

NOV 1 1957 10:00 AM '57  
20 ROCKWELL PLAZA  
NEW YORK 20 N.Y.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

where  
there's a  
Storz Station



... there's **PRECISION**

... precisely why there's never a dull moment ...

... precisely why in each of these major markets

*more radios are tuned to the Storz Station than to any other*

**MINNEAPOLIS-ST. PAUL WDGY** is first ... All-day average. Proof: Hooper (31.9%) ... Trendex ... Pulse. See Blair or General Manager Jack Thayer.

**KANSAS CITY WHB** is first ... All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

**NEW ORLEANS WTIX** is first ... All-day Proof: Hooper (WTIX 2 to 1) ... Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI WQAM** is first ... All-day Proof: Hooper (42.1%) ... Pulse ... Southern Florida Area Pulse ... Trendex. See Blair ... or General Manager Jack Sandler.

## FREY REPORT: WILL AGENCIES FIGHT HARD?

On the eve of the Frey report to the ANA, agency men review current compensation system, explain their stand

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## Will Catholic church screen programming?

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## Spanish radio: why it is growing fast

Page 44

## Report on this year's show costs

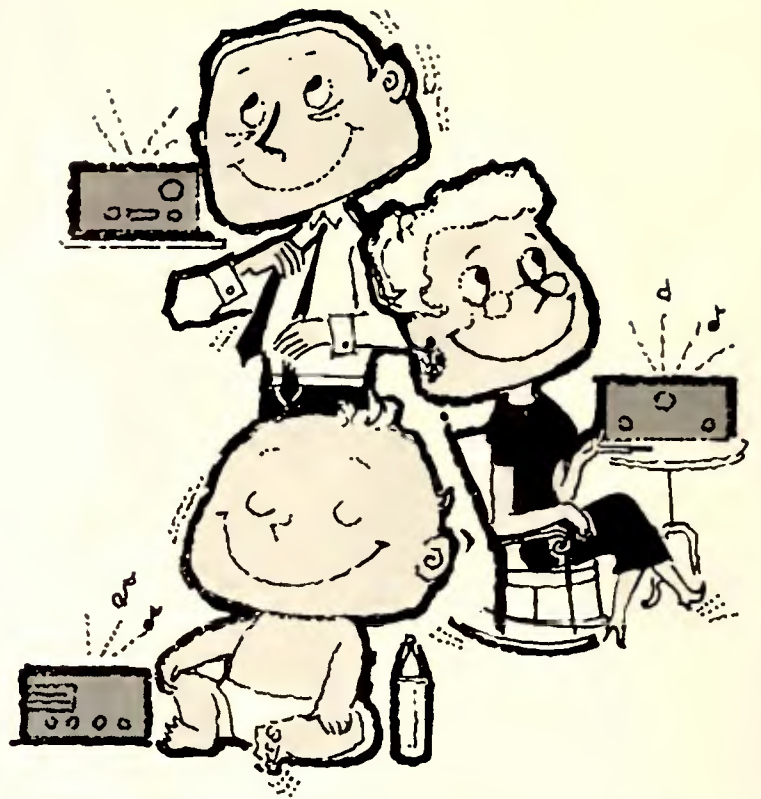
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# STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING  
DO STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul  
REPRESENTED BY JOHN BLAIR & CO.  
WHB Kansas City  
REPRESENTED BY JOHN BLAIR & CO.  
WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.  
WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

No station  
but  
**no station**  
in Baltimore

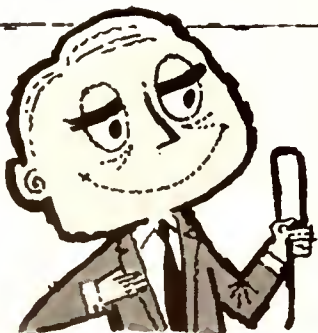


**has as many listeners\***  
in any age bracket,  
male or female, as

**Radio Baltimore**

**WEAO**

*\*Nielsen Station Index, Audience Composition Analysis, Baltimore, July, 1957.*



Keep your eye on these other Plough, Inc., Stations:

Radio Boston  
**WCOP**

Radio Chicago  
**WJJD**

Radio Memphis  
**WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

YOUNG & RUBICAM, INC.  
*Advertising*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO  
LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



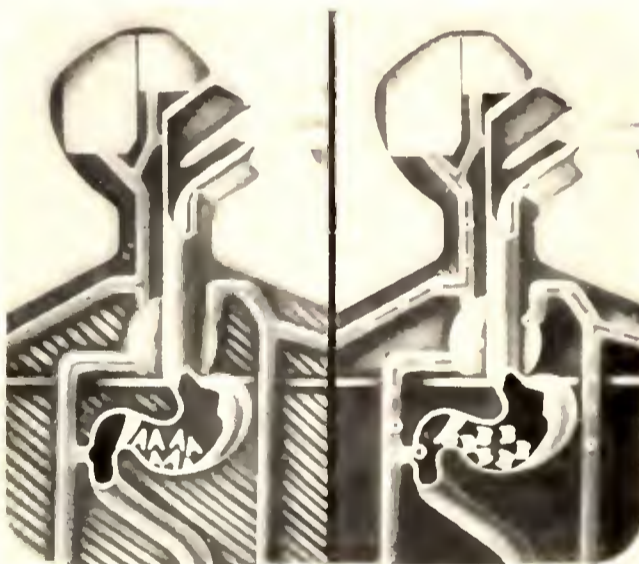
**DARN IT**



**BEAT IT**



**PUSH IT**



**WATCH IT**

Fads in television may come and go, but one principle always remains true: if you add "action" to "sight and sound" you get unusual results.

Knowing how to achieve this extra dimension of *demonstration* calls for a knowledge of the product you want to sell, the people you want to reach—and an understanding of what television as a medium will and can do.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

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### Radio's all-important basics

Keep your eye on Radio Basics, in SPONSOR once every four weeks. Coming up in the 9 November issue will be: box scores on sets sold; stations on air; sets-in-use; spot campaigns; network radio business

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Sponsor Publications Inc.

# Speaking of **POWER** . . .



It takes a lot of skill as well as muscle to do a **BIG** job! *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED!\**

## **WHO**

**for Iowa PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,  
National Representatives

*\*Source: 1956 Iowa Radio  
Audience Survey*

WHO Rad'io is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines  
WOC-TV, Davenport





# Best of Show

Like a prize-winning Afghan, each WKY Television System station inherits attributes that make it clearly outstanding. The same leadership that made great stations in Oklahoma City has now created stations equally dominant in Montgomery and Tampa - St. Petersburg.

Best of shows, best of public service, best of facilities—these are the factors that make WKY Television System stations your logical choices in the markets they serve.

## THE WKY TELEVISION SYSTEM, INC.

**WTVT**

Tampa - St. Petersburg

**WKY and WKY-TV**

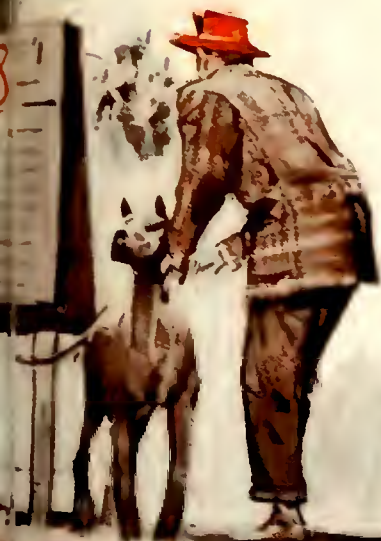
Oklahoma City

**WSFA-TV**

Montgomery



Represented by the Katz Agency



# Pick the Pack with the Flip-Top Ratings!

(LEO ROARS GOOD... LIKE A REAL LION SHOULD)

Everyone flips when they see those top Metro ratings . . . so if you like your pleasure BIG, start programming those fabulous MGM features now . . . and watch your spot billings multiply to KING-SIZE proportions.

No need to buy 'em by the carton either (although you'll save if you do). Even if you program only a few features a week you'll find that MGM-TV has a plan to fit your requirements.

Pick any number of features from 1 to 723 for a F-L-E-X-I-B-L-E package of the greatest motion pictures with the greatest stars.



WIRE, WRITE  
OR PHONE  
Richard A. Harper,  
General Sales Mgr.  
701 7th Ave.,  
New York 36, N. Y.  
JUdson 2-2000

**MGM-TV**  
A Service  
of Loew's  
Incorporated



# NEWSMAKER of the week

*A new tv-inspired trend in agency growth was underscored this week when Campbell-Mithun, Minneapolis, announced the opening of a New York office, to be headed by William E. Brownell. The growth of tv billing among major agencies throughout the country has caused many shops such as San Francisco's GB&B to open up or expand New York offices.*

**The newsmaker:** "Our move points up a new and conflicting trend in the agency business," Bill Brownell told SPONSOR. "Today, many Midwestern clients prefer to have a Midwestern agency because they feel the agency will be closer to its marketing problems. In fact, most New York giant agencies have been opening more and more regional offices to better service their clients in important marketing centers.

