intertwined with the problem of time costs. These have been rising steadily over the years. Every six months or so the advertiser is confronted with another request for a rate increase.

A major advertiser suggests: "Let the networks take some of the profits out of the O & O's and spread them so that we can use larger lineups. It was done in radio and advertisers flocked to the bigger lineups. At the present time there are 40 or 50 stations I'd like to use but can't because they

just happen to be too expensive."

**What's ahead?** No one has come up with a magic formula to reverse the upward tv cost trend either in time or production. Still, some discern a few rays of hope for the future.

We are close to the time of set saturation, goes one argument, or just about at the period of maximum circulation regardless of show. To pay more dough to reach more people is understandable; to pay more to reach the same number is something else again.

A spokesman for one of the important clients looks forward toward the rise of ABC TV as a serious contender for national audiences. A true three-network industry, he feels, may mean a general lowering of costs, or at least a leveling off as the opportunity to chip away at audiences increases.

On the other side, there may be good reasons for thinking that we have not yet seen the end of the cost spiral. The spectaculars have proven themselves powerful weapons in the hands of those advertisers geared to use them. For General Motors and Sunbeam they perform the glamoriz-

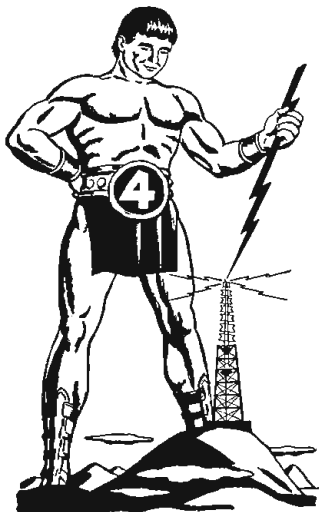
## WFBC-TV Swamps Competition in Carolina 4-County\* Pulse Survey

PULSE SURVEY OF TELEVISION AUDIENCE INDEX  
SHARE OF TELEVISION AUDIENCE APRIL 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Station E	Other Stations
<b>SUNDAY</b>							
6:00 A.M.-12:00 Noon	21.3%	100%	0%	0%	0%	0%	0%
12 Noon-6:00 P.M.	33.4%	81%	12%	1%	1%	1%	4%
6 P.M.-11:45 P.M.	43.1%	63%	18%	6%	3%	3%	4%
<b>MON. THRU FRI.</b>							
7:00 A.M.-12:00 Noon	14.3%	65%	32%	0%	0%	0%	3%
12:00 Noon-6:00 P.M.	22.9%	63%	27%	6%	0%	1%	3%
6:00 P.M.-Midnight	40.7%	61%	14%	11%	5%	4%	5%
<b>SATURDAY</b>							
10:00 A.M.-12:00 Noon	28.2%	62%	37%	0%	0%	0%	1%
12:00 Noon-6:00 P.M.	29.3%	43%	41%	4%	1%	6%	5%
6:00 P.M.-Midnight	48.1%	52%	27%	11%	3%	3%	4%

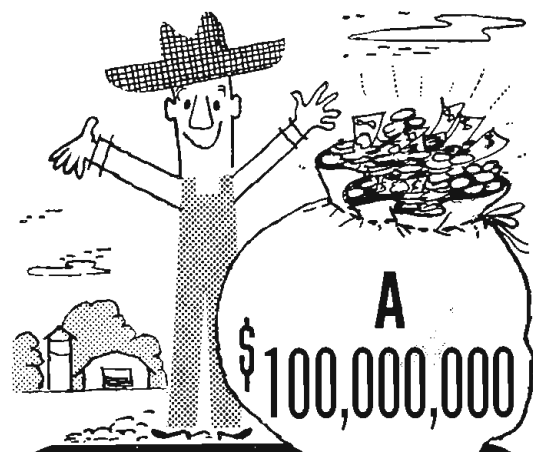
\*The four counties are Greenville, Anderson, and Spartanburg, S. C. and Buncombe (Asheville), N. C. . . . counties with Population of 559,300; Incomes of \$726,284,000; and Retail Sales of \$481,774,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative. Ask us also for details of the latest ARB Study.



"The Giant of Southern Skies"

NBC NETWORK  
**WFBC-TV**  
Channel 4 Greenville, S. C.  
Represented Nationally by  
WEED TELEVISION CORP.



**RURAL MARKET  
AWAITS  
YOUR SALES  
MESSAGE**

**KUOA** AM  
AND  
FM

5000 Watts  
SILOAM SPRINGS, ARKANSAS  
**Northwest Arkansas'**  
**Most powerful station**



# AROUND FARGO, W DAY-TV PITCHES A SHUTOUT!

**L**ATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in *most* of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

## W DAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.  
Exclusive National Representatives

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS- In-Use	Share of Television Audience	
		W DAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(\*Adjusted to compensate for fact stations were not telecasting all hours)

*proof positive*

# WCUE

*now* **FIRST**

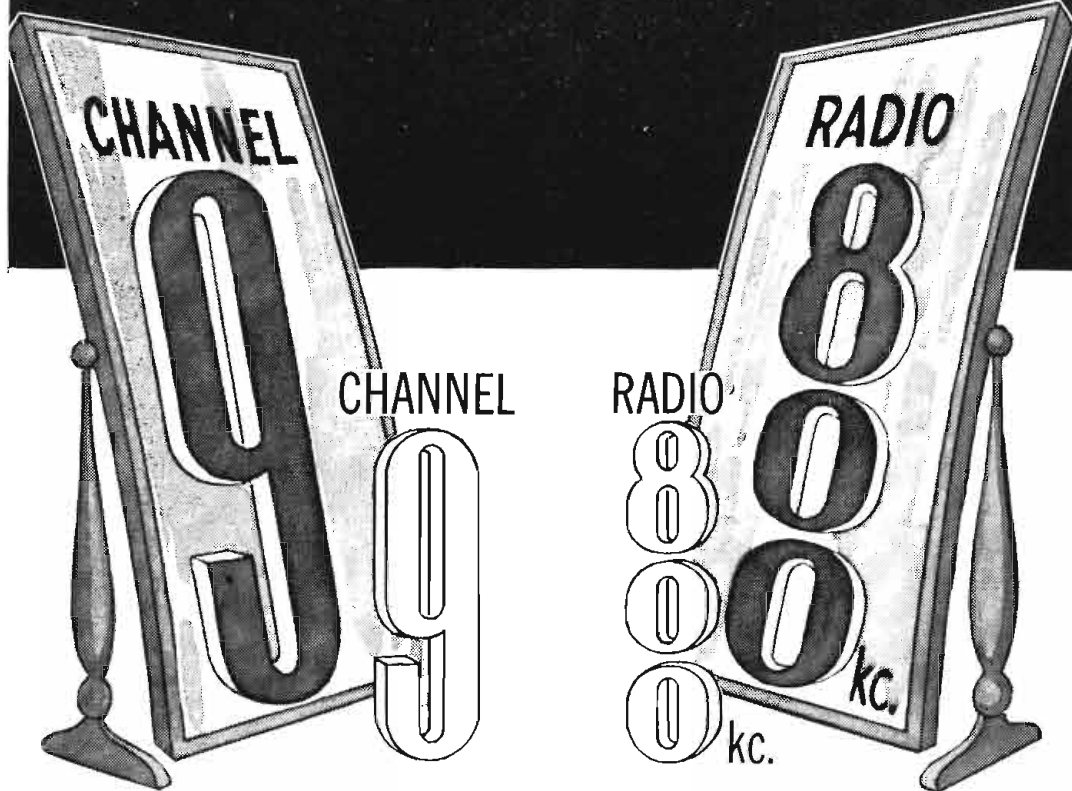
*in* **AKRON**

*latest  
Hooper  
ratings*  
March-April  
1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
<b>WCUE</b>	<b>32.2</b>	<b>32.7</b>
Station <b>B</b>	29.5	28.3
Station <b>C</b>	27.0	21.6
Station <b>D</b>	4.2	9.3

**Wcue** . . . Akron's only Independent—we're home folks.  
TIM ELLIOT, President  
John E. Pearson Co., National Representatives

- the two "BIGGEST ATTRACTIONS" in the Detroit Area!



CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

**Channel 9**  
**325,000 Watts**

National Rep.  
Adam J. Young, Jr., Inc.

# CKLW

**800 kc. Radio**  
**50,000 Watts**

J. E. Campeau, Pres.  
Guardian Bldg., Detroit

ing and merchandising job these companies need and regard as so important. And they seem to sell goods.

Furthermore, they have proven themselves a type of programming on which tv thrives. More of them are in the works at NBC TV and CBS TV. *Wide Wide World* and *Project 20* will soon be on NBC regularly. CBS TV is not only following through with *Ford Star Jubilee* but is devoting 90-minute periods to major public affairs programs, among them a study of mental illness. Murrow's *See It Now* is being expanded to longer periods, will undertake ambitious ventures in the season ahead. *20th Century-Fox Hour*, though only 60 minutes in length, is basically cut from the spectacular pattern. The same is the case of the 45 minute *Warner Brothers Presents* on ABC TV. And how are we to classify *Disneyland*?

And what is the adman to make of NBC TV's staggering effort on behalf of *Matinee*, which will present Hollywood-originated one-hour dramas every afternoon five days a week?

This trend is important from a cost standpoint because it is universally believed that a spectacular tends to lift the cost level of the entire group of shows with which it shares a lineup.

★★★

## SPOT TV

(Continued from page 30)

Wheat and Rice Honeys, Beechnut, Tootsie Roll, Old Gold, Griffin Shoe Polish, Hazel Bishop, Whitman Chocolates and Scotts Emulsion, to mention just a few.

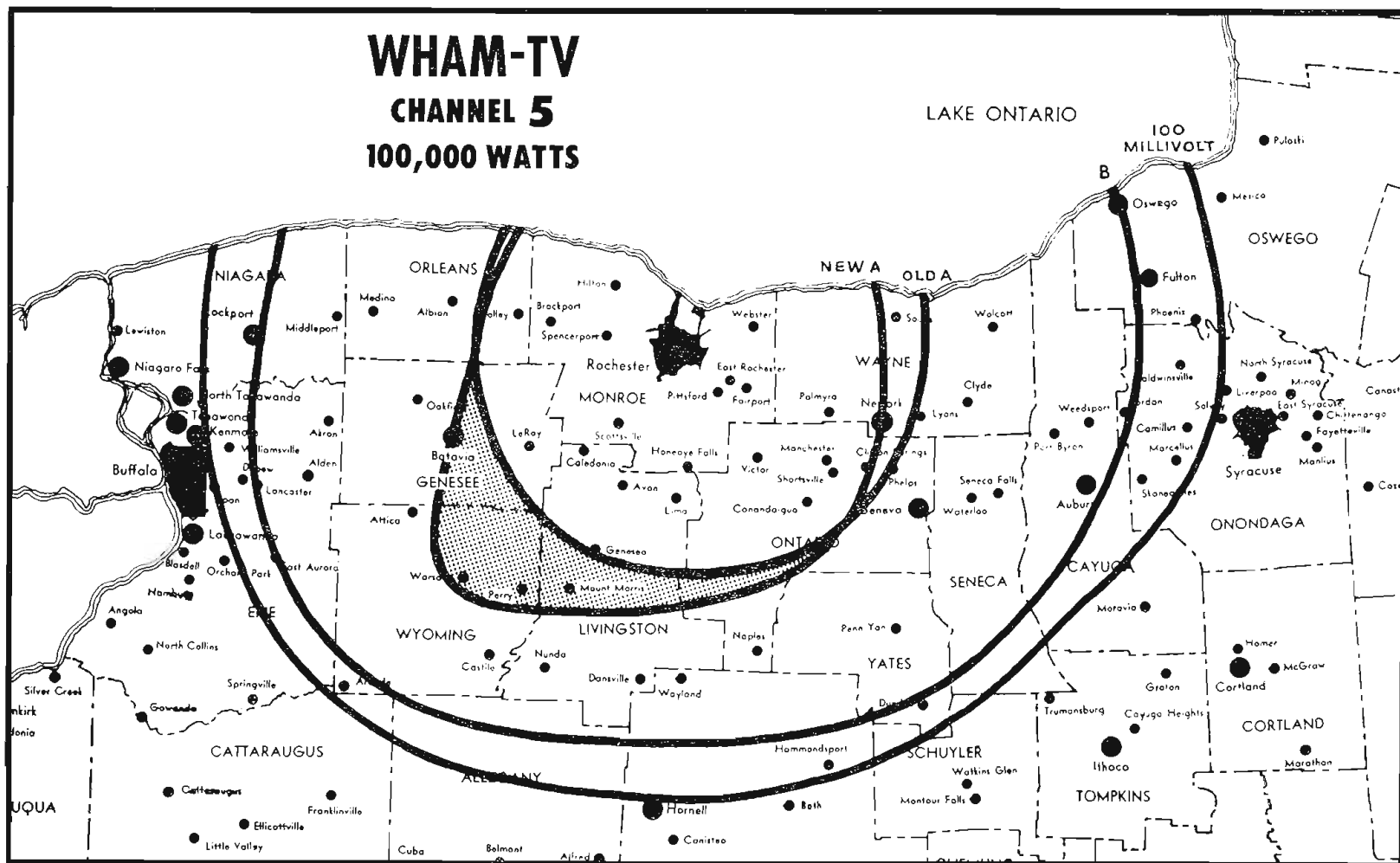
6. The trend toward long-term tv contracts continues as advertisers try to hold on to valuable time franchises. Tootsie Roll, for example, relative newcomer to spot tv, buys, through Moselle & Eisen, into kid shows on a 52-week basis partly to maintain a continuous advertising effort, partly to hang on to choice time.

Although these general trends are overwhelmingly apparent in a large number of fall 1955 campaigns, they're best illustrated through analysis of specific accounts:

### Maxwell House Instant Coffee

Benton & Bowles, Grace Porterfield, timebuyer: This particular brand is the biggest spot tv user among coffees with a multi-million dollar budget. The

# New map proves we're **GROWING...**



**... in expansion of audience  
in coverage  
top ratings in market**



Increase in power to 100,000 watts last year gave WHAM-TV a big boost in population and area coverage. Our measured signal now, according to FCC standards, gives us more than a million\* population in our area. This does not include counties with another television station. With top-rated network programs and first-class local shows sparking our programming, take Channel 5 to do the best sales job for you in Western N. Y.

**POPULATION: 1,095,781 . . . HOMES: 365,000**

\*NBC calculated

**WHAM-TV CHANNEL 5**  
Rochester, N. Y.'s Most Powerful Station

IN  
SALT LAKE CITY  
**KNAK IS FIRST**



**KNAK's Bill Hesterman** (right) interviews the popular Gaylords and Jerry Fielding. Bill conducts 2 popular music shows each day on KNAK and commands 45.5 percent of the Salt Lake City radio audience.

**24 HOURS A DAY**

**MUSIC**

**NEWS**

**SPORTS**

**NOW GRANTED 5000 WATTS**

**LOWEST  
COST**

PER LISTENER IN  
**SALT LAKE CITY**

<b>KNAK</b>	<b>27.8 Independent</b>
Station "A"	<b>27.2 Network</b>
Station "B"	<b>14.6 Network</b>
Station "C"	<b>13.7 Network</b>
Station "D"	<b>7.2 Network</b>

(Hooper 1955)

Represented Nationally by  
**FORJOE & CO., INC.**

basic schedule runs on a 52-week basis with a five- to 10-week frequency. However, periodically, perhaps every eight to 10 weeks, Maxwell House will go into a market with a short-run (two- to four-week) saturation effort that might consist of as many as 50 to 100 announcements a week.

Maxwell House was among the first coffees to make use of daytime I.D.'s. In fact, about 95% of the brand's announcements are I.D.'s, the bulk of them during Class "A" time.

The current schedule is actually the result of two years of buying and building. In order to get high-rated Class "A" time, Grace Porterfield stressed the value of priority lists, waited for the choice times when none were open for the moment. Currently, Maxwell House Instant is running some 700 announcements a week in 70 markets.

The priority list approach is somewhat contrary to the current trend in tv buying. Top media men say that clients today shy away from "marginal buys." That is they don't want time periods in fringe time just to later shift to better adjacencies, unless the "fringe time" reaches a specific, important audience segment.

("Today, if you're aiming for a theoretical five-a-week frequency," says FC&B's Art Pardoll, "you're likely to buy the two top availabilities offered, and hold off buying the extra three until you can have what you want. The share-of-audience yardstick is being applied to spot tv more extensively now, and many clients figure that it isn't worth buying three marginal announcements to add what may amount to only 20% of the total audience reached by the five announcements.")

**Philip Morris**, Biow-Beirn-Toigo, Isabelle Ziegler, timebuyer: The most outstanding aspect of this campaign is the fact that PM is the first cigarette advertiser to make heavy use of daytime tv. The proportioning of the campaign is roughly two-thirds nighttime and one-third day.

"We started buying in July on a 52-week basis to establish a time franchise," says Miss Ziegler.

Today the campaign runs in some 50 markets at a frequency ranging from six to 25 announcements weekly. These announcements are mostly I.D.'s and 20-seconds. Money currently in spot tv came from PM's cancellation of *I Love Lucy* on CBS TV last spring.

**Old Gold**, Lennen & Newell, Bob Widholm, timebuyer: This cigarette brand had not done much with spot tv prior to this year. However, after canceling its half of Old Gold-sponsored network show, *Two for the Money*, a large share of the network budget went into spot tv and radio both.

Like most cigarette companies, Old Gold's announcements are I.D.'s and 20's, currently running in 40 markets during Class "A" time at a three- to 15-times weekly frequency.

L&M's are newcomers to spot tv in 1955, with a campaign of I.D.'s and 20's. They too stress prime evening time.

**Servel**, Hicks & Greist, Vincent Daraio, timebuyer: This is the case of an advertiser returning to spot tv after heavy use of other media.

"And now that we're back in," says Daraio, "We're using tv like most people use radio: short bursts of high frequency."

Servel, on tv since June, goes into each market with 20 to 30 one-minute



**AIMS MEMBERSHIP**  
by  
*Invitation Only!*

**Always the Best**

**Independent in the Market!**

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTLX
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

**Canada**

Calgary, Alberta, Canada	CKXL
New Westminister, B.C.	CKNW

Only one  
in each  
market



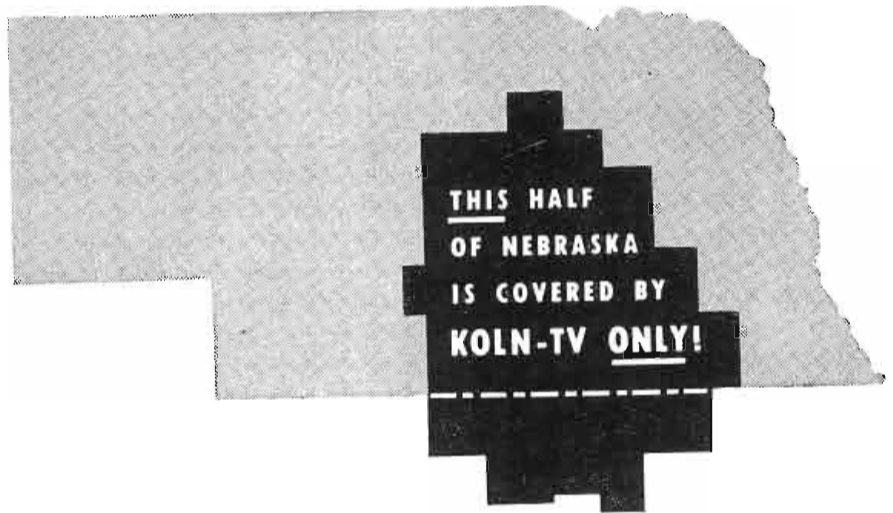
Membership  
by invitation  
only

RADIO GROUP





# ARE YOU HALF-COVERED IN NEBRASKA?



**VIDEODEX JULY, 1955 REPORT  
LINCOLN-LAND STUDY**  
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
<b>SUNDAY:</b> 1:00— 5:00 P.M.	12.2	3.0	7.9	2.7
5:00—11:00 P.M.	19.0	7.9	9.3	3.9
<b>MONDAY THRU FRIDAY:</b>				
1:00— 5:00 P.M.	11.6	4.6	6.1	2.2
5:00—11:00 P.M.	20.3	8.5	9.3	3.3
<b>SATURDAY:</b> 1:00— 5:00 P.M.	16.4	4.2	5.5	2.4
5:00—11:00 P.M.	19.1	9.7	8.6	3.6
<b>TOTAL:</b> 1:00— 5:00 P.M.	12.3	4.6	6.2	2.4
5:00—11:00 P.M.	19.9	8.5	9.2	3.4

**You're half naked in Nebraska coverage if you don't reach Lincoln-Land** — 42 counties with 200,000 families — 125,000 unduplicated by any other station. The Videodex report for Lincoln-Land shows that KOLN-TV leads all other stations by far, afternoon and night, *every day in the week, and twice on Sunday!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

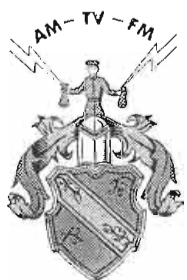
Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

**CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA**

# KOLN-TV

**COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET**

Avery-Knodel, Inc., Exclusive National Representatives

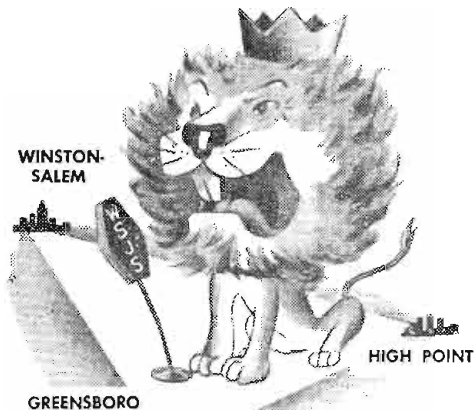


*The Fetzler Stations*

WKZO — KALAMAZOO  
WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WJEF — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA

Associated with  
WMBD — PEORIA, ILLINOIS

# BIG VOICE



IN NORTH CAROLINA'S  
**GOLDEN TRIANGLE**



**WSJS**  
RADIO  
**WINSTON-SALEM**  
NORTH CAROLINA  
HEADLEY-REED, REPRESENTATIVES

**TIMBER-R-R**  
POWER  
LUMBER  
AGRICULTURE

Eugene's spendable income per household of \$6,413\* means sales for your product. Use KERG to reach the Pacific Northwest's 5th largest market.  
\*SM 1955

**CBS Radio**  
5,000 WATTS - 1280 KC  
**KERG**  
EUGENE, OREGON  
WANT MORE FACTS?  
-CONTACT WEED & CO.

announcements weekly for six to 10 weeks. This refrigerator manufacturer is currently in 40 markets.

"Class 'C' time gives us a good break in clearing minutes," Daraio explains. "And we also get a good turnover in audience. We figure that we reach women during the day and near late-night movies."

Servel's schedule is fairly evenly divided between daytime and past-10:00 p.m. announcements.

**Wildroot**, BBDO, Gertrude Scanlan, timebuyer: A newcomer to spot tv, Wildroot is planning to use its announcement campaign to supplement its network tv show, *Robin Hood*, CBS TV. Minutes and 20-second announcements will be scheduled in nearly 70 markets throughout the country starting the end of September, both in cities reached by the show and in those without network coverage.

"We're buying on a 52-week basis because we want continuity in our advertising," Miss Scanlan explains. "Also, since we're after the men, we buy sometime between 6:00 p.m. and midnight."

**Nabisco**, K&E, Larry Donino, timebuyer: Shredded Wheat Jr. and Wheat and Rice Honeys are new Nabisco products. Following the established pattern in the cereal business, K&E is introducing them through spot tv, "with an eye to eventual sponsorship of a network show or spot program buy."

Nabisco Shredded Wheat Jr.'s are already on the air in some 30 to 40 West Coast markets to promote the introductory "\$.03 off deal" on any two packages bought. On for a 13-week run, the "Jr.'s" are advertised in minute participations within women's shows.

Nabisco Wheat and Rice Honeys bought minute participations in kid shows at a rate of three to five a week for 26 weeks.

**P&G's Cheer**, Y&R, Mac Walker, timebuyer: An extensive fall tv campaign is still in the planning stages to supplement areas where Cheer doesn't have network coverage, e.g. certain sections of the South and Southwest. P&G is considering a wide range of availabilities, minutes, 20's and I.D.'s during day and night in preparation of a massive saturation effort.

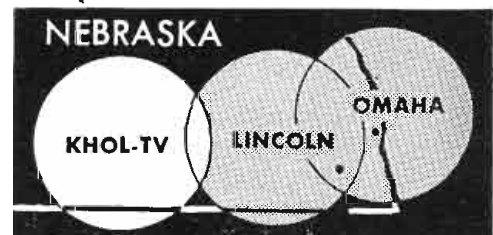
THE KGGF 10 KW  
SIGNAL DELIVERS  
PRIMARY COVERAGE  
TO 87 COUNTIES  
IN KANSAS,  
OKLAHOMA, MISSOURI & ARKANSAS  
WITH A POPULATION  
OF 2,750,000



John E. Pearson Co. Nat'l Rep.

Discover this  
Rich Market

Covered Exclusively  
by **KHOL-TV**



- 30% of Nebraska's Entire Farm Market
- 128,000 Families
- With a 1/2-billion dollars to spend

High per capita income based on irrigated farming, ranching, light industry and waterpower.

For information, contact Al McPhillamy, Sales Manager, or your nearest MEEKER representative.

**KHOL-TV**

Holdrege & Kearney, Nebr.  
CBS • ABC • NBC • DUMONT



*"Dammit, Jake, let'm watch The Big Top if he wants to."*

# PRIMARY

**COVERAGE**



# LOCAL

**COVERAGE**

**GIVES YOU**

**4** MILLION PEOPLE

**1 1/4** MILLION FAMILIES

**3 1/2** BILLION DOLLARS

*Annual Retail Sales*

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you... saves you time and the client's money.

**1 Buy-1 Billing**

## The SUNFLOWER NETWORK

**KANS**  
5000 NBC  
1480

**WREN**  
5000 ABC  
1250

**KSAL**  
5000 MBS  
1150

**KVGB**  
5000 NBC  
1590

**KOAM**  
10,000 NBC  
860

**KGGF**  
10,000 ABC  
690

**Monarch Wine Co.**, Emil Mogul, Elaine Schachne, timebuyer: Manischewitz Wine, which has had a tradition of spot tv advertising for many years, is buying its most extensive campaign to date this fall, following its original pattern: mainly minutes, some 20's during nighttime and Class "A" time.

The firm is going into 75 to 100 markets on 2 October for a minimum 13-week run. Frequency of announcements will range from three to 12 a week.

**Paper-Mate Pen Co.**, FC&B, Penny Simmons, timebuyer: Much of Paper-Mate's budget, pegged at \$2 million, or \$600,000 higher in 1955 than last year, will go into heavy use of spot tv. The sizable spot campaigns that are planned on tv and radio both are made financially possible because Paper-Mate dropped sponsorship of *People Are Funny* on NBC Radio. ★★★

### SPOT RADIO

*(Continued from page 31)*

because clients feel that today's rates are generally in line with circulation, partly because the ratio between tv viewing and radio listenership during evenings has become stabilized.

4. Established radio clients, like Nescafé, Ford, Lincoln-Mercury among others, have increased their radio budgets substantially this fall. In each instance, the reasons are cheap circulation and good sales results achieved during last year's campaigns.

5. New products, or products new to the airwaves, are finding radio a good and reasonable way of getting product identification quickly. J. B. Williams' Acqa-Velva Shave through J. Walter Thompson is one brand-new radio client which is spending virtually its entire budget in the medium, with heavy emphasis on the 4:00-11:30 p.m. periods in the 50 top tv markets.

A brief recap of current activity shows established old-time radio users maintaining and increasing schedules. Lydia Pinkham and 4-Way Cold Tablets (through Harry B. Cohen) have increased the number of markets used. Car advertisers rushing heavily into radio to get rid of 1954 inventory before the new models appear include Lincoln-Mercury, Ford, Pontiac, DeSoto and Plymouth in short-term high-

frequency buys. Drugs and toiletries are in radio in full force, including Pharmaco, Sal Hapatoca, Ex-Lax, Shulton, Chap Stick, Rem, 666 Cold Remedy, Musterol. Heavy among cigarette advertisers on radio are Chesterfields and L&M's.

In detail, the following campaigns best reflect the look of spot radio in fall 1955:

**Nescafe** Bryan Houston, John Ennis, timebuyer: The pattern that Nescafé is using in full-force this year, was established through extensive media tests a year ago fall. Nescafé has been using spot radio "in waves" for the past 12 months, going into a market for three-to-six weeks, then going out of it, to return some three months later.

"We've found that concentrated effort within limited time is better than long, steady campaigns with less frequency," says Ennis. "We try to dominate the market we're in."

In order to do this, Ennis buys 50 to 100 minutes and 20's a week, schedules them throughout the day on as many stations per market as necessary to get the desired share of listeners.

albuquerque

denver

salt lake city . . .

**buy  
all 3**

**SKYLINE**

**GROUP**

**DISCOUNTS**

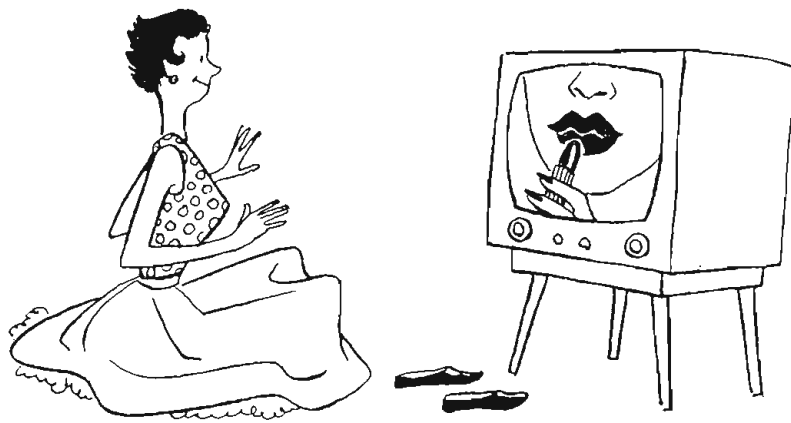
SALT LAKE CITY **KDYL-KTVT**  
DENVER **KLZ AM-TV**  
ALBUQUERQUE **KOB AM-TV**

SKYLINE GROUP, RADIO-TV  
Covering the Uranium  
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.  
THE KATZ AGENCY - BRANHAM CO.

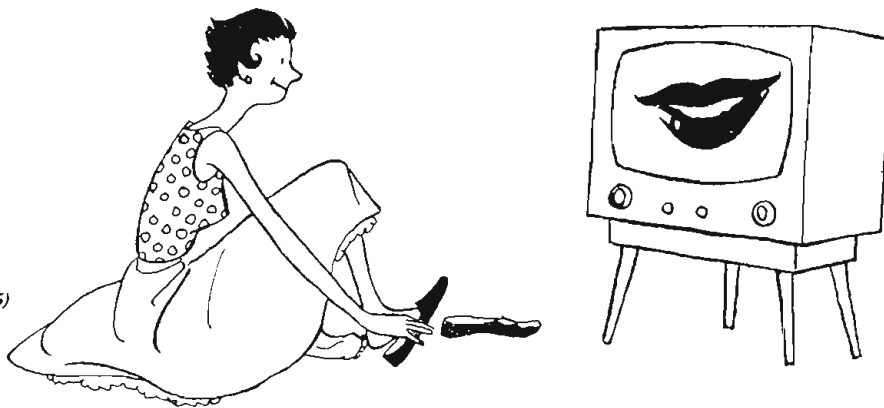
# "SEE-PAY" TELEVISION!

2,770,528  
People,



491,000  
TV Sets

*(As of July 1, '55)*



*in Kentucky  
and Indiana,  
VIA*



# WAVE-TV CHANNEL 3 LOUISVILLE

*Reaching As Many Families in Its Kentucky  
and Indiana Area As:*

Affiliated with NBC, ABC, DUMONT



**SPOT SALES**

*Exclusive National Representatives*

- 26 Daily Newspapers Combined!
- 115 Weekly Newspapers Combined!
- 12 Leading General Magazines Combined!
- 16 Leading Farm Magazines Combined!
- 14 Leading Women's Magazines Combined!
- All Home and Fashion Magazines Combined!

# KFAL

A BIG LOCAL MARKET  
MORE THAN 65000  
RADIO FAMILIES

Fulton-Mexico-  
Columbia-  
Jefferson City

## KFAL COVERS!

30 COUNTIES—½ MV.

INFLUENCES SALES!  
FROM DAWN TO DUSK  
STUDIOS & OFFICES AT  
FULTON, MISSOURI

Represented Nationally By  
Benton Paschall Company

IN EVANSVILLE INDIANA

WISE  
BUYERS  
CHOOSE



WARIETY  
FIFTY

SALES WITH SHOWMANSHIP

### HILLSIDE HOEDOWN

Saturdays 9:30-11:30 P.M.

Evansville's ONLY weekly Barn Dance—  
televised LIVE from downtown Evansville  
every Saturday night.

PARTICIPATIONS AVAILABLE

Represented by

MEEKER TV, INC.—ADAM YOUNG  
ST. LOUIS



CHANNEL 50

WENT

NOW OPERATING  
WEOA—CBS RADIO



“If we find that we can get 70% or more of the listeners with two stations, and only another 15% by adding two more stations in that market,” Ennis explains, “we’re not likely to weaken our frequency on the two stations bought originally. The point of diminishing return is easy to measure.”

Not only does Nescafé like inexpensive coverage, but the coffee brand insists on reaching women often and close to shopping time. Therefore, whenever availabilities permit, the Nescafé announcements are bunched on Wednesdays, Thursdays and Fridays before big weekend shopping.

**Clapp's Baby Food** Y&R, Adelaide Hatton, timebuyer: Clapp's used spot radio last year for its baby food, cereals and juices, took a summer hiatus in July. This fall, the firm's buying on a 52-week basis starting 5 September. In 33 markets, Clapp's uses mostly daytime minutes, some station breaks from early morning until lunch time in order to reach young mothers. Frequency ranges roughly between five and 10 a week, depending upon Clapp's tv coverage in the area.

Generally, Adelaide Hatton tries to buy a combination of a network affiliate and the top independent in each market. She feels that the musical programming on independents is a particular favorite of young housewives while they're busy with their work.

**Burnett's Vanilla** Geyer Advertising, Carol Sleeper, timebuyer: Burnett has been on radio for the past two-and-a-half years, but never so heavily as this year, with its budget 85% spot radio, 15% newspapers. The firm's using eight- and 10-second quickie announcements in 25 markets for a 13-week fall run. Frequency ranges between five and 80 a week, but always during the “pre-shopping hours of 8:00 a.m. and 2:00 p.m., when tv competition is at a low too.” Although the agency generally buys more than one or two stations in each market, the choice this year has leaned more heavily in favor of independent stations.

**Kiwi Shoe Polish** Geyer, Carol Sleeper: This is the case of the 100% tv advertiser who turned to radio. Kiwi started with an ad budget that was entirely tv in 1953. Today, Kiwi still uses tv in some markets, but its

broadcast budget now splits into 60% radio, 40% tv.

The reason for the switch?

Budget. Kiwi found that “we can make radio go further on small money. And, with the success we've had through radio, we've been steadily increasing our radio appropriations.”

Kiwi's aim is to reach men and women both. Its strategy is: (1) split the budget into two 13-week campaigns, fall and spring; (2) supplement minute announcements with 10-second quickies to increase frequency; (3) run a minimum of 15 and as many as 25 announcements a week per market; (4) buy live, local personalities between 7:00 a.m. and 3:00 p.m.

**Ford** J. Walter Thompson, Lucian Chimene, timebuyer: Again this year Ford dealers are buying spot radio heavily to advertise the new model. Their pattern is flurries of two or three-week campaigns, with 20 to 30 minute-announcements a week.

Ford schedules are placed on almost any type station, starting with the powerhouses. “The money put into radio has been increasing steadily,” says Lucian Chimene. “And our increased use of the medium speaks well for it.”

Generally, Ford timebuyers seek early morning and noontime in rural areas, 4:30-6:30 p.m. to reach the workers driving home, and 10:00-11:00 p.m. near news and weather-casts.

**Lincoln-Mercury** Kenyon & Eckhardt, Tom Viscardi, timebuyer: New-car announcements will run on 900 radio stations in 350 markets.

“It's the heaviest of the car campaigns in radio,” says Viscardi, “And it's also the heaviest radio campaign we've had for Lincoln-Mercury in the past few years.”

Some 10 to 40 minutes and station breaks are wedged into the 6:45-8:15 a.m. and 5:00-7:00 p.m. “driving to-and-from- work periods.” The campaign will run anywhere from two to seven weeks in the various markets.

**666 Cold Tablets** Charles W. Hoyt, Doug Humm, timebuyer: Predominantly southern in distribution, this product is buying more Negro stations and more markets over-all comparable with last year. Its budget, always heavily radio, is now 80% in spot radio, 20% in newspapers.