"At the same time the demands of the broadcast media, tv particularly, are such that a major agency, wherever its homeoffice might be, has to have an office in the key tv centers. Campbell-Mithun has offices in Chicago and Los Angeles as well."

Bill Brownell began his advertising career as a radio continuity director, announcer and writer. Starting 1 November, he'll be heading up the new office of an agency which has quadrupled its billings in four years.

During the first six months to a year, Brownell anticipates that better than three-fourths of the New York office's work and billing will be in the broadcast media.

"However, we expect to add some new clients in this area as well as servicing the broadcast needs of our Minneapolis accounts," he added.

Among the agency's biggest broadcast spenders are Pillsbury and Gold Seal's Glass Wax.

At SPONSOR's presstime, Brownell was making final arrangements for office space in the Greybar Building, New York, but he anticipates having a staff of 30 on the payroll by spring.

His own background in the agency business has included being v.p. and copy director for Erwin, Wasey, head of the William Weintraub Detroit office and head of the Grant and Campbell-Ewald copy departments.

"The New York office of Campbell-Mithun will be able to service an account completely," he told SPONSOR. "But our stress in the beginning is upon air media."



William E. Brownell

## Same blanket... new label

Same power-packed station lineup,  
same blanket western coverage.

Only the label is changed. From now on,  
the Columbia Pacific Radio Network  
is going to be called the  
CBS Radio Pacific Network. That way,  
you know at a glance who we  
are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALES



# Daniel Boone covered a vast territory . . .

*One of that hardy and picturesque band of American frontiersmen who boldly pushed back the barriers to our country's westward expansion, Daniel Boone blazed the storied Wilderness Road that opened a new region to pioneer progress.*

today  
 WGAL-TV covers  
 a vast **MARKET** territory

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning \$6¼ billion annually
- buying consumer goods that add up to \$3¾ billion annually in retail sales

It's the coverage that makes WGAL-TV America's 10th TV Market!

## CHANNEL 8 MULTI-CITY MARKET

**WGAL-TV**  
**LANCASTER, PA.**  
**NBC and CBS**

STEINMAN STATION  
 Clair McCollough, Pres.

**MR. CHANNEL 8**  
**NBC and CBS**  
**316,000 WATTS**

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

# SPONSOR-SCOPE

26 OCTOBER

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SPONSOR PUBLICATIONS INC.

It's always been axiomatic that foods, cigarettes, and drugs—in that order—consumed the most night time on the networks. But not now.

Network tv's biggest nighttime sales this fall are to toiletry manufacturers by a wide margin. Automotive has jumped to No. 2. Foods are No. 3.

SPONSOR-SCOPE'S breakdown of the five leading categories in nighttime network tv (in terms of sponsored *half-hours*) shows:

CATEGORY	ABC	CBS	NBC	TOTAL
Toiletries	6	9	9½	24½
Automotive	8½	4½	5	18
Foods	6½	7½	3	17
Cigarettes	2	6½	6	14½
Drugs	1½	3	4	8½

To tell the truth: NBC TV is using a modified version of the lie-detector (psycho-galvanometer) to test audience reaction to new tv films.

The network thinks it will get closer to how participants feel by putting an electro-sensitive sponge in their hands than by the old method of marking a profile or pushing buttons.

(The profile created by the lie-detector eventually will be compared to the ratings and shares of audience—that is, if the show gets on the air.)

Now that New York is a one-team baseball town, major surgery on Ballantine Beer's contract with the Yankees is in the offing. Principal point to be considered:

Whether to televise more road games and black out some of the home contests. The Yankees apparently favor such a revision in their radio-tv procedure.

(Co-sponsor R. J. Reynolds is not involved in the pending discussions: it leases its share of the broadcasts from Ballantine.)

Reps this week said that stations are getting itchy for an answer to this question: What's the national tv spot outlook for next year?

Inquiry among agencies hasn't brought forth much helpful information.

The reasons cited: (1) Clients have yet to pass on new-year plans; (2) they don't know how much support products will need—and in what markets—until the network competitive picture is crystallized; (3) it's too early to tell whether the economic climate will be favorable to the introduction of products now in the laboratory stage.

The new season's first advertiser looking for an alternate-week reliever for his network show is American Chicle.

The program is Jim Bowie (ABC TV) and the reason has nothing to do with ratings or share of audience.

Some of the company's products are competitive and the way out. American Chicle figures, would be to have two minutes of commercial one week and a minor mention the next.

Even though the new network tv season barely is under way, some of the major agencies already are dreaming about a way out of the miasma of summer repeats.

One suggestion picked up by SPONSOR-SCOPE this week: **Stagger film shows during the regular season so that there's a repeat every third week,** as against concentrating them all in the summer months.

The agency behind this idea admits that it probably hasn't a prayer. But everybody feels something should be done—so why not some early brainstorming?

**Which advertisers are gathering the most radio home impression** on the basis of network commercial minutes over a month's stretch?

Nielsen's NRI report for the four-week period ending 7 September ranks the first 10 campaigns in this order:

ADVERTISER	NETWORK	COMM. MINUTES	4-WK. HOME IMPRESSIONS
Brown & Williamson	NBC	340	186,260,000
Lever Bros.	CBS	120	131,460,000
Colgate	CBS	120	129,870,000
Wrigley	CBS	120	84,720,000
Scott Paper	CBS	48	58,050,000
General Mills	NBC	130	55,896,000
General Motors	CBS	60	51,240,000
Bristol-Myers	NBC	85	45,645,000
Simonize	CBS	69	41,193,000
Bristol-Myers	CBS	48	40,128,000

Note: The automotive tune-in accounts for an estimated additional audience of between 20%-25%.

Automotive advertisers and their agencies will have a particular interest in the October NRI because of the Ford campaign on CBS Radio.

They'll want to see how many home impressions Ford got over a four-week period with its 50 commercial minutes per week. The cost of this campaign comes to around \$4.4-million net for the year.

NBC Radio's Joe Culligan at a meeting with the network's affiliates executive committee this week apprised them of these good tidings:

- Comparing September 1957 and September 1956, the network's sponsored hours are up 40%, gross income is up 70% and payments to stations 200%.
- My True Story's audience share is up 51% and Bandstand, which follows, 30%, giving NBC a 14.5 to 13.0 rating lead over CBS Radio for the 2:30-3:30 period.
- On five-minute shows affiliates are due for two compensation raises: (1) an estimated 10%, for many, retroactive to 1 October and (2) 15%, effective 1 April.

Bulova is considering taking NBC TV off the hook for the four Bob Hope specials canceled by rival Timex.

McCann-Erickson, the Bulova agency, this week looked into the rating and cost-per-1000 details of Hope's initial telecast of the season.

Timex became peeved by Hope's guest appearance on the opening Frank Sinatra (ABC TV) because it had a closing Bulova commercial.

Both TvB and BBDO this week were focusing their presentation efforts on selling the effectiveness of tv as a vehicle for promoting the heavy goods, industrial corporate image.

For tv, this type of institutional advertising would be a blessing: It stays on—as precedent proves—around the calendar and is less prone to be affected by the economic barometer.

A cozy little arrangement is developing between stations and reps in case of divorce. It works this way:

If a broadcaster dumps Rep A and signs up Rep B, then B must help with the damages if A wins a breach-of-contract action.

One rep who agreed to such indemnification procedure this week said he was making out alright: He got enough business in 45 days to cover his share.

The trade is somewhat puzzled by the lack of business from advertisers who go in heavily for Christmas sales.

As a rule, most of the buyers of pre-Christmas promotions have put in their bids for availabilities by this time.

One such account that was heard from this week was Whitman Candy. It's looking for early morning and late afternoon radio spots in 62 markets (N. W. Aver).

The reps are beginning to feel the competitive pressure of the radio networks in their Chicago offices.

Until this month, it had registered mostly in New York.

Despite the slowdown of orders in these two sectors during the past two or three weeks, national spot radio still is up 50%-60% over the first nine months of last year.

A joint approach to the problem of getting more national spot for the stations in smaller markets is being talked up in rep circles this week.

The gist of the plan:

1) Stations in normal marketing areas that add up to 500,000 people and over would organize into a group.

2) They would operate as a co-operative entity in sales, research, advertising, and promotion.

3) A group rate card would offer an attractive cost-per-1000 for even those advertisers who buy only the top 60-80 markets.

Top agencies have become alerted to the potentials of the Latin-American language market in this country—which now is nearing the 5-million mark.

Reasons for this heightened interest are:

- The market has an estimated \$3.5 billion in spendable income.
- These people read very little—even in their native-language press.
- Radio set penetration is around 90%.

(See Spanish Language Radio section, page 44, for further details.)

Agencies that have been urging reps to set up a central billing office will find this item encouraging:

Adam Young said this week that at the next meeting of the SRA directorate he will urge the association to appropriate money for a study on central billing.

Central billings, Young told SPONSOR-SCOPE, will tend to:

- Counteract the one-bill argument advanced by the networks.
- Expedite the payment of bills on time.
- Create a better relationship with agencies via reduced paperwork problems.

New York's giant banking institutions at last can be classified as steady tv users.

By the first of the year five banks (with 80% of the commercial deposits among them) will have campaigns on New York stations.

National City, Chase Manhattan, and Manufacturers Trust already are on; Guarantee Trust starts a syndicated series in a couple months; and Chemical Corn is shopping for something it can debut 1 January.

Heretofore New York bankers were ranked among the country's ultra-conservative in using modern promotional devices.

Now that the NARTB has unveiled its tv circulation study to its regional groups, these are the follow-up steps:

- 1) Question the membership for **impressions** of the study.
- 2) Analyze the **response**.
- 3) Present this analysis to the association's tv board and let it decide **whether the final plan for a tv audit bureau of circulation should be presented at the NARTB convention** in Los Angeles next spring.
- 4) If the board's decision is affirmative, **ask tv stations at the convention whether they favor going ahead.**

(See Will tv get its own "ABC"? in 28 September SPONSOR.)

**Jack Gould**, tv-radio critic of the N. Y. Times, met his industry critics at a Pioneers' luncheon this week and ably **defended his craft against charges of ignorance.**

Gould explained that the critic is concerned primarily with these two factors: **What is it, and how well is it being done.**

Among the opinions expressed by Gould in answer to question:

- A critic's viewpoint **cannot be equated intelligently with ratings.**
- The practice of **previewing shows**—used by more and more papers—may tend to **discourage viewing of good programs.**
- The **low calibre of summer tv fare** poses a serious problem for the industry.
- **Radio ought to wake up** and get its share of newsprint attention.

**Look for a flood of radio business—both network and spot—from BBDO in the next few weeks.** Two of these campaigns will be a decided departure from the norm in programing and scheduling concept.

BBDO's radio billings prospects for 1958 are at least double this year's figure.

**The Katz Agency will make its new formula for estimating tv station discounts available** to timebuyers in two weeks.

In developing the formula, which is based on 50 network affiliated stations, Katz found that between July 1957 and July 1956:

- 1) There was **no significant change in the spot discount structure.**
- 2) The average rate for **prime nighttime was up 9%**; for **late nighttime, 7%.**

**ABC TV continues to plug its theme that audience shares are leveling** to the point where no one network can claim real supremacy.

Here's the latest comparison of the three networks' **average share of audience**, based on the opposition to ABC TV's 36 sponsored evening periods:

NETWORK	1957	1956	% CHANGE
ABC	31.5%	22.0%	+43%
CBS	37.3%	43.6%	-14%
NBC	31.2%	34.4%	-9%

Source: **Trendex ratings through 18 October 1957 vs. October 1956 report.**  
(See 19 October SPONSOR-SCOPE, page 12 for an earlier comparison.)

**It took RCA only a week to catch up with Ampex's announcement that it was ready with a magnetic tape for recording color tv programs.** RCA's entry is scheduled to sell for under \$100,000 in late 1958.

**For other news coverage in this issue,** see Newsmaker of the Week, page 7; Film-scope, page 65; Spot Buys, page 68; News and Idea Wrap-Up, page 71; Washington Week, page 83; SPONSOR Hears, page 86; and Tv and Radio Newsmakers, page 92.

# Anyone for Bouillabaisse?

(It's the perfect entrée)\*

\* For the main course of SALES in Michigan!

## Here's the Gerity recipe!

- ★ Take one 1,060 ft. tower . . . .
- ★ add potency with maximum full power of 100,000 watts . . . .
- ★ blend in a Grade "A" signal covering Flint, Saginaw, Bay City and Midland . . . .
- ★ accent with additional coverage of such cities as Lansing, Owosso, Mt. Pleasant, the Tawas, Alpena and all Eastern Michigan . . . .
- ★ add a dash of top-flight showmanship mixed with Eastern Michigan's only complete color facilities . . . .
- ★ boil to taste on WNEM-TV Ch. 5 schedule.

The Gerity recipe makes enough Bouillabaisse to feed the buying desires of 2½ million people in 580,000 TV homes in Michigan's 2nd Market—plus America's 19th Industrial Market!

**Get your ladle out and get your full share!**

*(Nothing fishy about this recipe—these are all-meat ingredients, guaranteed choicest!)*



**BAY CITY OFFICES**  
814 Adams • TW 3-4504

**SAGINAW OFFICES**  
201 N. Washington • PL 5-4471

**FLINT OFFICES**  
Bishop Airport • CE 5-3555



**See your Petryman**



**WNEM-TV**

# PROFILE OF YOUR KBIG AUDIENCE



61%	30%	41½%	41½%
Adult	Adult	Teens	Children
Women	Men		

MATURE . . .  
MALE & FEMALE . . .  
COMFORTABLY WELL OFF

THAT'S A QUICK PROFILE of the audience which rides the 740 spot of the Southern California radio dial, as analyzed in a new qualitative study by The Pulse, Inc.

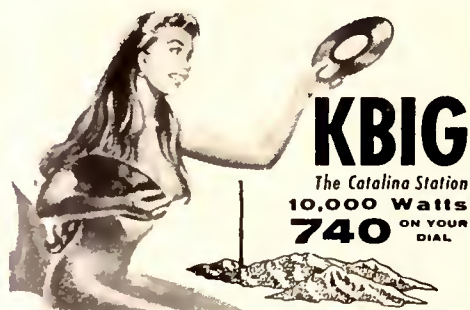
FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an *adult, able-to-buy* audience for KBIG.



## RENTAL GROUPS

45%	32%	14%	9%
\$60	\$50	\$35	Under
and Over	to \$59	to \$49	\$35

Any KBIG or Weed man would like to show you the full picture.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone, HOLlywood 3-3205  
Nat. Rep. WEED and Company

# Timebuyers at work

**Tom Hardy**, Donahue & Coe, Inc., New York, feels that the increasing importance of station merchandising services is part of the continual growth and change that results from competition between stations, as well as among the advertisers themselves. "For a long time," Tom says, "stations offered merchandising services to give themselves a plus over other stations—and advertisers didn't place too much importance on it. Then some advertisers made good use of it, others followed, and now the tremendous value of merchandising as an adjunct to the broadcast advertising is becoming recognized. The current Bab-O advertising tie-in with merchandising is, in my opinion, one of the best. It's key line, 'Did you hear what happened to Bab-O?' is getting public recognition." Tom points out that when advertisers began to demand the merchandising services, many stations weren't properly equipped to handle it, but because of the competition, they took great pains to correct the situation quickly. "Today," Tom notes, "most stations have services that produce solid results for the advertiser, and the reps pitch merchandising as enthusiastically as ratings and programs." In short, merchandising has become basic now, he feels.



**Jerry Firestone**, Grey Advertising Agency, New York, timebuyer for Ronson, says that "buying at Grey is integrated with all other marketing facets. Such factors as distribution and sales patterns play a necessary role in the media scheme. In particular, the characteristics of the best potential market for the product are studied both