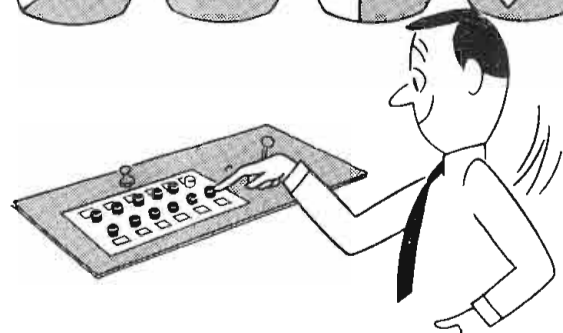
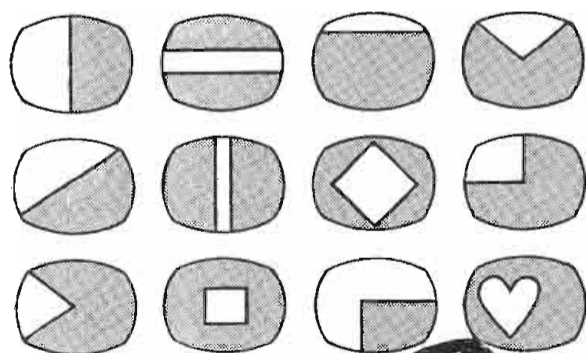


## How to give your TV commercials a "COMPETITIVE EDGE"

**T**elevision audiences today are "conditioned" to many of the brilliant motion picture techniques now also used in TV productions—and they like it! Take away smooth switching—fades, lap dissolves, and transitions they are used to watching—and commercials look flat, dull, and jerky. Add these effects and the same presentations take on sparkle and dimension. In short, *your commercials have a "competitive edge"!*

### Are your presentations out of date?

Are your commercials limited to "direct switching" from scene to scene—or simple fades to black—because an elementary video switcher is used? If so, the sponsor is not getting the full benefit of all the programming ingenuity that could be at his disposal.



### How to make commercials "live"

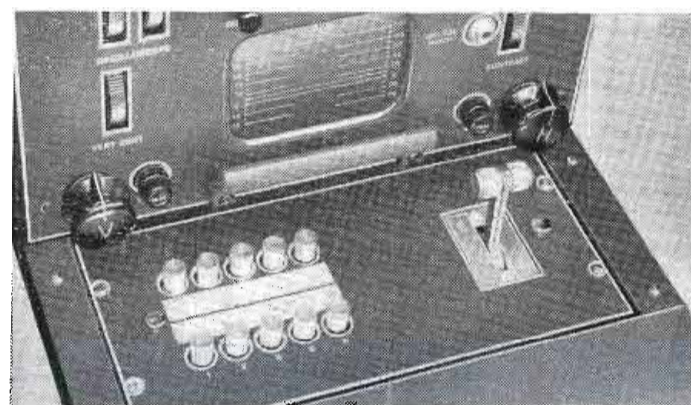
Modern video switching with special effects is your answer. With it, program directors can produce a variety of attention-getting effects in an instant; horizontal and vertical wipes, horizontal and vertical splits, controllable inserts, wedges, and other optical effects. You push the button for whatever you want—and insert the effect wherever you want it. Up goes audience interest. And up goes sponsor satisfaction.

### Which Switcher for you?

RCA has a video-switching system to meet the specific requirement of each and every station.

For example, RCA's TS-5A is ideal for small studio operations—provides fades, lap dissolves, super-positions—handles 5 signal inputs.

Type TS-11A is designed for maximum utilization of facilities—for any size operation. It provides all facilities—includes a



TS-5A VIDEO SWITCHER

program transfer switch for previewing fades, lap dissolves, and special effects. Studio programs can be rehearsed while network or film is "on-air."

Type TS-20 is a relay switching system for the larger installations. It is the ultimate in flexibility for modern programming. You can begin with as few as 6 inputs and 2 outputs and build up to a maximum of 12 inputs and 6 outputs.

### Special effects equipment

Twelve attention-getting effects at your finger-tips . . . You push the button for the effect you want. You swing the "control stick" and put the selected effect wherever you want it. Simple, inexpensive—requires no complicated equipment or extra cameras. Any one of the above switchers coupled with this special effects equipment can give you the extra sales "edge" you want.

For expert help in planning the right video switching and special effects system, call your RCA Broadcast Sales Representative.

Ask  
the Engineer  
—he knows



**RADIO CORPORATION  
of AMERICA**

ENGINEERING PRODUCTS DIVISION • CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



### PEOPLE VS. STATISTICS

We have a feeling that in today's radio, there's too much talk about percentages, ratings, and projected statistics; too little talk about PEOPLE! Here, in South Texas, an average football stadium holds around 25 thousand PEOPLE, a large one from 50 thousand up. Try thinking about KTSA's audience in terms of stadiums-FULL of people.

A Daytime audience of: 3 large and 4 small stadiums-Full

A nighttime audience of: 4 large and 6 small stadiums-FULL

That's a BIG audience—a lot of PEOPLE—and KTSA DELIVERS this BUYING audience—day in and day out—at an amazing LOW cost!

KTSA

### UNCLE SAM...EMPLOYER

The U. S. Government now has 15% of all workers. Government spent 32% of the nation's outlay for new equipment and construction. Government owns 20% of nation's stock of capital goods. IN SAN ANTONIO, Uncle Sam's military and civilian payroll is in excess of 256 million dollars annually... more than 21 million dollars A MONTH. KTSA has some especially interesting figures on "Military San Antonio". Let us send you the story about this PLUS-at-no-extra-cost!

KTSA

### MORE and MORE and MORE RADIOS

OUT-OF-HOME listening grows in importance daily. What with over 29 million auto radios, 10 million in public places, and more than 10 million portable radios these out-of-home listeners are adding a PLUS of about 20% to the regular in-home audiences, measured on a regular basis by the rating services.

KTSA is a pioneer in programming to this great and growing out-of-home audience. There's a KTSA program designed and broadcast DIRECTLY to the segment of this audience you want to reach.



RADIO STATION

SAN ANTONIO

FIRST! on Everybody's Dial

Offices: 1130 Broadway - San Antonio

Represented Nationally by

PAUL H. RAYMER CO., INC.

666 will be on 150 stations for 22 weeks starting in October, concentrating on major southern markets during the cold season. The firm's usual combination in each market is one powerhouse station for coverage, one Negro station to get to this special audience segment (see Negro Radio section this issue, page 101). Humm buys early-morning, noon and any other day period that shows up with a good audience according to ratings, with an aim of being on each station 150 times or more during the run of the campaign.

**Bayer Aspirin** Dancer-Fitzgerald-Sample, Frank Moriarty, timebuyer: A radio advertiser for more than 20 years, Bayer has been using spot radio for the past five. The pattern and extent of the campaign has varied little during the past half-decade.

Generally, Bayer buys a combination of stations in each market, for 39 to 52 weeks. Announcements are minute-length, 20's, station breaks, and today, more than before, D-F-S keeps an eye open for package buys. Bayer likes a minimum frequency of six a week, goes up to 20 in major markets.

**Maxwell House Instant** Benton & Bowles, Grace Porterfield, timebuyer: This coffee goes in for three or four four-week flurries a year using from 100 to 500 announcements in each market. At the moment, they're in radio in six markets only, but during the past year they've bought up to 70 radio markets.

**Chap Stick and Chap-ans** Lawrence C. Gumbinner Advertising, Paul Gumbinner, timebuyer: These wintertime products aim for a predominantly male audience.

"Last year," says Paul Gumbinner, "we started with comparatively few markets in early October and things went so well that by the middle of November we had increased to over 40 markets, and increased frequency on all stations. This year, we're starting with a 42-market lineup and may well increase before the end of the campaign."

The agency buys mainly minute participations in early morning and some in early evening programs to catch the men at home. However, Gumbinner aims for family-appeal programming, with an eye to the woman's influence in drug and cosmetic product shopping.

The frequency is usually five a week, with a minimum set at three weekly. As the season approaches hard winter, the schedules are often stepped up to 10 a week.

"Spot radio nationally did such a terrific job for us last year," adds Gumbinner, "that more money was allocated and our campaign extended."

★★★

### PERSONNEL POOL

(Continued from page 43)

ments to applicants has been climbing steadily and this past August was the best month in the committee's history for *direct* placements, which does not include jobs that ultimately resulted from an indirect Listening Post lead or assist.

Much of the credit is heaped by LP workers on Roger Pryor, Foote, Cone & Belding radio-tv v. p., last year's RTES president and this year's Listening Post chairman. Since taking over in May he has stepped up personal contacts on behalf of applicants, sometimes with a direct pitch for a specific individual, other times merely to persuade the hiring executive to come down to a Thursday interview session. Almost invariably these visits have paid off, immediately or eventually—although there was the instance when a flustered guest of Pryor's was breathlessly whisked through the first stages of an applicant-type interview before the red-faced committee members realized their error.

BMI's Bob Burton, current RTES president, two months ago wrote to some 350 radio and tv stations telling



"Sorry, but KRIZ Phoenix has sold us out of policies."



SPONSORS WARM TO AP  
Because . . . it's better  
and it's better known.

# "Don't know if anyone's been killed... I'll stay with it and call you back"

## Case History No. 12

A lazy vacation . . . that's what News Editor Neil Gilligan, Jr., of KVOZ, Laredo, Texas, and his wife planned. A cabin on the Frio River, roughing it.

They spent their first weekend, however, in nearby Uvalde. Sunday afternoon Neil dropped by to see an old friend, Manager Bob Hicks of the Uvalde station, and they drove aimlessly around the town, only half aware of a dark storm cloud moving overhead.

Suddenly it struck . . . a downpour of rain and hail, lashed by a vicious wind. As the storm let up, they heard that a circus tent had blown over.

Hicks' two daughters, and about 400 other people, had been in that tent!

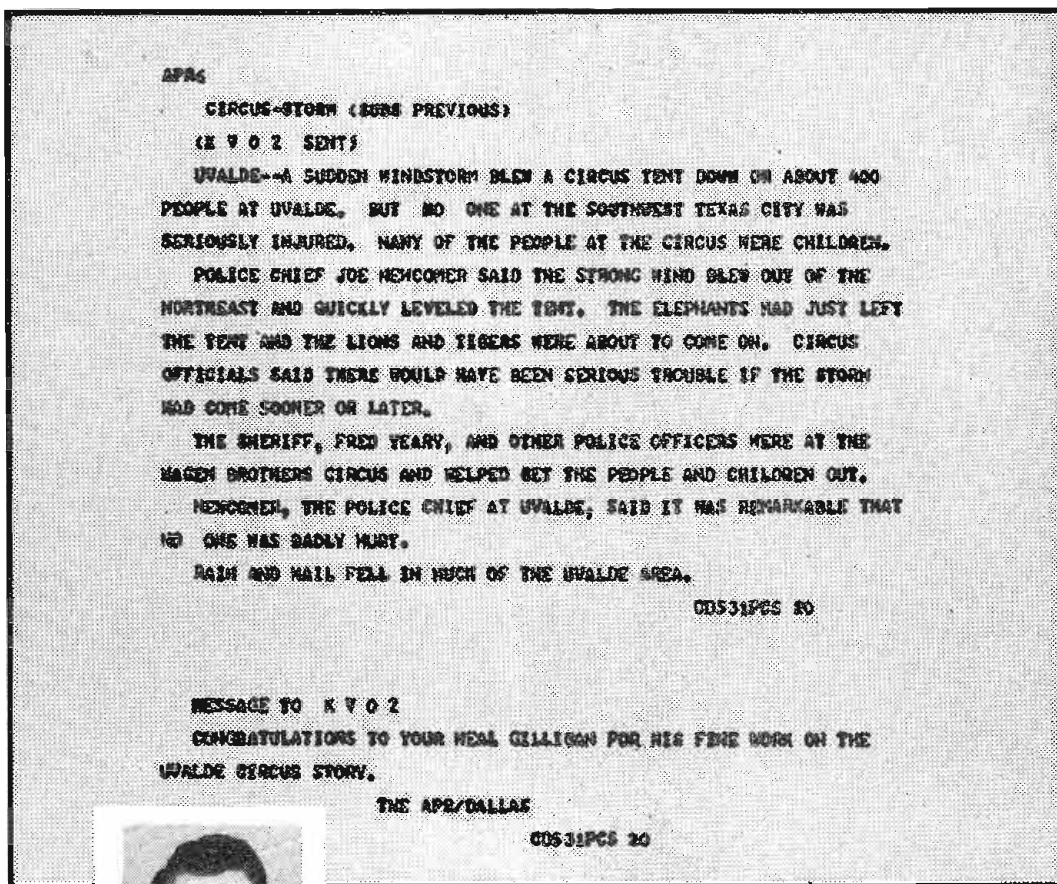
Gilligan made a quick, careful check and telephoned the AP bureau in Dallas with first details.

**"Don't know if anyone's been killed, but I'll stay with it and call you back."**

He sped to the circus grounds. Highway patrolmen told him no one had been fatally hurt in the mass of tangled ropes, poles and canvas. Again he called the AP bureau. Then back once more, sloshing through ankle-deep mud.

Gilligan interviewed performers, parents, children, the circus manager. Rumors of casualties persisted, and he checked the Uvalde hospital. The final word: not one person hurt badly enough for hospital treatment. Another call to AP in Dallas.

There were bigger stories on the



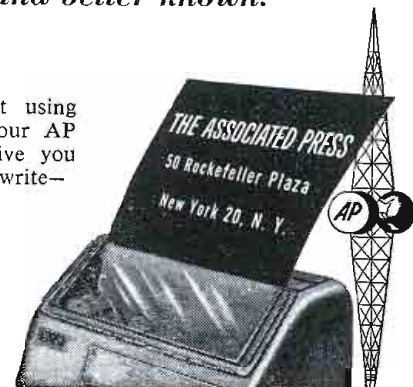
wire that day, but not one more thoroughly covered. Associated Press members throughout the nation had the full story hours before any other source transmitted a word.

"I was on vacation," said Gilligan, "but I knew I had a 'hot one.' I

wanted to make sure the AP got it fast!"

*Neil Gilligan, Jr., is one of the many thousands of active newsmen who make the AP better . . . and better known.*

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is **AP**



She's

one

of

a

1,000,000



She's one of 1,000,000 Spanish-speaking Mexican Americans concentrated in the Texas Spanish-Language Network coverage area in the Southwestern United States.

Over 100 national and major regional advertisers are now aware of her typically American buying habits and are using Spanish-language radio to reach her.

Among the advertisers using the Texas Spanish Language Network are Best Foods, Carnation, Cocomalt, General Mills, General Foods, Maine Sardinés and others.

For further information contact your nearest National Time Sales office.

### TEXAS SPANISH LANGUAGE NETWORK

KIWW San Antonio XEO-XEOR Rio Grande Valley XEJ El Paso

Represented nationally by NATIONAL TIMES SALES New York • Chicago

HARLAN G. OAKES & ASSOC. Los Angeles • San Francisco

them of Listening Post's work and asking them to use its services. At this writing between 15 and 20 have already responded with descriptions of job openings and their requirements. Plugs for the committee are delivered regularly now at the monthly RTES meetings, reaching the ears of some of the loftiest and most influential brass in the radio-tv industry.

It took some mighty hard work and plenty of stubborn plugging to get the idea for Listening Post off the ground only a few years ago.

It was back around 1951 that several men who know the broadcasting and television industry—and the people in it—better than most realized the need for such a committee.

Wally Duncan, then a salesman for Mutual; Marvin Kirsch, associate publisher of Radio-Tv Daily; Murray Grabhorn, with Petry; Bert Lambert, WNEW; and Warren Jennings, WLW, began talking it over at lunch, inviting anyone they knew happened to be looking for a job. They pooled their resources (each put up a buck for current expenses) and their information, discussed potential job sources. Between get-togethers they passed along job leads, set up appointments, dug up new information on job openings and tried to keep abreast of the fluid situation.

They had pretty good luck. The idea, being a warm, decent kind of project, attracted men like Tom Hamilton, "Chick" Showerman, Tom Harker, Roland Van Nostrand, Jack Soell, John Callis. Most had been through the mill, had sometime or other gone through the anxiety of being out of work. They knew how it felt to have their income cut off and bills coming in. Theirs was a common bond of sympathy and understanding.

Quietly and effectively the group, dubbing itself the "Listening Post" because that's what they did most at first—listen—continued its work, spreading their influence, exciting the imagination of a growing number of prospective employers, and interviewing the ever-increasing number of applicants who sought out the members.

In december 1952 the Radio and Television Executives Society, decided to do something about the industry's high rate of job mortality. By enthusiastic mutual agreement it took over the Listening Post as its employment committee. RTES got a hard-

working group of guys who had already been doing the job for months; the Listening Post got the backing and prestige of a respected, industrywide organization. But most important, RTES sponsorship opened up an infinite number of new sources for job possibilities.

With this new backing and the resulting publicity the number of job hunters contacting the Listening Post

★ ★ ★ ★ ★ ★ ★ ★

"Advertisers are spending vast sums of money today in tv, but the broadcasting industry is reluctant to support a survey which will show these advertisers what kind of coverage they are getting. We believe that the burden of proof is on the networks and the stations and that they should supply the advertisers and agencies with good sound tv coverage data."

JULIE BROWN  
Director  
Media Research  
Compton  
New York

★ ★ ★ ★ ★ ★ ★ ★

swelled. Committee members became so burdened and gave so much more of their time and energy on behalf of the unemployed that many of them wondered whether they were risking

**WREX-TV**  
**KING SIZE STATION**  
**IN A**  
**KING SIZE MARKET**

MADISON MILWAUKEE  
JANESVILLE 87 MILES  
MONROE BELLOIT  
GALENA ROCKFORD BELVIDERE  
FREEPORT ELGIN  
DIXON 50 MILES DE KALB  
STERLING CHICAGO 86 MILES

**WREX-TV**  
**GIVES YOU**  
**THE LION'S**  
**SHARE**  
**OF SALES**

**WREX-TV**  
ROCKFORD - ILLINOIS CHANNEL 13

**ABC-CBS NETWORK**  
**AFFILIATIONS**  
J. M. BAISCH, GENERAL MGR.  
represented by H-R TELEVISION, INC.

# WJAR-TV 10

PROVIDENCE

## OFFERS ADVERTISERS

The Powerful Double AA Food  
Merchandising Program

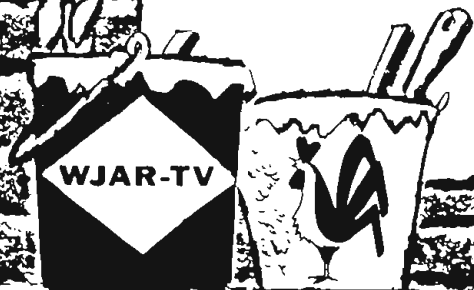
### *YOUR PRODUCT GETS-*

- ✓ Window Banners
- ✓ Newspaper Ads
- ✓ Point-of-Purchase Displays
- ✓ Posters

Your product really gets HOME in the Southern  
New England Market! Every aid to sell your  
product...and **177** Food Stores are  
cooperating with WJAR-TV  
in this AA merchandising plan.

GET ALL THE DETAILS FROM ANY  
WEED TELEVISION OFFICE

## Dominant 10



PROVIDENCE ◡ RHODE ISLAND

Represented by WEED ◡ TELEVISION

**New PULSE\* proves  
WKJG-TV really  
sells 14 COUNTIES!**

**delivers 28 out of 30  
once a week shows!**

**WKJG-TV . . . the NBC station  
that turns "Strangers into  
Customers" in FORT WAYNE  
gives you the best TV buy in  
INDIANA**

**Here's why:** WKJG-TV racks up new PULSE ratings like 42.0 for Gobel, 39.8 for Caesar, 38.3 for Ford Theatre . . . gets the nod on the **first 17** shows before station B is even mentioned. On **LOCAL FILM SHOWS**, "Pulse" gives WKJG-TV **19 out of 20!** Ratings in the high 20's & 30's are **average**.

On **Multi-Weekly shows** WKJG-TV takes 13 out of 15 places! Many shows which hit top ratings are WKJG-TV local productions.

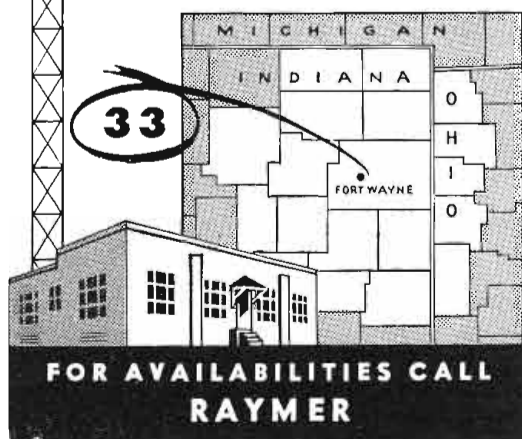
**AND SHARE OF AUDIENCE?**

	7-12 noon	12-6 P.M.	6 to midnight
<b>WKJG-TV</b>	<b>59.8</b>	<b>50.1</b>	<b>54.3</b>
Station B	19.7	34.1	31.7
Another	20.7	15.7	14.0

This is **proof** for an entire week, WKJG-TV is your best investment . . . day and night . . . daily & weekends throughout **14 counties!**

\*Call Raymer for complete PULSE & ARB data plus top availabilities. See why WKJG-TV is the #1 station in the nation's #1 test market.

*P.S. Have you seen the NBC film "Strangers Into Customers"? Ask the NBC Promotion Department.*



joining their ranks. The project was formalized to provide weekly interview sessions for applicants—actually an extension of what had been going on for months.

So quickly did the thing grow that within a few months the group found itself in need of help in order to keep up with the clerical demands of running such a service, keeping records, and maintaining all the essentials involved in operating a clearing house for job information.

Fortunately, about this time RTES had a surplus from its usual Christmas party slated for charity. Bob Sarnoff, executive vice president of NBC, then president of RTES, asked the board of governors to seek a worthy cause more closely identified with the radio-tv industry. It chose the Listening Post. For the first time this hard-working group had financial backing.

During the next 12 months—from June 1953 to May 1954—the Listening Post placed 172 applicants in new jobs and increased the rate of job openings referred to it by 50%.

Present committee members are: Roger Pryor, radio-tv vice president, Foote, Cone & Belding, chairman; Charles Bernard, sales manager, WABC; Maggi Eaton, Radio Reports; Robert E. Gips, production supervisor, Mel Gold Productions; Norman Gladney, tv, radio, sales promotion director, Bulova Watch Co.; Wini Hall, CBS; William MacRae, WLW-TV account executive; Charles E. Maxwell, salesman, RAB; Carolyn Mers, Association of Casualty & Surety Co.'s; Hal Mers, staff executive, 4A's; William Morwood, eastern story editor, Revue Productions (MCA); Frieda Redder, business manager, radio-tv department, Foote, Cone & Belding.

Main objective is to keep spreading the gospel, get more employers to come to the Listening Post when they want help. Among the plans spearheaded by Pryor is the setting up of branches of the Post in Chicago and Hollywood. The Chicago office, it is hoped, will be operating before year's end, Pryor told SPONSOR.

A second device, already in effect, is the printing of summaries of available personnel right in the RTES News, the society's bulletin to members. This began with the current issue.

At the 16 November luncheon meeting of the society in honor of the

American Women in Radio and Television the committee will also make a pitch at the secretaries of the VIP's who do the hiring in this business. The latter can attend this luncheon only if brought by their secretaries and, since these gals can be the most important link in getting through to these men, the committee doesn't intend to slight them.

In connection with this approach, the Post will also woo these secretaries with a memo now being drafted in which they will be thanked for their cooperation and requested to continue to do their bit for the Listening Post whenever they can. The memo will be printed on an attractive desk accessory such as a calendar, which the girls will tend to keep handy.

Just how important Listening Post activities are can be seen when you consider the rate of turnover in radio-tv and advertising jobs.

SPONSOR's own circulation department—obviously an excellent source for such information—recently made this report to its editors:

"Our records show that every week about 50 subscribers report a change in their jobs—some for the better. That's roughly 2,500 changes a year. These include, of course, a number that get out of the business altogether.

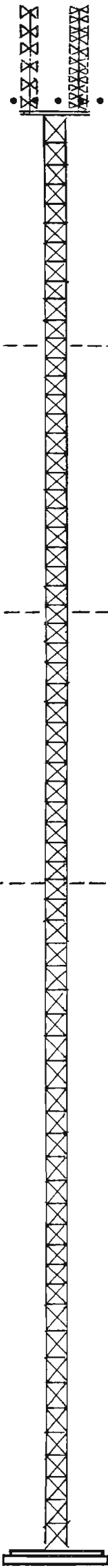
"The turnover shows no special favorites, being equally large among the personnel of advertisers, stations, agencies, networks, and the various services associated with radio and television.

"This may be a good business to get into, but also one in which it seems to be unduly difficult to stay put." ★ ★ ★



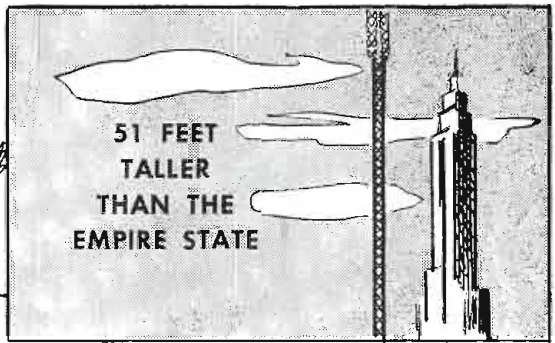
"I sure can thank those Super-six KRIZ Phoenix personalities for teaching me how to make money."

...**IN CASE YOU'RE INTERESTED...**...



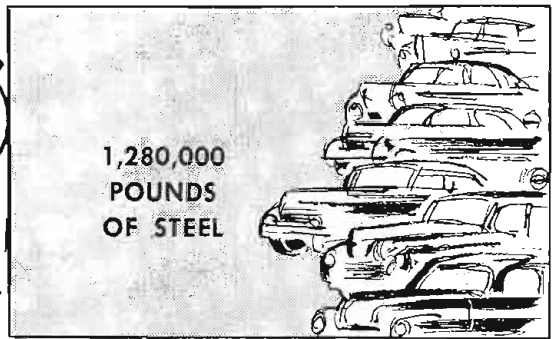
HO-HUM-M

WFAA-TV's new antenna will reach 1685 feet above average terrain . . . from concrete base to antenna tip (1521 ft.) the structure is 51 feet taller than the Empire State Building!



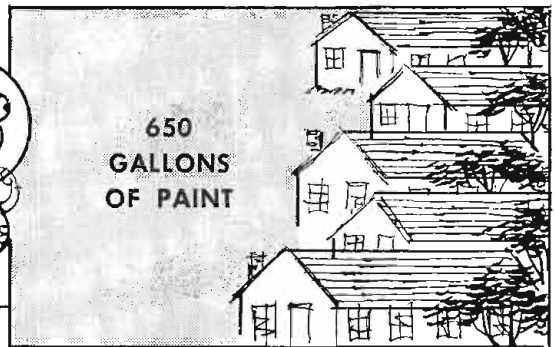
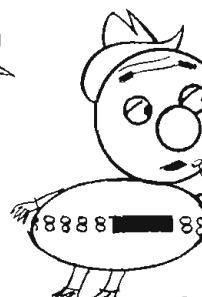
SO WHAT?

In the tower — enough steel to build 320 average automobiles.



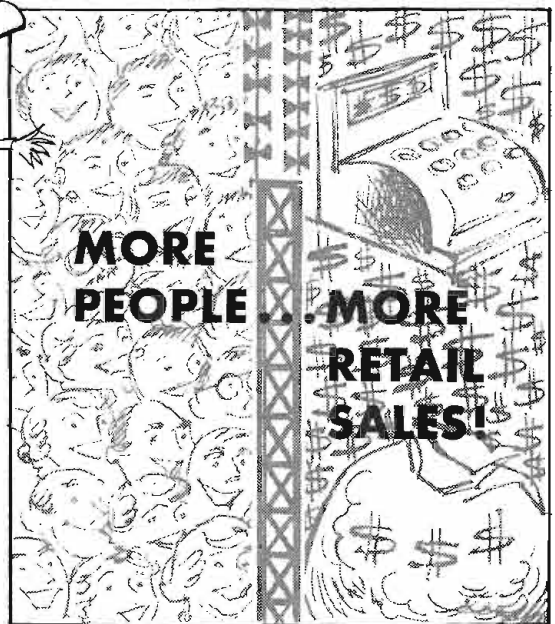
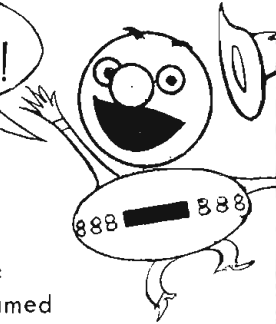
IZZAT SO?

For one coat of paint — enough to cover the outside of 95 five-room houses.



**NOW YOU'RE TALKING!**

But here are the facts to get excited about: WFAA-TV's new 316,000 watt signal — beamed from the top of Texas' tallest structure — will create new "A" and "B" contours which include 1,864,000 consumers (an increase of more than one-third million). And Retail Sales in this new area total \$2,279,624,000 (nearly half-a-billion more than the present "A" and "B"). To Egbert the Electron, **Business Looks Great** — for the advertiser who sells via these new WFAA-TV facilities.\*

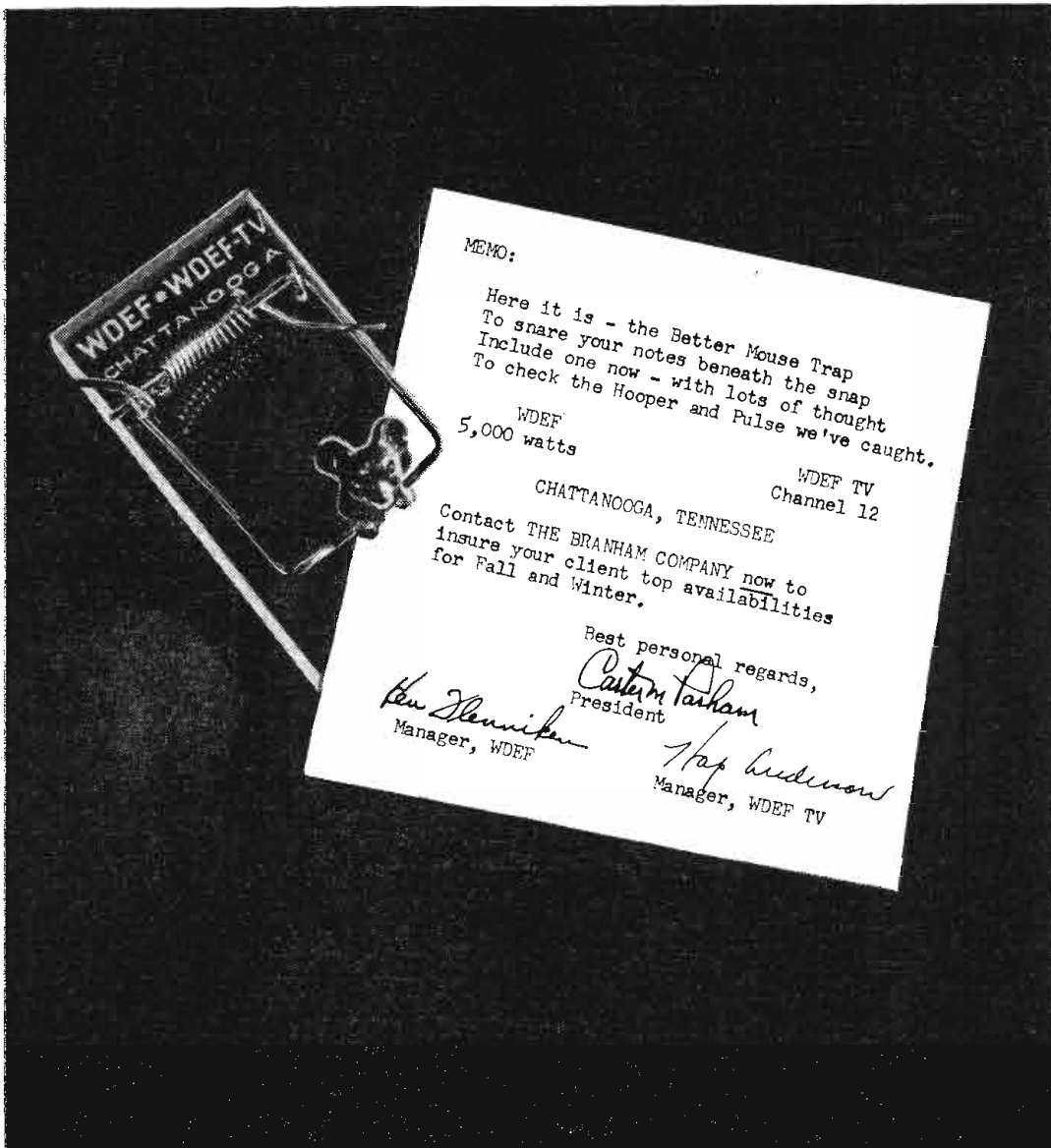


\*Target Date: November

*Channel* **8**

**WFAA-TV**  
DALLAS  
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager  
EDWARD PETRY & CO., National Representative  
Television Service of the Dallas Morning News



## ROUND-UP

(Continued from page 65)

Servicemen from the northeastern Nebraska, northwestern Iowa and southeastern South Dakota areas have been invited to participate in WJAG's program, *The Serviceman's Mailbag*. "Operation Mailbag" enables the serviceman to fill out a station-provided form on which he may request a song and dedicate it to anyone back home. The station also passes along a short message if the serviceman wants it to do so.

*The Serviceman's Mailbag* is broadcast Saturdays at 1:45 to 2:00 p.m. on WJAG, Norfolk, Neb. In addition to the records and messages, the station gives news of the boys' activities on the show.

\* \* \*

This month viewers of WCAU-TV, Philadelphia have a chance to pick the films they want to see on tv. *Popular Demand Theatre* set aside a full week of the midnight film shows (12-16 Sept.) for those pictures the viewers selected from a list of 35 available shows. The five pictures getting the greatest number of votes were shown, and at the beginning of each show, a winner was announced who had given the best reason for televising that particular movie.

The winners received major gas appliances as prizes. These included gas ranges, a gas dryer, a gas refrigerator, and a gas water heater.

\* \* \*

"Home Month" began 18 September, and 800 RAB member stations are busily promoting three major phases of the program: National Home Week (19 to 26 September), Home Fashion Time (29 September to 8 October), and Old Stove Round-Up (September-October).

RAB members have been urged to combine the three events to make Home Month a successful promotion. Goal for the industry drive is set at 400,000 additional paid announcements from manufacturers and retailers. This is an average of 500 per member station.

Stations were advised to heavily support the three events with editorial content. An RAB Bulletin advised: "Saturate your air with items concerning all phases of the home, including building, do-it-yourself ideas, furnishing tips on home care, etc."

**W  
B  
R  
E**

**YOU GET**

- 1,000,000 WATTS
- 17 COUNTY COVERAGE IN N. E. PENNSYLVANIA
- NBC BASIC BUY
- FASTEST NEWS SERVICE TO COMMUNITIES OF AREA
- ENGINEERING KNOW-HOW
- NBC-RCA COLOR
- BEST PICTURE

**-TV Ch. 28**  
**Wilkes-Barre, Pa.**

National Rep. The Headley-Reed Co.

## HERE'S A MAN SOME ALERT COMPANY SHOULD GRAB

Just recently this top radio/tv executive resigned as vice president of one of the major networks. In the course of his 11 years of employment he rose through the ranks from a promotion copywriter to become first, vice president in charge of a key radio station, then vice president in charge of a group of radio stations, and finally to be in charge of the flagship TV station.

This man, even though he has been associated with the Advertising and Broadcasting profession for more than a quarter of a century, is still young and dynamic—a real go-getter. During these years he has proved himself well versed in the creative, practical, and management ends of the business. Here's a man some alert company can grab with profit.

Because of his knowledge and background he may not be available for long, so if you are looking for a person to operate a radio or television station (or group of stations) in a major market, an advertising manager of a large company, a radio and television director of an advertising agency, an account executive you can contact him now by writing

### SPONSOR

40 East 49th Street  
New York 17

# How much *is* a Zillion?

750<sub>KC</sub> + 2<sup>CHANNEL</sup> = 1zillion\*  
SET HOMES

\*That's all there is in the great Atlanta area  
— there ain't no more!

Maybe you don't want all the listeners and viewers in the great Atlanta area (there are still some such privileged sponsors—and we love them, too).

But if you do want them *all*—if you are the average hard-headed, competitive, free-enterprise type — take another look at this zillion thing.

In this area you get your zillion only in a combination of:



*50,000 watts on 750 kc*



*Channel 2, maximum power on a 1068-ft. tower*

**NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution**

Not only are the faces of the six candidates for the 1956 Miss Rheingold contest likely to become familiar to New Yorkers, but their voices as well. All six finalists are giving station breaks for WMGM, New York. Shown below is the lovely sextet.



Standing are: Gretchen Foster; Maggie Pierce; Hillie Merritt; Myrna Fahey; Carol Toby; Jeryl Johnson; Paul Hesse, official Rheingold photographer. Seated are: Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding; Robert Weenolsen, Rheingold account executive in charge of radio-tv, Foote, Cone & Belding; Elenore Nolan, assistant advertising manager, Liebmman Breweries, Inc.; Arthur Tolchin, director of WMGM.

40 E. 49TH  
(Continued from page 16)

### SELLING SAFETY

Thanks for your "How to sell safety" letter, which ran in the 27 June issue. Radio KMA accepted the idea immediately upon seeing it and we used the Christmas angle straight through from Friday, 1 July through 4 July on many of our news programs. The reaction we have received from the listening public has been most satisfactory.