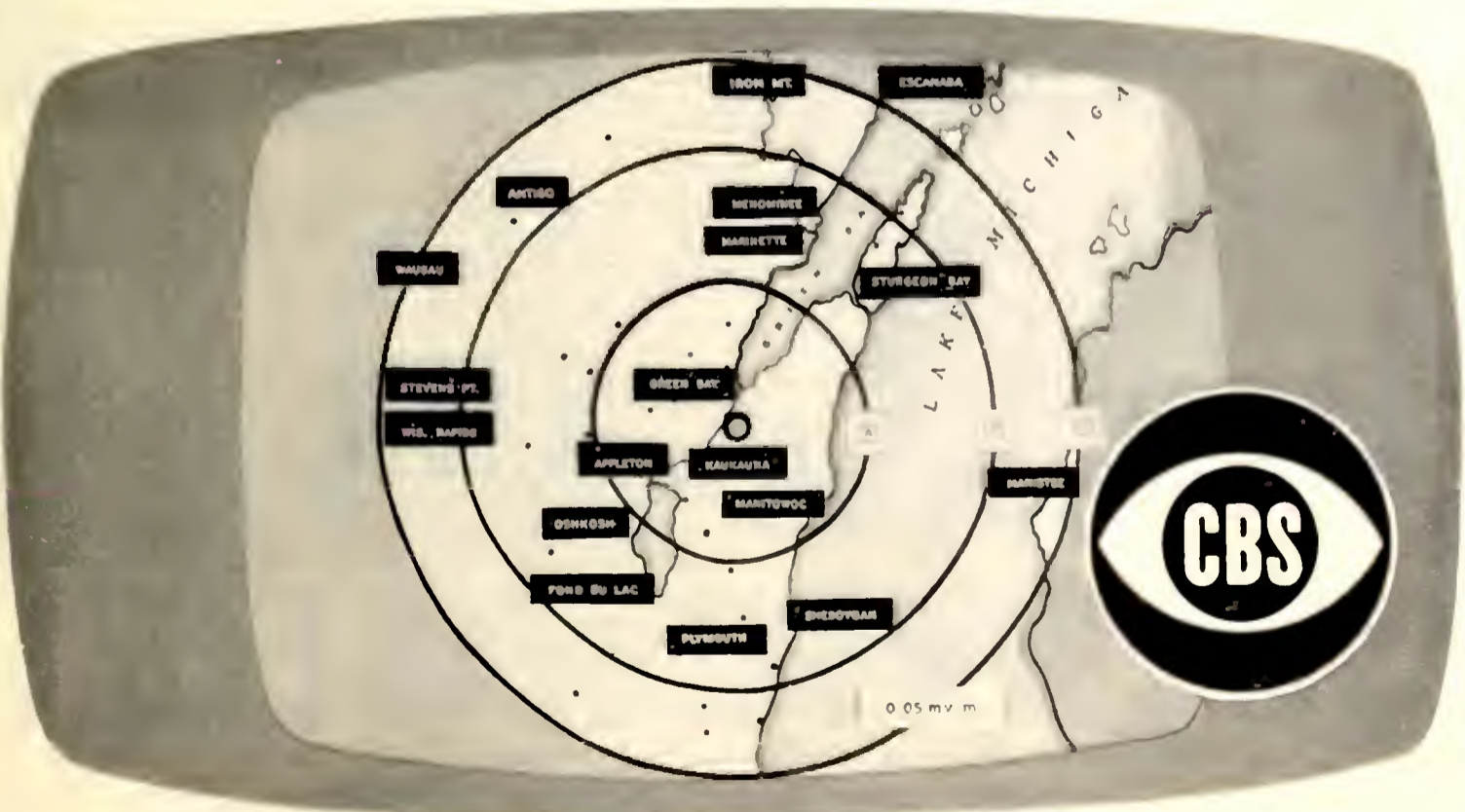
quantitatively and qualitatively—size and location of this market and the age, sex, income and other distinctions of the buyers!" Planning for an account at Grey, Jerry says, begins first with a Central Selling Policy, which keys all planning for all departments in the agency. From this springs a Media Strategy Statement, a Copy Strategy Statement, a Merchandising Strategy Statement, etc.—each interpreting in its own language the Central Selling Policy. And each is worked out with the others, not separately, so they're interwoven, and work together. "Then, accordingly," Jerry explains, "we decide the markets, media and specific uses of this media in terms of frequency, reach, impact, continuity necessary for effective impression, and of course, costs.



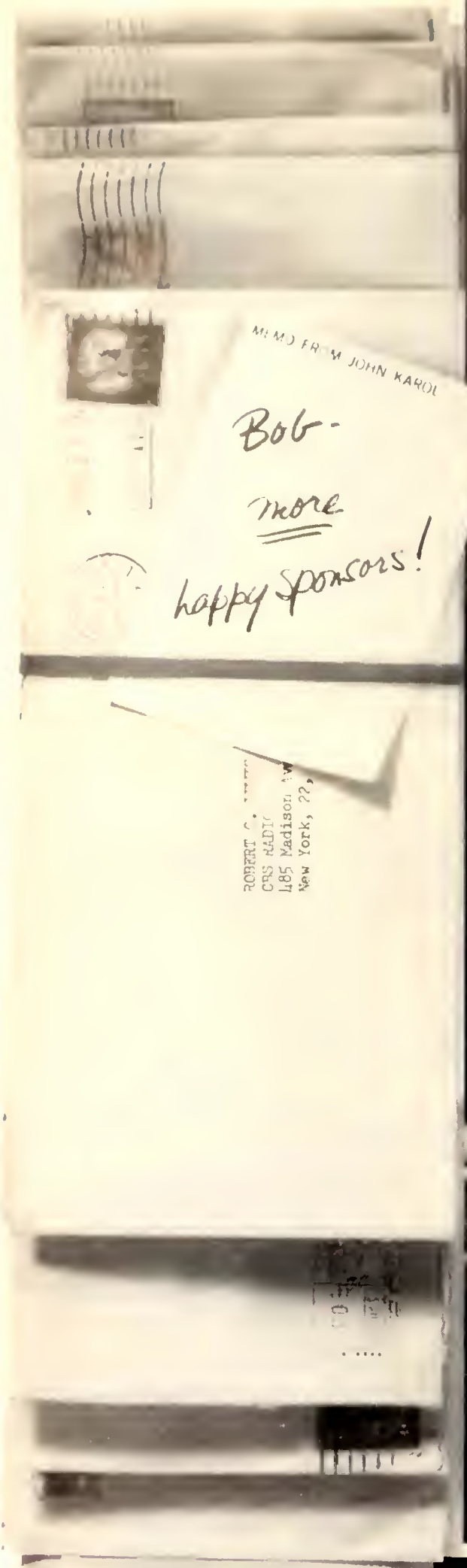


# WBAY GREEN BAY

in the Land of... *Milk and Honey*

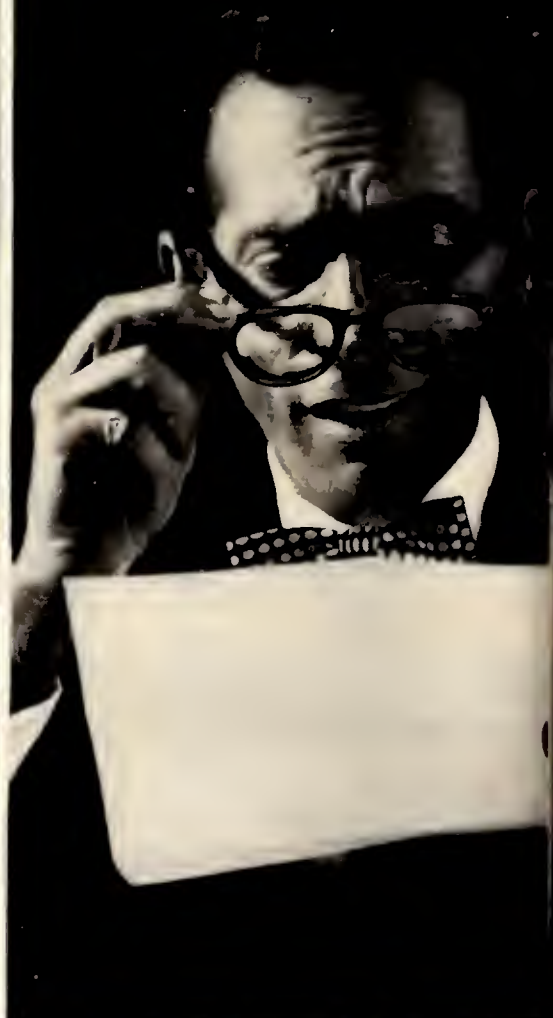
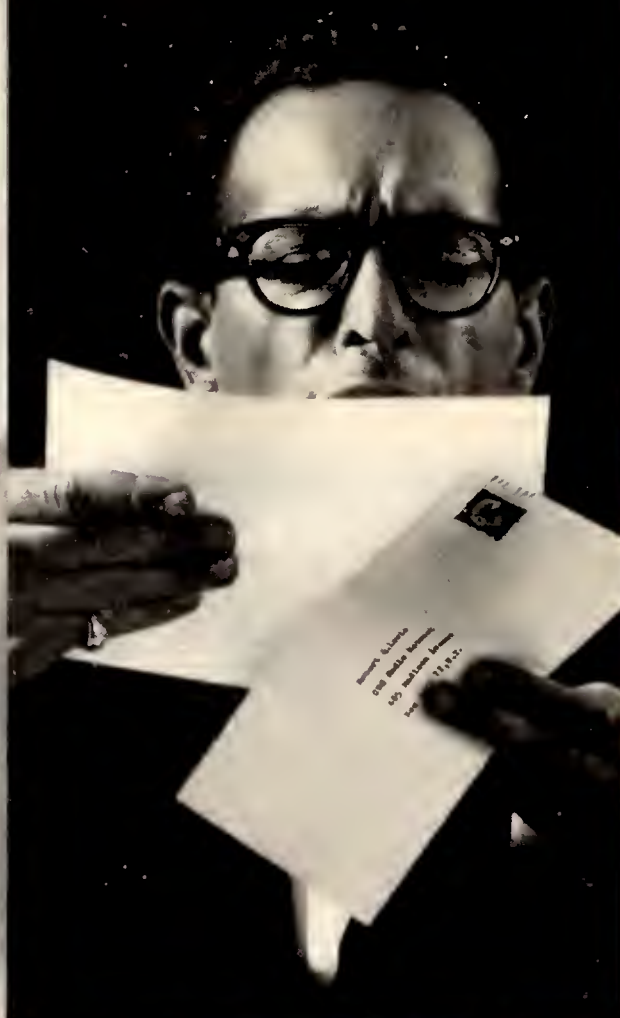


HAYDN R. EVANS, Gen. Mgr. — Rep. WEED TELEVISION



"...the commercials you are doing for us on AYDS are helping to increase our sales..."

"...it had one of the warmest and personal approval types of delivery that we've had in many an age."



# THE ROBERT ON THE CBS

Sponsors: CAMPANA SALES CO., CHRYSLER CORP., COWLES MAGAZINES, INC., EX-LAX INC., GENERAL FOODS CORP., GENERAL MILLS, INC., GROVE LABORATORIES INC., H. J. HEINZ CO., HOTPOINT CO.

Monday-Friday, 8:00-8:30 pm, Saturday, 11:05 am-12:00 noon, CNYT PRODUCER-DIRECTORS: Jack Hurdle (Mon.-Fri.), Bruno Zirato, Jr.

of  
l  
val  
ery  
"

"...commercials  
like this will  
keep us in  
the running."

"...what a real  
stimulus your  
salesmanship has  
been to Perma  
Starch sales..."

"In our book  
you are the  
greatest salesman  
of them all."



# Q. LEWIS SHOW

MILNER PRODUCTS, INC., JOHNSON & JOHNSON, LEWIS-HOWE CO., P. LORILLARD CO., MILNER PRODUCTS CO., PLOUGH INC., READERS DIGEST ASSN., VICK CHEMICAL CO., WHITEHALL PHARMACAL CO.

# RADIO NETWORK

CESTRA: Ray Bloch SINGERS: Judy Johnson, Richard Hayes ANNOUNCER: Lee Vines WRITERS: Art Baer, Ben Jolson, Heywood Kling

# RANKS

# 11<sup>th</sup>

IN THE NATION

in per family income  
(\$7,339.00)

Source: 1957 Survey  
of Buying Power

## COLUMBUS GEORGIA

3 county metropolitan area  
USES THE LOCAL  
& NATIONAL FAVORITE

# WRBL



AM  
FM  
TV

TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN **97.3%** OF ALL  
QUARTER HOURS

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES  
DELIVERED BY **55%**

Day or night monthly. Best buy  
day or night, weekly or daily, is  
WRBL—NCS No. 2.

# WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

by Bob Foreman

## Agency ad libs

### Webster can't do it all

Recently on one of these excursions, I dwelt at length on the subject of advertising-with-a-personality. I referred, you may recall, to several campaigns which, according to my definition, possess distinctive personalities, an attribute which I believe to be vital if an advertiser is to be heard from among the many with whom he competes for attention.



I was mulling this subject over while returning by plane from Cleveland where I had just delivered a rather cogent philippic on our fair business. I was thinking of the difficulties in *creating* this personality for one's advertising—a personality which is in keeping with the corporate mien as well as one which will be readily recognized by the public. Among these difficulties: it must convey something of value and desirability about the product *without use of words*.

I underline "without use of words" because all the words in Webster's cannot create a personality. True, they can surround it and crystalize it. But portray it, they cannot. Which brings me to the main point of this piece. Another personality problem that is peculiar to tv.

### Product personality: tv vs. radio

Television is the most literal of our media. That's because it provides us with live-action and live-action film . . . namely, real people in motion and employing speech. By so doing, tv comes very close to life, itself, outwardly at least as close to life as any symbol-form we have yet devised. Hence tv offers reality. It shows things as they are. Despite the fact that this is one of its great strengths as a sales medium . . . that empathy comes more readily . . . that believability is better devised . . . that action can be more actively evoked . . . this also creates one of the big problems. By forcing us to be literal, television copy often leads us into the most pedestrian ways of advertising.

Our cliches are twice as boring. Our truisms are twice as obvious. Our "druggist-type" announcer, our simulated "doctor," our across-the-fence backyard discussion about soap, our car-on-the-road eulogy, our happy-eater-of-breakfast-food—all tend to suffer far more in television than they do in print. Or in radio, for that matter. They're too corny, too obvious, too phony.

It is the non-literal, the un-cliched, the implicit rather than the explicit that are necessary if we are to create a real advertising personality via television. It must come from the imaginative and the interpretative and the art-effect rather than from a literal reproduction of true-to-life trivia.

Now, there's a far easier road to personality via radio. Here we have it comparatively easy to create a special mood. With only audio to contend with, we can do this with music—vocally, chorally,



FROM 3 TO 6 PM IN THE NATION'S CAPITAL...


# WRC IS THE SPEAKER OF THE HOUSE!

Late afternoon radio in Washington, D.C., is WRC's cup of tea. During the 3 to 6 pm time period, weekdays, WRC averages a 28% share of audience—a 29% advantage over the second station.

And within this time period, WRC's local programming sets the mood for an even greater number of listeners. From 4 to 6 pm, "Twilight Tunes" with Ed Walker averages a whopping 45% advantage over the second station! The intimate, local appeal

of "Twilight Tunes" not only holds the audience for these two hours, but *sells it with conviction* for such sponsors as American Tobacco Company, Ben-Gay, Cities Service, Northeast Airlines, Prestone Antifreeze, RCA Victor and Valley Forge Beer.

In Washington's 17-radio-station market, the large and loyal following "Twilight Tunes" enjoys on WRC is a natural for you. Let WRC Radio speak for your product in the nation's Capital!

NSI Report—Washington, D. C., Area—July 1957 **WRC•980** WASHINGTON, D. C. SOLD BY  SPOT SALES



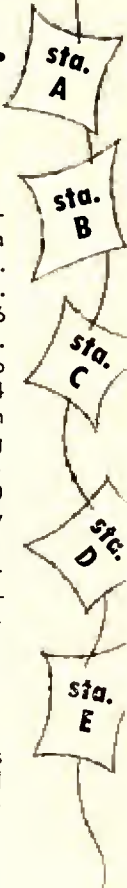
no. 1  
stations in  
all surveys

**KOBY** No. 1 Station across the board in both Pulse and Hooper! July-Aug. Pulse: weekdays 15.3, Sat. 16.7 Sun. 17.3—averages 6 a.m.-midnight. Aug-Sept. Hooper, weekdays, 7 a.m. to noon 18.1, noon-6 p.m. 29.4 share of audience. Nielsen agrees with a 22,520 rating 6 a.m. to 9 p.m. KOBY operates full time . . . 10,000 watts blanket the entire bay area. Definitely the No. 1 buy because it's San Francisco's most listened-to station. See your Petry man, today!

**KOSI** Denver's top-rated station all day—all weekend! Aug.-Sept. Hooper: 28.0 a.m., 29.2 p.m. share. June Pulse shows KOSI No. 1 independent, 6 a.m. to 6 p.m. with a 16.3 average share. All surveys prove KOSI's dominance . . . 5,000 watts—sells full time. Represented by Forjoe.



**WGVM**  
in Greenville, Miss.  
No. 1 in both Hooper & Nielsen  
See: Devney & Co., Inc.  
**MID-AMERICA BROADCASTING COMPANY**



or instrumentally. It can be achieved by the selection of cast, or the *kind* of dialogue written. It can be created with sound effects. It can also be any combination of the above.

On the other hand, to fix this personality firmly in the public mind our job is not quite so easy if we're using radio. It takes high frequency today. For frequency alone is necessary if we're to reach audiences that are *broad enough* and, more importantly, if we're to toss *enough impressions* against this audience.

Also, this need for frequency calls for a special *type* of radio copy—if that copy is to create a desirable product—personality. *It must wear well.* When musical, it must be unusually attractive; if dialogue, it must be the kind that doesn't drive a listener crazy after several hearings.

But whichever medium we use, or if we use them all, let me say once again—it takes personality to do the job.

P.S. Upon rereading this epic, it occurred to me that a subject well worth devoting an entire piece to, and one which relates closely to the comments above, is that of personality in the tune-in advertisements (or lack of same) as it is developed by the three networks. Since this is such an expanded form of advertising, and working in conjunction with promotion efforts has a bearing on ratings and show-success, I will attempt in the near future to discuss the problem.

It's amazing to me—at least—that the approaches to tune-in ads as seen in the newspapers vary so tremendously from network to network. Also—that although each has a decidedly distinct as well as distinctive personality yet, in my opinion, there's a great degree of difference in the ability to do the job tune-in advertising is charged with.

Take an extra long glance, if you will, during the next week or so at the print campaigns of ABC, CBS and NBC, and then we'll see if we agree with the points I'll make in the upcoming issue.