ANTHONY J. KOELKER  
Station Manager  
KMA  
Shenandoah, Iowa

• Reader Koelker is referring to the letter SPONSOR published from Lowell E. Jack, General Manager of radio station KMAN, Manhattan, Kansas suggesting that the death-toll from auto accidents over the July 4th week-end might be lessened if radio stations played one chorus of "White Christmas" and followed it with "We are playing 'White Christmas' on this newscast today for those people who are preparing to leave on their long July 4th holiday. Some of you will not be around at Christmas time, and that's the last time you'll ever hear "White Christmas"!!

### BASICS

A year ago you published a very interesting pamphlet, "Television Bas-

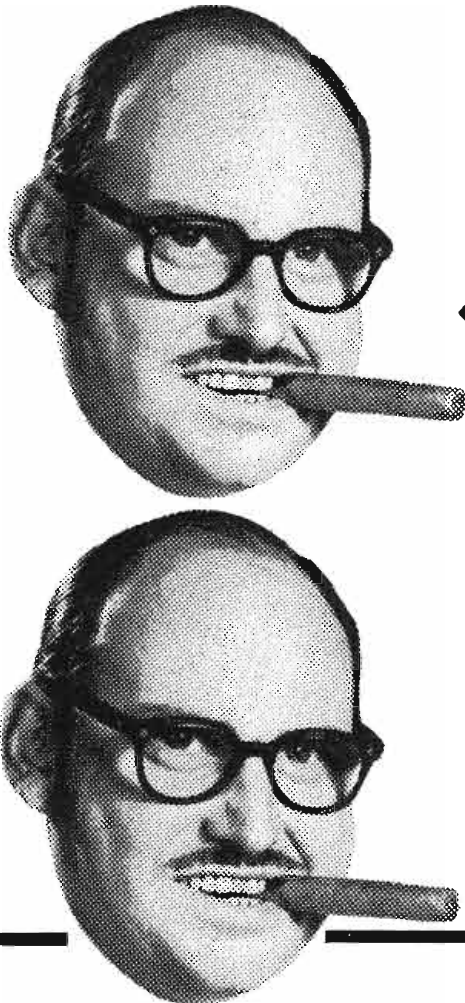
ics." I teach at the University of Wisconsin and would like to have the latest tv figures—such as: how many homes are now reached by television and percentage; how distributed by geographical areas, and city size; how does amount spent in radio and tv compare; how does tv audience vary with the time of day; seasonal variation of viewing; tv billings.

ARTHUR TOWELL  
Arthur Towell Inc. Adv.  
Madison, Wis.

• Reader Towell's six questions (and many others) are answered in 1955 Television Basics. Reprints are available at 30c each.

I read your Radio Basics with a great deal of interest and I think it is a marvelous piece of work. We are enclosing a check for 25 copies.

It appeared to me that one factor which might have been overlooked is that of non-network radio. I notice that paragraph 5 of Section 3, "Cost of radio advertising" does refer to spot radio campaigns in top markets. However, this was not carried through on network radio. In light of the fact

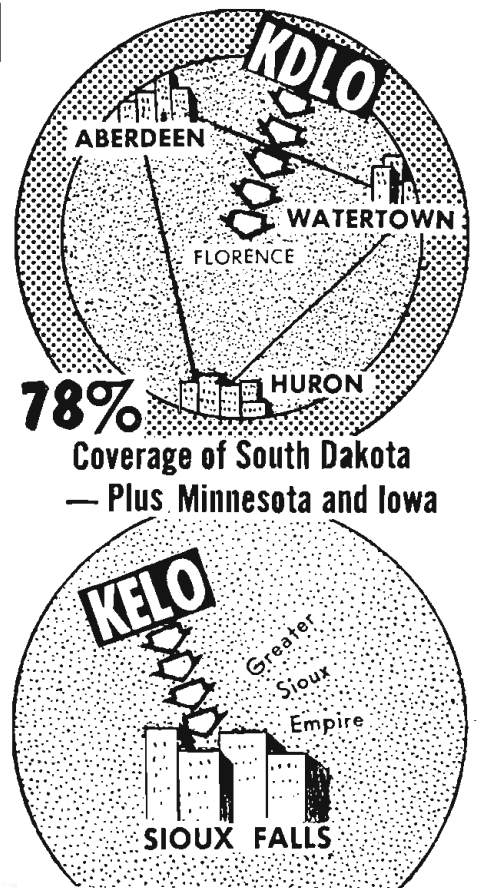


# NOW! TWIN JOE FLOYDS

... and he's selling double, too!

Yes, Joe Floyd now has two choice markets . . . his new KDLO-TV with 78,000 single-station homes in the Aberdeen-Watertown-Huron triangle, and the spectacularly popular KELO-TV in Sioux Falls, S. D. Add them together—you get twice the audience reach, twice the enthusiastic sell, two big markets for your one buy across the board.

Micro-Link Interconnected 24 Hours Every Day



**JOE FLOYD** President

Evans Nord, Gen'l Mgr. Larry Bentson, Vice-Pres.

Represented by H-R TELEVISION

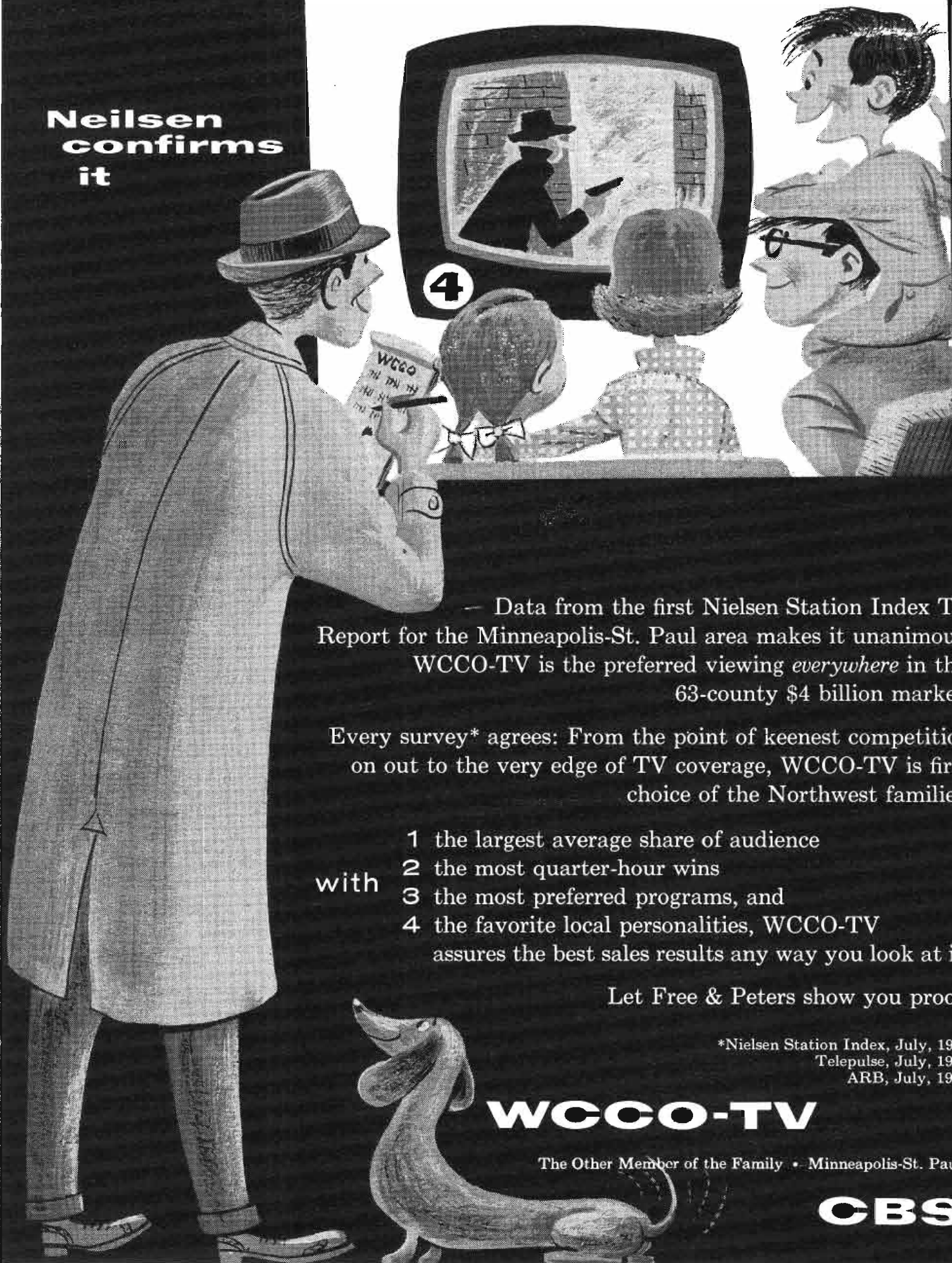
NBC Primary—CBS ABC DuMont

# KELO-TV



## family favorite

Neilsen  
confirms  
it



— Data from the first Nielsen Station Index TV Report for the Minneapolis-St. Paul area makes it unanimous. WCCO-TV is the preferred viewing *everywhere* in this 63-county \$4 billion market.

Every survey\* agrees: From the point of keenest competition on out to the very edge of TV coverage, WCCO-TV is first choice of the Northwest families.

with

- 1 the largest average share of audience
- 2 the most quarter-hour wins
- 3 the most preferred programs, and
- 4 the favorite local personalities, WCCO-TV assures the best sales results any way you look at it.

Let Free & Peters show you proof.

\*Nielsen Station Index, July, 1955  
Telepulse, July, 1955  
ARB, July, 1955

# WCCO-TV

The Other Member of the Family • Minneapolis-St. Paul

# CBS

that network radio is on the downgrade and spot and local radio is on the upgrade, I think information regarding spot radio would be very helpful for the majority of the individual stations who are trying to sell their time both to national and local advertisers. I do not wish to criticize your work as I think you have done a wonderful job; however, I sincerely believe that it would have much greater acceptance by the some 3,000 radio stations and their commercial managers if there were a little more comparison on what they had to offer the agency rather than the network.

GORDON P. BROWN  
*President*  
*WSAY, Rochester*

• 1955 Radio Basics (as well as Tv Basics, Film Basics and Timebuying Basics) are all available in reprint form. Radio Basics is priced at 25c per reprint in quantities from 25 to 100; 20c per reprint for 100 or over.

#### TV RESULTS

I am writing to you as a member of a standing committee of lecturers and students of the faculty of economics at the University of Cologne doing mass communications research (radio and tv).

As you know, academic communities in this country have had very little opportunity to make themselves familiar with the use of such modern facilities. The management of the technical apparatus and the philosophy behind such management has more or less been a state monopoly.

The result seems to have been even worse than the most intricate system of commercial monopolies would cause. Now, however, the interest in commercial radio and tv seems to be increased so far as it concerns some financiers and businessmen in Germany.

I got acquainted with your magazine doing some research in the UNESCO in Paris. Some people there told me you would probably have material on the advertising results of tv plays. It is very difficult to find this material in Germany and I would appreciate any information you might be able to send me.

WOLFGANG IRLE  
*Siegen in Westfalen*  
*Tannenbergstrabe, Germany*

• SPONSOR is delighted to furnish Mr. Irle with information which might help him in his studies. The 1955 Television Basics and Tv Results books carry stories of successful tv advertising. The article in the 22 August issue, "Are sponsors dropping the axe too fast?" reveals that tv is a responsive medium, with program impact almost immediately felt.



**AIR**  
**PRES**

*Another Wind*

**TO BUY  
 AIR TRAILS  
 NETWORK  
 STATIONS**

write, wire or phone  
 collect:

Pat Williams, Alex Buchan  
 Geo. Lenning

WING, 121 N. MAIN ST.  
 Dayton, Ohio • HEmlock 3773



# TRAILS NETWORK

## ENTS



5000 WATTS 1080 KC  
ABC AFFILIATE

net!

**NOW!** YOU CAN SELL IN

- LOUISVILLE
- DAYTON
- COLUMBUS
- SPRINGFIELD
- ASHLAND • IRONTON  
HUNTINGTON

H-R REPRESENTATIVES  
FOR  
WING • WCOL • WIZE • WCMI  
  
JOHN BLAIR & CO.  
FOR  
WKLO



### NEGRO NETWORK

I should like to congratulate you for a monumental contribution to media. I am a merchandising manager for WDAS in Philadelphia, and no matter how busy I am, I always find time to read your magazine.

I am seeking some information. I read in your 8 August issue in your "Report to Sponsors" something concerning a network being established for the simplification of buying the Negro market. I should like all and any information on this project. The Keystone Broadcasting System was mentioned as the agent.

LEE FISHER  
Merchandising Manager  
WDAS  
Philadelphia

• For a complete picture of Negro Radio, 1955, see section which starts page 107.

### SPONSOR ASKS

(Continued from page 61)

questioning of the existence of lottery. It made sponsors cautious and the programs went off the air. In the late Forties this was the fate of *Hit the Jackpot*, *Stop the Music*, *Go for the House*. And these programs did not give away money, but merchandise.

There was a strong element of audience participation in these shows. On *Stop the Music* night nobody went to the movies. Everybody stayed at home and hoped the phone would ring. Greed, however, is not fundamental to the \$64,000 *Question*.

You as a viewer do not have the chance to win. The interest and excitement lie in watching average people acting under pressure. And the contestants do react naturally. I doubt that these programs are very much rehearsed. There are quiz shows that are over-rehearsed and the contestants act as automatons rather than interesting, alive people.

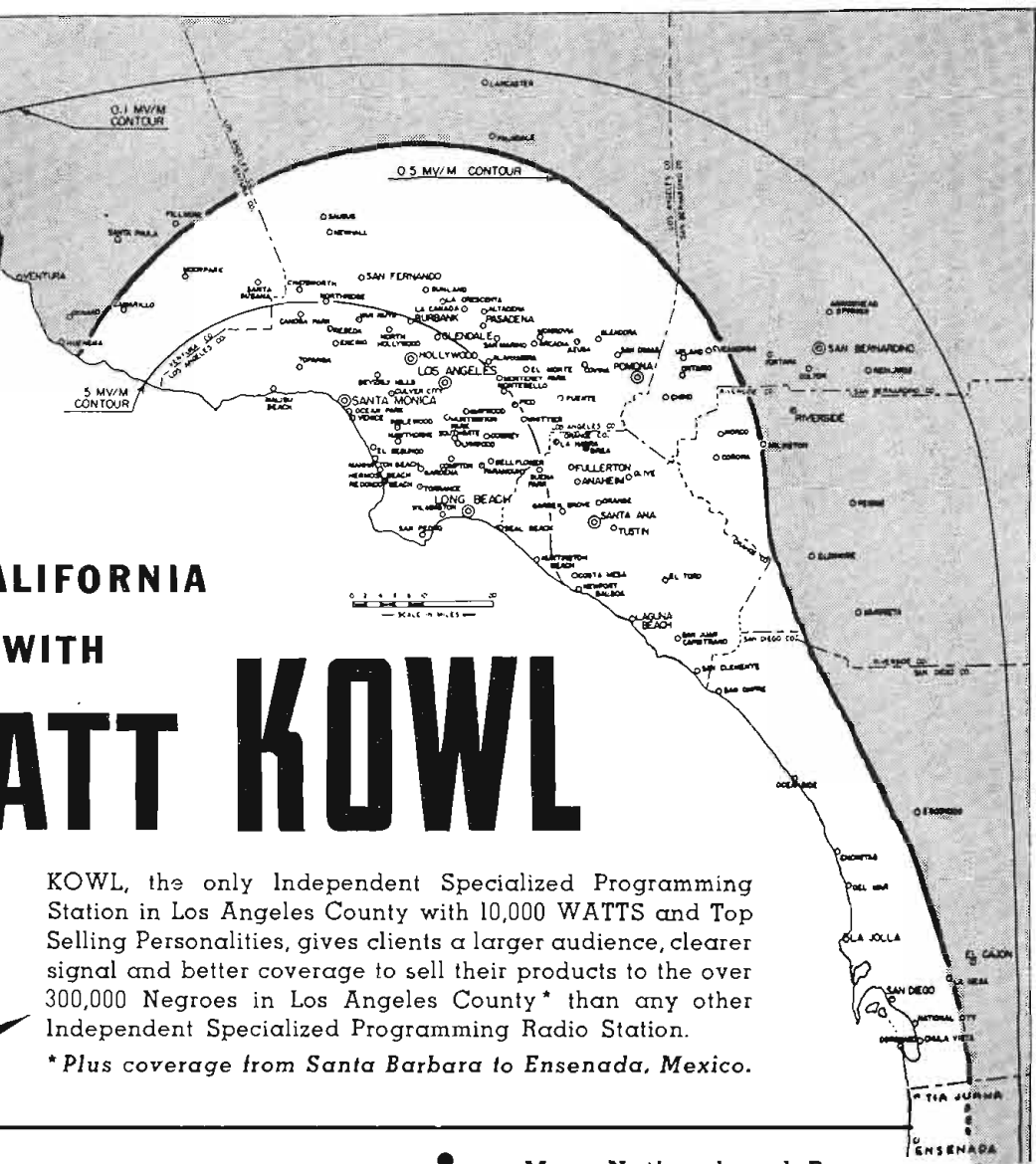
The key to any audience show lies in the people you select to be on it and not over-rehearsing them. The audience's interest will then follow; everybody revels in other people's problems, especially when they are exciting and not painful. It is not essential to their existence that these contestants win the money.

Both the \$64,000 *Question* and *Two for the Money* are real games. The audience at home feels this. There are rules and they are kept. ★★★

**THE MOST POWERFUL "SPECIALIZED PROGRAMMING" STATION IN THE WEST**

**National and Regional Advertisers—**

**get this  
PLUS  
COVERAGE\***



**IN THE SOUTHERN CALIFORNIA  
NEGRO MARKET WITH**

**10,000 WATT KOWL**

**Top Selling  
PERSONALITIES**

KOWL, the only Independent Specialized Programming Station in Los Angeles County with 10,000 WATTS and Top Selling Personalities, gives clients a larger audience, clearer signal and better coverage to sell their products to the over 300,000 Negroes in Los Angeles County\* than any other Independent Specialized Programming Radio Station.

\* Plus coverage from Santa Barbara to Ensenada, Mexico.



**JOE ADAMS**

Los Angeles' first Negro Disc Jockey now in his 8th successful year. The recipient of many awards for his ability and civic contributions, Joe has a proved success story. His listening audience of over 100 Million Dollar purchasing power is a bonanza for clients' products.



**LILLIAN RANDOLPH**

Nationally famous top Negro Star of Radio, TV and Screen is featured daily on her own variety show. Although on the Station less than a year, Miss Randolph's program has been so successful, KOWL doubled her program time.



**CHESTER WASHINGTON**

West Coast Editor and Sports Chief of Pittsburgh Courier brings his audience up-to-the-minute news and sports. His unique capsule analysis gives his listeners more pertinent coverage of important happenings both locally and internationally.

• More National and Regional accounts use KOWL than any other Specialized Programming Station in Los Angeles County.



**10,000 WATTS**

• Transmitter: Los Angeles, California  
• Executive Offices: Santa Monica, California  
• Studios in Mexico City

• National Representatives:

• FORJOE & CO. New York, Chicago,  
Dallas, San Francisco  
• DORA-CLAYTON Atlanta, Georgia

• GEORGE A. BARON, Vice Pres. & Gen. Mgr.

**THE DOMINANT NEGRO & SPANISH LANGUAGE STATION IN THE WEST**

# What advertisers should know about NEGRO RADIO

## Highlights of 1955 Negro Radio

*About 30% of all the radio outlets in the country now program some or all of their shows for Negro listeners; in numbers, the station total will be over 600 this fall. At the national level, Keystone Broadcasting System offers network-level buying, and Negro Radio is making headway in landing spot business from national advertisers. At the local and regional level, the still-growing medium is fairly booming, according to SPONSOR's annual survey of stations. Listening is up, and more than one out of four Negro-slanted outlets have more than 10 hours of Negro programming each week; program base is steadily widening.*

PROJECT EDITOR: CHARLES SINCLAIR

1

**Top admen & Negro Radio:** What key buyers say they like and don't like today.

page 108

2

**"Birth of a Sale":** What a Negro radio rep faces daily in agency selling.

page 110

3

**Trends:** Size and scope of medium is charted by annual SPONSOR market study.

page 112

4

**Sales results:** A dozen 'case histories' reveal sales power of Negro shows.

page 114

5

**Negro Radio Basics:** New research facts for agency and advertiser executives.

page 116

# 1. Negro Radio:

## Acceptance by top-level admen

Again and again market research has come up with the same answer:

The U.S. Negroes have become a top-quality consumer market for everything from household items to autos.

But when a Negro Radio broadcaster or station rep says "All business is local," he very often says it without a smile.

National recognition is, all too clearly, the last big hurdle for Negro Radio. There are local advertisers aplenty. And many big regional advertisers have heavy Negro Radio campaigns. But local and regional advertisers outnumber national advertisers on most Negro air outlets anywhere from 10-to-1 on up to 30-to-1, according to the stations themselves.

Why? Is it due to lack of knowledge on the part of national-level admen about Negro Radio? Or is Negro Radio failing to offer blue-chip air clients the basic values they feel are necessary in a sound media buy?

To find out just what a sizable cross-section of U.S. advertisers and agency-men felt about Negro Radio on the eve of 1955's fall season, SPONSOR conducted an extensive checkup among well-known admen. Altogether, these admen control the advertising destiny of some \$160 million annually in radio-tv billings. By title and job they ranged from timebuyers and researchers up through agency v.p.'s and account group heads to top-level advertising managers.

Almost immediately one fact became clear:

No two admen at the national level hold exactly the same view toward Negro Radio. Here are just a few:

- "The Negro Market is an integral and substantial part of any well-rounded marketing plan. We've found Negro Radio an effective way to reach this market," said the ad manager of a major drug advertiser with headquarters in the South.
- "Most advertisers in radio and tv have no basic reason for appealing to Negroes, *per se*, as a market. As the



**Prestige:** Negro Radio, when skillfully programed, can become a strong force in the Negro community, can ultimately lead to top acceptance by listeners and admen. Pacesetter in Negro field is Memphis' WDIA, sole 50,000-watter that is 100% Negro-slanted. Station has evolved such public service features as "WDIA Kid's Baseball League" of 200 youngsters. Above, baseball vet Rogers Hornsby gives youngster advice.

# hit-and-miss national sales pattern

is growing, but local and regional clients still out-number national sponsors

Negro's position in society improves, our likelihood of reaching him with general media also improves. We've tested Negro Radio, and don't feel it's on our 'must buy' list of media," said the media director of one of the Colgate agencies.

- "We've used Negro Radio for years now and found it an excellent buy. There are few significant differences between the quality of cigarettes that Negroes and whites buy, but that's just the point. We don't want to slip back in our share of the Negro market," said a v.p. who supervised one of the country's biggest tobacco account groups.

- "Negro Radio's cost-per-1,000 is too high to make it anything more than a 'supplementary' medium for mass consumer products. On the other hand, it might become a good buy for a product that has a particularly strong appeal for some reason to Negro buyers," said a radio-tv executive of

one of the three leading soap-detergent-toiletry manufacturers.

The range of opinion among national-level admen doesn't stop there. Some feel Negro Radio is a clear-cut spot radio medium, having won itself the respect and loyalty of Negro audiences. Others say: "Negro Radio? There's really no such thing." Some feel that reps and stations provide them with plenty of research ammunition to use in planning campaigns; others are bitter about what they feel is "blue sky" selling in the Negro media field.

Here, in more detail, is what the admen told SPONSOR editors:

**The consensus:** Finding an over-all pattern in the thinking of top admen toward Negro Radio isn't easy. But a pattern does exist. And it shapes up something like this:

1. None of the admen interviewed by SPONSOR doubted for a minute the size and importance of the Negro

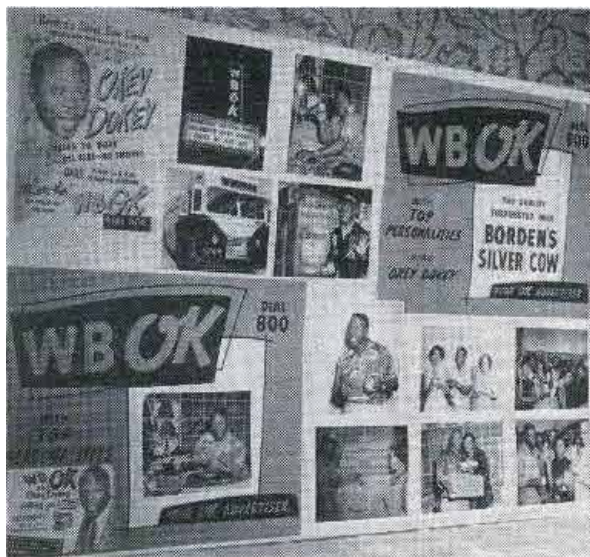
market in the U.S. Although some felt it was more rewarding from a sales standpoint than others, the chief disagreement lay in how to reach the target.

2. The strongest proponents in favor of using Negro media—including radio—to reach Negroes were those whose products, for one reason or another, had always been bought more heavily by Negroes than by whites. Some regular consumer advertisers, however, also fell into this group.

3. Those most lukewarm to the use of Negro Radio as part of national air advertising campaigns were those who felt that "general media"—ordinary tv, radio, magazines, newspapers, etc.—reached Negroes well enough. A few said they didn't use Negro media of any sort because they felt the marketing potential for their products in Negro homes wasn't strong enough to warrant a special approach.

(Please turn to page 132)

## NEGRO PREFERENCE FOR "QUALITY" PRODUCTS SPELLS SUCCESS FOR AIR-SOLD ITEMS



**Borden's:** Range of promotional backing is shown in WBOK, New Orleans display for Silver Cow Cream, d.j. "Okey Dokey."

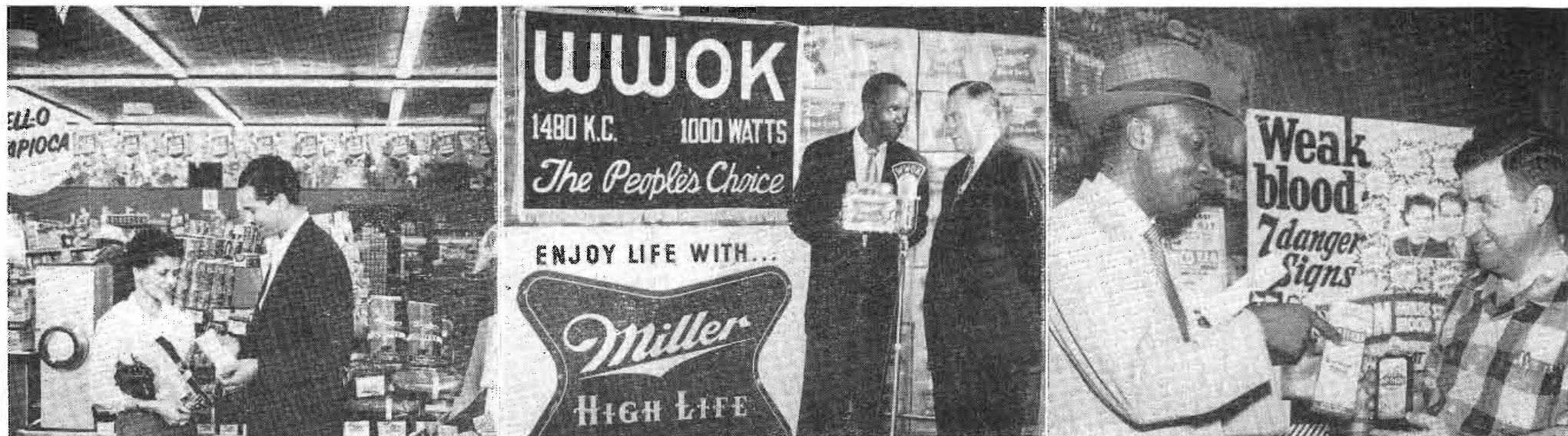


**Groceries:** Supermarket owner Allan Bass looks over store display featuring products sold on Louisville's station WLOU.



**Bread:** Products of Langendorf Baking, big regional advertiser, were featured by KSN, S.F., at outdoor gospel gathering.

**LOCAL PERSONALITIES ARE NEGRO RADIO'S TOP SALESMEN. AIR-SOLD NATIONAL AND REGIONAL**



**Jello:** General Foods dessert is a featured product on daytime d.j. shows of Pittsburgh's WHOD in high-income, industrialized northern market.

**Miller's:** Distributor R. A. Terrell chats with WWOK, Charlotte platter-spinner Johnny Shaw. Beer firm buys daily shows, spot announcements.

**Drugs:** Berjon Company's Act-On and Pep-Ti-Kon allot 50% of \$100,000 budget to Negro Radio, such as WOKJ, Jackson, Miss.

## 2. Birth of a sale

**What is a Negro radio rep up against when he makes a pitch to a top-level timebuyer?**

**SPONSOR's one-act drama below gives answers**

**T**he ideal station rep for Negro Radio outlets should have the dedication of a missionary, a memory for research figures like a Univac, the patience of Scotland Yard and the thick hide of a water buffalo.

The Negro Radio rep's job is far from easy. The medium has won considerable acceptance at the local level—where retailers can see it pull daily results. But at the national level—where advertisers and agencies are often far removed from advertising's grass roots—the selling is frequently an uphill job.

Tough questions must be met and

answered. Basic objections must be overcome. The case must be proved thoroughly, often against other media with bigger research budgets and more advertising glamor. And, in the background, there is the constant battle to win for Negro Radio a place in the sun as a national advertising medium.

The scene which follows is imaginary.

But it is a composite of many actual scenes through which the station reps of Negro Radio outlets must go each week.

Admen may recognize some of the

foibles of their friends, and even themselves in it, since SPONSOR drew upon the background of several leading rep sales executives for it.

To the national reps who serve Negro Radio stations—such as Forjoe, Dora-Clayton, Interstate, Meeker, McGillvra, Sears & Ayer, Pearson, Blair, Raymer, Devney, Branham, Rambeau, Burn-Smith, O'Connell and others—therefore this vignette is dedicated.

Curtain going up!

*SCENE, the large New York headquarters of Dibble, Dabble, Sweat & Tears, one of the country's top advertising agencies. Behind a large, lined-oak desk near a window that overlooks Madison Avenue is J. P. Hardsell, the agency's chief radio-tv timebuyer. It is about 10:00 a.m. on a typical Wednesday morning, and he is puffing on a smelly briar pipe as he wades through a deskful of station contracts, availabilities and rating reports. There are a number of souvenir gifts on his desk: a pipe rack from one of the tv networks, a pen-and-pencil set from a 50 kw. station in the Midwest, a scratch pad from a New York independent, etc. Facing Hardsell across the desk is Bill Watts, a veteran rep*



**PRODUCTS RANGE VARIOUSLY FROM FOODS AND DRUGS TO APPLIANCES AND BEVERAGES**



**Wines:** Display for Manischewitz, big user of Negro medium, is checked by Katherine Lewis of WFRD, Atlanta radio staff.



**Household goods:** Audience show of WHAT, Philadelphia drew big crowds, and featured a wide range of products.



**Arrow 77:** Radio star Allan Freed signs contract; Globe Brewing's Frances Mac-Namara, WEBB's Bentley Stecher look on.

in the Negro Radio field. Watts is neatly but unobtrusively dressed, and carries a small briefcase. Hardsell puts his pipe down in a silver ashtray (from a major regional web two Christmases ago), and looks up at Watts.

**HARDELL:** I don't usually see reps, you know. Too much planning work at this level. But my girl says you insisted on seeing me. What's on your mind?

**WATTS:** I want to give you a fill-in on our stations. You see, the stations we represent aren't quite the same as you've been buying in the past. . .

**HARDELL:** Yes, I know Watts. My girl says you represent Negro stations.

**WATTS:** Right. Two of our stations in Southern markets are 100% Negro-programmed. The average for all of them is around 25% of program hours slanted at Negroes.

**HARDELL (filling his pipe):** Most of our clients' budgets are already set, you know. Network tv, magazines, spot radio, billboards . . . the whole ball of wax. I'm not sure I'm your man.

**WATTS:** That's just the point. I think

you're overlooking something good in your media selection.

**HARDELL:** Overlook? (stiffly) Not in this shop!

**WATTS:** Let me put it to you this way. Your clients use a lot of general media, including radio and tv. Do you know whether your're reaching Negroes with these campaigns?

**HARDELL:** Of course we are. They have tv sets. They have radios. They read magazines and newspapers. Just like anybody else. It's not as if they spoke only German or Spanish or Italian.

**WATTS:** I don't doubt you reach some Negroes with any campaign you have  
(Please turn to page 134)

**Marketing confab:** Clarence Holte, Negro media specialist of BBDO agency (right), discusses Madison Avenue viewpoints on Negro Radio while Henry Lee Moon, NAACP executive, and WLIB, N.Y.'s "Gospel Train" star Vic Bozeman (left) form attentive audience.



# 3. Negro Radio: over 600 stations strong today

**Negro-slanted shows are aired in 39 of 48  
states, cover 3.5 million Negro homes**

Singer "Honey Chile" Horne was welcomed to New Orleans and program on WMRV recently with 25-mile parade in Crescent City.

Beauty contest staged by Columbia, S.C.'s WOIC made local headlines, promoted advertisers. Center girl, Lucy Jenkins, won.

Jim Ameche is star of nightly hour-long recorded music show on Newark's WNJR. Station was first 100% Negro outlet in area.

A recent addition to ranks of Negro-slanted outlet is Pittsburgh's station WILY. Here, d.j. Lee Dorris shows a handful of disks.

Tacoma, Wash. outlet airs show direct from booth atop Burger Bowl, a local drive-in, with d.j. Bob Sumnerrise presiding.

Members of Los Angeles Safety Council look on as d.j. Joe Adams outlines plans for public service campaign to judge.

Glenn Wilson, managing director of station, is saluted for station's role in raising funds for Shreveport educational foundation.

Montgomery, Ala. Negroes flock annually to see WRMA's "Big Battle of Music" contest, in which live talent groups compete.

Rhythm-and-blues shows booked by WCBR, Memphis into local auditorium pack in local Negro fans, boost radio listenership.

WMRV



WOIC



WNJR



WILY



KTAC



KOWL

You'll have to hunt pretty hard to find a Negro household that isn't within dialing range of one or more Negro-appeal radio outlets.

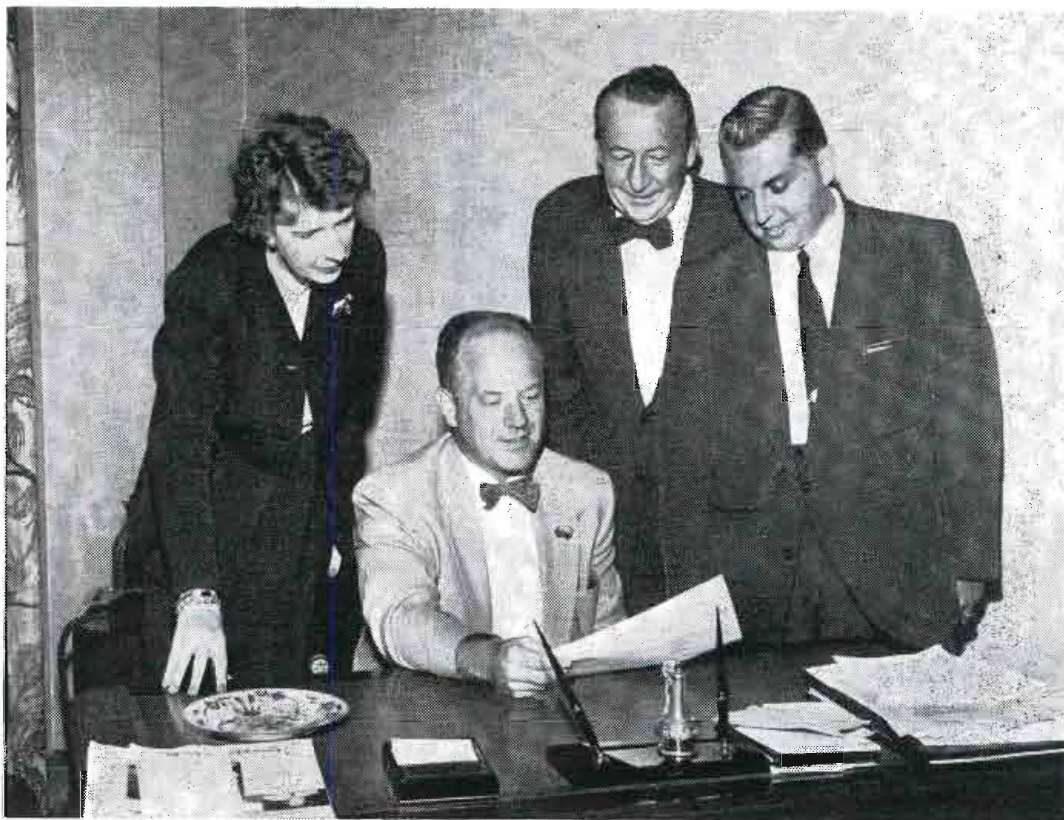
As the fall, 1955 advertising season begins, a thumbnail portrait of Negro Radio looks like this:

- *Stations:* More than 600 radio stations air Negro-slanted radio shows, according to surveys made for "Buyer's Guide" and this annual section. Of this group, some three dozen—mostly in big Southern markets—are 100% Negro-programed, and largely staffed by Negroes.

- *Coverage:* There are Negro-appeal stations in 39 of the 48 U.S. states, a saturation of over 80%. About six out of every 10 Negro homes are in or near an urban area. Therefore, at a minimum estimate about 3.5 million Negro homes are covered by Negro Radio. With radio ownership running over 90%, only a small amount of the U.S. Negro air audience is *not* now covered.