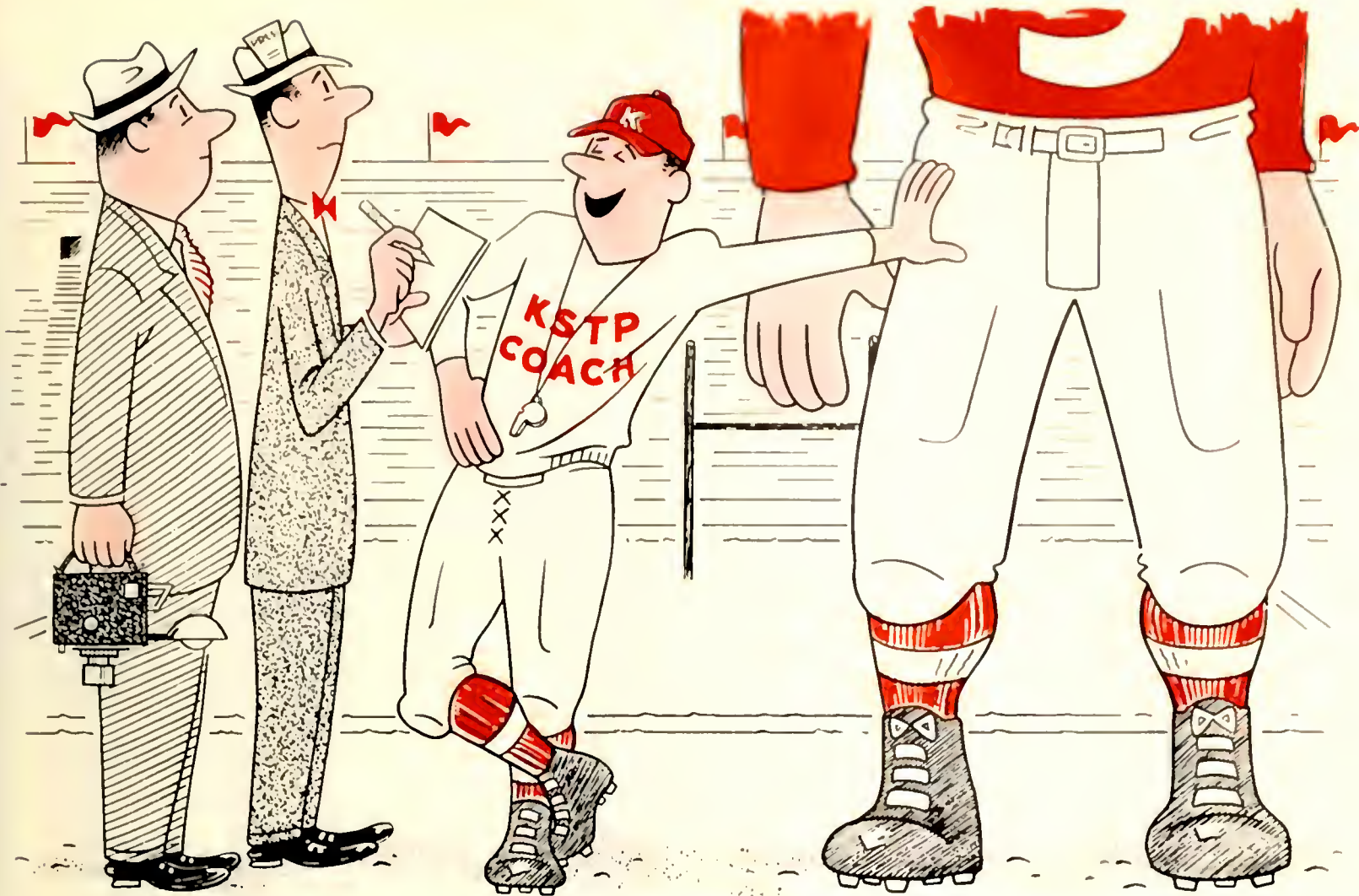
**"An adman ad-libs on tv"**

A 192 page book of selected Foreman columns from SPONSOR, released by Hastings House, Publishers, Inc., is now in your bookstore. Bob's pungent commentaries on the broadcast industry and his keen analysis of its problems are illustrated by Al Normandia.

The book's eight chapters deal with:

- The agency and its denizens:
- Nuts, bolts, commercials:
- The audience, confound 'em:
- Sponsors, the care and feeding of:
- The fine art of video;
- Research—if you can call it that:
- The one without pictures—radio:
- Color or hue, whew!

It adds up to an encyclopedia of entertainment and information. 192 pages, illustrated, retails for \$4.50.



**"Yes, we're expecting a pretty fair season!"**

Minnesota's Golden Gophers and NBC's hotter-than-ever Fall lineup are off to a fast start and going great guns in the Twin City area—but you've already heard about them.

Let's talk about television time—particularly the important 10:00 P.M. to Midnight segment. During this time period, *Monday through Friday*, KSTP-TV outrates its nearest competitor by better than *two to one!*

Here are the ARB Metropolitan Area Report figures for September 1957:

**STATION SHARE OF SETS IN USE**

*Monday through Friday  
10:00 P.M. to Midnight*

<b>KSTP-TV</b> . . . . .	<b>45.2</b>
<b>STATION B</b> . . . . .	<b>18.5</b>
<b>STATION C</b> . . . . .	<b>21.5</b>
<b>STATION D</b> . . . . .	<b>14.9</b>

There are a few choice availabilities left within this top-rated time period. For further information, contact your nearest Edward Petry office or a KSTP-TV representative today.

**KSTP-TV**

CHANNEL  
100,000 WATTS



**MINNEAPOLIS • ST. PAUL Basic NBC Affiliate**

*"The Northwest's Leading Station"*

**Represented by Edward Petry & Co., Inc.**

# DOM



**Twin Cities of the South** now rank 10th in retail sales per capita according to U.S. Dept. of Commerce! Tampa-St. Petersburg belongs on every major-market list!



# WATE

## TAMPA-ST. PETERSBURG

23 of top 25 shows are on WTVT, according to the latest Pulse! WTVT captures 85% more quarter-hour firsts than the 2nd station, and is undisputed leader in the 6 to 7 p.m. slot with all 4 top multi-weekly shows!

# WTVT

Represented by the Katz Agency

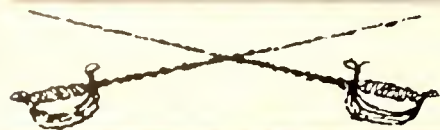


**CBS Channel 13**

The WKY Television System, Inc.  
WKY-TV and WKY Oklahoma City  
WSFA-TV Montgomery

## TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

# ADVENTURE



# STORY



# HOUR



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.  
488 Madison Ave., N. Y. 22 • PLaza 5-2100

## Women's week

**"Paris Calling":** Arlene Stern has just landed one of the most exciting jobs in radio. Beginning 1 November, Arlene, whose *One Woman's Opinion* first hit the airwaves in the fall of 1954, will broadcast women's news and features direct from Paris. Her new show will be heard on all four Washington Post Broadcast Division stations—WTOP, radio and tv, Washington, D. C. and WMBR, radio and tv, Jacksonville, Fla.

A political science graduate from Northeastern University, Arlene's first job in writing and broadcasting was as public affairs officer for the State Department. The combination of political science background and writing brought her into USIA and from there into commercial radio.

**Schrafft's "girls in grey flannel suits":** The latest tribute to ad women is of an off-beat culinary nature: Starting 9 October, Schrafft's on 45th Street and Fifth Avenue, New York, is offering an "ad women's special" on Wednesday nights in the Men's Grill.

According to Schrafft's, this will be a man-size meal for a woman-size pocketbook. Menu will be printed in the AWPY colors—turquoise and grey—for the ladies in the grey flannel suits who attend the weekly Wednesday night Advertising Women of New York survey course in Schrafft's.

**Selling's the thing:** Remember the old saw, "If you can sell, you can get anywhere."? Things haven't changed much. The old slogan still holds, but the wording's fancier. *Today it's called marketing.*

An American Management Association survey of 335 member company presidents now earning anywhere from \$13,500 to over \$400,000 a year, shows that one-fifth of these presidents arrived by way of marketing. This proportion is even higher among the younger men.

Production work led to the top for one-sixth of those surveyed, one-eighth got there through finance.

Over one-third had held jobs in all three of these fields before they got the big corner office. And, all other fields combined (engineering, general management, personnel) produced fewer than 15% of the presidents. The moral: *Girls, stick to your marketing!*

**AWRT elects:** Election of officers was on the agenda at the first semi-annual workshop meeting of the Central New York Chapter, American Women in Radio and Television. Results when the votes were in: Dorothy Cotton, director of women's programs, WHEC, Rochester, president; Kay Larson, director of women's services, WHEN and WHEN-TV, Syracuse, vice president; and Barbara Hall, woman's program director, WHCU, Ithaca, secretary-treasurer. The meeting was held 12 October at Rochester, N. Y.

The next workshop is tentatively scheduled for 12 April in Syracuse.

# Queen of the Towers...

(new tower completed)

## WDSM-TV COVERAGE DATA

WDSM-TV new tower  
1,010 feet above average terrain,  
2,049 feet above sea level.

Population 638,800

Households 193,370

Retail Sales 649,905,000

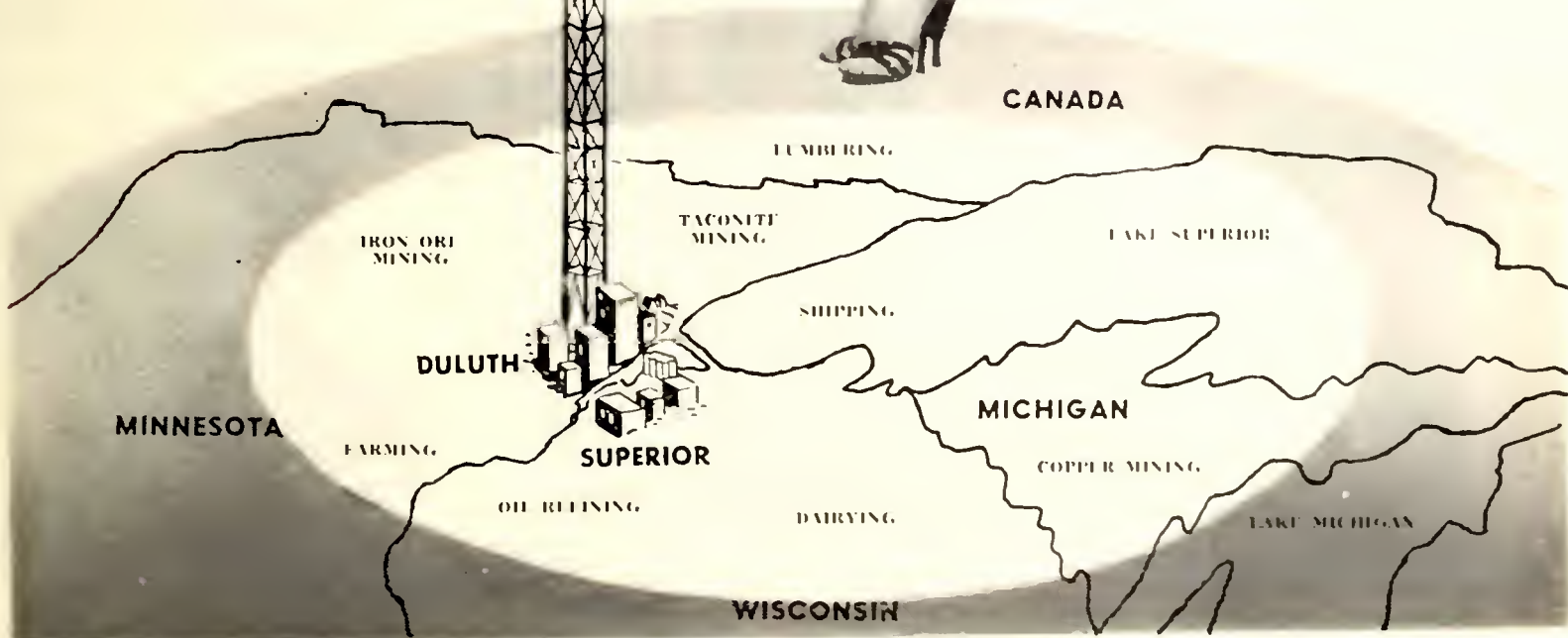
Consumer Spendable Income  
894,880,000

Source—1957 SRDS  
Consumer Markets

Number TV Homes 147,876  
Source—Television Magazine

IN THE HEART  
of a  
NEW METAL  
EMPIRE!

... Covering the Tri-State Area  
in the nation's three billion dollar  
market! Plus new money  
... one-half billion for taconite  
mining! Plus seaway ... mil-  
lions proposed! Get your share  
and more in this rich, fast-  
growing television market using  
WDSM-TV ... maximum power  
(100,000 watts) ... greatest  
coverage ... exclusive remote  
truck ... studios (both Duluth  
and Superior).



N B C  
A B C

**WDSM-TV** Channel 6

CLARENCE (DUKE) TULLY  
General Manager  
CARLO M. ANNEKE  
General Sales Manager  
PETERS, GRIFFIN,  
WOODWARD, INC.  
National Representative  
BULMER & JOHNSON, INC.  
Regional Representative

# Here's

The Johnny Pearso



# Johnny Pearson—in person!

ars **Show**—all new, all **live**—serves up proven showmanship and proven salesmanship on American Radio, every Saturday, 9-10:55 am



Johnny Pearson has a happy habit of pulling big audiences in big markets. How well does Pearson sell? Just check this peppy performance record:

1. Kansas City: 129% audience increase in 2½ years.
2. New Orleans: 100% audience increase in just six months!

Now he goes **live** on American with a brand-new, two-hour session of currently popular music and song. The new Johnny Pearson Show features vocalist Kay Brown (**live**), baritone Dick Roman (**live**), The Ray Charles Blenders (**live**), Buddy Weed's orchestra (**live**) and announcer Doug Browning (**live**).

Here's a proven salesman with a proven show that will sell today's young housewife—the on-the-go woman who's more music-minded than ever.

the **live** one is

AMERICAN  
BROADCASTING  
NETWORK

**JACKSON, MISSISSIPPI . . .**  
*the South's fastest growing TV Market*



**220,308  
 OPEN DOORS**

The South's fastest growing TV market—Jackson, Mississippi—now has 220,308 TV homes inviting you to display your wares. And the BUY-POWER is there, too—1,452,800 people\* with a \$1,300,000,000-PLUS effective buying income. Only two stations reach this prime market—WJTV and WLBT.

\*Television Magazine Market Book 1957.

**220,308 TV HOMES**  
 SERVED BY TWO GREAT STATIONS

**WJTV**  
**CHANNEL 12**  
 KATZ

**WLBT**  
**CHANNEL 3**  
 HOLLINGBERY



**49th an**  
**Madison**

How deep is "depth"?

You have an article titled "Feature films' first depth study" which describes a study made by Alfred Politz for WOR-TV. The phrase "depth study" is frequently used by the segment of people in advertising who know very little about research, or by promotion men to describe any survey which they wish to promote or imbue with special significance. . . .

I think if you ask most market research men the definition of depth study they would say it was a survey which went beyond the ordinary surface questioning—either by the probing, informal, unstructured type of interview—or through the use of projective techniques.

Your description indicates that the study in question was a simple measure of the extent to which New Yorkers see feature films and the frequency with which they see them. Added to this apparently were a few questions which people stated whether they found feature films more enjoyable than movies or vice versa. There is no indication of any "depth" techniques being used anywhere in this survey. This is not a criticism of the study, as I think it serves a very useful purpose—but why can't we keep the semantics of this business fairly clear?

Edward M. Raynolds,  
*Dir. of Marketing Research*  
*Lambert-Hudnut,*  
*Morris Plains, N. J.*

• SPONSOR agrees with Reader Raynolds, but with reservations. A Politz spokesman who was asked his opinion of the "depth" headline stated it was not the term he would have used but that the study was in the depth category in the sense that it went deeper than generally conducted audience research. The study included factors like income, education, housing status which were not previously available. Thus a deeper picture emerged of the film viewer.

Canadian coverage

I thought the issue of SPONSOR incorporating a Canadian section was a top-flight job. The complete set of graphs and other statistics was as comprehensive as I have ever seen done and I think SPONSOR is to be congratulated.

We were delighted to participate in this issue and we are pleased to see it  
*(Please turn to page 33)*

*TOWER*

*TO YOU...*

*THANKS!*

*OVER....*

A dramatic, high-contrast photograph of a cloudy sky. The clouds are dark and silhouetted against a lighter, hazy background. A lattice tower is visible on the right side of the frame, extending vertically. The overall mood is somber and atmospheric.

*NO LONGER*

*IS OURS THE ONLY*



IL

*TOWER ON THE*

*HORIZON...*

*FOR 9 YEARS WE WERE FIRST AND ONLY.*

It was tough going, going it alone for nine long years. To begin with, not enough business. Then, so much more than enough that we had to say "no" to many good friends and customers. To all of you who appreciated how hard we tried to be fair to everybody, our heartfelt thanks.

*NOW WE ARE ONLY FIRST*

First in coverage, first in staff and facilities, first in the eyes of New Orleanians. And we'll certainly try to stay first in courtesy to our customers. We've been having a lot of practice.

*WDSU-TV*

New Orleans, Louisiana

**49TH & MADISON**  
(Continued from page 28)

supported by so many other Canadian stations.

I am also interested to see that SPONSOR runs a regular feature on Canadian radio happenings. More than ever, SPONSOR is "must" reading for anyone associated with broadcast advertising.

J. L. Sayers, *manager,*  
*Radio C-Fun, Ltd., Vancouver, B. C.*

Congratulations on SPONSOR's Canadian issue! Beyond any doubt, this is the finest report of the series. We, at CHUB, find it very valuable and packed with facts which help make sales.

Chuck Rudd,  
*managing director,*  
*CHUB, Nanaimo, B. C.*

• Thanks to the many Canadians who have contacted SPONSOR following the Canadian supplement and the start of Canadian coverage in News and Idea Wrap-Up.

**Department store tv**

As you know, in some markets, department stores spend a large part of their advertising budget in the television media. However, in other markets, they use television only for special sales.

We believe there is a definite trend toward more department stores spending a larger part of their annual budget in television, and we would like to review some case histories, both successes and failures, of those department stores who have used and are using television extensively.

Such case histories should indicate the best formats that have been used thus far, as well as stimulate ideas for other formats that can be used by department stores in their television advertising.

I would appreciate your advising me at your earliest convenience if SPONSOR has such case histories on file.