- *Programing:* Negro Radio stations are bullish on the outlook for additional programing. Of the 165 stations who replied to SPONSOR's fifth annual survey, 93% said they were airing more Negro programing than last year; only 7% were doing less; 72% said they had increased their weekly programing "up to 10 hours" and 12% had stepped it up to "20 hours or more" weekly.

- *National advertising:* Again, the outlook on the part of stations is bullish. Better than nine out of 10 (97%) Negro-slanted stations expect to carry more national spot business this fall than last. Most common business increase anticipated: "about 10% more."



**Network buying:** Keystone offers network-level Negro Radio buying on 278 outlets. Here, at Harry B. Cohen agency, H. B. Cohen, Jr., v.p., signs Keystone contract for Chattanooga Medicine while Beth Black, chief timebuyer, KBS v.p. Noel Rhys, buyer Al Hirsch watch

Present use of Negro Radio at national spot level by big advertisers is spotty; one out of three (36%) Negro-beamed stations has less than 10 national clients on its list. Only 4% of the Negro-appeal stations have more than 70 national advertisers as of mid-1955.

- *Local, regional clients:* At the local level, Negro Radio is a booming success. SPONSOR's survey shows that stations have anywhere from five to 400 different local spot advertisers currently, with stations scattered fairly evenly all up the line. The largest

single category (10% of stations) had at least 150 different local accounts. Regional clients are far less numerous on the average outlet, falling into almost the same pattern as national advertisers.

- *Facilities:* Over 11% of the stations replying to SPONSOR's survey indicated that since last year they had made changes in power, frequency, studio facilities or related broadcasting factors. A few: WHAT, Philadelphia is now in brand-new studios, and has a new tower; KSAN, San  
(Please turn to page 143)



KANV



WRMA



WCBR

**Store:** Over 90% of budget of Baltimore's Labovitz Department store goes to Negro stations like WEBB in store's area

**Bread:** Pennington's Soft Bread was launched in the Cincinnati area with contest on Negro-beamed WCIN

**Hair Dressing:** WIAZ, Albany, Ga.'s "Dr. Blues" checks on point-of-sale display for Royal Crown

**Dodge Autos:** "Home-maker's Holiday" show of KCOH, Houston visited showroom of local Dodge dealer.



## 4. Negro Radio results

**Documented "case histories" in story below dramatize the sales power of Negro-slanted air medium during 1955 season**

Not long ago, the manager of Pittsburgh's Negro-appeal WILY, Ernie Tannen, made the following offer to advertisers, both national and local:

"We will schedule for any account presently using television in the Pittsburgh market a package of spots equal to the cost of a single local television commercial. We will *guarantee* to out-pull the number of television sales leads on a dollar-for-dollar basis, or the advertiser doesn't pay us a cent!"

This kind of confidence in Negro

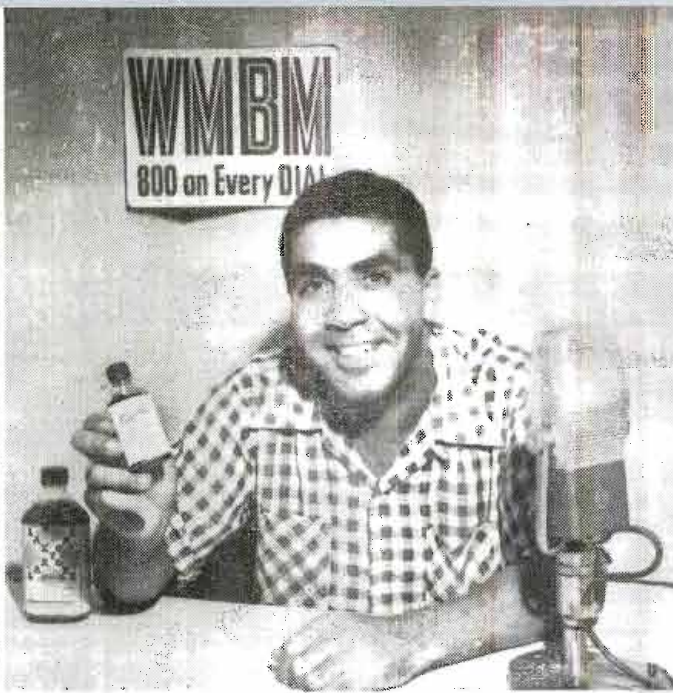
Radio's ability to move products off store shelves and into the households of Negro families is not unusual. Negro Radio's best advertising story is still told largely in terms of sales results.

And Negro Radio results continue to be eye-opening.

Admen will find that the "capsule case histories" below dramatize vividly Negro Radio's sales talent. Culled from mountains of data furnished SPONSOR in its fifth annual survey of

the medium, the product categories range from autos to baked goods, and from furniture to cosmetics.

The rise of the Negro market, and its response to Negro-appeal radio shows, is slowly producing a backlog of this kind of valuable marketing data. As *Time* reported last season, after a national survey of the Negro market, "Such figures are making businessmen everywhere sit up and take notice. They are paying more and more attention to the long-ignored



**Bargains:** Fort Worth-Dallas Negroes packed local retailer when KNOK schedule was utilized.

**Drugs:** Laxtone and Zeet are displayed by WMBM, Miami d.j. Ed Cook, whose show features products.



**Mayonnaise:** Lee Fisher, merchandising director of WDAS, Philadelphia tells grocer of new campaign.

**Theatre:** House record at New York's Apollo was broken when WWRL's "Dr. Jive" appeared in show.

Negro customer." Here therefore are a group of new attention-getters:

**Auto repair** (KSAN, San Francisco): Results are what convince many a local advertiser that his Negro Radio campaign is a good investment. This spring, Warren De Guire, owner of an automotive repair shop, wrote to KSAN Manager Richard Bott about his spot schedule in three of the station's top d.j. shows:

"Six months ago when I started advertising with you, I questioned the use of Negro programming for my type of business because I was doubtful as to what I would be getting myself into regarding credit.

"It makes me very happy to tell you that during the past six months my business has more than doubled, and I have had no more problem with credit than I would have using any other form of advertising to reach the general public.

"I definitely consider my \$550 per month advertising budget with your station a real paying investment, and I am looking forward to continuing it."

**Furniture** (WXOK, Baton Rouge): Although the Butler Furniture Co. is in a section of the business district which has seven other furniture stores within a one-block radius, it has gained a clear-cut identity in the Negro market through the use of Negro-appeal radio.

Reported Tommy McGuire, commercial manager of this "OK" Group radio outlet:

"The pattern was to run five or six spots per day, Monday through Saturday on a two-weeks-on and two-weeks-off schedule. About the middle of March of this year, I was able to convince Butler that we could do a better job if we ran three spots per day, Saturday through Thursday, and seven spots on Friday.

"This was only about a 40% in-

crease in the total number of announcements used, but it has definitely accomplished the results that we and they desired.

"With an expenditure of approximately \$280 per month, they have been able to show a 95% increase in gross sales, and at the same time a 40% profit increase over the previous year."

**Refrigerators** (WHAT, Philadelphia): This Quaker-city Negro outlet operates on both AM and FM frequencies, beaming program to the city's large Negro audience segment, and has won for itself listeners, awards, and sales results.

WHAT executives cite this example: Lancaster Sales, a local dealer for International Harvester Refrigerators—one of the premium "white goods" lines—reported to the station recently that "in one week, at a cost of \$200 WHAT has sold \$52,000 worth of

(Please turn to page 137)

# BASIC FACTS about Negro Radio's size and shape

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**1. STATIONS:** There are now some 600 Negro-slanted radio outlets distributed throughout 39 of the 48 states. The list has grown some 5% from the total last fall, although the spread of Negro Radio has had a

slow-down from its first boom days in the 1945-1953 period during which most of the present trends in Negro Radio began. Some three dozen stations, mostly in big Southern markets, are now beaming 100% of programs to Negroes.

**2. SETS:** Radio saturation in Negro homes is high. According to SPONSOR's 1955 survey of all major Negro markets, some 94% of Negro homes have one or more radio sets. In the North, the figure is the same in white and Negro homes, about 98%. Southern markets have

lower radio saturation, but are still mostly over 80%. Tv set saturation is up to the local average in a few high-income Northern cities, but Negro tv ownership in the nation is only about 35%. Saturation level starts at 70-80%, falls off in areas of the South to 5%.

**3. NEGRO INCOME:** Income of Negro families has made striking gains in the past decade. The median annual income of Negroes, between 1939 and 1951, according to Census Bureau figures, multiplied four times, while white income went up only three times. The total

annual Negro income in the U.S. is currently estimated to be around \$16 billion, of which \$1 billion is Negro farm income. Negroes, incidentally, own some 40% of the homes in which they live. Trend toward equality between white and Negro incomes is continuing.

**4. NEGRO POPULATION:** Like Negro income, the country's Negro population is multiplying faster, on a long-range basis, than the white population. There are over 15 million Negroes in the nation; latest estimates put the figure closer to 16 million. At the mo-

ment, over 60% of the Negro population is urban, and this figure may go to 70% by the end of the next five years. The geographic trend is to move from South to North, and from farms to cities. Metropolitan New York, for instance, has over one million Negroes now.

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## TIPS IN SELLING via campaigns on Negro Radio stations

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**1. "SOFT SELL":** Avoid the use of high-pressure tactics in using Negro Radio, admen warn. Negro listeners are wary of the big come-on, having been stung

in the past with inferior products and high prices. The best approach, stations have found, is to use very straight copy, and a logically-developed "reason why."

**2. BE PATIENT:** Some campaigns in Negro Radio produce overnight sales successes, but veteran admen say that this is the exception. One New York ad agency (Deutsch) figures that it takes 17 weeks in Negro

Radio, as against 13 weeks in ordinary radio, to launch a product in the Negro market. Best bet seems to be the consistent campaign that runs steadily on a 52-week basis. Negroes are loyal to products and don't change easily.

**3. QUALITY:** Negroes prefer to buy top-quality, brand merchandise, surveys have shown. Admen advise against selling second-rate products, or products that are

in some way stereotyped as a "colored" product. In some categories, Negroes consume a lot of low-price products, but they usually seek out the very best brands.

**4. PROGRAMING:** With more hours on the air than ever, the average Negro-slanted outlet has broadened the base of its programing. Therefore, d.j. shows are

not the only way to reach Negroes. Admen can pinpoint their targets as to age, income status by using news, religious shows, quiz programs, public service shows.

**5. RESEARCH:** Providing national advertisers with good research is still a financial and personnel problem for most Negro-appeal outlets. So, don't expect the

kind you get from tv networks. However, checking with local stations, reps and with client field men will often give a picture of listening and merchandising.

# WDAS - NOW 1000 WATTS!

## Major Power

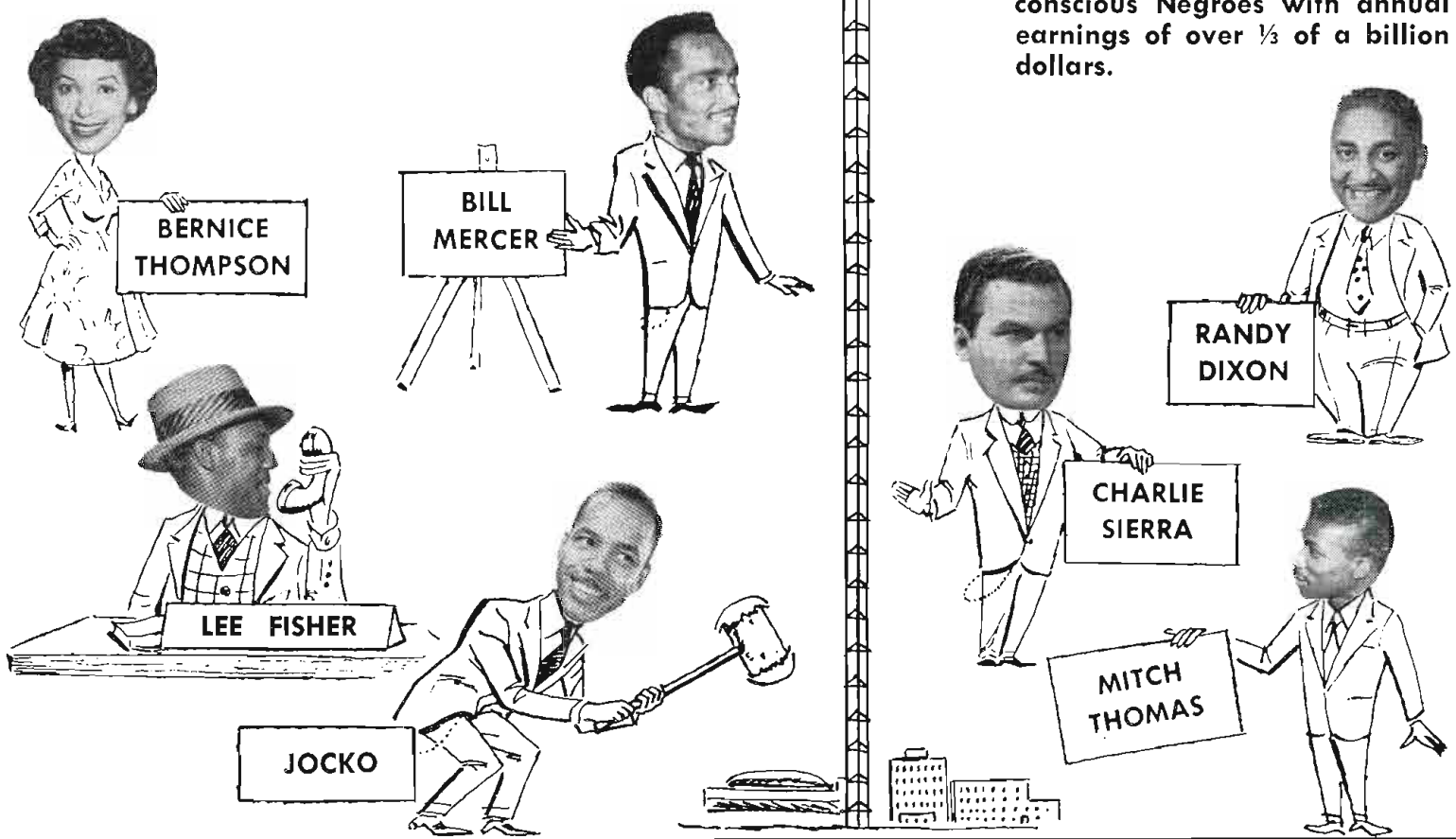
### IN PHILADELPHIA NEGRO

**1000+ TALENT  
+ 15.5 HOURS  
DELIVERS  
500,000+**

*Take:*

- Brand new power increase (1000 watts)
- Top show and talent array (15.5 hours daily)
- Leading Negro Pulse station
- Plenty of drive
- Full time Merchandising Department
- Market studies and research data
- City wide promotion
- The know-how of pioneer Negro broadcasters
- AND GET:** Direct penetration to the heart of America's 3rd Negro market—500,000+ brand conscious Negroes with annual earnings of over 1/3 of a billion dollars.

**1000 WATTS**



**WDAS** Philadelphia's Oldest Independent  
National Representatives: **FORJOE & CO.**  
NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES

# NEGRO RADIO STATIONS now total over 600 full or part-time outlets

The station list below, arranged alphabetically by states and cities, is a useful tool for timebuyers or admen who want to know what stations specialize in reaching the Negro audience. Numbers appearing after station call letters

refer to the number of Negro program hours per week each radio outlet has. List is based on "Buyer's Guide" updated by special SPONSOR survey of all Negro outlets in mid-1955. Average Negro outlet beams 25% of shows to Negro listeners.

\*Indicates 100% Negro programming.

## ALABAMA

Alexander City	WRFS	10
Andalusia	WCTA	3
Anniston	WHMA	2 1/2
	WSPC	5
Auburn	WAUD	20
Birmingham	WBCO	123*
	WEDR	84*
	WJLD	126*
	WVOK	2
Decatur	WAJF	5
	WHOS	3
Dothan	WDIG	9
	WEOF	4
Eufaula	WULA	7
Florence	WJOI	5
	WOWL	9
Gadsden	WETO	9
	WGAD	7
Geneva	WGEA	1/2
Hamilton	WERH	3
Huntsville	WBHP	4
	WFUN	6
Marion	WJAM	28
Mobile	WKAB	18
	WKRG	5
	WMOZ	98*
Monroeville	WMFC	8
Montgomery	WBAM	1
	WCOV	5
	WIMG	18
	WRMA	87*
Opelika	WJHO	5
Phenix City	WPNX	21
Russellville	WWWR	1
Scottsboro	WCRI	2
Sylacauga	WMLS	6
Tallassee	WTLS	6
Tuskegee	WTUS	69

## ARIZONA

Flagstaff	KGPH	7
Phoenix	KRUX	18

## ARKANSAS

Arkadelphia	KVRC	18
Crossett	KAGH	4
El Dorado	KDMS	3
Fayetteville	KGRH	3
Fort Smith	KFPW	3
	KWHN	6
Helena	KFFA	35
Hot Springs	KWFC	6
Little Rock	KGHI	18
	KTHS	4
	KXLR	25
Magnolia	KVMA	9
Malvern	KDAS	3
McGehee	KVAS	6
Morrilton	KVOM	3
Newport	KNBY	5
Osceola	KOSE	6
Pine Bluff	KCLA	13 1/2
	KOTN	18
Warren	KWRF	2

## CALIFORNIA

Bakersfield	KBIS	17
Berkeley	KRE	20
Blythe	KYOR	4
Burbank	KBLA	3
Fresno	KGST	14
	KMJ	1
Long Beach	KFOX	28
	KGER	10
Los Angeles	KFI	1
See Long Beach	KGFI	27
Pasadena, Santa	KPOL	7 1/2
Monica	KPOP	22 1/4
Napa	KVON	5
Oakland	KLX	2
	KROW	12
	KWBR	96 1/4
Pasadena	KALI	21
Pittsburg	KECC	1
San Bernardino	KCSB	7
	KRNO	14
San Francisco	KSAN	133
See Oakland,		
Pittsburg, San		
Jose		
San Jose	KLOK	4
San Rafael	KTIM	8

Santa Monica	KOWL	34
Stockton	KSTN	2
	KXOB	2
Vallejo	KGYW	6

## COLORADO

Denver	KLIR	1/2
	KTLN	10
	KVOD	1/2
Englewood	KGMC	3

## CONNECTICUT

Norwalk	WNLK	1
Stamford	WSTC	2
Waterbury	WATR	12

## DELAWARE

Wilmington	WAMS	21
	WILM	15

## DISTRICT OF COLUMBIA

Washington	WOL	6
	WOOK	133*
See Annapolis &	WWDC	14
Bethesda, Md.	WUST	98*

## FLORIDA

Clearwater	WTAN	1
Cocoa	WKKO	3
Dade City	WDCF	6
Ft. Lauderdale	WTFL	20
Fort Pierce	WARN	14
	WDVH	6
	WGCG	5
Hollywood	WGMA	15
Jacksonville	WOBH	42
	WRHC	45
Kissimmee	WRWB	4
Lake City	WDSR	4
Lakeland	WONN	3
Miami	WFEC	84*
	WMBM	91
	WMIE	22
	WWPB	19
Milton	WEBY	1
New Smyrna Beach	WSBB	7
Ocala	WTMC	3
Orlando	WABR	16
	WHOO	7
	WORZ	1/2
Palatka	WWPF	7
Panama City	WPCF	3
Pensacola	WCOA	2 1/2
Plant City	WPLA	1
St. Augustine	WSTN	9
Sanford	WTRR	7
Sarasota	WKXY	1/2
Tallahassee	WMEN	14
Tampa	WEBK	13
	WHBO	10
	WIOK	90*
Vero Beach	WNTM	3
W. Palm Beach	WTRK	15
	WJNO	5
Winter Haven	WSIR	5

## GEORGIA

Albany	WJAZ	46
Americus	WDEC	8
Athens	WRFC	8
Atlanta	WAOK	135 1/2
See Decatur	WBGE	36
	WERD	86*
Augusta	WAUG	45
	WBBQ	9
	WBIA	6
	WGAC	1
Bainbridge	WMGR	7
Brunswick	WMOC	6
Cairo	WGRA	6
Columbus	WDAK	15
See Phenix	WGBA	24
City, Ala.		
Covington	WGFS	8
Decatur	WEAS	25
Douglas	WDMG	4
Dublin	WMLT	6
Fitzgerald	WBHB	6

Gainesville	WDUN	6
Griffin	WHIE	11
	WRHT	14
La Grange	WLAG	12
	WTRP	6
Macon	WBML	30
	WIBB	35
Newnan	WCOH	2
Rome	WLAO	133 1/4
Savannah	WCCP	12
	WIVV	25
	WSAV	3
Thomasville	WPAX	7
Tifton	WWGS	5
Valdosta	WCAF	3
Waycross	WACL	14
	WAYX	7
Winder	WIMO	6

## ILLINOIS

Belleville	W'BV	1
Cairo	WKRO	1
Chicago	WAAF	15
	WGFS	58
	WGN	15
	W'BC	20
East St. Louis	WTMV	35
Joliet	WJOL	1
Metropolis	WMOK	4 1/4
Oak Park	WOPA	23
Urbana	WKID	4

## INDIANA

Bedford	WBIW	3
Evansville	WIPS	3
Ft. Wayne	WANE	1
Gary	WWCA	30 1/4
Hammond	WIOB	22
Michigan City	WIMS	5
South Bend	WJVA	1

## IOWA

Des Moines	KWDM	3
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## KANSAS

Wichita	KANS	2
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## KENTUCKY

Ashland	WWKO	7
Campbellville	WTCO	2
Bowling Green	WLIB	10
Columbia	WAIN	1
Covington	WZIP	14
Cumberland	WCPM	5
Frankfort	WFKY	3
Fulton	W'JIL	7
Lexington	WLAP	1
	WLFX	5
Louisville	WINN	2
	WLOU	84
Madisonville	WFMW	5
Middlesboro	WMIK	5
Winchester	WWKY	2 1/2

## LOUISIANA

Alexandria	KSYL	12
Baton Rouge	WIBR	16
	WXOK	63
De Ridder	KDLA	6
Hammond	WIHL	3
Houma	KCIL	12
Lafayette	KVOL	1
Lake Charles	KAOK	28
Mansfield	KDBC	8
Minden	KAPK	2
Monroe	KLIC	10
	KMLB	2
	KNOE	6
Morgan City	KMRC	14
New Iberia	KVIM	5
New Orleans	WBOK	60
	WMRY	84
	WWEZ	126*
Oakdale	KREH	7
Opelousas	KSLO	7
Shreveport	KANV	91
	KENT	10
	KWKH	6

## MARYLAND

Annapolis	WANN	84*
	WNAV	8
Baltimore	WBAL	12
	W'BB	84*
	WITH	24
	WSID	103 1/4
Bethesda	WUST	70*
Havre De Grace	WASA	2
Lexington Park	WPTX	2

## MASSACHUSETTS

Boston	WBMS	20
	WVOM	5
Springfield	WJKO	7

## MICHIGAN

Ann Arbor	WHRV	3
	WPAG	3
Benton Harbor	WHFB	2
Big Rapids	WBRN	2
Detroit	CKLW	2
	WILB	73
	WXYZ	20
Flint	WMRP	10
Grand Rapids	WJEF	1
	WLAV	3
Muskegon	WMUS	1/2
Pontiac	WPON	1
Port Huron	WHLS	2
Saginaw	WSGW	3

## MISSISSIPPI

Aberdeen	WMPA	6
Booneville	WBIP	6
Canton	WDOB	10
Centerville	WGLC	5
Clarksdale	WROX	20
Cleveland	WCLD	18
Columbia	WCJU	1
Columbus	WACR	6
Greenville	WGVM	35
Grenada	WNAG	12
Gulfport	WGCM	5
Hattiesburg	WBKH	6
	WHSY	5
Hazlehurst	WMDC	8
Indianola	WNLA	6
Jackson	WJXN	15
	WOKJ	84*
	WRBC	31
Laurel	WLAU	8
Louisville	WLSM	10
Meridian	WMOX	12
	WTOK	5
Philadelphia	WHOC	6
Tupelo	WELO	2
Waynesboro	WABO	1
West Point	WROB	8

## MISSOURI

Charleston	KCFR	8
Kansas City	KMBC	2
	KPRS	84*
	KUDL	9
St. Louis	KSTL	18
	KXLW	78
	KXOK	1/2

## NEVADA

Las Vegas	KLAS	2
	KORK	6
Reno	KWRN	1

## NEW JERSEY

Asbury Park	WJLK	2
Atlantic City	WFPG	3
	WMID	6
Bridgeton	WSNJ	1
Camden	WCAM	71
Newark	WAAT	14
	WHBI	19*
	WNJR	127*
Trenton	WBUD	16
	WTNJ	3

## NEW YORK

Binghamton	WINR	1
Buffalo	WGR	3/4
	WKBW	2
Elmira	WELM	1/2
Kenmore	WXRA	3
Kingston	WKNY	1
New York	WABC	1/2
See Newark,	WEVD	1
N. J.	WHOM	20
	WLIB	68
	WOV	51
	WWRL	45 1/2
Niagara Falls	WJIL	8
Patchogue	WALK	2
Rochester	WSAY	2

## NORTH CAROLINA

Asheville	WSKY	20
Burlington	WBBB	5
	WFNS	4
Charlotte	WGIV	58
	WWOK	21
Dunn	WCKB	3
Durham	WDNC	11
	WSCR	90*
	WSSB	24
	WTIK	30
Elizabeth City	WGAI	3
Fayetteville	WFAI	14
	WFLB	15
	WFNC	9 1/2
Goldsboro	WFMC	10
Greenville	WGTC	5
Henderson	WHNC	11
High Point	WHPE	7
	WMFR	3
	WNOS	24
Jacksonville	WJNC	1/2
Kings Mountain	WKMT	7
Kinston	WELS	15
	WFTC	10
Laurinburg	WEWO	10
Lincolnton	WLON	1
Lumberton	WAGR	3
Mount Airy	WSYD	3
	WHIT	3
New Bern	WOOW	23
N. Wilkesboro	WKBC	3
Raleigh	WNAO	10
	WRAL	9
Reidsville	WFRC	6
	WREV	7
Rocky Mount	WCEC	8
Roxboro	WRXO	4
Salisbury	WSAT	5
Sanford	WWGP	7
Siler City	WNCA	5
Smithfield	WMPM	4
Southern Pines	WEEB	14
Tarboro	WCPS	15
Tryon	WTYN	7
Wadesboro	WADE	40
Wallace	WLSE	6
Washington	WHFD	3
	WRRF	6
Whitesville	WENC	11
Williamston	WIAM	11
Wilmington	WGNI	3
Wilson	WVOT	14
Winston-Salem	WAAA	84*
	WAIK	7

## OHIO

Columbus	WADC	2
Akron	WAKR	1
Chillicothe	WBEX	3
Cincinnati	WCIN	98*
	WSAI	16
Cleveland	WJMO	75
	WJW	17
	WSRS	20
Columbus	WCOL	1
	WHKC	3
	WVKO	19
East Liverpool	WOHI	3
Fostoria		



*A great and  
Growing market*



## Sell this responsive market faster, better, at lowest cost!

Special programming on the Negro Network Division of Keystone Broadcasting System **KEYSTONE** now appears to be the most effective, most economical method of reaching and selling this special group of American customers.

Note these specific coverage figures: In the daytime, the Negro Network Division claims coverage of 52% of the United States while

in the concentrated Negro population areas, it actually covers 77% of this mass colored population.

Here is a great and growing market reachable at amazingly low cost through **KEYSTONE'S** Negro Network Division, all programming directly to the Negro population. We'll gladly show you our Negro Network marketing figures. Ask us, no obligation!

Write, Wire or Phone: Negro Network Division, KBS.

**CHICAGO**  
111 W. Washington St., STate 2-6303

**NEW YORK**  
580 Fifth Avenue, PLaza 7-1460

**LOS ANGELES**  
3142 Wilshire Blvd., DUinkirk 3-2910

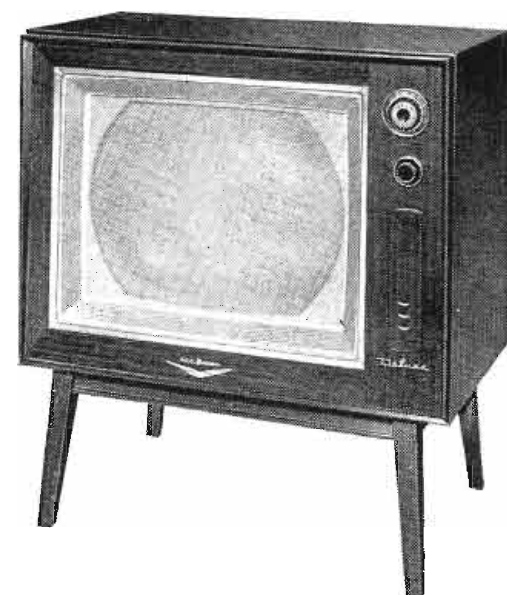
**SAN FRANCISCO**  
57 Post Street, SUtter 1-7440

● **TAKE YOUR CHOICE.** A handful of stations or the network ... a minute or a full hour ... it's up to you, your needs.

● **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

● **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by **KEYSTONE**, yet the best time and place are chosen for you.





# WIN THIS 21-INCH

*in this history-making contest sponsored by*

Just as color television adds an important new dimension to advertising, so "BUYERS' GUIDE TO STATION PROGRAMING" adds an important new dimension to the buying of tv and radio time.

In the two years BUYERS' GUIDE has been published, we've heard of scores of ways it has been used. But we'd like to hear still more uses so they can be passed along for the profit of our readers.

And so this exciting contest was conceived to get the answers from SPONSOR subscribers . . . all of whom received "1955 BUYERS' GUIDE TO STATION PROGRAMING" on May 16th.

Enter the Contest today. The rules are simple. The prizes are exciting. And win, lose or draw . . . your rewards from using "BUYERS' GUIDE" will be great.

*Extra copies of BUYER'S GUIDE are available @ \$2 each.*

*Non-subscribers may get one by entering a subscription to SPONSOR @ \$8 for 1 year, \$12 for 2 years.*

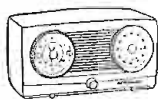
## FIRST PRIZE

### A Magnificent 21-Inch RCA Compatible Color Set!

Now enjoy the thrill of big-screen Color TV—the breathless reality of high drama—the dazzling color of Broadway musicals. And with superb performance goes stunning console cabinetetry. For here is television's newest silhouette, stylish and low . . . a show-piece in rich mahogany or blond tropical hardwood finish. Brings you *all* the programs in your area, too! Magnificent "color-casts" in true-life color—and all the other shows in sharp, clear black and white.

# RCA COLOR TV SET

## BUYERS' GUIDE TO STATION PROGRAMING



### 2ND, 3RD AND 4TH PRIZES—

RCA "Slumberette"  
Clock-Radio

The Slumberette is designed to give you pleasure 'round the clock. At bedtime, enjoy up to an hour of music—inviting sleep, then radio shuts off automatically. In the morning, the automatic switch turns radio on and sounds buzzer ten minutes later. Automatically starts coffee-maker. Built in phonocket.

### TO ENTER, HERE'S ALL YOU DO!

(1) In 100 words or less tell *one way* you are using "BUYERS' GUIDE TO STATION PROGRAMING" (mailed free to all SPONSOR subscribers on May 16th)

(2) Entries will be judged on the basis of originality and freshness of thought by a board of judges that includes Pete Cash, Director Station Relations, TVB; R. David Kimble, Director Local Sales & Service, RAB; and Lawrence Webb, Managing Director, SRA.

(3) Duplicate prizes will be given in case of ties. Employees of SPONSOR are not eligible.

(4) Mail your entry to:

**BUYERS' GUIDE CONTEST**  
c/o SPONSOR SERVICES INC.  
40 East 49th St., N. Y. 17, N. Y.

(5) Entries must be post-marked no later than September 30, 1955.



### 5TH THROUGH 10TH PRIZES—

RCA DeLuxe "Personal"  
Portable

This powerful little performer is housed in non-breakable "impac", won't dent . . . chip . . . crack . . . or break. Here's sensitive reception, too . . . plus room-size volume. And it's all in a portable about the size of a book, less than 6 inches high. Plays instantly . . . no warm-up . . . no waiting. Powered by self-contained batteries.

### THESE EXCLUSIVE FEATURES GIVE BUYERS' GUIDE HUNDREDS OF USES

- ✓ catalogs the local programing of 2172 radio stations and 381 television stations in U. S. and Canada.
- ✓ tells at a glance the program character, audience interests and facilities of each individual station.
- ✓ provides separate lists of stations appealing to specific groups and tastes.
- ✓ shows the number of weekly hours each radio and tv station devotes to 10 principal categories of programing.
- ✓ gives studio facilities and film and slide specifications of tv stations.
- ✓ gives power, national rep, network program hours, services.



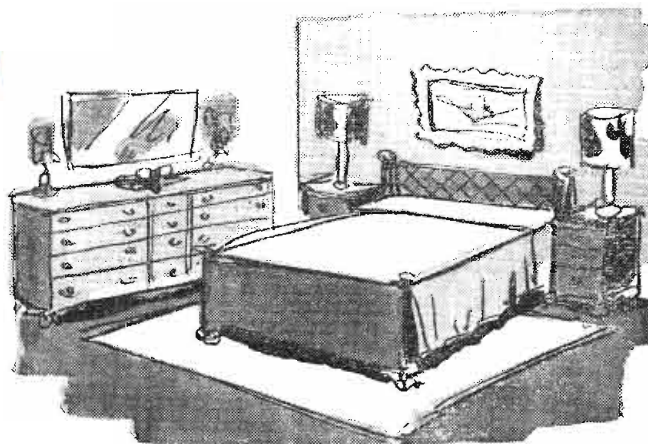
**it started with snow tires . . .**

Like many retailers, the 23-outlet chain of General Department Stores in West Virginia had looked upon television as a costly advertising medium. Predominantly, they'd used small weekly newspapers and small local radio stations. Then, early this year, an interesting thing happened. People besieged General's stores, asking for a brand of snow tires demonstrated over (of all things) television. "Hmmm," hmed General's merchandise manager, "we could *try* TV." So they did.



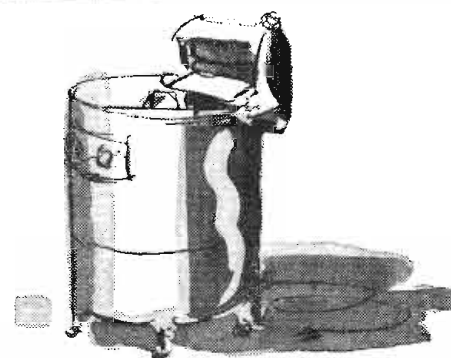
**\$296 ventured — \$32,766.60 gained!**

That's what happened! General selected a likely-looking bedroom suite, invested \$296, and scheduled a single one-minute announcement on four consecutive days over WSAZ-TV. Well, sir, within 10 days they sold 147 bedroom suites at \$159.95 each — plus 100 mattresses at \$59.95 — plus 21 box springs (same price) — plus about \$2,000 worth of bedding items . . . all directly traceable to General's timorous toe dipped into the TV swim. Total sales: \$32,766.60. "Wow!" said General. "Happens all the time," said WSAZ-TV. So . . .



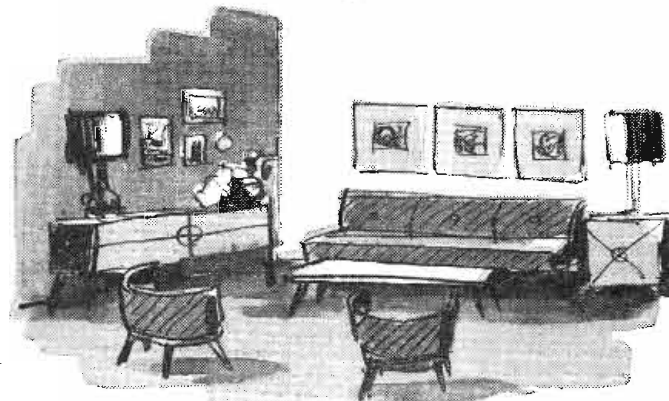
**\$410.30 more brings another \$28,381.65!**

This time the offer was a nationally-advertised wringer-type washing machine, priced at \$169.95. Investment of \$410.30 bought six one-minute commercials on WSAZ-TV — and the boys at General were outspokenly skeptical. But sure enough, within 10 days, 167 washing machines moved out of the stores and another \$28,381.65 — credited to WSAZ-TV — had clanged up on the cash registers. (More, incidentally, than *all* wringer-type washers sold during all of 1954!)



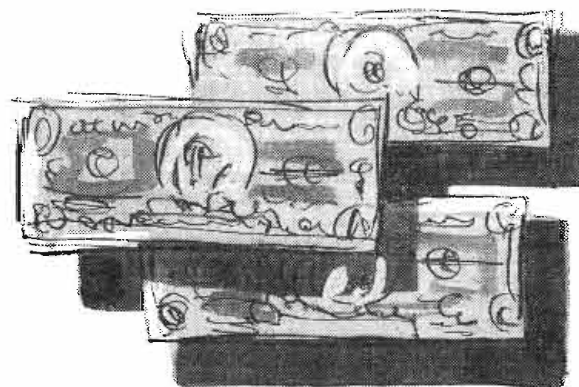
**\$410.30 again — \$22,305.15 sales in 10 days!**

The next month this same surprised advertiser put another \$410.30 to work on WSAZ-TV, promoting a 10-piece modern living room group. What happened? People (synonymous down here, 3 out of 4, with WSAZ-TV viewers) came in for 97 of these \$229.95 sets, spending another \$22,305.15. *That* did it! You can't keep General Department Stores off WSAZ-TV these days. Every month, a new promotion. Every month, new sales records for each item promoted!



**say . . . do you like to make money, too?**

There's nothing mysterious about how this \$83,453.40 was garnered from an \$1,116.60 investment. WSAZ-TV is the *one* medium that covers the whole purse-loaded market in our industrial heart of America — an area five states wide and *four billion dollars deep* in buying power. WSAZ-TV families *want* what you're selling. They have the inclination and the money to buy it. *BUT* you have to reach them to set off sales. Plenty of local and national advertisers know what the Channel 3 magic of WSAZ-TV can accomplish. With their successes to point the way, people will think *you* hate money if you don't get in touch with the nearest Katz office this very day!



Huntington-Charleston, West Virginia  
**CHANNEL 3**  
*Maximum Power*  
**NBC BASIC NETWORK**  
*affiliated with ABC*



also affiliated with Radio Stations WSAZ, Huntington & WGKY, Charleston  
 Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc. represented nationally by The Katz Agency

T E L E V I S I O N





"The service with the most subscribers"

LARGEST SAMPLING OUTSIDE U. S. CENSUS

Pulse interviewers now make  
**2 revisits**  
on every family not at home at time of original Pulse visit

Effective in September reports for every Pulse marked covered, this additional verification emphasizes Pulse accuracy.

Original visit to each home, please bear in mind, is made from probability-type sample from U.S. Census block statistics—absolutely uninfluenced by the interviewer.

Second attempt, for any family not at home previously is made one hour later;

Third attempt for family not home on previous two attempts is made at end of four hour period.

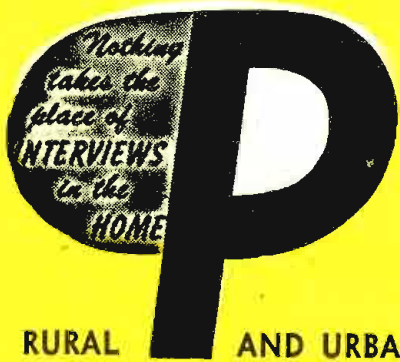
These total 3 visits shrink the "not at home" factor to insignificance—whether you are talking statistics, theory, or pocketbook reality.

PULSE VALIDATES INTERVIEW PERFORMANCE WITH CHECK ON EVERY 10th HOME, INDEPENDENT OF INTERVIEWERS OR SUPERVISORS' SPOT CHECKS.

Pulse delivers the accurate, raw-data tabulation of all facts exactly as gathered!

Let us give you full facts about the many reasons why Pulse has become the service with the most subscribers—and 1955 is our biggest year yet for renewals, new subscriptions, and re-instatements. Write—or better still, phone

This month throughout the U.S., 150,000 homes are being interviewed for next month's "U.S. Pulse TV"



RURAL AND URBAN COVERAGE

PULSE, Inc., 15 West 46th St., New York 36  
Telephone: Judson 6-3316

IN LOS ANGELES — 6399 WILSHIRE BOULEVARD — WEBSTER 1-2412

SPONSOR

Daytime 19 Se

SUNDAY

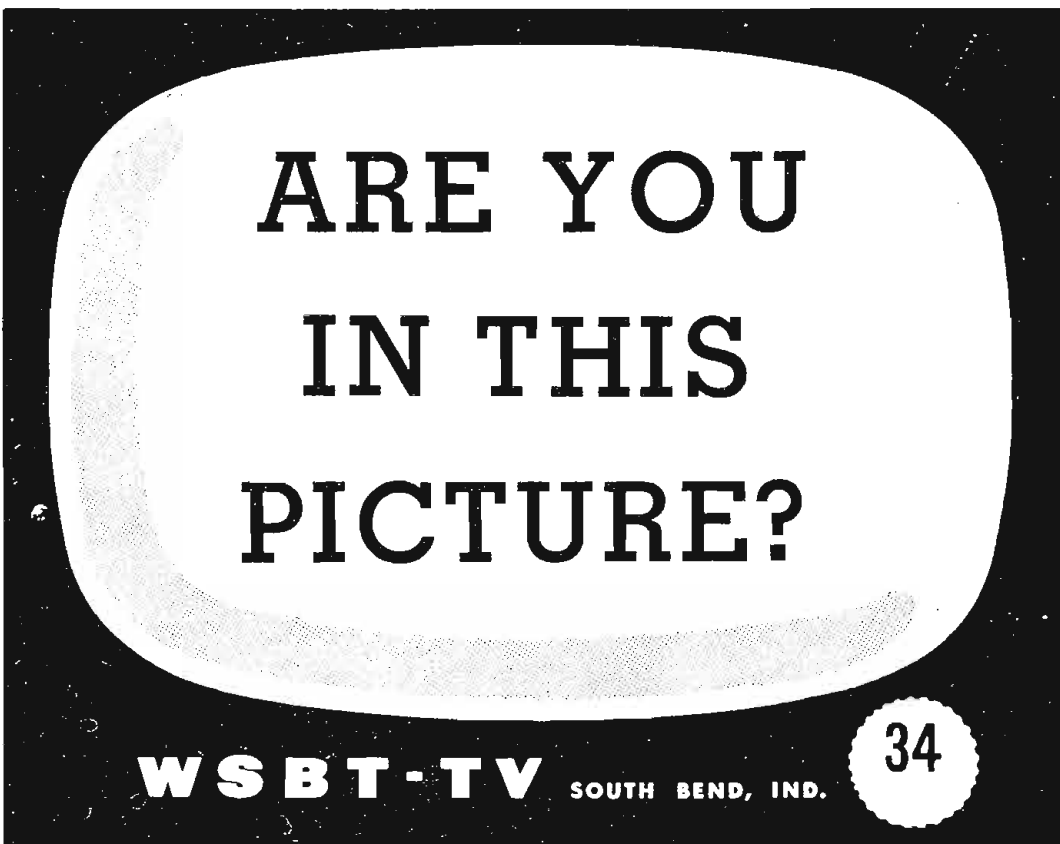
	NBC	CBS	De Mont	NBC	
10:00					
10:15		Lamp Unto My Feet L			
10:30	No network programing		No network programing	No network programing	No network programing
10:45		Look Up and Live L			
11:00					
11:15					
11:30	No network programing		No network programing	No network programing	No network programing
11:45		Wild Bill Hickok Kellogg Co. L			
12:00					
12:15	No network programing	Winky Dink and You L		Capt Hartz & His Pets Hartz Mtn Prods Hartman L	No network programing
12:30		Ideal Toy L	No network programing	Chi \$12,000	No network programing
12:45	Faith for Today Faith for Today, Inc L	Contest Carnival Quaker Oats Co: nuffed wheat, rice L		No network programing	
1:00	Rockhill \$2000	Atlantic City, NJ Wherry, Baker & Tilden \$5500			
1:15	College Press Conference Wash sust			Amer Forum Wash L	
1:30		No network programing	No network programing		No network programing
1:45	Dean Pike NY Sust			Frontiers of Faith NY L	
2:00					
2:15				Amer Inventory NY L	
2:30	No network programing	No network programing	No network programing		No network programing
2:45				Youth Wants to Know Gen Dynamics 35 Wash L	
3:00				Morey, Humm & Johnstone Wash L	\$3,800
3:15					
3:30	No network programing	No network programing	No network programing	Dr. Spock NY L	No network programing
3:45				Zoo Parade Quaker Oats Var NL&B L	\$13,000
4:00					
4:15				Wide Wide World 2 of 4 Maurice Evans Presents 1 of 4 Hall Bros FC&B \$165,000 NBC Opera Theatre NY L	No network programing
4:30		No network programing	No network programing		
4:45	No network programing				
5:00					
5:15	Super Circus 5-6 47NY L			People NY L&F	Mickey C
5:30	Chunky alt wks st 9/25 co-op Hilton Riggio	Omnibus Alum Co of Canada Scott Paper NY 5-6:30 pm L	No network programing		Coca Col Gen Mil m.w.f. 5:30
5:45				Capt. Gallant of Foreign Legion Heinz Foods 65NY, H Maxon	NY per 1/4 h
6:00					

**SATURDAY**

	RBC	CBS	DuMont	NBC	
working	No network programming	No network programming	No network programming	No network programming	6:15
working		The Lucy Show Lehn & Pink McC-E			6:30
working	Flight No. 7 (doc. film) NY	Gene Autry Wm Wrigley Jr. 11NY R&R \$25,000		No network programming	6:45
Time Cola	Ozark Jubilee 7:30-9 Springfield, Mo co-op 8-9	Beat the Clock Sylvania Electr Prods 87NY	No network programming		7:00
Evening		Stage Show Nestle Bryan Houston			7:15
Evening	Grand Ole Opry Raiston-Purina Guild, Bascom & Bonfigli & co-op Nashville st 10/15 every 4th wk	Jackie Gleason in the Honeymooners General Motors Buick Div. Kudner	No network programming	Perry Como Show Kleenex FC&B Noxzema SSC&B Gold Seal Campbell-Mittun Dormeyer John Shaw NY	7:30
Evening	Lawrence Welk Show 9-10 Dodge Div, Chrysler Corp. Grant	Two for the Money Sheaffer Pen Seeds alt wk P Lorillard: old gold cigs 132NY L L&N \$27,500	No network programming	People Are Funny Toni Burnett Papermate FC&B NY	7:45
Evening		It's Always Jan P&G BB&T 3 out of 4 wks \$32,500		Jimmy Durante Texas Co Kudner \$40,000 Spectacular IN COLOR 9-10:30 1 wk in 4 Oldsmobile Brother \$200,000	8:00
Evening	Tomorrow Ball st 9/17 sust	Gunsmoke L&M C&W 3 out of 4 wks	No network programming	George Gobel Show (3 wks in 4) Armour Co FC&B \$42,400 Pet Milk Gardner 105NY L	8:15
Evening	No network programming	Damon Runyon Theatre Anheuser-Busch 3 out of 4 wks 87NY F D'Arcy \$35,000		Your Hit Parade Warner-Hudnut K&E Amer Tobacco: lucky strike 136NY F BBDO \$35,000	8:30
Evening	No network programming	No network programming	No network programming	No network programming	8:45
Evening	No network programming	No network programming	No network programming	No network programming	9:00
Evening	No network programming	No network programming	No network programming	No network programming	9:15
Evening	No network programming	No network programming	No network programming	No network programming	9:30
Evening	No network programming	No network programming	No network programming	No network programming	9:45
Evening	No network programming	No network programming	No network programming	No network programming	10:00
Evening	No network programming	No network programming	No network programming	No network programming	10:15
Evening	No network programming	No network programming	No network programming	No network programming	10:30
Evening	No network programming	No network programming	No network programming	No network programming	10:45
Evening	No network programming	No network programming	No network programming	No network programming	11:00
Evening	No network programming	No network programming	No network programming	No network programming	11:15
Evening	No network programming	No network programming	No network programming	No network programming	11:30
Evening	No network programming	No network programming	No network programming	No network programming	11:45
Evening	No network programming	No network programming	No network programming	No network programming	12:00

15-8:30  
7:30-8 pm  
Sat 9-10:30 pm  
Sun 6-6:30 pm  
9:15-9:30 pm  
Tu 8:30-9 pm  
-10:30 pm; CBS,  
3C, alt W 9-9:30  
11:15-30 am; M-  
er W 7:45-8 pm  
0-10:30 pm  
Blow, Beirn &  
2:30-1 pm; 1:30-  
a; M 9-9:30 pm;  
0:30 pm; alt M  
pm; Sat 9:30-10  
9 pm; NBC, M-F  
pm  
len: CBS, alt M  
Sun 3:30-4 pm;  
Baker & Tilden:  
:30-8 pm  
i 8:30-9 pm  
& Bonfigli: F  
a; T 8-9 pm  
alt Sun 10:30-11  
& Kummel: CBS,  
10:30 pm

R. J. Reynolds, Esty: CBS, W 9:30-10 pm; 3 of 4  
Th, 12:30-1 pm; CBS, Th 8-8:30 pm; T  
8:30-9 pm; F 9-9:30 pm  
Ronson, Norman, Craig & Kummel: CBS, W, F  
7:30-45 pm  
Rosefield Pkg., G.B&B: ABC, Sun 7-7:30 pm  
Schick, K&E: NBC, M 9:30-10:30 pm; Sat after-  
noon game  
Schlitz Brewing, L&N: CBS, F 9-9:30 pm  
Scott Paper, JWT: NBC, W 8:30-9 pm; CBS, Th  
10-10:15 am; F 10:15-30 am; Th 3:45-4 pm;  
CBS, Sun 5-6:30 pm  
Sheaffer Pen, Seeds: ABC, W 9:30-10 pm; CBS,  
alt T 8-8:30 pm; Sat 9-9:30 pm  
Simeniz Co., NBC: NBC, alt F 9-9:30 pm; CBS,  
W 10:15-30 am; W 3:30-45 pm  
Singer Sewing, Y&R: CBS, Th 9:30-10 pm  
S.O.S., McCann-Erickson: CBS, alt F 8:30-45 pm;  
NBC, Sat 9-9:30 pm; ABC, alt W 5:30-5:45  
pm  
Staley Mfg., R&R: CBS, alt M 10:15-30 am  
Standard Brands, Bates: NBC, M 5:30-8 pm  
State Farm Inc., NL&B, NBC, F 10:30-11 pm  
Sterling Drug, D-F-S: ABC, F 9:30-10 pm  
Studebaker-Packard, R&R: ABC, M 8-8:30 pm  
Sunbeam, Perrin-Paus, NBC, T 8-9 pm  
Sweets, Moselle & Eisen: NBC, Sat 10:30-11 am  
Swift, JWT: McC-E: DTN, Th 1:45-2 pm  
Sylvania, JWT: CBS, Sat 7:30-8 pm  
Texas Co., Kudner: NBC, Sat 9:30-10 pm  
Tide Water Assoc. Oil, Buchanan: ABC, T, Th  
7:15-30 pm  
Toni Co., W&G, CBS, M 8:45-9 pm; W 8-8:30  
(Continued on page 134)



BETTER TAKE A CLOSE LOOK AT THIS PICTURE. WE THINK YOU OUGHT TO BE IN IT AND HERE'S WHY . . .

**WSBT-TV DOMINATES THE SOUTH BEND MARKET**

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program's South Bend audience increased over 300%! Further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 80%! (Hooper, Nov., 1954).

**WSBT-TV VIEWERS COMPRISE ONE OF AMERICA'S RICHEST MARKETS**

South Bend's Metropolitan Area is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales!

**WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA**

Population of the station's coverage area is 814,600 or 248,900 homes. Effective Buying Income . . . \$1,342,802,000. An exceedingly important market!

**WSBT-TV REACHES 181,953 UHF EQUIPPED SETS**

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.



A CBS BASIC OPTIONAL STATION  
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES



# PARAGRAPH OF NETWORK PROGRAMS

# Nighttime 19 S

	WEDNESDAY				THURSDAY				FRIDAY				
	A&E	A&E	CBS	DuMont	A&E	CBS	DuMont	A&E	CBS	DuMont	A&E	CBS	DuMont
network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
network programming	Kukla, Fran & Ollie Ch m-f L co-op	No network programming m-f	No network programming	No network programming	Kukla, Fran & Ollie Ch m-f L co-op	No network programming m-f	No network programming	No network programming	Kukla, Fran & Ollie Ch m-f L co-op	No network programming m-f	No network programming	No network programming	No network programming
Shorelet Dirs. with th. L	John Daly News Miles Labs 33NY m.w.f. T. \$19,500	D Edwards News Ronson 99NY w.f. L Norman, Craig & Kummel \$8,500	The Big Fight partie	Coke Time Coca-Cola NY w.f. L D'Arcy \$28,000 for 2	John Daly News Tide Water Oil NY tu,th L Buchanan	Lone Ranger General Mills: wheaties 51NY F	Sgt. Preston of the Yukon Quaker Oats W&T F	The Goldbergs Old Dutch Coffee NY st 9/22 F	John Daly News Miles Labs 33NY m.w.f. L Wade	D Edwards News Ronson, w.f. Norman, Craig & Kummel	My Friend Flicka TBA	What's the Story Allen B. DuMont NY Direct \$3000	Col Co NY D'Arcy News: PI t,th,f. Esty
Raye how Berle 3 wks K&E	Disneyland (7:30-8:30 cont'd) Derby Foods McCann-Erickson alt wks 100 Hy F 1 hr show \$75,000	Godfrey & Friends Toni: home perm W&G 8-8:30	No network programming	Screen Directors Playhouse Elastiman-Kodak 78NY JWF \$40,000	Life is Worth Living Admiral Corp NY st 10/13 Erwin, Wasey \$20,000	Stop the Music Neochi Sewing Grey alt wk Quality Jwirs NY L Grey \$ 20,000	Climax (dramas) (3 wks in 4) Shower of Stars IN COLOR (1 wk in 4) Chrysler Corp Hy 8:30-9:30 L McE \$65,000	Long John Silver A. Goodman Al Paul Defton NY st 9/22 F	Adventures of Ozzie & Harriet Hotpoint alt wk with TBA NY F	Mama Gen Fds: maxwell hs coff, walter baker choc, post cereals 78NY L	No network programming	No network programming	Tr Cont: P. Lenner NY
Prin-Paus of K&E 3 wks	M-G-M Parade st 9/21 Amer Tobacco SSCB	General Motors: Frigidalre FC&B alt wks 8:30-9 Pillsbury Burnett \$35,000 per 1/2 hr	No network programming	Father Knows Best Scott Paper 62Hy F JWF \$38,000	Bob Cummings R. J. Reynolds: winston cigs 81NY F Esty \$26,000	Climax (dramas) (3 wks in 4) Shower of Stars IN COLOR (1 wk in 4) Chrysler Corp Hy 8:30-9:30 L McE \$65,000	No network programming	People's Choice Borden Co: all products 59NY Y&R F	Treasury Men in Action Chevrolet 115NY F	Our Miss Brooks Gen'l Foods Y&R \$30,000	No network programming	Life G 120NY Y&R	
Wyman's Theatre Compton L	Masquerade Party Knomark Mfg: esquire polish Mogul alt wks 115NY L Kletter \$20,000	The Millionaire Colgate: lustre crm, palmolive shv crm, veto 130NY F	No network programming	Kraft TV Theatre Kraft Foods: velveeta, kraft deluxe slices 64NY 43L JWF \$28,000	Star Tonite Brillo Mfg 35NY L	Climax; Shower of Stars 8:30-9:30 Chrysler Corp McCann-Erickson	No network programming	Dragnet Liggett & Myers: chesterfields 106NY F	Dollar a Second Mogen David Wine NY Weiss & Geller L	The Crusader R. J. Reynolds Esty	No network programming	Amer pa SSCB Simon 81NY SSCB	
McMJ&A L with	Penny to a Million Sheaffer Pen: Seeds alt wk 80Hy L Brown & Wmsn 70Hy alt wk L Bates \$23,000	I've Got a Secret R J Reynolds: winston cigs 109NY L Esty \$25,000	No network programming	This is Your Life P&G: gleem Compton Hazel Bishop: cosmetics 84Hy L Raymond Spector \$25,000	Johnny Carson Show Revlon alt wk Weintraub Gen Fds Hy alt wk L Y&R \$28,000	Halls of Ivy Int'l Harvester Burnett alt wk Nat'l Biscuit NY alt wk F McC-E \$51,000	No network programming	Lux Video Theatre Lever Bros: 89Hy 10-11 L	The Vise Sterling Drug 90NY F	Schlitz Playhouse of Stars Schlitz Brewing L&N \$32,500	No network programming	Sta NY Camt BBDO	
strong Theatre ag BBDO L	Wednesday Night Fights Pabst Brewing Warwick & Legler Mennen Co co-sponsor Var L 10 pm to concl McCann-Erickson Kenyon & Eckh \$35,000	20th Century Fox Theatre 10-11 General Electric Y&R alt wk \$125,000	No network programming	Big Town Lever Bros SSCB, McE, Ogilvy, Benson & Mather A.C. Spark Plug 77NY alt wk F Brother \$58,000	Johnny Carson Show Revlon alt wk Weintraub Gen Fds Hy alt wk L Y&R \$28,000	Halls of Ivy Int'l Harvester Burnett alt wk Nat'l Biscuit NY alt wk F McC-E \$51,000	No network programming	Lux Video Theatre Lever Bros: 89Hy 10-11 L	The Vise Sterling Drug 90NY F	Schlitz Playhouse of Stars Schlitz Brewing L&N \$32,500	No network programming	Alec Templetton co-p NY L	
network programming 1 wk	No network programming	News of the Night; Sports of the Night NY m-f L	No network programming	No network programming all wk	No network programming	No network programming	No network programming	No network programming all wk	No network programming	News of the Night; Sports of the Night NY m-f L	No network programming	No network programming	No network programming
might e Allen) pm-1 am m-f L	No network programming	No network programming m-f	No network programming m-f	Tonight (Steve Allen) 11:30 pm-1 am Var m-f L 1-min partic. time & talent \$3800 to \$5750	No network programming m.t.th.f	No network programming	No network programming m-f	Tonight (Steve Allen) 11:30 pm-1 am Var m-f L 1-min partic. time & talent \$3800 to \$5750	No network programming m.t.th.f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f

Dodge, Grant: ABC, Tu 9-9:30 pm; Sun 10-10:30 pm; Sat 9-10 pm  
 Dole Sales, Ayer: CBS, F 2:45-3 pm  
 Dormeyer, John Shaw, Sat, NBC, 8:45-9 pm  
 Dow Chemical, MacMJ&A: NBC, M 9-9:30 pm; Sat 5-5:15 pm; CBS, Th 10-10:45 am  
 DuMont Labs., direct: DTN, F 7:30-8 pm  
 DuPont, BBDO: ABC, Tu 9:30-10 pm  
 Eastman-Kodak, JWT: NBC, W 8-8:30 pm  
 Elgin, Y&R: CBS, alt F 10:30-11 pm  
 Emerson Drug, L&N: ABC, alt Sun 9-9:30 pm  
 Faith for Today, Rockhill: ABC, Sun 12:30-1 pm  
 Falstaff, DFS: CBS, Sat 2-4:30 pm  
 Firestone, Sweeney & James: ABC, M 8:30-9 pm  
 Ford, JWT: NBC, Th 9:30-10 pm; K&E: ev 4th M 8-9:30 pm  
 R. T. French, JWT: NBC, W 4:30-4:45 pm  
 General Cigar, Y&R: NBC, Sat afternoon game  
 General Dynamics, Morey, Humm & Johnstone: NBC, Sun 2:30-3 pm  
 General Electric, BBDO: CBS, Sun 9-9:30 pm; CBS, alt W 10-11 pm; ABC, Tu 7:30-8:30 pm  
 General Foods, Y&R: CBS, 9:30-10 pm; NBC, Sun 6:30-7 pm; CBS, alt M 9-9:30 pm; B&B: CBS, F 8:30-9 pm; Th 10-10:30 pm; NBC, Sat 11-11:30 am  
 General Mills, DFS: ABC, Th 7:30-8 pm; CBS Sat 1-1:30 pm; & K-R: CBS, M, W, F 12:15-1 pm; BBDO: CBS, W, F, 5-5:15 pm; M, W, F 3:45-4 pm; W, F 2:15-3 pm; T-L: CBS, Sat 11:30-12m; M, W, F 5:15-5:30, 5:45-6 pm  
 General Motors, Frigidalre, FC&B: CBS, Tu, Th, 11-11:15 am; alt W 8:30-9 pm; T 10:30-11 pm; Buick Div., CBS, Sat 8:30-9 pm  
 Gerber Prods., D'Arcy: NBC, Th 10:15-30 am; CBS, alt F 3:30-4:45 pm  
 Gillett: Maxon: NBC, 10-10 pm to concl  
 A. Goodman, Al Paul Defton, Du Mont, Th 8-8:30 pm  
 Gold Seal, CM, Sat, NBC 8:30-8:45 pm  
 B F Goodrich, BBDO: CBS, alt M 8-8:30 pm  
 Goodveer: Y&R: NBC, alt Sun 9-10 pm  
 Gulf Oil, Y&R: NBC F 8:30-9 pm  
 Hall Bros., FC&B Sun, NBC 4-5 pm  
 Hamm Brewing Co: CBS, F 10:30-11 pm  
 Hartz Mtn Prods, Hartman, NBC Sun 12-12:15  
 H. J. Heinz, Maxon: DTN, Tu 8:30-9 pm; NBC, Sun 5:30-6 pm  
 Helene Curtis, Ludgin: CBS, Tu 2:15-30 pm; M 8-9 pm  
 Ideal Toy, Grey: CBS, Sun 12-12:30 pm  
 Int'l Harvester, Burnett: CBS, Th 10:30-11 pm  
 Int'l Shoe, H. H. & McD: NBC, alt F 5:45-6 pm  
 Jerome's, Robt. W. Orr: NBC, M-F 4:15-5 pm  
 Johns-Mansville, JWT: NBC, alt Sun 6-6:30 pm  
 Johnson & Johnson, Y&R: CBS 7:30-8 pm  
 S. C. Johnson, NL&B: NBC, alt M 9:30-10:30 pm; Kellegh, Burnett: CBS, Th 2:30-4:45 pm; Tu, Th 10:45-11 am; ABC, alt Sun 5:30-6 pm; CBS, Sun 6-6:30 pm  
 Kleenex, FC&B, Sat, NBC, 8-8:15 pm  
 Knomark Mfg., Mogen: ABC, alt W 9-9:30 pm  
 Kraft Foods, JWT: NBC, W 9-10 pm  
 Lanolin Plus, Dugran-Phelps: CBS, M 2:15-30 pm  
 Lee Lid., Milton Weinberg: NBC, M 8-9 pm; Sat 8:30-7 pm  
 Lehn & Fink, L&N: CBS, Sun 6-6:30 pm  
 Lenthertic, C&W: ABC, alt Sun 9-9:30 pm  
 Lever Bros., Mc-E: CBS, M, W 11-11:15 am; Sat 1:30-2 pm; NBC, W 10:30-11 pm; Ayer: CBS, M, W, F 2:30-4:45 pm; JWT: NBC, Th 10-11 pm; CBS, T 10-10:15 pm  
 Libby, JWT: DTN, Th 1:45-2 pm  
 Liggett & Myers, C&W: NBC, Th 9-9:30 pm; ABC, W 8:30-9 pm; CBS, Sat 10-10:30 pm; ABC, Tu 7:30-8:30 pm  
 Lincoln-Mercury, K&E: CBS, Sun 8-9 pm  
 Thomas J Lipton Y&R: CBS, W 8:30-9 pm  
 P. Lorillard, Y&R: CBS, F 8-8:30 pm; Sat 9-9:30 pm; Sun 10-10:30 pm  
 Luden's, Inc., M Marbea: NBC, F 5:30-4:45 pm  
 Mars Candy, Burnett, ABC, F 5:30-5:45 pm  
 Masland, Anderson & Cairns: CBS, W 10-10:15 am  
 Mattel, ABC, alt W 5:30-5:45 pm  
 Maytag, McCann-Erickson: CBS, alt T 8-8:30 pm  
 Manhattan Soap, SB&W: NBC, T, Th 10-10:15 am  
 Mennen Co., McCann-Erickson, Kenyon & Eckhardt: ABC, W 10 pm to concl  
 Miles Labs, Wade: CBS, Tu 10-10:15 am; ABC, M, W, F 7:15-8 pm  
 Minn. Mining, BBDO: CBS, M 10:30-4:45 am  
 Mogen David Wine, W&G: ABC, F 9-9:30 pm  
 Monsanto Chem., NL&B: ABC, Tu 7:30-8:30 pm  
 Montener, Ludgin: CBS, Sun 10:30-11 pm  
 Nat'l Biscuit, McE: ABC, F 7:30-8 pm; CBS, alt Th 10:30-11 pm  
 Nat'l Dairy Prods., Ayer: CBS, Sat 12-1 pm  
 Neechi, Grey: ABC, Th 8:30-9 pm  
 Nestle, Bryan Houston: CBS, Sat 8-9 pm  
 Norwich Pharm., B&B: CBS, Sun 11-11:15 pm  
 Noxzema, SSC&B, Sat NE  
 Old Dutch Coffee, Du Mont  
 Oldsmobile, Brother: NBC,  
 Pan-Am, Airways, JWT: N  
 Paper Mate, FC&B, CBS,  
 Parker Pen, Tatham-Laird,  
 Pet Milk, Gardner: NBC, F  
 Tu 9:30-10 pm  
 Pharmaceuticals, Inc., Klett  
 pm; Sun 9:30-10 pm  
 Pillsbury, Burnett: CBS, M  
 Th 2:45-3 pm; W, 8-9  
 Plymouth, Ayer: NBC 3 of  
 Pontiac, McMJA, NBC a  
 Procter & Gamble, D-F-S,  
 Toigo, Compton: CBS,  
 2 pm; 4:30-5 pm; 4-4  
 Sun 10-10:30 pm; W  
 10:15-30 am; CBS, Sa  
 pm; F 10-10:30 pm; F  
 12-12:15 pm; NBC T F  
 Prudential Ins., Calkins &  
 10:15-30 am; Sun 6:30  
 Quaker Oats, NL&B; N  
 Th 7:30-8 pm; Whe  
 CBS, Sun 12:30-1 pm;  
 Quality Jewelers, Grey: AI  
 Ralston-Purina, Guild, E  
 10-10:30 pm  
 RCA, K&E: NBC, M 8-9  
 Remington Rand, Y&R: C  
 pm; 8-9 pm  
 Revlon, BBDO, Norman, C  
 alt T 10-10:30 pm; T

	MONDAY			TUESDAY			WEDNESDAY					
	CBS	DuMont	NBC	ABC	CBS	DuMont	NBC	ABC	CBS	DuMont	NBC	ABC
10:00-10:30	Garry Moore Bristol-Myers DCSS 10-10:15 Prudential C&H Staley Mfg: R&R 66NY alt m-f L 1/4 hr \$3,140	No network programming all wk	Ding Dong School 10-10:30 P&G: BB&T alt m 10:15-30 66Ch 1/4 hr \$745 1/2 hr \$1,600	No network programming m-f	Garry Moore Miles Labs Wade Adv tu 10-10:15 Kellogg: Burnett tu 10:15-30 55-70NY L 1/4 hr \$3,140	No network programming all wk	Ding Dong Schl 10-10:30 Manhattan Soap SB&W t,th 10-10:15 Colgate: Bates P&G: BB&T 1/4 hr \$1,600	No network programming m-f	Garry Moore Masland & Sons Anderson & Cairns w 10-10:15 am Simoniz SSCB DFS Best Fds: DFS w 10:15-30 55-70NY L 1/4 hr \$2038	No network programming all wk	Ding Dong School 10-10:30 Wander Co: Waltone 10:15-30 Tatham-Laird Ch m-f L 1/4 hr \$1,600	No netw program m-f
10:30-11:00	Arthur Godfrey Minn Mining BBDO m 10:30-45 Bristol-Myers, Y&R m,w 10:45-11 50Var L simul 1/4 hr \$3995	No network programming m-f	Hollywood Backstage Chas Antell m-w-f tu, th sust L	No network programming m-f	Arthur Godfrey Chef Boy-Ar-Dee tu,th 10:30-45 Y&R Kellogg, Burnett tu,th 10:45-11 58Var L simul 1/4 hr \$3995	No network programming m-f	Hollywood Backstage Chas Antell m-w-f sust tu, th L	No network programming m-f	Arthur Godfrey Corn Prods, Miller w 10:30-45 Bristol-Myers, Y&R m,w 10:45-11 40Var L simul 1/4 hr \$3995	No network programming m-f	Hollywood Backstage Chas Antell mwf tu, th sust L	No netw program m-f
11:00-11:30	Godfrey (cont'd) Lever: pepsodent m,w 11-11:15 FC&B Pillsbury Mills m-th 11:15-30 Burnett 51 stns Strike It Rich Colgate: ttpst; rel, super suds, palmolive, fab, ajax 76NY L Esty m-f 3,000	No network programming m-f	Home m-f 11-12 91NY L&F (Women's service program. For partic sponsors, there are eight 1-min commer- cials an hour available 1-min partic: time & tal \$7000 (see tu for sponsor list)	No network programming m-f	Godfrey (cont'd) GM: frigidaire tu 11-11:15 FC&B Pillsbury Mills m-th 11:15-30 Lee Burnett Strike It Rich Colgate m-f (see mon) Esty	No network programming m-f	Home m-f 11-12 NY L&F (see mon) Partic sponsors: Wear-Ever Prods F&S&R H. J. Heinz Maxon Hills Bros Ted Bates Peerless Elec: broil-quick Ziwe Co 1-min partic: time & tal \$7000	No network programming m-f	Godfrey (cont'd) Lever: pepsodent m,w 11-11:15 FC&B Pillsbury Mills m-th 11:15-30 Lee Burnett Strike It Rich Colgate m-f (see mon) Esty	No network programming m-f	Home m-f 11-12 NY L&F (see mon & tu) 1-min partic: time & tal \$7000	No netw program m-f
11:30-12:00	Valiant Lady Gen Mls: bisqx 88NY m,w,f L \$12,000 Love of Life Amer Home Pr 117NY m-f L B-B-T \$8500 Search for Tom's P&G: joyt 68NY m-f L B-B-T \$10,000 Guiding Light P&G: ivory, dust 98NY m-f L Compt \$9,500	No network programming all wk	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 seg Hy m-f L Benton & Bowles 1/4 hr \$2,700 Feather Year Nest (quils, Bud Collyer) Colgate-Palmolive 60NY m-f L alt d 12:30-45 Esty 1/4 hr \$2,700	No network programming m-f	Valiant Lady Wesson Oil NY st 9/6 L Fitzgerald Love of Life Amer Home Pr m-f (see mon) B-B-T Search for Tom's P&G: joyt m-f (see mon) B-B-T Guiding Light P&G: ivory, dust m-f (see mon) Compton	No network programming all wk	Tennessee Ernie Ford Show P&G: 12-12:15 Hy m-f L B&B Feather Year Nest Colgate-Palmolive alt d 12:30-45 NY m-f L Esty	No network programming m-f	Valiant Lady General Mills m,w,f (see mon) DFS, K-R Love of Life Amer Home Pr m-f (see mon) B-B-T Search for Tom's P&G: joyt m-f (see mon) B-B-T The Big Fight P&G: ivory, dust m-f (see mon) Compton	No network programming all wk	Tennessee Ernie Ford Show Procter & Gamble 12-12:15 B&B Hy m-f L Feather Year Nest Colgate-Palmolive alt d 12:30-45 NY m-f L Esty	No netw program m-f
12:00-12:30	Jack Paar Show NY m-f L Welcome Travelers P&G: prell, ivory snow 102Ch m-f L B&B 1/2 hr \$3000	No network programming m-f	No network programming m-f	No network programming m-f	Jack Paar Show NY m-f L Welcome Travelers P&G: prell, ivory snow m-f (see mon) DFS	No network programming m-f	No network programming m-f	No network programming m-f	Jack Paar Show NY m-f L Welcome Travelers P&G: prell, ivory snow m-f (see mon) DFS	No network programming m-f	No network programming m-f	No netw program m-f
12:30-1:00	Robert Q. Lewis 82NY L Lanolin Plus Duggan-Phelps 1/4 hr \$3,150 Art Linkletter Lever: surf 67Hy m,w,f L BBDO (see bel) Pillsbury Mills: hour, mixes 54Hy m-th L LB 1/4 hr \$4000	No network programming m-f	No network programming m-f	No network programming m-f	Robert Q. Lewis sust L 72NY 1/4 hr \$3,150 Art Linkletter Kellogg: all pr 52Hy L LB tu,th 1:30-45 Pillsbury Mills 2:45-3 LB 1/4 hr \$4000	No network programming m-f	No network programming m-f	No network programming m-f	Robert Q. Lewis sust L 72NY 1/4 hr \$3000 Art Linkletter Lever: surf m,w,f 2:30-45 BBDO Pillsbury Mills m-th 2:45-3 (see mon) Lee Burnett	No network programming m-f	No network programming m-f	No netw program m-f
1:00-1:30	Big Payoff Colgate: fab, chlorophyll th- pst, cashmr bot 82NY m-w,f L (sus tu,th) Esty 1/4 hr \$3,000 Bob Crosby 3:30-45 sus General Mills 43Hy m,w,f L 3:45-4 Knox- Reeves 1/2 hr \$3,000	No network programming m-f	NBC's Matinee Theatre partic sponsors HY L	No network programming m-f	Big Payoff m-f NY sus tu,th L Bob Crosby w alt wk Larsen O-M 3:30-3:45 Miles Labs 3:45-4 Wade 1/4 hr \$3,700	No network programming m-f	NBC's Matinee Theatre partic sponsors HY L	No network programming m-f	Big Payoff Colgate m,w,f (see mon) Esty Bob Crosby Simoniz Co SSCB 3:30-45 General Mills m,w,f 3:45-4 44Hy m-f Knox- Reeves 1/4 hr \$3,700	No network programming m-f	NBC's Matinee Theatre partic sponsors NY L	No netw program m-f
1:30-2:00	Brighter Day P&G 115NY m-f L Y&R \$9000 The Secret Storm Am Home Prods: 119NY m-f L B-B-T \$8,500 On Your Account (Win Elliott) P&G: tide, prell 122NY m-f L B&B 1/2 hr \$3000	No network programming m-f	Way of the World Borden Co NY m,w,f L Y&R 1/4 hr \$2600 First Love Jergens Co 45Phila m-f L Orr 1/4 hr \$2,700 World of Mr Sweeney NY 1/4 hr \$2,700 Modern Romances Colgate-Palmolive 100NY sp alt d L Houston 1/4 hr \$2,600	No network programming m-f	Brighter Day P&G m-f (see mon) Y&R The Secret Storm Amer Home Prs NY m-f L B-B-T On Your Account (Win Elliott) P&G: tide, prell m-f Benton & Bowles	No network programming m-f	Way of the World Borden Co NY m,w,f L Y&R First Love Jergens Co Phila m-f L Orr World of Mr Sweeney NY L Modern Romances Colgate-Palmolive sp alt days Bryan Houston	No network programming m-f	Brighter Day P&G m-f (see mon) Y&R The Secret Storm Am Home Prods: m-f (see mon) B-B-T On Your Account (Win Elliott) P&G: tide, prell m-f Benton & Bowles	No network programming m-f	Way of the World Borden Co NY m,w,f L Y&R First Love Jergens Co Phila m-f L Robt W. Orr Mr. Sweeney R. T. French 44NY w onl L JWT Modern Romances Colgate-Palmolive sp alt days Bryan Houston	No netw program m-f
2:00-2:30	No network programming m-f	No network programming m-f	Mickey Mouse Club m-f Welch Grape Jc DCSS 5:15-5:30 Armour FC&B 5:30-5:45 Carnation Erwin Wasey 5:45-6 NY per 1/4 hr \$2,800	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	Mickey Mouse Club m-f Barker Bill's Cartoons 5-5:15 Gen Mls: sug jets 11NY w,f F Esty 1/4 hr \$4000 No network programming m-f	No network programming m-f	Mickey M. Club Campbell's EFO 5:15-5:30 Bristol-M Y&R 5:30 NY per 1/4 hr	No netw program m-f	
2:30-3:00	No network programming m-f	No network programming m-f	Howdy Doody Standard Brands royal puddings gelatin 78NY 48L Bates 1/4 hr \$2800	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	Howdy Doody Standard Brands royal puddings gelatin 44L 51NY 44L LB (see bel) tu,th 5:30-45 Colgate: ttpst 51NY 5:45 & 1:01 Bates 1/4 hr \$2800	No network programming m-f	Howdy Doody Continental Pk. wonder bread hostess cakes 47NY 29L 5:30-6 Bates \$2,800	No netw program m-f	

# MINUTES For Sale!



**\*PARTY LINE** — with Tommy Reynolds. 12:00-12:30 PM Mon-Fri. South Texas' most popular emcee-salesman in San Antonio's oldest and most successful women's audience participation show.



**\*MY LITTLE MARGIE** — Gale Storm 1:00-1:30 PM Mon-Fri. One of network television's top hit shows now making a daily appearance on Channel 5. A powerful Daytime Sales Vehicle!



**\*MYSTERY THEATER** — presenting "The Falcon" 10:45-11:15 PM Mon-Fri. "The Falcon", First Run for this market, kicks off in San Antonio the "Mystery Strip" idea that has proved so successful in other TV markets coast to coast!

THESE THREE GREAT SPOT CARRIERS MAY BE PURCHASED INDIVIDUALLY OR IN COMBINATION. THEY ARE PRICED RIGHT! Ask FREE & PETERS for details.

**SAN ANTONIO, TEXAS**  
FULL POWER

\*First in 7 of the 8 measured periods where both stations are telecasting! . . .  
Telepulse, July, 1955



**OKLAHOMA**

Ardmore	KVSO	1
Lawton	KSWO	1 1/2
Muskogee	KBIX	8
	KMUS	10
Oklahoma City	KBYE	2
Okmulgee	KHBC	9
Shawnee	KGFF	5

**PENNSYLVANIA**

Beaver Falls	WBVP	3
Bethlehem	WGPA	1
Chester	WDRF	18
Coatesville	WCOJ	2
Erie	WERC	1/2
	WJET	1
	WLEU	5
Farrell	WJAR	2
Harrisburg	WCMB	1/2
Johnstown	WARD	2
Philadelphia	WDAS	90
	WHAT	93
	WJMJ	7
Pittsburgh	WHOD	61
	WILY	60
	WPIT	3
Scranton	WARM	1/2

**RHODE ISLAND**

Newport	WADK	3
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**SOUTH CAROLINA**

Aiken	WAKN	3
Anderson	WAIM	4
	WANS	3
Barnwell	WBAW	9
Beaufort	WBEU	7
Bennettsville	WBSC	14

Bishopville	WAGS	9
Camden	WACA	5
Charleston	WCSC	1
	WPAL	53
	WTMA	3
	WUSN	50
Cheraw	WCRE	6 1/2
Columbia	WCOS	9
	WIS	3
	WMSC	7
	WOIC	77
Florence	WJMX	5
	WOLS	9
Greenville	WAKE	6
	WESC	10
Greenwood	WCRS	3
	WGSW	10
Greer	WEAB	3
Newberry	WKDK	12
Orangeburg	WDIX	6
	WTND	11
Rock Hill	WRHI	2
	WTYC	9
Spartanburg	WJAN	6
	WORD	19 1/2
Sumter	WSSC	30
Union	WBCU	3
Walterboro	WALD	6

**TENNESSEE**

Chattanooga	WAPO	9
	WDXB	12
	WMFS	91*
Clarksville	WJZM	6
Columbia	WKRM	2
Franklin	WAGG	7
Gallatin	WHIN	3
Jackson	WDXI	21
Johnson City	WETB	1
Knoxville	WIVK	8
	WKGK	10
Lewisburg	WJIM	3
Lexington	WDXL	2

Maryville	WGAP	5
McMinnville	WMMT	2
Memphis	KWEM	28
	WCBR	84*
	WDIA	140*
	WHBQ	18
	WHHM	22
	WMPS	1/2
Nashville	WKDA	3
	WLAC	38
	WSOK	84*
Oak Ridge	WATO	1

**TEXAS**

Abilene	KRBC	1/2
	KWKC	1
Athens	KBUD	1
Atlanta	KALT	2
Austin	KTXN	24
Bay City	KIOX	12
Baytown	KREL	63
Beaumont	KJET	98*
	KRIC	14
	KTRM	6
Beeville	KIBL	1
Brenham	KWHI	1/2
College Station	WTAW	5
Conroe	KMCO	6
Corpus Christi	KWBU	6
Corsicana	KAND	6
Crockett	KIVY	7
Dallas	KGKO	1
	KLIF	18
	KSKY	13
	WRR	6
Denison	KDSX	6
El Campo	KULP	4
Fort Worth	KCNC	11
	KNOK	85
Freeport	KBRZ	1
Galveston	KGBC	24
Gonzales	KCTI	1
Greenville	KGVL	4

Houston	KCOH	100*
	KNUZ	12
	KPRC	6
	KYOK	42
Huntsville	KSAM	6
Longview	KLTI	6
Lufkin	KTRE	2
Marlin	KMLW	3
Marshall	KMHT	6
Midland	KJBC	7
Mount Pleasant	KIMP	3
Nagadoches	KSFA	1/2
Orange	KOCT	5
Palestine	KNET	1/2
Pasadena	KLVL	21
Rosenberg	KFRD	0
San Antonio	KCOR	9
	KMAC	12
Seguin	KWED	2
Shamrock	KEVA	2
Sherman	KRRV	1/2
Sinton	KANN	1
Sweetwater	KXOX	1
Temple	KTEM	5
Terrell	KTER	3
Texarkana	KTFB	2
Texas City	KTLW	30
Tyler	KGKB	1/2
	KTBB	6
Uvalde	KVOU	3

**UTAH**

Ogden	KVOG	1/2
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**VIRGINIA**

Arlington	WARL	1/2
Bedford	WBLT	3
Blackstone	WKLV	9
Clifton Forge	WCFV	2
Crewe	WSVS	20
Culpeper	WCVA	1/2

Danville	WDVA	3
Farmville	WFLO	10
Front Royal	WFTR	2
Hopewell	WHAP	6
Norfolk	WLOW	36
	WRAP	126*
Orange	WJMA	4
Radford	WRAD	2
Richmond	WANT	91*
	WLEE	10
	WRNL	1
	WXGI	4
Roanoke	WROV	11
South Boston	WHLF	6
Wytheville	WYVE	1

**WASHINGTON**

Kirkland	KNBX	4
Seattle	KING	1/2
	KTW	1
Tacoma	KTAC	15

**WEST VIRGINIA**

Beckley	WJLS	1 1/2
	WVNR	1
Charleston	WCHS	2
	WGKV	3
Matewan	WHJC	1/4
Oak Hill	WOAY	6

**WISCONSIN**

Kenosha	WLIP	2
Milwaukee	WCAN	6
	WMIL	6
	WOKY	15

**PUERTO RICO**

Mayaguez	WAEI	8
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\*Indicates 100% Negro programming

# NEGRO RADIO ADVERTISERS include national, regional accounts

- Adam Hats
- Alaza Syrup
- Aetna Oil Co.
- Atlantic Beer
- Atlantic & Pacific Tea Co.
- American Ace Coffee
- American Bakeries
- American Income Insurance
- American Snuff Co.
- Anacin
- Anderson Co.
- Apex Hair Dressing
- Ballantine
- Banker's Life & Casualty Co.
- Bavarian Beer
- Bayer Aspirin
- Real-Kill
- Burger Beer
- Betsy Ross Bread
- BC Headache Remedy
- Birdseye Frozen Foods
- Bireley's Orange Drink
- Black Draught
- Black & White Cosmetics
- Blue Star Ointment
- Bond Bread
- Borden's Silver Cow Cream
- Breakfast Cheer Coffee
- Budweiser
- Calumet
- Camel Cigarettes
- Canada Dry (bottles)
- Capitola Flour
- Carduj
- Carnation Milk
- Carter's Little Liver Pills
- Castro Convertible
- Champagne Velvet Beer
- Chicago Metropolitan Mutual Insurance
- Chesterfield Cigarettes
- Chooz
- Coca-Cola
- Colonial Bread
- Concord Clothes
- Gontadina Tomato Paste
- Continental Baking
- Country Club Malt Lager
- Creomulsion
- Dixie Beer

- Dixie Peach
- Doan's Pills
- Domino Sugar
- Donaldson Baking Co.
- Dr. Caldwell's Laxative
- Dr. Palmer's Skin Success
- Dr. Pepper
- Dodge-Plymouth (dealers)
- Drano
- Ebony Magazine
- Peter Eckrich Co.
- Edelweiss Beer
- Ex-Lax
- Falls City Beer
- Feen-a-Mint
- Fashion Hosiery Shops
- Fish Lure
- Fletcher's Castoria
- Florida Power & Light
- Ford Dealers (national, local)
- Four-Way Cold Tablets
- Frigidaire (dealers)
- Garrett's Snuff
- Gebhardt Chili Hot Dog Sauce
- Godefroy's Larieuse Hair Coloring
- Gold Medal Flour
- Gordon's Potato Chips
- Gorton's Fish Products
- Grandma's Syrup
- Gulf Oil Co. (dealers)
- Halo Shampoo
- Hardy Shoes
- Hensler Beer
- Hi-Boy Wine
- Holsum Flour
- Honey Krust Bread
- Hostess Wine
- Hudepohl Beer
- Hunt Foods
- International Harvester Refrigerators (dealers)
- Italian-Swiss Colony Wines
- Jell-O
- Jewel Shortening
- Karo Syrup
- Kraft Mayonnaise
- Kool-Aid
- Lanotone
- La Royale Wine

- Laxtone
- Lipton Soup
- Lincoln-Mercury (national, local)
- Longaid
- Luck's Food Products
- Meadow Gold Milk
- Maine Sardines
- Manischewitz Wine
- Mary Jane Bread
- Medigum
- Melody Hill Wine
- Merita Bread
- Miller's High Life
- Mission Bell Wine
- Mogen David Wine
- Monarch Sewing Machines
- Monarch Wines
- Monticello Drug Co.
- More-Wate
- Motorola TV (dealers)
- Nadinola
- National Shoes
- National Toilet Co.
- Nescafe
- N. J. Bell Telephone
- Noides Bread
- O. J. Beauty Lotion
- Old Gold
- Omin Tablets
- Ortel Brewing Co.
- Pall Mall
- Pennington Bread
- Pepsi-Cola
- Pepsodent
- Perkinson's Corn Meal
- Persulan
- Pertussin
- Pet Milk
- Petri Wine
- Philip Morris Cigarettes
- Lydia Pinkham
- Pio Wine
- Puffin
- Quaker Oats
- Quick Starch
- Reader's Digest
- Ready-To-Bake
- Regal Beer
- Regent Beer

- Rem
- Reserve Insurance
- Richards Wine
- Richbrau Beer
- Roman Cleanser Bleach
- Royal Crown Hair Dressing
- Rubel Baking Co.
- Ruppert Beer
- Sal Hepatica
- Schaeffer Beer
- Schlitz
- Schwepes (bottles)
- Scott's Emulsion
- Sears, Roebuck & Co.
- Silvercup Bread
- Sinclair Refining Co.
- Southern Bread
- Southern Dairies
- Spiegel Co.
- SSS Tonic
- Stanback
- Sulfur-8
- Sun Oil Co.
- Sutton Cosmetics
- Swansdown Flour
- Sweet Peach Snuff
- Snyder's Potato Chips
- Tall Boy Soups
- Taystee Bread
- Tetley Tea
- Thom McAn Shoes
- Tip Top Bread
- Tops Snuff
- Trailways
- Tuxedo Club Hair Dressing
- U.S. Tobacco
- Ward Baking Co.
- Thos. J. Webb Coffee
- Wellco Shoe Corp.
- White Lily Flour
- Wildroot
- Willys Motors (dealers)
- Wilson Canned Meat
- Windex
- Winston Cigarettes
- Wise Potato Chips
- Wright Root Beer
- Wrigley's Gum
- 666 Tonic
- 7-Up (bottles)

**MORE HOURS NEGRO  
PROGRAMMING THAN ANY  
STATION WEST OF THE ROCKIES  
94% NEGRO  
PROGRAMMING**

*Rhythm & Blues—***JUMPIN' GEORGE**



**JOHN HARDY**—original "Honey Boy"  
*Hardy from New Orleans*



*Women's Show—***JACKIE FORD**



*Spiritual—***WALLEY RAY**



**3RD HIGHEST  
PER CAPITA  
INCOME NEGRO  
MKT. IN U.S.**

**OVER  
\$1,000,000  
A DAY SALES  
POTENTIAL**

**KSAN**

STUDIO & OFFICES—1355 MARKET ST.

**SAN FRANCISCO**

**MERCHANDISING TOO!**

- 1. Movie Trailers in Theatres
- 2. Taxi-Cab signs
- 3. Direct Mail to Retail Trade
- 4. Point of Purchase promotion
- 5. Direct contact with trade by personalities

**ALL AT NO EXTRA COST!**

Richard Bott  
Station Manager

Represented Nationally by  
Stars National Inc.

**IMPORTANT: THESE OUTSTANDING NEGRO PERSONALITIES ON KSAN-TV TOO!  
WIRE, PHONE OR WRITE TODAY FOR COMBINED PACKAGE RATES**

# SELLING CHICAGO- LAND NEGROES FOR OVER A QUARTER OF A CENTURY WJOB...

is *still* the favorite Chicagoland Negro Station. WJOB presents such personalities as Elaina Kaye whose twice-daily program reaches more than 500,000 Negroes in the Chicago and Calumet area\*. And every WJOB advertiser receives *free* merchandising and promotion support to help sell his product to WJOB's loyal, *buying* audience.

## WJOB

H A M M O N D , I N D I A N A

Represented by

WILLIAM G. RAMBEAU CO.

\*For availabilities ask Joe Fife, WJOB or your nearest Rambeau representative.

## NEGRO SALES

(Continued from page 109)

4. Admen differed in their long-range viewpoints, and the division went right down the middle of the group. One segment felt that Negro Radio would gradually be assimilated into the general scheme of radio advertising as the Negro became assimilated into society. The other group felt just the opposite. Those elements which distinguish the Negro—principally his “social visibility,” and all the prejudices that surround it—will continue indefinitely, these admen believed, thus giving the growing Negro Radio medium greater importance.

5. All of the admen felt there was room for improvement of some sort in Negro Radio, although opinions differed on the exact direction. In general the admen felt that the medium still “lacked maturity” — particularly in selling to national advertisers and advertising agencies.

**Radio research:** A few stations and reps were commended by admen for doing a high-quality job of bringing the facts of Negro Radio to their attention. But most admen hit hard at what they felt was a basic lack of research knowledge on the subject.

This situation isn't new. In New York earlier this year the Radio & Television Executives Society held a forum on Negro Radio at the Roosevelt Hotel. Some 75 timebuyers, station executives and reps attended. Admen at the meeting voiced a common complaint: “We need more and better proof of audience, and details of the audience as a consumer market.”

One of the buyers who spoke at the media session, Madeleine Allison of the Herschel Z. Deutsch agency, more recently told SPONSOR:

“The spot radio buying information we get from Negro Radio outlets is, in general, under the level of the industry average. This makes it particularly tough to evaluate Negro Radio properly, since it is a specialized subject.

“We would like to know, for example, more details on audience composition. Do adults listen to ‘rock-‘n’-roll’ shows, or is the audience mostly teen-agers? What are the buying habits of Negro radio listeners? How do their brand preferences differ from those of white families?”

A similar gripe was voiced by Alan Brown, advertising manager of Phar-

maco, Inc. (Feen-A-Mint, Chooz, Medigum). He stated:

“We don't know the degree to which our advertising in non-Negro media reaches the Negro market. In some cases we may need specialized Negro Radio. In other markets we just don't know. The lack of adequate data is a continuing problem.”

This tendency of Negro Radio outlets to offer minimum rather than maximum radio research — ratings, coverage data, market data, brand data, audience studies, etc.—shapes up as one of the big stumbling blocks to a wider use of Negro Radio by national admen.

V.p. and Media Director Harold Dobberteen of New York's Bryan Houston Agency put it this way:

“Our research shows us that there *are* differences in brand preferences between Negro and white homes. And these preferences aren't related simply to price or income status; there's lots of evidence that Negroes will buy the best products.

“But we lack much data from Negro media—particularly radio stations—to prove that Negro Radio is really influential in Negro brand decisions. Therefore, lacking this data, most of our accounts view Negro Radio as a specialized form of ‘supplementary’ media. They plan their campaigns around general media. They expand in general media.

“Negro Radio is used, when it's used, to intensify the advertising effort of a general campaign. And, with few exceptions, stations and reps don't provide us with the kind of research data needed to change this situation.”

**Radio preferences:** The kind of program planning at the agency level that goes into a network television campaign plays little part in national advertisers' use of Negro Radio.

As a mid-South Negro outlet with a higher-than-ordinary amount of national advertisers on its client list told SPONSOR: “Program advertisers at the national level are virtually unknown here.”

The situation exists, according to admen, for two reasons:

1. There is very little program selection of a multi-market nature offered them. None of the big program packages, for instance, are actively in the Negro program field; most are too busy with tv, or else haven't the time to explore Negro program preferences.

2. Negro Radio's programming is often a local specialty, changing with each market. Strong local personalities have developed. And, although it's more time and work for an agency to buy such shows market-by-market, admen have learned to cash in on their loyal local followings.

Said Frank Walsh, advertising manager of Chattanooga Medicine Co. (Black-Draught, Cardui, Soltice, Velvo Cough Syrup):

"Before embarking on an extensive use of Negro Radio, we made a survey of listening habits. We use spot announcements exclusively. We place them in or adjacent to programs of race or religious music, or in programs conducted by popular local personalities."

This is probably the most widely used formula in Negro Radio buying. Among those who buy thus: Carnation, Lincoln-Mercury, Camels, Maine Sardines, Manischewitz Wines, Budweiser, Ex-Lax, B. C. Headache Remedies, Calumet, Nescafe, Sulfur-8, Act-On and many others. Most campaigns are steady business.

There are a few exceptions, however. *Ebony* magazine, for instance, runs a monthly saturation campaign in two dozen major Negro markets that begins some three days prior to publication and continues through the date it hits the stands. This announcement technique is largely patterned on the highly successful campaign run by *Life*. Popular local personalities, picked by the Grant, Schwenck & Baker agency in Chicago, are used.

And, as the base of Negro programming gets broader, admen are tending to pinpoint the programs in which they spot their live or transcribed announcements. Food and household product advertisers, for example, are now shopping for Negro homemaking shows. Automotive and gasoline advertisers are buying newscast strips or news adjacencies. Beer companies are buying sports or special events. But the steps in this direction, so far, are tentative as far as the national scene is concerned.

Most buying is still a matter of dropping a spot schedule into a show with the highest local rating, or with the best track record of results for a particular class of advertiser.

**Admen's tips:** From some of the admen who are veterans of Negro Radio

# NEGRO RADIO OK GROUP

New Orleans (WBOK)

Houston (KYOK)

Baton Rouge (WXOK)

Lake Charles (KAOK)

## 1-2-3-4 SOCK!

Use the OK GROUP for Sock and Sell!

### REACHING 1,250,000 NEGROES!

Along the Gold Coast of the Gulf Coast the one package buy of the OK GROUP guarantees complete Negro Coverage with star Negro personalities, all tops in their field on stations that are first in Negro Listening in each market area.

## FIRST in Negro Listening

**1** WBOK, the No. 1 station in Negro audience . . . the leading independent. Carries more national advertising than 6 other indies put together. July-August Hooper puts WBOK on top of all stations except the leading network station. Sock 'em in New Orleans!

**2** KYOK, the No. 1 all Negro audience station for 220,000 Negroes in Houston. July-August Hooper puts it tops in Negro and second in Over-All audience listening. A 5000 watt power push to sell your products in a rich Negro market. Sock 'em in Houston!

**3** WXOK, the No. 1 Negro audience station in Baton Rouge. Forty-four percent of the population is Negro. Hottest industrial town in the South. Rich market for products seeking to capture a growing area. Sock 'em in Baton Rouge!

**4** KAOK, the No. 1 station for both Negro and the Folk audience in the highest family income city in the state. Fast growing industrial city that offers increased sales for your product. Sock 'em in Lake Charles!

The Big Boys know . . . National Advertisers know about the OK GROUP and its power to give you the extra added sales in a segregated market that puts you first. Without the Negro audience you cannot be dominant in sales in these markets.



Represented by Forjoe and Company for the Louisiana Stations; John E. Pearson Company for Houston.

Stanley W. Ray, Jr., Vice Pres. & Gen. Mgr., 505 Baronne, New Orleans, 12, La.

## SEATTLE - TACOMA'S

(Fort Lewis)—only  
Negro Disc Jockey

Bob Summerrise

and

### "THE DIAL 850 SHOW"

9:30 to 12 Midnight

Nightly

# KTAC

850 KC

Tacoma, Wash.

Represented by Gill-Perna

# IN ATLANTA... ONLY!

## 5,000 WATTS **WAOK** 1380 KC

Delivers the  
RICH "NEGRO" MARKET  
Day & Nite

- ★ Top Negro *PULSE* Station
  - ★ Top *HOOPERATED* Station
- More facts? Contact FORJOE  
Atlanta's "OK" Station

# WAOK

ATLANTA  
GEORGIA

5,000 WATTS | 1380 KC

programming came a number of useful tips concerning the length and type of Negro air campaigns to use and the type of commercials to feature.

- Length of campaign: Media Buyer Allison told SPONSOR: "Negroes are intensely loyal to their favorite brands, but this loyalty isn't won overnight. We've found that it takes a little longer—about 17 weeks, as against the usual 13 weeks—to launch a product with Negro Radio. Some markets are faster, of course. Los Angeles has given us quick successes in Negro Radio. But in Boston—and I have no idea why—it takes up to three years of steady Negro Radio for a product to really catch on."

- Type of campaign: V.p. and Advertising Director Joe Taylor of Ruppert Brewing feels that the Negro campaigns should use related media, just as a general campaign does. "We had a recent campaign in New York in which we tied together Negro Radio, newspapers, outdoor media and store promotions. The results were excellent, and probably far better than if we had used each of them on separate occasions."

- Type of commercial approach: "I know that many sponsors have had good results in Negro Radio by sending out fact sheets and letting Negro talent ad-lib the commercials," said Art Harrison, timebuyer at Harry B. Cohen agency, "but we find that we got good results with straight, agency-produced transcribed announcements. Besides, we have better control over such tricky things as the exact wording of product claims in drug and toiletry copy. I think most advertisers will find that a good commercial works just as well in the Negro market."

★ ★ ★

## COMPARAGRAPH NOTES

(Continued from page 125)

pm; M, W 11-11:15 am; alt Th 10:15-30 am; Burnett: NBC, Sun 7-7:30 pm; CBS, Th 3:30-4:45 pm; Sat 9-9:15 pm  
U.S. Steel, BBDO: CBS, alt W 10-11 pm  
Vicks, BBDO: W 5-5:15 pm  
Wander Co., Tatham-Laird: NBC, W 10:15-30 am  
Warner-Hudnut, K&E: NBC, alt Sat 10:30-11 pm  
Webster-Chicago, JW Shaw: NBC, M 7:30-4:45 pm  
Welch Grape Juice, DCSS: NBC, alt F 5:45-6 pm; ABC, T 5:15-5:30 pm  
Wesson Oil, Fitzgerald: CBS, Tu 12-12:15 pm  
Western Union, Albert Frank-Guenther-Law: Th 9:30-10 pm  
Westinghouse, McCann-Erickson: CBS, M 10 11 pm  
Whelan Drugs, Product, Du Mont, T 9-10 pm  
Whirlpool, K&E, NBC, T 8-9 pm  
Whitehall Pharm., Biow-Beirn-Toigo: CBS, Sat 9:30-10 pm; T 7:30-8 pm  
Wrigley, R&R: CBS, Sat 7-7:30 pm  
Yardley, Ayer: CBS F 11-11:15 am

## BIRTH OF A SALE

(Continued from page 111)

in general media. But you can't overlook the rise of Negro media.

**HARDESELL:** Rise? I'm not so sure. I seem to remember seeing some figures from our research boys that circulation of Negro newspapers is slowly falling off.

**WATTS:** That's true. They still do a job, but they haven't all kept pace with the times. I was talking about Negro Radio—the kind of stations we represent. That's another story. Back in 1940, there were only a half dozen Negro stations. Today there are more than 600.

**HARDESELL:** Completely Negro-programmed?

**WATTS:** No. Some of them are. Many are independents with big blocks of Negro shows. Others are network affiliates that have added Negro programming to hold onto the Negro audience. That's why I asked you if you were reaching Negroes with your general advertising. You see, Negro Radio has put a good-size wedge between the Negro listener and a lot of general media. Why, according to Pulse, Negro Radio programs have been getting up to 50% higher in-home ratings this year as compared with last.

**HARDESELL** (lighting his pipe carefully): Well, Watts, I can understand that a Negro might not have a tv set or might not be reading *Life* but why should he want to listen to Negro radio programs? There's no segregation on the radio dial.

**WATTS:** That's true, Mr. Hardsell. He doesn't *have* to listen to Negro Radio. But he does . . . because he likes to do so.

**HARDESELL:** Why should a Negro enjoy being appealed to as a Negro? Isn't that "Jim Crow" advertising?

**WATTS:** No. You see, it's part of the change that's taking place in the national Negro market. You've got something like 16 million Negroes in the country today. They represent a buying power of over \$16 billion . . . their income is increasing more rapidly than white incomes. . .

**HARDESELL:** I know, I know. We've got a research department, too. And I've heard all comparisons about the Negro market representing something as big as Canada. But Canada is Canada, and Negroes are all around us. What's that got to do with whether



# **HOTTEST GAL** in the country

**"LIVIN' WITH VIVIAN"**

**3 HOURS DAILY**



**The Second Largest  
Metropolitan  
Negro Market**

**WWCA**

**John E. Pearson Company**

Negroes enjoy listening to a radio station supposedly programed for Negroes?

*WATTS:* It's a matter of psychological identification.

*HARDELL (smiling quietly):* You're getting pretty far out, in left field for a media salesman, aren't you?

*WATTS:* I don't think so. There's not very much that a Negro can find in the general run of tv and radio shows to identify with himself. His special problems aren't discussed. He doesn't often hear news that's of special interest to him. And, the more his economic status improves, the more he's anxious to be entertained and informed by Negroes. That's why he listens to Negro Radio . . . and that's why Negro Radio has a circulation larger than the combined circulation of all Negro magazines and newspapers. That's why I think you're missing a good media bet.

*HARDELL (drawing thoughtfully on his pipe):* That makes sense, I suppose. Fact is, I never thought of it quite like that. But what about the Negro as a consumer market? What good would it do us to sell our products directly to a Negro audience?

*WATTS:* That's easy. It would do a lot of good. Here, take a look at this.

*(He takes a set of folders from his briefcase and gives them to HardeLL.)*

These are brand preference studies conducted by three of our stations in different markets.

*HARDELL (looking through them):* Ummmm.

*WATTS:* They all show the same pattern. Negro families buy the better brands of almost any household item—foods, drugs, toiletries, soaps, appliances—whenever they have a choice. They'll only buy a cheaper brand if they can't afford anything else. And, with income rising, their brand buying is moving up. Besides, since they don't all have equal privileges and freedoms with whites, they spend more time and money proportionately on things for their homes.

*HARDELL:* This is very interesting stuff *(He stops at a page, suddenly startled)* Hey, what's this on toothpaste preferences. . .

*WATTS:* That's right. Whizzo toothpaste, your agency's account, is tenth in Negro brand preferences although I think it's number two nationally.

You'll note that Pep-O-Foam is in first place.

*HARDELL:* Son of a gun! How did they get there?

*WATTS:* Well, I think I know one reason. . .

*HARDELL:* I'm due for a meeting with the Whizzo people downtown right after lunch. I'd like to tell them about this.

*WATTS:* I don't know if you're aware of it, but Pep-O-Foam has a fairly heavy schedule running now on all of the leading Negro Radio outlets. Participations . . . across the board . . . in disk jockey shows. In some markets, they buy spiritual programs. They seem to like the campaign. We just got a renewal from them. It's a premium-price toothpaste, you know.

*HARDELL:* You don't have to tell me that. *(He glances at his watch)* Look, Watts, I don't want to give you the rush. It's just possible that we may be able to get a couple of clients interested in what you've been telling me. Can you leave me some market dope on your stations, and some idea of availabilities and pricing.

*WATTS:* I'll be glad to. *(He brings some more papers from his briefcase)*

**RING THE BELL AND TELL THE TIME BUYERS THAT WAUG IS THE STATION THAT FOLLOWS THE SUN IN AUGUSTA, GA.**

WAUG helps to keep cash registers ringing in every Augusta Retail Outlet.

WAUG is the preferred station for 35,000 Negro Radio Homes in Richmond County, Georgia, and Aiken County, S.C.

WAUG is the third station in Augusta between 6 AM-Noon; Second between Noon and 6 PM . . . This is proof of its performance.



**AUGUSTA, GEORGIA**

**National Rep. Joe Wootton, Interstate-United Newspapers, Inc., N.Y.C.**

**Southeastern Rep. Clarke Brown Co., Atlanta-Dallas-Houston-New Orleans**

These are the salesmen responsible for your products sales in Augusta.



**WAYMAN WHITE**



**MAL COOK**

You'll find a lot of what you want right there.

**HARDSELL:** I'll probably have to present this as a supplementary campaign. You know, the "specialty" approach.

**WATTS:** I understand. We're used to that. We let results change peoples' minds.

**HARDSELL:** It's hard to sell radio today, Watts. Our clients will probably want a nice package price if they buy any appreciable amount.

**WATTS:** We're used to that, too. But I'm sure we can get together.

**HARDSELL:** I'll try pitching this down the well with our people and see what kind of a splash it makes. If it looks good, maybe we'll all go to the altar together.

**WATTS:** Good. I'll look forward to hearing from you. I'll be in touch with your secretary.

**HARDSELL:** Right. (Then, as Watts' hand touches the door) Oh, Watts . . . let's have lunch sometime.

CURTAIN ★★★

## NEGRO RESULTS

(Continued from page 115)

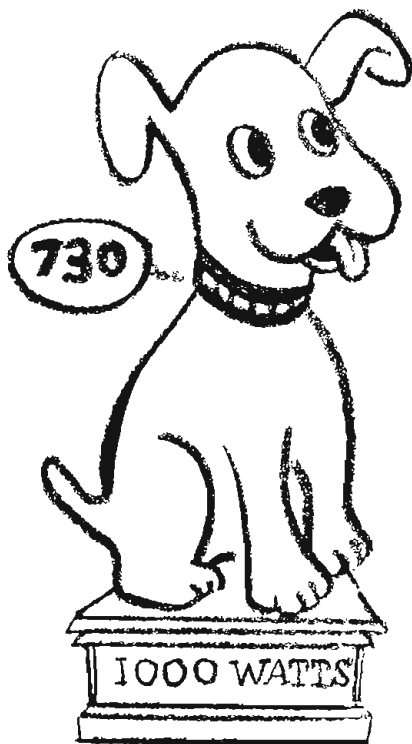
merchandise" for the organization.

**Ebony** (WLIB, New York) Through a combination of popular-appeal programming and smart public service, this New York independent outlet now claims a "higher listening ratio among New York-area Negro families than that achieved by any other independent station or network affiliate."

As a meaningful advertising success, Manager Harry Novik pointed to the use of his station to promote the top Negro magazine, *Ebony*. Stated Novik:

"One of the outstanding success stories in Negro Radio during 1955 has been the use of the medium for the first time in history by the Negro publishing industry. Station WLIB was selected as the exclusive New York outlet to carry a monthly saturation campaign on behalf of the Johnson Publishing Co.'s *Ebony*.

"The campaign, conducted in 23 other urban communities having large Negro populations, has resulted in a great up-swing in *Ebony's* circulation figures during the past 12 months.



**PAL** says:

First . . . in NEGRO PROGRAMMING

WPAL, in 1948, pioneered in bringing to South Carolina its first negro programs!

First . . . in NEGRO PERSONALITIES

Bob Nichols and Emmett Lampkin—known throughout the Southeast—were the first in the State . . . and are still, by far, *the best!*

First . . . in AUDIENCE ACCEPTANCE

For *seven* years the negro audience (comprising 50% of the population of our coverage area) has accepted WPAL of Charleston as being synonymous with *quality negro entertainment & information.*

W-PAL has succeeded in bringing to the Coastal Carolina negro programs of a *higher* level—always in *good taste*—always *timely*—always *first!*

Our audience, of 250,000 people, realizes this . . . and shows their appreciation by *buying* the products we advertise.

Place your next schedule on w-PAL for *quick results!*

Quietly, without fanfare, over the years w-PAL has assumed—and will continue to hold—*leadership* in negro radio, *dominance* in molding their buying habits.

**w-PAL**

of Charleston  
South Carolina

Forjoe & Company



**1** order  
delivers  
the Negro  
Population  
of the  
South's **3**  
Largest Markets  
...cuts cost, too!



Gill-Perna, Inc., Nat'l Representatives  
Lee F. O'Connell, West Coast

Publisher John Johnson is considering a similar weekly campaign on Negro Radio outlets on behalf of its pocket-size picture magazine, *Jet*."

**Regional Fair** (WAOK, Atlanta): Last fall, WAOK sponsored the first day of the Southeastern Fair at Lakewood Park in Atlanta. Over 50,000 people attended the big regional fair, as compared with 8,000 the previous year. Reported the Negro-slanted outlet: "It was the largest and most successful day of the entire 10 days of the Southeast's largest agricultural and industrial fair."

With the 1955 Fair a few days off, WAOK has already been asked to sponsor two of the 10 days of the fair. As part of the salute, WAOK will tie in with the world's largest Negro university center, composed of six Atlanta colleges.

WAOK will produce two grandstand shows each day headlined by The Ink Spots, as well as the second Southeastern Gospel Singing Contest. Thousands of dollars in door prizes will be given away, including a new auto.

**Wine** (WHOD, Pittsburgh): Negroes are particularly good customers for wines, as many advertisers—from Roma to Manischewitz—have learned.

Two years ago, the Pio Wine Co. brought out a new product labeled "Hi-Boy" in Port, Sherry and Muscatel varieties—the three most popular in Negro areas. District Sales Manager Eugene Pio decided to concentrate the campaign in Negro Radio, and purchased a 15-minute daily segment of the *Mary Dee Show*. Weekly cost: \$175.

Since that time, Hi-Boy has become the number-one wine seller in 87% of the liquor stores in Negro neighborhoods. The original contract on the *Mary Dee Show* has been renewed consecutively, and it is the only consistent advertising the firm uses.

**Bread** (WCIN, Cincinnati): With a new product, Soft Bread, due to be launched in the Negro market, Pennington Baking Co., one of Ohio's largest, selected WCIN as the firm's exclusive advertising medium. Manager Ralph Johnson told SPONSOR:

## NEW YORK AND NEW JERSEY'S NEGRO STATION



GEORGE HUDSON



HAL WADE



PAT CONNELL



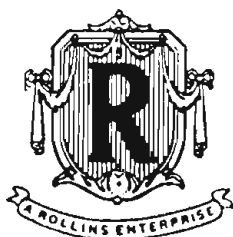
CHAS. GREEN



JOCKO MAXWELL



RUDY RUTHERFORD



JIM AMECHE



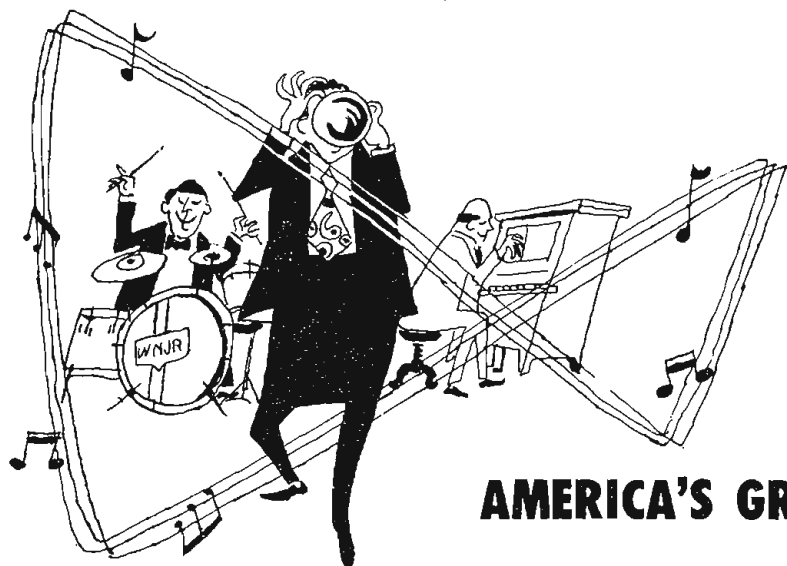
"DADDY" SEARS



HUNTER HANCOCK



DANNY STILES



# WNJR

## NEWARK

### AMERICA'S GREATEST RHYTHM AND BLUES STATION

"The bakery, through Keelor-Stites agency, signed a 13-week contract for a total expenditure of over \$4,000 calling for a weekly schedule of six 15-minute programs supplemented by 20 spot announcements.

"In conjunction with this schedule, WCIN conducted a contest ("I like Soft Bread because. . ."). The winner was to receive an all-expense-paid week's vacation for two at the Lord Calvert Hotel, Miami, and a check for \$240 for spending money. The bakery also furnished a \$50 Savings Bond to the grocer from whose store the winning entry blank—from one of 500 placards—was obtained.

"At the close of the campaign, the sale and popularity of Soft Bread grew beyond all expectations of the bakery. Over 15,000 contest entries were received. Of these 15,000 entries received, over 20% were from white people—proving that Negro-appeal radio not only reaches Negroes but also the white market. The bakery, in fact, gave a comparable prize to the winning white couple. And, since the campaign, the bakery has distributed the product in all sections of Metropolitan Cin-

cinnati as well as in all cities in the three-state area Pennington serves."

**Hair dressing** (WNJR, Newark): More than a year ago, the Apex Hair Products Co. began a spot advertising campaign on WNJR to reach Negroes in New York and New Jersey. Apex Hair Products had been sold in the area, but never with radio backing.

Through its agency, Philadelphia's Rolly and Reynolds, Apex used a schedule of participations in top-rated disk jockey shows. WNJR merchan-

dised the product to all drug outlets in its listening area with mailing pieces and personal calls.

According to Apex, the results ran "considerably ahead of last year's sales." And, the radio campaign, originally scheduled for a 13-week trial, is now well into its second year. The annual budget on WNJR—only Negro radio station used—is about \$6,500.

**Department store** (WEBB, Baltimore): William Labovitz, owner of the 50-year-old Labovitz Department

## W O P A

presents the  
most diversified

NEGRO

Program Schedule  
in  
Chicago area

8 HOURS DAILY

7 DISC JOCKEYS

BIG BILL HILL'S SHOPPING BAG  
DAILY—8:30 - 10:00 a.m.

McKIE FITZHUGH Variety Show  
DAILY—2:00 - 4:00 p.m.

McKIE'S ALL-NITE ROUNDUP  
MIDNIGHT—4:00 a.m.

## W O P A

1490 K.C.  
Oak Park, Ill.  
Egmont Sonderling, Genl. Manager  
Represented by Joe Wootton  
Interstate United Newspaper

# 70% INCREASE\* in Negro listenership

\*Pulse, May, 1955

Gives W C B R advertisers a large and loyal audience. This great W C B R audience *tied* in with the Largest and Most Active MERCHANDISING and PROMOTIONS Staff in Memphis Radio results in *greater-than-ever* Sales for your product in the MEMPHIS NEGRO MARKET.

To sell MEMPHIS . . .  
you need the NEGRO MARKET.

WCBR is the *only* Memphis Station  
programming to the NEGRO in the Tri-State area exclusively.

1000  
watts

# W C B R

1480  
KC

Memphis, Tennessee

For Additional Information

contact W. M. H. "Bill" Smith, Gen. Mgr.

"From Beale Street . . where Handy wrote the blues"

In  
Mississippi \*



\* 45.3% NEGRO

Higher than ANY state . . . center of the New South . . . making fantastic industrial strides.

and in  
Jackson \*



\* THE ONLY MAJOR MARKET

45% NEGRO . . . higher than ANY U. S. City. The Capitol—industrial & financial center—crossroads of the South.

WOKJ  
is  
Negro Radio  
AND 1ST. ALL DAY

With 79.6% of NEGRO audience — 58.3% of TOTAL audience — 7 day average (O'Connor). MISSISSIPPI'S ONLY NEGRO STATION. TOP personnel — TOP programming — TOP merchandising — does it! Call JOE MCGILLVRA for the WOKJ story.

Store, uses no newspaper or direct advertising, and puts about 99% of his ad budget into Negro Radio. In the past four years, since using Negro-slanted air campaigns, Labovitz volume annually has jumped from \$250,000 to well over \$1 million.

When WEBB, a newcomer to the ranks of Negro stations, was conceived, Labovitz was the first account to sign with the new station. After a few weeks, since the store keeps close track of what brings customers into the store, the firm tripled its budget. In the five months that they have been on WEBB, reports Morton Levinstein (account executive of the firm's ad agency), Labovitz has increased sales 35% over the same period in 1954.

The copy technique on the air is simple but effective. Specific sales features are pushed to encourage immediate action. However, the selling is never done in a high-pressure manner. Announcers are coached to speak "quietly and with sincerity," the ad agency (Applestein, Levinstein and Golnick) states. A "personality creation" job has been done on the owner, so that customers come in and ask for "My friend William."

The campaign strategy is equally basic. Labovitz is not a seasonal advertiser, but is in Negro Radio on a year-round basis.

**Hospitalization** (WOKJ, Jackson): This Mississippi market has the highest Negro percentage—45%—for a city of the same size or larger in the U. S. By specializing in the Negro audience, WOKJ has won for itself a large share of Negro listening. In many cases this has proved to be a sales bonanza for WOKJ advertisers, national and local.

One example cited by Uler Gilbert, station manager:

"Most notable among national advertisers having success on WOKJ is Banker's Life and Casualty Co. of Chicago, and its White Cross hospitalization plan. The objective of the campaign is to secure 'leads' for its salesmen.

"The account came to WOKJ last December with a budget for five-minute programs, Monday through Friday. Monthly spending ran around \$220. Since that time, we have got the account over 400 direct leads from a total of some \$1,600 spent in advertising.

WOKJ  
gives you  
80%  
of the  
NEGRO  
audience \*

---

58%  
of the  
TOTAL  
audience in  
JACKSON  
MISSISSIPPI

\* (LATEST O'CONNOR)

call Joe McGillvra  
about  
WOKJ  
1000 WATTS JACKSON

"This figure, according to the company, is greater than any of the other radio stations' in the city. And, according to their manager in our city, WOKJ's results have been better, dollar-for-dollar, than those of tv. As a result, the client anticipates spending an even larger budget on WOKJ in the coming year."

**Homes** (WILY, Pittsburgh): Late last fall, Park Builders, one of the biggest home building companies in the Pittsburgh area, constructed its first all-Negro housing development. At first,

newspapers were used, but in five months only six of the 15 houses were sold. The firm decided to try Negro Radio, and selected WILY.

The campaign consisted of 12 half-minute announcements per day in two separate campaigns, each campaign lasting four days. The cost: about \$430.

This was the result: Seven of the remaining nine houses were sold in one day, and the last two houses less than a week later. The houses cost \$12,400 each, or a total of \$111,600. This proved to be an advertising ex-

pense of less than one-half of 1% of total sales revenue—about a third of what the average real estate firm considers is good advertising.

In turn, this campaign brought other real estate firms to WILY. They promptly met with similar successes, again with advertising expenses less than 1% of the total sale.

**Dodge-Plymouth** (WDIA, Memphis): Auto dealers have been among Negro Radio's biggest boosters, and with good reason. Reported WDIA Manager Bert Ferguson, one of the most successful broadcasters in the Negro-appeal field:

"The John Wellford Co. is one of the Memphis area's leading Dodge-Plymouth dealers. After working many months on them and getting nowhere, we finally took the approach of: 'You wholesale most of your used cars. As you are trading very high, why not retail these used cars and make a profit?'"

Prior to the WDIA campaign, the Wellford firm usually sold about 40 used cars at retail per month. During the first month it used WDIA, this increased to 80 cars and held consistently at that figure. Other advertising



Latest Pulse says WMRY leads all stations in Negro homes forty-three quarter hours out of forty-eight.

We definitely say that WMRY is first in the hearts and first in listening in Negro homes in New Orleans.

We might say, *as others have*, that we are first in national, regional and local business. Frankly, we think we are, but we're too doggone busy building better programs to sell more merchandise, and servicing our many valued advertisers, to monitor other stations making these claims.

the Sepia Station **WMRY**  
New Orleans

Represented Nationally by  
GILL-PERNA, INC.  
Mort Silverman, General Manager

The *only* Negro station in the 8th U.S. Market (Dallas — Ft. Worth) knocking on the doors of over 315,000† Negroes daily—95,803 Negro radio homes—with the *top* pulse ratings.

†1950 Census figures.



Ft. Worth Studios  
3601 Kimbo Road  
P.O. Box 7116

Dallas Studios  
2635 Forest Ave.  
P.O. Box 534

970  
kc.

had not been changed meanwhile.

Early this year, as a test, Wellford canceled WDIA and put the campaign into spot television. The new car business did not increase, and used car sales fell off to about the average 40-per-month level before using WDIA.

Added adman Ferguson: "Needless to say, he got off tv and came back to WDIA—with continued success."

Copy for the spot announcements is created by the station's own copy staff.

**Mayonnaise** (WDAS, Philadelphia): When properly promoted and merchan-

dised, Negro-appeal radio can spell a quick success for a quality food product. Mrs. Schlorer's Mayonnaise, a regional advertiser, recently bought a 16-week schedule of participations in three of the top-rated WDAS programs, including a homemaker show.

In turn, WDAS arranged for product displays in grocery stores that form the station's group of 100 "Spotlite Stores." These retail outlets are under contract to the station to provide guaranteed merchandising; in return they receive name plugs in a regular hour-long show on the station.

The original campaign called for eight spot announcements per week. At the close of the drive, the client renewed—and stepped up the schedule to 21 announcements weekly. Since, in the food field, advertising budgets are closely linked to expected sales, the ratio gives a good indication of the success of the campaign for the client.

**Apple Wine** (WWCA, Gary): A saturation campaign on this Calumet-area station produced an astonishing sales jump for Gary Wine & Liquor Co., distributors of La Royale wines. In just six months, case sales of La Royale Apple Wine leaped upward from 15 per month to over 500.

The campaign that did the trick was a schedule of 30 half-minute announcements each week in afternoon and evening shows featuring the station's air personality, Vivian Carter. WWCA admen created for the client a series of catchy singing jingles, and the merchandising department arranged for point-of-sale displays and promotional plugs, later following this up with in-store spot checkups:

Total cost of airtime in the six-month drive was \$1,625, including the merchandising support. ★ ★ ★

## **200,000 NEGROES ABSORB National**

**and Regional advertising messages daily . . . .  
from such accounts as these listed below . . . .**

## **on WRMA, MONTGOMERY, ALABAMA**

***The Only Negro Radio Outlet in Central Alabama***

**Alaga Syrup**

**B.C. Headache**

**Black Draught**

**Blue Magic Hair Dressing**

**Camel Cigarettes**

**Carters Liver Pills**

**Carnation Milk**

**Sulphur 8**

**Tenderleaf Tea**

**Vaseline**

**Wrigley Gum**

**Zeigler Sausage**

**Domino Sugar**

**Garrett Snuff**

**Nadinola**

**Palmer's Skin Success**

**Judd Sparling,  
Commercial Manager**

**Represented Nationally by  
Joseph Hershey McGillvra**

**TOPS IN NEGRO AUDIENCE  
IS**

**FRESNO'S  
ONLY**

**RHYTHM & BLUES STATION**

**KGST**

**SPECIALIZING IN:**

- Rhythm and blues
- Gospel
- Dixie
- Swing
- Hot jazz
- Spirituals
- Results for advertisers

**KGST**

**1000 WATTS**

**FRESNO, CALIFORNIA**



## NEGRO TRENDS

(Continued from page 113)

Francisco has increased its remote facilities; WHOD, Pittsburgh has new studios in the Negro district, as has KNOK, Fort Worth-Dallas; WMRP, Flint has gone from 250 to 500 watts; WCTA, Andalusia, Ala. and KNBX, Kirkland-Seattle have gone from 250 to 1,000 watts; WDIX, Orangeburg, S. C. and WJAM, Marion, Ala. are moving up to 5,000 watts.

- *Advertising facilities:* Negro Radio comes in all sizes, shapes and price tags. Advertisers can, for instance, buy network or national spot participation schedules with a single order on 278 stations of Keystone Broadcasting System. But they can also buy a low-cost schedule on WHBI, Newark, a religious-programed station run by Jimmy Shearer and Bill Masi which has been operating on Sundays only for the past 32 years. And, just about anything in between.

- *Program trends:* As it was last year, the backbone of Negro Radio is still the platter-spinning personality on local stations, although d.j. shows

now range from "rock 'n' roll" rhythm to gospel and classical music. But new program types are appearing everywhere — homemaking shows, newscasts, sports programs, "man-on-the-street" interviews, special salutes, documentaries. In a number of key markets—such as New York, Los Angeles, Atlanta, New Orleans, Pittsburgh, Birmingham, Houston, Philadelphia—Negro listeners often have a choice of programing on several outlets.

- *Radio vs. tv.:* Tv ownership has

made forward strides in the past year in Negro homes, a combination of better incomes for Negroes and lower prices for tv sets. But tv still lags behind radio ownership nationally in Negro homes. According to SPONSOR's survey, for which stations drew on local studies by schools and colleges, utility companies, Chambers of Commerce, etc., national tv set saturation in Negro homes is still only around 35% while radio ownership is 94% —only slightly less than national radio ownership figures.

**WLIB**

"HAS MORE NEGRO LISTENERS THAN ANY OTHER NEW YORK STATION—NETWORK OR INDEPENDENT." — PULSE 1955

**30%**  
INCREASE UP

AND STILL GOING UP

ONLY STATION WITH STUDIOS IN HARLEM

**WLIB**  
HARLEM RADIO CENTER  
NEW YORK 27, N. Y.

1000 WATTS **WOIC** 1470 KC S. C.

Columbia **WOIC** S. C.

Serves Columbia S. C.'s Negro Audience **exclusively!**

And 40 per cent of the Columbia Market is Negro

WOIC is the only Negro radio station serving Columbia's growing (now 519,906 population), rich (nearly \$400,000,000 retail sales) market.

WOIC's domination of 40 per cent of Columbia's population assures you a loyal audience unusually receptive to your sales message on *their* station. Only through WOIC can you reach 519,000 Negro customers!



**NEW OWNERSHIP**

Speidel-Fisher Broadcasting Corp.  
3300 Main Street, Columbia, S. C.  
Albert T. Fisher, Jr., President

REPRESENTED BY FORJOE FOR ALL AREAS OF U.S. EXCEPT  
SOUTHEAST. IN THE SOUTHEAST: DORA CLAYTON.

**WJAZ delivers  
to a Negro  
Market of  
250,000  
exclusively**

WJAZ is the only station in southwest Georgia programing specifically for the 250,000 Negro market in and around Albany. WJAZ covers a 29 county area of 114,000 radio homes in Georgia's sixth market. 48% of the population is Negro.

WJAZ merchandising augments its powerful advertising influence with bus cards, direct mail, posters, displays and screen promotions.

You will profit by joining this list of national and regional accounts on WJAZ:

- Vaseline Hair Tonic
- Exlax
- Sulphur 8
- Italian Swiss Colony Wine
- Gulf Oil
- SSS Tonic
- Royal Crown Hair Dressing
- Fletcher's Castoria
- Carnation Milk
- BC Headache Powder
- Anahist
- Creomulsion

The James River Stations—  
WTJH 1260 kc  
(Atlanta) East Point, WMJM  
1490 kc Cordele, WACL 570  
kc Waycross, Georgia.

**WJAZ**

Albany,  
Georgia

1000 watts                      1050 kc

Represented by  
Forjoe & Co.

Those are highlights of the trends at work in the busy, bustling Negro Radio medium.

Now, here is the picture in more detail, based on items culled by SPONSOR for advertising men from a great wealth of data furnished by hundreds of broadcasters:

**Keystone Broadcasting System:**

In recent weeks a much talked-of development in Negro Radio among advertising agencies has been the setting-up within the structure of the KBS "wireless network" of a Negro-appeal package.

The group of stations included in this one-bill, one-order, one-invoice arrangement number 278, at latest count, of a total of 856 with KBS affiliations. They are primarily in the South, and according to v.p. Noel Rhys cover 77% of the Negro homes in the country. About a third of these stations have affiliations with other networks. The average station in the group programs about 28 quarter-hours weekly of Negro-slanted programing.

Rhys, and other Keystone executives, have already begun to pitch the KBS operation to major ad agencies, including BBDO, Y&R, McCann-Erickson and others. Pricing is extremely flexible, since there is no "must buy" list of any kind. However, a minute participation via Keystone on the full 278-station list of Negro-beamed outlets comes to about \$250 on a one-time basis, less if you buy in quantity.

So far, KBS is offering itself primarily as a broadcast facilities seller. But Keystone, according to v.p. Rhys, has plans to package and/or represent Negro programs designed to be national vehicles for advertisers. "Already," he reports, "several packaged Negro-appeal shows have been offered to us."

**KWBR, Oakland:** In the nine San Francisco Bay Area counties covered by KWBR, the station estimates, on the basis of Census data, that there are some 175,000 Negroes earning over \$900,000 each day.

A familiar sight in grocery outlets in this important marketing area are the merchandising displays originated by KWBR. The station now guarantees a minimum of 100 personal calls per week on the retail trade for every consistent advertiser on the station,

*Cash In On the*  
**DAILY  
DOUBLE**  
*that*  
**PAYS OFF**  
*Every* **DAY!**



**Spider Burks**  
*"Spinning with Spider"*



**George Logan**  
*"The G Shows"*

Playing the ponies is a gamble but playing the jockies . . . disc jockies Spider Burks and George "G" Logan on KXLW . . . is a sure thing! Year after year, day in and day out, KXLW sets the pace in the race for the St. Louis colored market. If you'd like to hold the winning ticket in the 250,000 St. Louis Negro market get your bets down on the Spider and The G now!

For 8  
Consecutive Years  
**NO. 1**  
in the  
St. Louis  
Negro  
Market



**1320**  
*on the dial*  
*the St. Louis Blues Station*  
**ST. LOUIS**  
*represented nationally by*  
**JOHN E. PEARSON CO.**

thus giving added impetus to the selling done on the outlet.

Thus, the station pitches to admen: "KWBR personally delivers your point-of-purchase material directly to the retailer, sees that it is prominently displayed, ties it to your advertising campaign, maintains a continuous daily survey on a market-by-market basis of consumer acceptance of your product."

**The OK Group:** Multi-station broadcast operations in the Negro Radio field are no longer a rarity. One of the fastest-moving is the "OK Group" (WBOK, New Orleans; WXOK, Baton Rouge; KAOK, Lake Charles; KYOK, Houston).

In fact, the group of stations have made such a hit with listeners that many of the more recent stations to go into Negro programming have included "OK" in their call letters; it's become a kind of Negro Radio signature.

President Jules Paglin told SPONSOR: "I am convinced that the stations broadcasting to Negroes with Negro personalities have two responsibilities:

(1) to create a good personality and support him with an intensive advertising campaign so that he will attract the greatest number of listeners to his program, and, (2) to support the advertiser on these programs with a complete merchandise and promotion plan that will let the listener know that this program can be heard on the station, and that the personality endorsing this product has a sincere interest in securing the cooperation of the listening audience through greater sales."

**WRAP, Norfolk:** Like any radio outlet in a tv market, Negro Radio stations must compete with tv. James H. Mayes, Jr., manager of WRAP, discusses the problem thusly:

"We do not program against television. Although the tv medium has taken a larger 'bite' from the non-specialized radio stations, it has had little effect on Negro programming results. There is no evidence, except favorable, that tv has made any greater impression on the Negro public than it had made a year ago."

★ 860 KC ★

# WHOD

★ 860 KC ★

## PITTSBURGH'S

### PIONEER NEGRO STATION



**MARY DEE**

Pittsburgh's original Negro Program Dating Back to 1948.

7-8:30 A.M. Daily  
2-4:30 P.M. Daily



**MAL GOODE**

Mal Goode Comes to WHOD from the "Pittsburgh Courier," America's Largest Negro Newspaper. He Presents Four Newscasts Daily with emphasis on News of Special Interest to Negroes.

8:00 A.M. 4:15 P.M.  
3:00 P.M. 5:00 P.M.



**WALT HARPER**

Walt Harper is Pittsburgh's Best Known Band Leader. His Knowledge of Music and Personal Friendship with the Biggest Names in the Music World gives his chatter between records a unique appeal.

4:30-6:00



**WALTER JONES**

WHOD Advertisers Receive the benefits of an Experienced Merchandising and Promotion Department headed by Walter Jones. Walt and his crew make store calls, set up Promotional Material and Counter Displays.



Courier Women's Page of the Air 8:30-9 Daily  
Toki Schalk Johnson—Women's Editor of the Pittsburgh Courier and Hazel Garland—Associate Editor of the Courier Magazine.

**WHOD** STUDIOS IN THE PITTSBURGH COURIER **860 kc**

The only station  
in the rich  
**KANSAS CITY**  
metropolitan  
market...

1,000 WATTS  
1590 KC

...beamed  
exclusively  
to KANSAS  
CITY'S 118,000  
Negro Market

**KPRS**  
KANSAS CITY, MO.  
Represented Nationally by  
**JOSEPH HERSHEY MCGILLVRA, INC.**

NAT'L REP — FORJOE

RADIO STATION . . . AM & FM

# WHAT

*The LEADER!*

in the NEGRO MARKET

HIGHEST "NON-DIRECTIONAL" TOWER

*Assures Maximum Coverage.*

*Completely Blanketing*

PHILA.'S "DELAWARE VALLEY"

# WHAT

1340 A.M.

105.3 F.M.

Highest Rated Programs by Top Notch Negro Personalities. Delivers More Per Dollar Than Any Other Station in Philadelphia.

Best Buy in Philadelphia. Represented by Indie Sales, Inc.

# FIRST CHOICE OF SOUTHERN CALIFORNIA'S 300,000 NEGROES

HUNTER HANCOCK'S "HARLEMATINEE"  
NO.1 IN EVERY SURVEY



The POPular station

1020 on the dial  
5,000 watts serving 6,000,000 people

**K·POP** Los Angeles

Represented Nationally by Broadcast Time Sales • New York • Chicago • San Francisco

"Negro Radio in Norfolk has stabilized considerably in recent months. It is no longer a curiosity, but a vital factor in the lives of the residents, and in the tactics of the competition in non-Negro fields."

**WWCA, Gary, Ind.:** One of the reasons for the importance of Negro Radio is the improved role of the Negro as a member of the nation's skilled labor force. In many areas, new factories, plants and industries invariably give a shot in the arm to Negro buying power.

A typical story was told by Gary's WWCA:

"Approval has been given for the immediate construction of a new Ford Motor Co. assembly plant in this area which will cost \$15 million and which will employ 3,500—a goodly proportion of which be Negroes.

"A recent plant expansion by the Budd Co., makers of auto bodies, has created approximately 200 new job opportunities. Budd employs Negro help, and many will fill these positions. Within the past year a new plant has been erected by Taylor Forge & Pipe Works, who also employ Negro labor. A trend has been established in this area for the employment of Negroes by firms that formerly did not hire them. Examples of this are: Sears, Roebuck & Co. retail store; Gary National Bank; Northern Indiana Public Service Co.; Gary-Hobart Water Co."

**WCBR, Memphis:** In many large markets, particularly in the South, Negro Radio is a competitive media, with two or more stations competing for radio listeners.

Memphis, for example, now has two Negro-slanted stations programming to the sizable (over 40%) Negro population in the area. Jack Stewart, program consultant for the newer station, WCBR, told SPONSOR:

"Last year, you commented on the fact that WCBR was then the latest station in the country to make the change to that of all-Negro operation. When that change was made, our

**\$60.00 INVESTMENT  
SOLD \$1,500.00 in floor covering  
VIA ALL-NEGRO  
WSOK  
NASHVILLE, TENNESSEE**

ratings dropped in all periods to last place.

"Since that time, we have climbed from last place to a position where we were tied for fourth place in a goodly number of time periods of our broadcast day. This has been despite a disastrous fire we had last February which completely gutted our main studio and record library. Not one minute of air time was lost. This climb in our ratings is especially noticeable when you consider the fact that Memphis has two tv stations, four am network outlets, and three independent am's one of which is a 50,000-watt all-Negro operation.

"An interesting note in our programming is that we counter-program against the other all-Negro station in Memphis, thus giving the listeners a choice. When we play rhythm-and-blues, they play religious music, and vice versa. This has been the first time in over seven years that the Negro listener has had this kind of choice."

**KGFJ, Hollywood:** Negro Radio performers aren't all Negroes by any means, although most of them are of the same race as their listeners.

One of the most popular Negro-appeal d.j.'s in the country is Hunter Hancock, a white performer, who has often led other L.A. disk spinners in popularity polls.

The show, aired Monday-through-Friday, from 9:00 to 11:30 p.m., over which Hancock presides, has a loyal following, both on the listener's side of the fence and on the advertiser's. According to Sales Manager Molly Low, 75% of his original sponsors are still on the show after more than three years. Half of the current sponsors represent renewal business, many now in their second or third seasons. One of the four current advertisers have increased their original usage."

The *Hunter Hancock Show* is sold by KGFJ in a flexible format, and is offered in lengths ranging from 30 minutes (\$52.50 for one time) to 30 seconds (\$7.50). As a running mate in the afternoons, KGFJ now programs the *Slim Gaillard Show*, which is slanted for Spanish-speaking audience of the Los Angeles area as well as Negro listeners.

**WMRY, New Orleans:** At the national level, Negro Radio often runs

**WMGY**  
**COVERS & SELLS**  
**CENTRAL &**  
**SOUTHERN ALABAMA**

*with Hillbilly—*  
*News—Sports—Pop—*  
*Race Programming*

Featuring  
"Uncle Bob Helton"  
Dean of Alabama's D.J.'s  
Red Ryan—  
9 years State Capitol newscaster  
Chuck Elliott as "Charlie the Square"  
7 year veteran with a huge loyal following  
Chucks—Atomic Boogie Rhythm & Blues

**WMGY** | **MONTGOMERY,**  
**ALABAMA**

clear Channel 800 kc—1000 watts

Another Independent  
Metro-Market Station

Thomas W. Sewell, Gen. Mgr.,  
Rep. Forjoe, Inc., New York City  
Dora Clayton, Inc., Atlanta

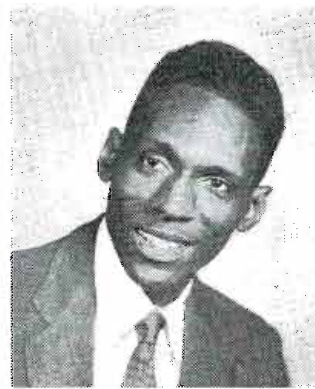
EASTERN VIRGINIA'S ONLY **ALL NEGRO** STATION



BOB KING



DAVE RIDDICK



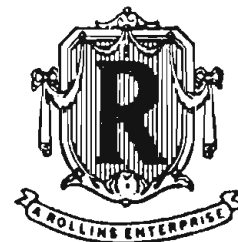
OLIVER ALLEN



BILL CURTIS

**WRAP**

**NORFOLK**  
**1000 WATTS 850 kc**  
**DAY AND NIGHT**



42% of Durham is  
**NEGRO**

38% of Eastern North  
Carolina is  
**NEGRO**

*The Only Possible way to reach  
this fabulous Market is through*

# WSRC

Durham, N. C.

*"Only 100% Negro Programmed  
station for DURHAM, RALEIGH  
& Eastern North Carolina."*

*Why not join these Blue Ribbon  
accounts that sell this tremendous  
market through WSRC.*

*Chesterfield Cigarettes*

*L & M Cigarettes*

*Dulany Frozen Foods*

*Carter's Liver Pills*

*Wonder Bread*

*Esso*

*Gorton's*

*Maine Sardines*

*666*

*Black Draught*

*Feen-A-Mint*

*Chooz*

*Medigum*

*Sulfur-8*

*Palmer's Skinn Success*

*Nadinola*

*Puffin Biscuits*

*& many others*

*Top NEGRO Personalities of the  
South are on*

# WSRC

Durham, N. C.

*For full information on  
how we can sell this 200,-  
000 market for you call  
RAMBEAU*

*Southeastern-Dora-Clayton*

into advertiser resistance because of a lack of research to prove its sales points. But some Negro Radio outlets are filling at least part of the gap at local level.

WMRY, for example has a regular series of "Hostess Surveys" which are largely studies in the field of Negro brand preferences. Reported Manager Mort Silverman:

"WMRY Hostess Studies are done on a city-wide basis, using a ratio of one visitation for every 400 homes in the various Census plots throughout the city, thus giving fair coverage to all areas.

"These studies have been most helpful to the station and to advertisers, as we are able to point out to the advertiser their strength or weakness in the Negro Market, where in many cases they have no indication other than through these studies as to their standings.

"We also make studies, through the Hostess, which help us in our programming. For example, through continuous surveys of program preferences, we know which of our personalities are moving ahead and which are losing ground."

**WDIA, Memphis:** The Tiffany's of Negro-appeal outlets is undoubtedly WDIA. Having gone up in daytime power from 250 watts to 50,000 watts last year (5,000 at night), the station carries the longest list of national and regional advertisers of any Negro station and has worked its way to the highest rungs of the ratings ladder.

According to Manager Bert Ferguson, the station's coverage area "now includes an area in the daytime roughly from Cairo, Illinois to below Jackson, Mississippi, with a total population of 3,222,955 people of whom 1,237,686 are Negroes—or 38.4% of the total."

Added Ferguson:

"The vital importance of the Negro of the Memphis area, this ability of his to consume impressive quantities of a great variety of commodities is a direct reflection of the industrial revolution that the entire South, particularly the Memphis area, has experienced in the last 15 years. The South is the new industrial frontier and no one has participated more actively and profitably than the Negro. As a result, the Negro of the Memphis and Mid-

**After  
5 months  
on the  
air...**

# WEBB

is

## Baltimore's

NUMBER

# 1

# NEGRO STATION

*as shown in Pulse Negro Survey,  
May • June • July*



**WEBB**  
1360 ON YOUR DIAL

covering Metropolitan Baltimore

Baltimore 6, Md.

MURdock 6-3180

**1360 BROADCASTING CO.**

National Representatives:

**GILL PERNA, INC.**

New York  
TEmpleton 8-4740  
New York 21, N. Y.

Chicago  
75 E. Wacker Drive  
Chicago 1, Ill.

## INCREDIBLE!

according  
to  
**PULSE**

For 1/3 of every day . . .

# WILY

Pittsburgh

**has more  
NEGRO  
LISTENERS  
than all other  
STATIONS  
COMBINED!**

1st in every quarter hour  
100 per cent negro programming  
in one of America's great  
markets.

Individual Negro earning power  
in Pittsburgh exceeds that of  
Philadelphia, Cincinnati,  
New Orleans, Washington, D. C.,  
Los Angeles, Atlanta.

Bernie Howard



of **STARS NATIONAL**  
New York

Has The Story!

Phone

**PLAZA 8-0555**

FOR **WILY**

John Kluge, pres

Ernie Tannen, gm

1,000 watts 1080 kilocycles.

South area has greater income and greater security than he has ever known.

"This Negro market has become too important to be overlooked or ignored any longer in this day of strong competition for the consumer dollar—and the Negro's money has the same golden color as anyone's."

**WRMA, Montgomery, Ala.:** General Manager Ralph M. Allgood gave this interesting view of the problem of programming a Negro-appeal outlet in a strongly-Negro area. Said he:

"Our experience has shown that Negroes like a diversified schedule throughout the day. We don't stick to 'gut-bucket' blues, jive and religion all day long. WRMA programs just about everything possible. Granted that over 50% of our programming is rhythm, blues and religion, WRMA also programs bop, pop, progressive, semi-pop, semi-classical and classical. The only music we do *not* program to our audience is hillbilly and polka music.

"We also program many 'speech' shows (this breaks our program pattern as smoothly as possible) and such as a daily early-morning remote breakfast show featuring a husband-and-wife combination, an early-morning five-minute news summary, plus another at noon; a daily 15-minute local church and club announcement period, a daily 15-minute devotional period, a daily 15-minute 'letters from the lovelorn' show; two 15-minute combination news and sportscasts daily; a 15-minute interview show three times a week; and twice a week a 15-minute show featuring local social news.

"All these programs are used to break our program pattern from jive to religion to pop to blues with as smooth a transition as possible. Some of our shows of a public service nature are not for sale. Because we program the same music heard on other stations too, we realize a tremendous white adult and teen-age audience. But all of our announcers, and all of our personalities, are Negro.

"We try to incorporate in all of our programs the old showbusiness theory: Give your audience just enough, leaving them wanting more," Allgood concluded.

**WOIC, Columbia, S.C.:** Occasionally, executives of Negro Radio stations

## THE MOVE

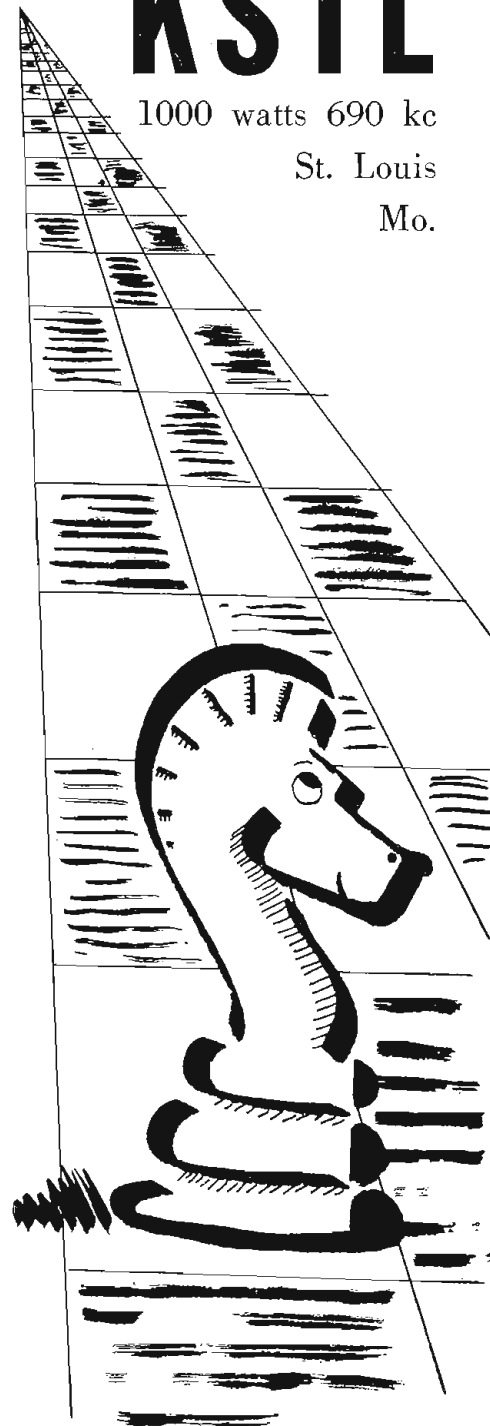
### IS TO

# KSTL

1000 watts 690 kc

St. Louis

Mo.



## EXCELLING

with

## DAVE DIXON

St. Louis' top

Negro D. J.

# WBCO SELLS METROPOLITAN BIRMINGHAM

ALABAMA

Ask Our Reps.

## FORJOE & CO. CLAYTON-COSSE'

(Southeast)

**TO SHOW YOU  
THE JULY 1955  
ALL NEGRO "PULSE"**

Birmingham's Only All Negro  
Station Giving You All Three

1. AUDIENCE
2. PROMOTION
3. MERCHANDISING

# WBCO

America's Finest Negro  
Radio Station Serving

## 270,000

Well-Paid Negroes

In Metropolitan

## BIRMINGHAM

Jesse E. Lanier  
President

Eugene P. Weil  
Sales Manager

find they have to go out and do missionary work among advertisers, both national and local. Al Fisher, manager of WOIC, told SPONSOR:

"Lately, I've found that more and more advertisers and agencies, even the biggest, are becoming quite interested in the potentials of Negro Radio. They tell me, in turn, that they're very interested in the buying habits and brand preferences of Negro listeners, and in knowing how to use Negro Radio properly.

"One thing that nearly always catches their eye is to find out what you can buy in Negro Radio with spot television budgets. Often, you can buy 10 announcements for the price of one on tv. For tv prices, they can saturate the Negro Radio market. But not too many of them have taken the trouble to make the comparison."

**KANV, Shreveport:** Negro Radio outlets frequently find that they have become the local experts on reaching Negro families, and their advice to advertisers can become the basis for an entire campaign.

One such case occurred earlier this year in Shreveport, La. where Negroes spend nearly 25c out of every purchasing dollar in the metropolitan area. Garmal Tonic, a local firm, came to KANV and bought a schedule of five one-minute announcements per day. This fall, thanks to the sales results created in the Negro market, the firm now distributes its product in Louisiana, Arkansas and Texas. The company has grown nearly ten times in value.

Reports the station:

"The original Garmal copy, as prepared by Kanv, is being used on these media, and the officers give a major share of credit to Kanv for the firm's growth. Needless to say, they are still one of our good clients."

**WWRL, New York:** With radio outlets stepping up their merchandising activities, it's only natural that Negro Radio stations should follow suit. Said Selvin Donneson, sales manager:

"WWRL has a merchandising crew that works exclusively for our sponsors in Negro and Spanish-Puerto Rican areas throughout all of New York. We set up display stands of the clients' products ourselves; put up three-color posters in hundreds of supermarkets and grocery stores; in-

## Let These LOCAL FAVORITES Put **SELL** In Your Sales Message!

National and Local Sponsors\*  
Agree:

You Can't Sell the Shreveport  
Negro Market Without

# KANV

\*Names on request

All-Negro Program Personnel

Willie Caston

"Red River Sunrise" 7:15 - 7:45  
A.M. Mon. - Sat.  
Spirituals



Brown E. Moore

Gospel Memories  
12:00 - 1:00 P.M.  
Mon. - Fri. Religious Music

Hardie Frazier

"Dr. Jazzmo" 3-5  
P.M. Mon. - Fri.  
2-4:45 P.M. Sat.  
Top Recordings  
of Pop and Jazz



From sunrise to sunset, KANV is the listening habit of the 50,000 Negro families in this area who enjoy a better than average income. (U.S. Census Bureau)

Get your share of this  
"above average" Negro market  
by contacting Rep.  
nearest you.

REPRESENTED BY:

Dora Clayton, Atlanta, Ga.  
Harlan G. Oakes, Los Angeles, Calif.  
Bob Wittig, United Broadcasting, N. Y.  
Richard Eaton, United Broadcasting, Wash.,  
D. C.

Managing Dir., Glenn V. Wilson

# KANV

1050 Kc.  
250 Watts  
DAYTIME

SHREVEPORT, LOUISIANA





The Rounsaville Big "5"  
 Negro Stations Own "A  
 Million Ears" of the  
 Most Responsive  
 listening in  
 America

\*  
 Individually or as a prize  
 package these Rounsaville  
 stations will deliver top audiences  
 for your advertising message.  
 Their programming is specially tailored  
 to the large responsive Negro population  
 in these key markets.  
 call Dora-Clayton Agency, in Atlanta  
 or any one of these stations  
 for full details.

- WCIN
- WMBM
- WLOU
- WWOK
- WQOK

San Francisco Bay Area  
Advertisers Agree

# THE BIG 3 GETS RESULTS

## POWER

... There is no substitute for power. Simple statement, isn't it? Yet, when it comes to reaching the San Francisco Bay Area's vast and growing Negro community, it's power that does the trick. KWBR has the power-packed "wallop" that gives a clear, interference-free signal . . . a signal that's easy to tune to and easy to hold . . . wherever the Negro population is concentrated within the San Francisco Bay Area. That's why more Negro people *stay tuned* to KWBR . . .

## PROGRAMING

... The experience of two decades of programming aimed specifically at the San Francisco Bay Area's Negro community means that KWBR knows not only *what* the Negro audience wants . . . but also *how* to present it. KWBR pleases the most diverse tastes with a balanced diet of religious, news, women's, sports and musical programs . . . all easily digested and proven audience-holders. That's why more Negro people *enjoy listening* to KWBR . . .

## MERCHANDISING

... KWBR merchandises for consistent advertisers throughout the Negro community where it counts the most—at the retail level. KWBR guarantees a minimum of 100 personal calls each week on the retail trade . . . personally delivers point-of-purchase material direct to the retailer . . . conducts a continuous daily market-by-market survey of consumer acceptance for your product. Merchandising by KWBR is tied-in directly to your KWBR advertising campaign. That's why your sales message gets *double impact* on the Negro audience over KWBR . . .

**Advertisers Agree: For Power . . .  
For Programing . . . For Merchandising in the Negro Market—BUY**

# KWBR

The Merchandising Station

1310 on your dial—1000 watts—  
Unlimited

327-22nd Street • Oakland, Calif.  
National Representatives: Forjoe & Co.

sert the correct pricing in each store; speak to the store owner or manager about carrying the product if not in stock.

"We get additional display space for our clients, such as dump displays, island displays, end-of-counter displays. We put up shelf tapes in hundreds of stores for our clients, put up streamers the client may have made himself, make pantry surveys for certain types of products such as canned meats, dentifrices, and other products.

**WCSC, Charleston:** Not all broadcasters by any means go along with the basic premise of Negro-appeal radio programing.

An interesting view on Negro Radio was offered to SPONSOR by John M. Rivers, president of this CBS Radio affiliate:

"Your survey of Negro Radio is interesting, inasmuch as it comes at a time when there is a great deal of discussion about segregation. Apparently, in some quarters, Negro Radio is to be separated, or segregated, from the rest of radio.

"Charleston, S. C., has a large Negro population, between 40 and 50%. Economically, the Negroes are an important part of our service area.

WCSC is the oldest station in the coastal area of South Carolina. We have always had Negro programing, or Negro talent, as a normal part of our operation."

**KTXN, Austin:** In a market that includes many Negroes and Mexican-descent residents, KTXN has made a sizable hit as a station specializing in reaching these audiences.

Of the station's Negro programing, Commercial Manager Cal Adams reported:

"We feel that music shows still have the most appeal for the bulk of the Negro market. The Bible-and-Blues formula is unbeatable, and we are taking full advantage of it as long as it lasts. However, KTXN believes that many of the time-worn formats and promotions used in radio years ago can be revived in Negro Radio, because for the first time the Negro gets a chance to participate.

"We predict that the man-on-the-street program, for instance, will be revived successfully in Negro Radio. Negro-produced soap operas could win great acceptance in major markets."

★★★

The  
word

for tops in

—Negro programing  
know-how

—Public service

—Creative selling  
and merchandising

—Sales results at low cost

is

# WERD

Negro-owned and  
operated in Atlanta

J. B. Blayton, Jr., General Manager  
Joe Wootton, National Representative

## ATTENTION, RADIO SPONSORS

NOW YOU CAN REACH  
THAT BIG RICH  
CHICAGO BILLION DOLLAR  
NEGRO MARKET

721 500

LATEST FIGURES  
"JAM WITH SAM"



The disk jockey show that  
is the talk of the town

Monday Thru Saturday—  
9:30 P.M.-12:00 M.

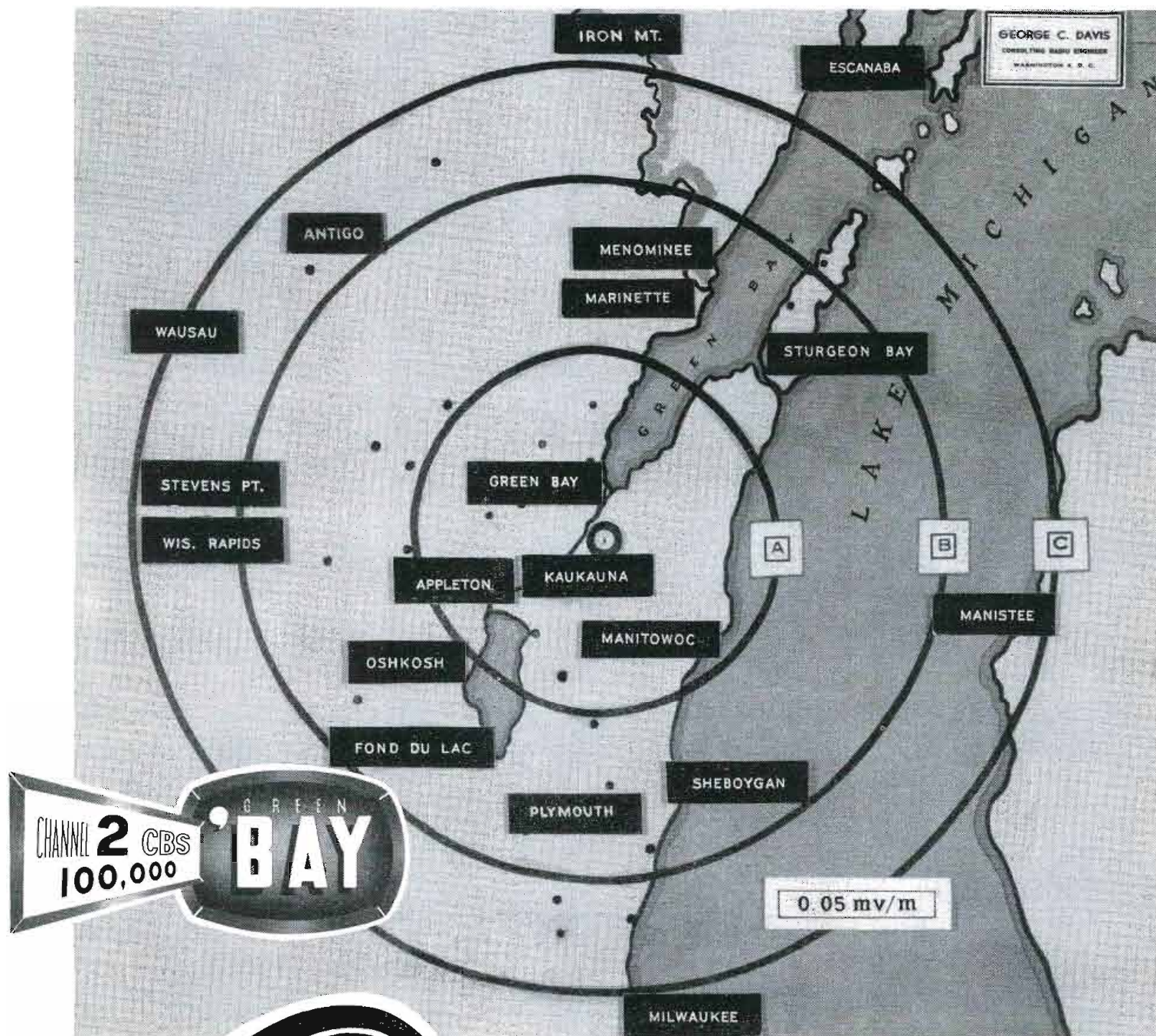
**WGES—5,000 Watts —  
1390 Kc.**

PARTIAL LIST OF SPONSORS  
ARMOUR—Carnation—Coca-Cola  
Ebony Magazine—Illinois Bell  
Telephone—Lucky Strike  
Miller High Life

WRITE, WIRE OR PHONE FOR  
AVAILABILITIES

**SAM EVANS PRODUCTIONS**

203 N. Wabash Ave., Chicago, Ill.  
Phone Dearborn 2-0664

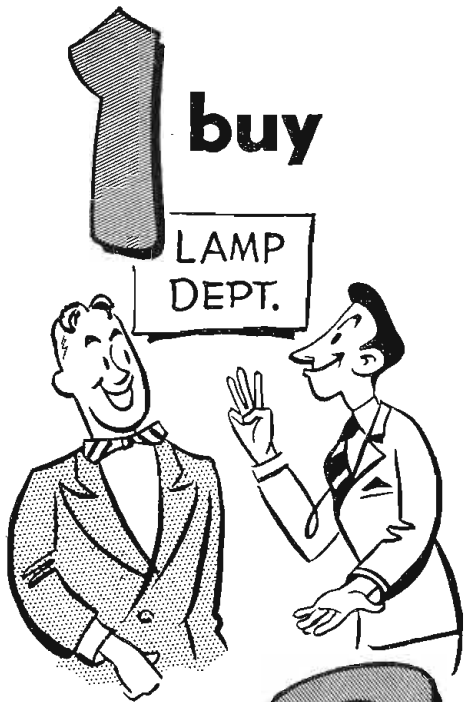


# ch. 2 WISCONSIN

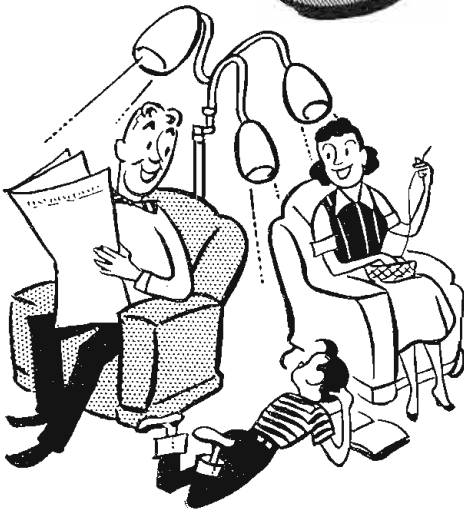
in the Land of... *Milk and Honey*

WHERE THE B&M TEST SHOWED A 98% INCREASE IN SALES!

HAYDN R. EVANS, Gen. Mgr. — Rep. WEED TELEVISION



1 buy  
LAMP  
DEPT.  
covers 3



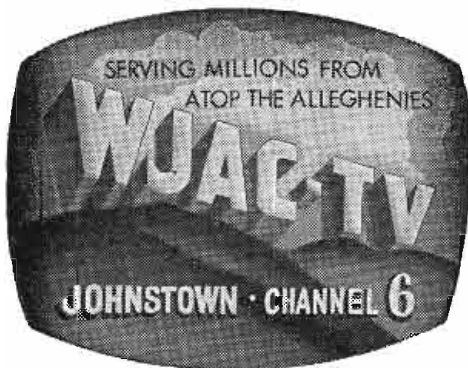
Yes, 1 buy covers 3 markets when you focus that one buy on WJAC-TV, Johnstown! Get complete coverage of the Johnstown area—and "snap-up" Pittsburgh and Altoona, too! Latest Hoopers show WJAC-TV:

**FIRST in Johnstown**  
(a 2-station market)

**SECOND in Pittsburgh**  
(a 3-station market)

**FIRST in Altoona**  
(a 2-station market)

Stay on the bright side of the TV picture with 1 buy that covers 3 . . .



Ask your KATZ man for full details!

# Newsmakers in advertising



**Clifford Spiller** has been named to the newly-created post of director of marketing for General Foods' Maxwell House Division, GF's largest division. He will be responsible for all sales and advertising activities for regular and instant Maxwell House, regular and instant Sanka, Yuban and Bliss coffees. George White, who had been advertising and merchandising manager of the division, was named manager of operations for the division. Spiller's duties will include supervision of the heavy radio-tv activities of the Maxwell House coffees.



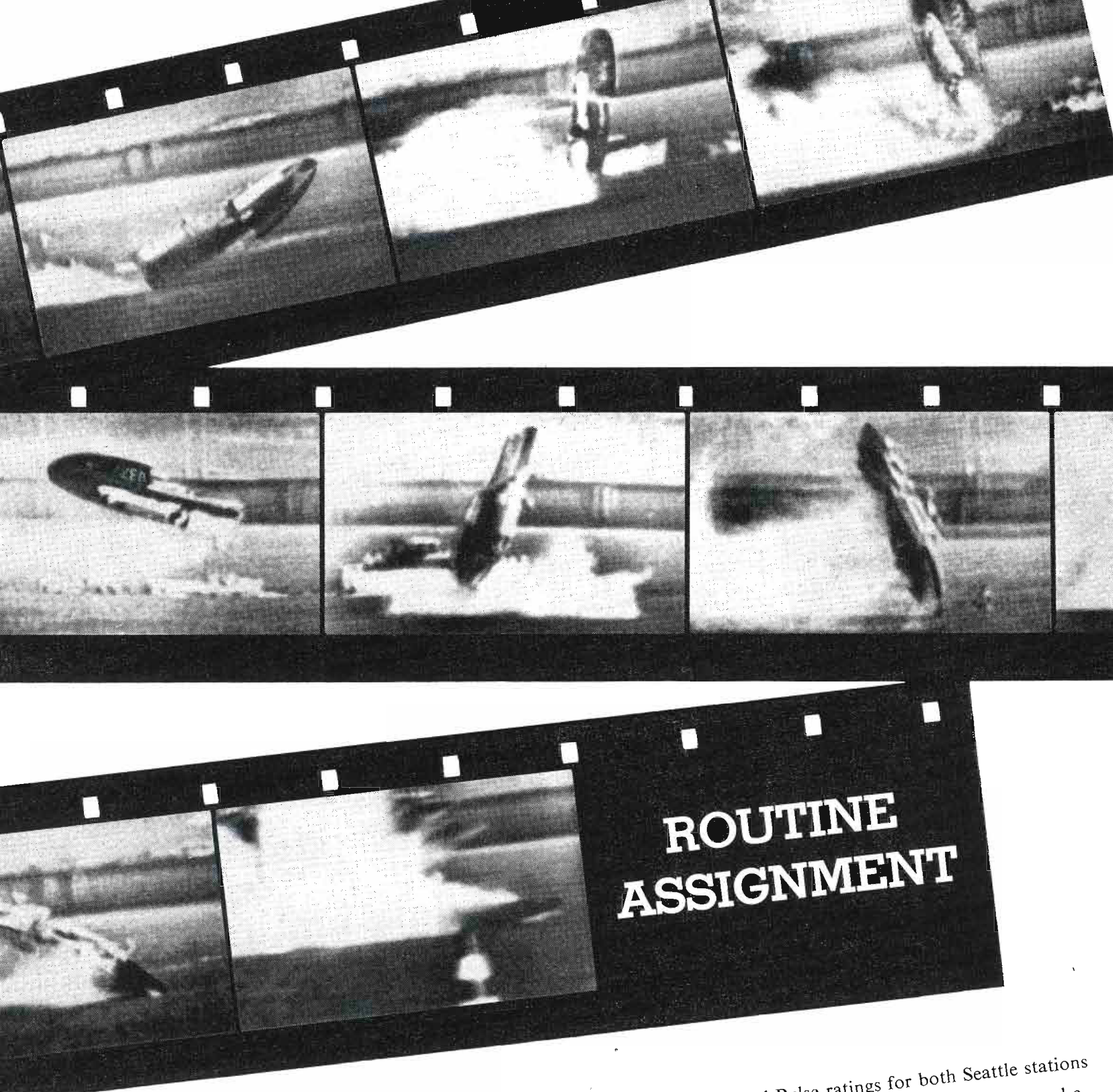
**Robert W. Sarnoff**, executive vice president of NBC, has accepted chairmanship of Advertising Federation of America's committee for National Advertising Week, 19-25 February, 1956. Observance is co-sponsored by AFA, Advertising Association of the West and U. S. Chamber of Commerce. First meeting of the committee will be held 23 September in New York City. Foote, Cone & Belding again serves as task force agency for the campaign. Roger Pryor, vice president in charge of radio-tv for FC&B, New York, represents the task force agency on the committee.



**Charles R. Hook, Jr.**, whose resignation as Deputy Postmaster General was announced by President Eisenhower early this month, will assume the post of executive vice president of Kudner Agency on 1 October. He will also be a member of the agency's executive committee. A former vice president in charge of personnel for the Chesapeake & Ohio Railroad, Hook, who will be 41 on 22 September, served in a number of government jobs after World War II relating to manpower and personnel problems.



**Jacob A. Evans**, vice president and advertising director of SPONSOR, joins McCann-Erickson today (19 September) as account executive for Bulova Watch Co. He will report to Terence Clyne, group head over the account and vice president in charge of radio-tv. Evans joined SPONSOR last year after eight years with NBC, his last network post being director of national advertising and promotion. He is the author of "Selling and Promoting Radio and Television." At SPONSOR he supervised all sales operations.



One of the most spectacular sports accidents of all time took place on Lake Washington in early August... and, only KING-TV was on hand to record the scene, live and by kinescope.

These unretouched kinephotos show the unlimited hydroplane, Slo-Mo-Shun V, attempting to qualify for the famous Gold Cup classic. Suddenly, while traveling at a speed of 160 miles-per-hour, the defending champion leaped out of the water performing a complete loop. Landing right side up, she continued on her course minus its driver, Lou Fageol.

The Pacific Northwest has come to expect such exclusive coverage from KING-TV. This helps explain

## ROUTINE ASSIGNMENT

the ARB and Pulse ratings for both Seattle stations covering the event, August 7. KING-TV showed a superiority on both surveys of almost four to one.

### GOLD CUP, 1955

*Average Telepulse rating for duplicate coverage:*

- Channel 5, KING-TV—37.46
- Other Seattle Channel—10.48

*Average ARB rating for duplicate coverage:*

- Channel 5, KING-TV—50.19
- Other Seattle Channel—14.75

Channel 5—ABC  
100,000 Watts  
Ask your BLAIR-TV man

FIRST IN SEATTLE

# KING-TV

Otto Brandt, Vice President and General Manager



Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, First Vice President  
John Schilling, Vice Pres. & Gen. Mgr.  
George Higgins, Vice Pres. & Sales Mgr.  
Mori Greiner, Director of Television

The Only  
COMPLETE BROADCASTING  
INSTITUTION IN

Richmond  
**WMBG-AM**

**WCOD-FM**

**WTVR-TV**

First Stations of Virginia

**WTVR** Blair TV Inc.

**WMBG** The Bolling Co.

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WRAP, Norfolk, Va.....	147
WREX-TV, Rockford, Ill.....	96
WRMA, Montgomery, Ala.....	142
WSAU-TV, Wausau, Wis.....	50
WSAZ-TV, Huntington, W. Va.....	122
WSB-TV, Atlanta, Ga.....	101
WSBT-TV, South Bend, Ind.....	125
WSJS, Winston-Salem, N. C.....	88
WSM-TV, Nashville.....	11
WSOK, Nashville.....	80
WSRC, Durham, N. C.....	148
WTOP, Washington, D. C.....	26
WTRF-TV, Wheeling, W. Va.....	76
WWCA, Gary, Ind.....	135

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"A SOAPBOX FOR THE WORLD"  
(United Nations Day)  
October 24, 1955

"THE FLEET THAT CAME—  
AND STAYED"  
(Navy Day)  
October 27, 1775

"THE 1955 HALLOWEEN  
REVUE"  
October 31, 1955

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## REPORT TO SPONSORS for 19 September 1955

(Continued from page 2)

**Pulse revisits "not at homes"** Pulse has moved to meet criticism of its personal interview rating method by instituting call-back system to reach "not-at-homes." Researchers have held that lack of call-backs had tended to make Pulse's probability sample an "at-home" sample, thus inflating ratings. (In past, when no one was at home, Pulse interviewers would substitute another home.) Effective this month, Pulse interviewers will make 2 revisits to "not-at-homes" later the same evening. "Not-at-homes" are expected to be reduced to 5% of sample by winter.

-SR-

**Can film be spontaneous?** Question of whether film can have spontaneous quality of live program receives acid test 1 October when first Electronicam version of Jackie Gleason's "The Honeymooners" hits tv air waves. Show is shot by 3 of Du Mont's Video-film cameras before actual audience with real, not canned, laughter. Gleason runs show through with hardly any interruption in 37-40 minutes. This follows Electronicam rehearsals without film. Gleason says fluffs will go on air, too.

-SR-

**Admen demand quick ratings** Demand among agencies for fast ratings on tv shows is increasing as rising costs put pressure on admen for quick evaluations. Telephone coincidental method, now used by Trendex, is quickest of 4 basic ways (telephone coincidental, roster recall, diary, electronic meter) now in common use. ARB, which uses diary, has added telephone coincidental service for 6 major western markets—Los Angeles, San Francisco, Portland, San Diego, Seattle-Tacoma, Denver. Subscribers are promised ARB ratings "within a matter of hours."

-SR-

**Want some free time?** Ingenious gimmick to promote radio station was run by rep Richard O'Connell for XELO, which sends 150,000 watts booming out of Juarez Mexico (across the border from El Paso). O'Connell advertised his client over WPAT, Paterson, N. J., (across the river from New York City). Announcement said first 10 timebuyers who phoned O'Connell about XELO after hearing message would receive 5 announcements free.

-SR-

**Spot radio-tv ignored** Good example of how lack of spot radio-tv figures puts both media in background is recent "Printers' Ink" story (9 September 1955) on media expenditures by clients who spend more than \$1 million annually in advertising. Media covered were network tv, network radio, magazines, newspapers, supplements, farm papers, business publications. Spot was not covered, nor was outdoor, direct mail. While PI story noted that air figures were network billings, PI's release used terms "television" and "radio" without qualification. Thus statement in release that millionaire advertisers as a group spend one-tenth of ad money in radio compared with one-quarter 5 years ago was misleading. Newspapers, such as New York Times, picked up phrasing without specifying spot data were not included.

-SR-

**Radio set output outpaces 1954** Sale of radios as reflected in production by manufacturers continues to exceed 1954. RETMA 7-month figures for 1955 are 7,777,378, or 46% above January-July 1954's 5,324,620. Tv manufacturers also upped production 32% in first half of 1955, to 7-month total of 4,173,088.



### "Monitor" and radio's future

If the fears of many stations prove justified and *Monitor*, as well as other network sales plans resembling spot radio, succeed in siphoning off dollars now going to spot, this is what could happen:

Powerful radio outlets which cannot hope to maintain their operating costs on local business alone may eventually be forced to continue on virtually a skeleton-crew basis. Other stations able to seek local business may nevertheless have to operate on a trimmed-down, less-creative standard.

National spot radio revenue (as well as local revenue) is the foundation on which the radio medium rests today. Network affiliates now derive 50% or more of their income from national spot with network accounting for 10% or less.

The meaning of this for the national advertiser is that it's national spot which plays the vital part in: (1) paying for adequate professional radio staffs on the stations he buys; (2)

providing funds for investment in audience-building local programming; (3) building merchandising and promotion staffs whose efforts add to the impact of his campaign.

If the national spot revenue on which the stations depend declines dangerously, the very foundation of the radio medium is therefore weakened. It is for this reason that the national advertiser who makes profitable use of the radio medium must eye the plan for the extension of NBC's *Monitor* to weekdays with more than the usual interest of a buyer observing the internal activities of a sales-effective medium. The advertiser may be witnessing events which will determine how effective radio will continue to be for him as an audience-attracting and selling force.

This is a time in the radio industry when many of the best minds are deep in sober analysis. The medium is literally at a cross-roads with decisions being pondered which will have influence for years to come. The networks as well as individual stations are trying to find a sound pattern. It is SPONSOR's belief that *Monitor* as programming makes a real contribution to the industry because it represents an exciting new form of service-and-entertainment. Creative programming experimentation of this and other types is much needed and should be continued by the networks as well as stations.

But *Monitor* as a sales approach is an entirely different matter.

SPONSOR's belief, as stated in an editorial last issue, is that the networks should find means of operating on a profitable basis without going into direct competition with their affiliates

at prices so low that reasonable competition is impossible. The problem of the networks is an extremely tortuous one but a solution which hurts the stations in the long run cannot be constructive for the networks or the medium as a whole.

\* \* \*

### Reminder No. 4: adman's dilemma

The problem that lack of a television set count and coverage yardstick poses for admen has never been better stated than in a letter SPONSOR received recently from George Anthony, media director at Stromberger, La Vene & McKenzie, Los Angeles. We quote from it with no comment because George Anthony's observations so ably bespeak the urgency of the industry's need for an official set count which SPONSOR has been seeking to make clear:

"... Your client is vitally interested in a county-by-county tv set count that is current and accurate—and there just ain't no such animal. So you try to explain . . . you make excuses, you do a few projections and then you arrive at an educated guess for the particular areas that you are studying. Meanwhile, the client (who is very much aware of the gross costs in television) is wondering what is wrong with the agency or what is wrong with the television industry.

"I firmly believe that two factors divert money that could be spent in tv into other media. One is this much-discussed lack of information on set counts and the other is the time-consuming aspect of tv buying. . . ."

(For Mr. Anthony's complete letter, see page 13 this issue.)

## Applause

### Problem Solved

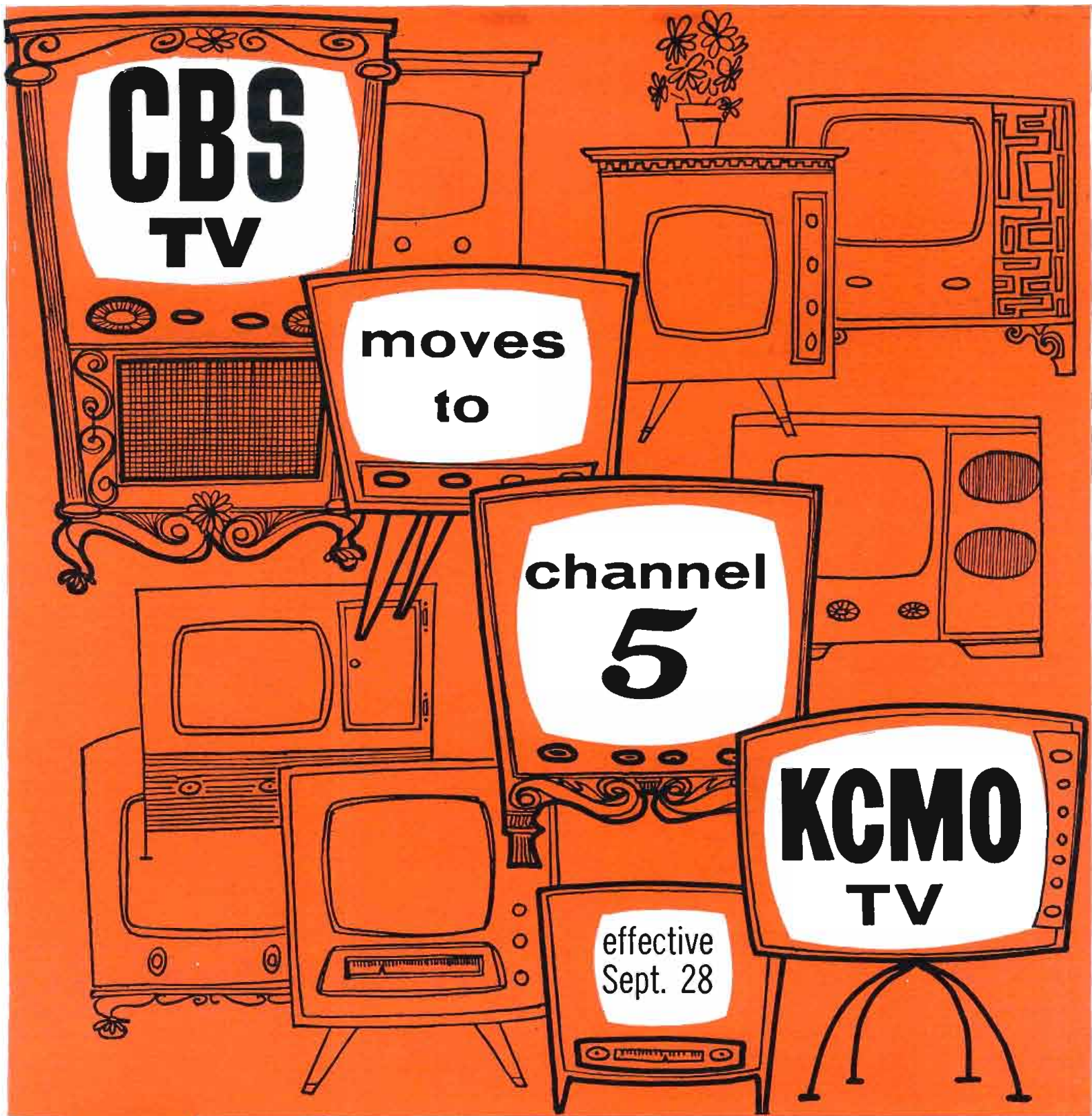
One of the time-consuming difficulties involved in buying spot radio and tv has always been the fact that each representative submits availabilities to buyers in a different manner. It's a subject that's been talked about for years and came up in public most recently when Ruth Jones, P&G buyer at Compton, told a session of the RTES' Timebuying and Selling Seminar how non-standard availabilities forms could

slow down buying (see Timebuying Basics, SPONSOR 11 July 1955). But as a result of action by the 4A's broadcast media committee and a committee of the Station Representatives Association, SRA members have agreed on a standard form which is now going into use as old supplies are consumed.

Members of the SRA committee were: Jack Brook, Free & Peters manager of tv sales, chairman; Larry Webb, SRA managing director; Tom

Flanagan, SRA consultant. Chairman of the 4 A's broadcast media committee is BBDO's Frank Silvernail.

This solution to a perennial problem is just one of the moves continuously underway to make spot an easier medium to buy. As we see it the next big breakthrough will come in the form of publication of dollar expenditures in spot radio and tv with TvB almost certain to announce such a project for spot tv within a month.



**MEREDITH** *Radio and Television* **STATIONS**  
 affiliated with *Better Homes and Gardens* and *Successful Farming* magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
<b>K</b>	<b>K</b>	<b>W</b>	<b>W</b>	<b>K</b>	<b>K</b>	<b>W</b>	<b>W</b>
<b>C</b>	<b>C</b>	<b>H</b>	<b>H</b>	<b>P</b>	<b>P</b>	<b>O</b>	<b>O</b>
<b>M</b>	<b>M</b>	<b>E</b>	<b>E</b>	<b>H</b>	<b>H</b>	<b>W</b>	<b>W</b>
<b>O</b>	<b>O</b>	<b>N</b>	<b>N</b>	<b>O</b>	<b>O</b>	<b>W</b>	<b>W</b>
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC	CBS	CBS	NBC

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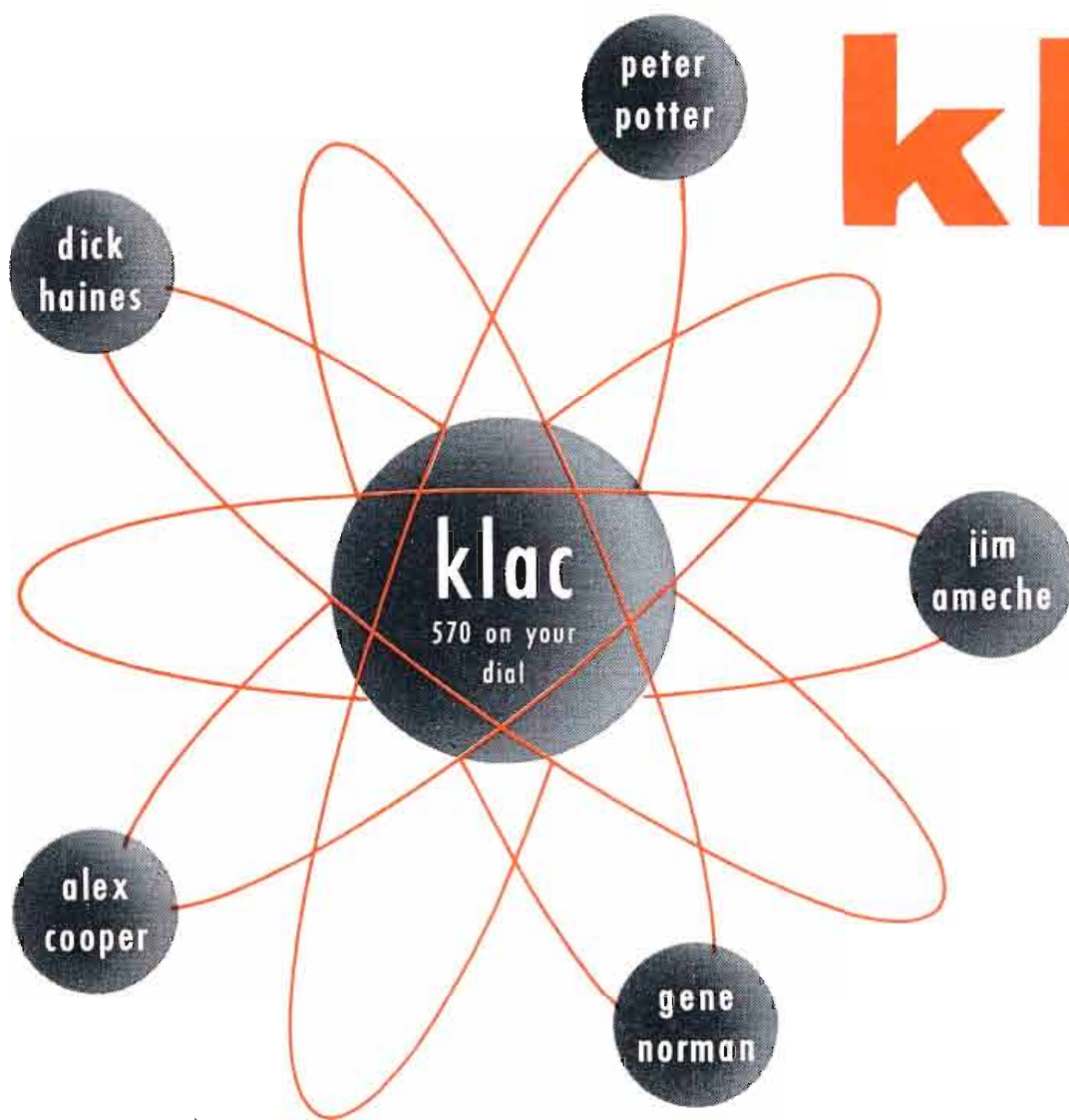
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**market**

**klac**

**big**  
**five**

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local advertisers  
insist on **klac**  
nielsen reports  
prove **klac**  
leadership



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- 107 newscasts for national sponsors
- 12 sport broadcasts for national broadcaster

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