Herb Halpern,  
*assistant radio & tv director,*  
*Winius Brandon Co., St. Louis*

• The Reader's Service department will furnish a number of such case histories to Mr. Halpern.

**Reprint policy**

Would you send me eight reprints of the article "This Bank Isn't Afraid to Sell," on page 36 of the 21 September issue . . . for the salesmen to carry in their briefcases.

Gene C. Gaudette,  
*general sales manager,*  
*WAVY, Norfolk, Va.*

• Minimum reprint order is 500; we will send tear sheets.

# FIRST IN HOUSTON K-NUZ DOMINATES!

NSI—METRO AREA AUDIENCE  
(OO Omitted)

K-NUZ	114
Net. Sta. "A"	32
Net. Sta. "B"	37
Net. Sta. "C"	58
Net. Sta. "D"	44
Ind. Sta. "A"	19
Ind. Sta. "B"	30
Ind. Sta. "C"	15

(Nielsen-Houston—June, 1957)

. . . AND **6** of the **TOP 10**

5-Time-A-Week Shows Belong to **K-NUZ!**

(July-August Pulse)



STILL THE  
LOWEST COST  
PER THOUSAND BUY!

# K-NUZ

**HOUSTON'S 24 HOUR MUSIC AND NEWS**

**National Reps.: Forjoe & Co.—**  
New York • Chicago • Los Angeles •  
San Francisco • Philadelphia • Seattle

**Southern Reps.:  
CLARKE BROWN CO.—**  
Dallas • New Orleans • Atlanta

**IN HOUSTON, CALL DAVE MORRIS, Jackson 3-2581**



**Among Kansas City adults**

**It's a WHB world**

What are WHB's first place audiences made of?

Exactly what *sales* are made of—*adults!*

New audience composition analysis reveals that in every 1/4 hour, WHB talks to more adults than any other station.

**54.8%** of all the adults who listen to the top four Kansas City radio stations . . . listen to WHB . . . more than to the other three put together. (Nielsen, June, 1957 All-day average.)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper—whether it be Area Nielsen or Pulse—WHB is the dominant first among very important audience-type. And the dominant first throughout—with audience shares consistently in the 40 per cent bracket.

Naturally, advertisers of all product groups have responded with bigger schedules on WHB than all other local radio stations combined.

Make no mistake about it. People who like our kind of programming have money to spend . . . and, vice versa. Let John Blair or General Manager George W. Armstrong lead you to K. C. sales now.

**WHB** . . . 100,000 watts on 710 kc., **Kansas City, Missouri**

**STORZ  
STATIONS**  
TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*  
REPRESENTED BY JOHN BLAIR & CO.  
**WHB** *Kansas City*  
REPRESENTED BY JOHN BLAIR & CO.  
**WTIX** *New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
**WQAM** *Miami*  
REPRESENTED BY JOHN BLAIR & CO.



# THE FREY REPORT

## How hard will agencies fight?

Agencymen fear price-cutting chaos if 15% system dies, but maintain that agency revenue cannot be cut—whether system prevails or is modified. No revolution seems imminent

**N**ext week the man at the microphone above will be in the focus of attention from both sides of the agency compensation controversy.

He is Albert W. Frey, professor of marketing at Tuck School of Business Administration, Dartmouth, who has just spent a year in an exhaustive \$40,000 study of agency services and compensation for ANA. On Wednesday (30 October) he will give the 48th Annual ANA Meeting a preview of his findings. Then ANA will publish the whole works.

Ruled out in advance is any blanket ANA stand resulting from the study.

ANA can no more urge a particular payment system on its members than can the 4 A's (which signed a consent decree to that effect two years ago and thereby helped reopen the whole issue).

But the Frey report is expected to be followed by the most vigorous round of client-agency discussions about compensation since television came along and brought with it many of the pressures on the traditional 15% system.

As Prof. Frey mounts the podium at the Chalfonte-Haddon Hall, this will be (1) the mood of admen: (2) the

status of client-agency negotiations thus far; and (3) the prospects for the future.

► *The major agencies will continue to defend 15% as a matter of policy.*

► *But the 15% system has already gone through considerable modification. Some of these changes came prior to the 4 A's consent decree as a result of the many new services agencies began to offer in the tv era. Whether these services were to be paid by clients through fees or were gratis was always a matter of individual client-agency negotiation.*

► *An overnight wholesale change to*

## **Tv has opened door to changes in commission system, yet agencies find tv requires most high priced talent and costliest client servicing**

another form of agency compensation is unlikely. A form of agency payment other than 15% cannot be made uniform by industry wide agreement under the anti-trust laws.

► *Whether an agency is paid through commissions or fees or a combination, it must be able to make a profit.* The consensus among agency executives is that the client who pressures for price concessions will either have to be satisfied with less complete servicing or the agency will not be able to afford handling the account.

► *The most immediate result of the 15% battle has been closer client study of the agency's cost accounting.* But, as most client ad managers point out, it is difficult to evaluate service in terms of dollars and man-hours. Essentially, the client-agency relationship must rest on results produced and on confidence.

"Our sales and our dealers reactions tell the story," says the advertising director of a major appliance firm. "When our relationship with the agency gets down to whether they overcharged us by \$1,000, or whether they took a \$1,000 beating on our account,

then something more fundamental is wrong in the set-up."

► *Client admen are now trying to pin down agencies on the compensation question at the time they select them.* The question of whether and how much clients will pay for certain research, merchandising, or other service becomes an important factor in agency choice.

"But it will never be a basic consideration, we feel," the advertising v.p. of a tobacco company told SPONSOR. "no more than a media man would pick one station over another simply because of its merchandising pluses. A reputable client picks an agency for the job it can do, not the price it asks."

► *Tv package shows have been most vulnerable to attack by cost-conscious national advertisers.* An August ANA survey of national advertisers showed that one-sixth of the respondents do not pay their agencies commissions on tv package show costs. (See 31 August 1957 SPONSOR, "Are clients ducking 15% on tv package shows?") The majority of clients who do pay these commissions get some other servicing from their agencies without paying ex-

tra fees. This is fairly universal.

► *Extra services have upped agency cost of operating considerably, and top agency management anticipates there will be more and more in-depth marketing service.*

As Adolph Toigo, president of Lennen & Newell, said this week in a speech to the Boston Conference on Distribution:

"At one time agencies were responsible for the production of a good advertisement only. Other areas of marketing the product were developed by management and often kept as guarded secrets. Today this has changed. The modern agency must now have both a total team and a total method for marketing any product. The modern agency must now build a total marketing plan for the client and it must establish a sound basis for working with the client with both manpower and functions."

It is in this very area of expanded service that top agency management rests its case. When major agency executives break down the cost of offering all the services necessary to clients, they tend to champion a revision of the commission system — upwards.

These excerpts from Adolph Toigo's discussion on building a marketing plan show what the cost components for today's market-wise agency are:

**Agency profits** have been declining, say the 15% champion, because of the high cost of maintaining tv and partly because of agency expansion into related areas like marketing, merchandising, research and publicity. The balance between commissions and fees covers costs plus 1% average profit.

**Prejudice** for the more profitable media is prevented through commissions, since agencies usually do cost-accounting by client, not media. If a fee system replaced the 15%, agencies would be forced to charge according to the cost of handling various media. This could affect media choice.

**Negotiation** between individual client and agency determines the amount of servicing an account will get in return for the commission. But the commission system helped stabilize client-agency relations in the past by setting a traditional pattern of payment for the basic agency work.



# 15%

"Every product is different. To build the right plans every product must have a tailor-made agency team of at least seven key people. We employ nearly 500 people. . . .

"With us, available figures of the 32 products we service, show advertising budgets at \$60 million. The promotion budgets are big. Some are relatively new products. Some have been on the market for years.

"Agencies have in many cases been responsible for helping a client build great consumer franchises.

"Every element of the marketing plan must be stated. It must have research analysis. It must be creatively built."

► *The source of agency revenue is another factor that will be stressed in discussions following the Frey report.*

An agency with 50% of its billing in air media and particularly network tv will derive substantial revenue from commissions on tv show costs. Yet, according to the AV's, agency profits have not been rising. The average is still under 1% of total agency billing.

"If you take away our package show commissions, we might as well close shop," says the chairman of the board of a \$20 million agency. "It wouldn't be a question of our not being able to offer extra services. We couldn't even afford to maintain the tv copywriters, the tv department, the tv research

necessary to buy and supervise shows."

Some of the advertisers who have most vehemently opposed package show commissions take a different viewpoint on this subject. "Many big agencies are by-passing 15% on tv shows today," the advertising v.p. of a toiletries client with multi-million network tv investments told SPONSOR.

"If these agencies found an account non-profitable because of this, they wouldn't handle it, would they? On a \$10,000-a-week package, the agency has to return \$6,000 in services to the client in return for the 15% commission. Well, the marketing, research and copy services continue even if the show is cancelled. Then, how does the agency justify taking the \$6,000?"

► *Agency profits will be, more than ever, the subject of heated argument. The 1% profit figure generally quoted is translated by many clients into something far more substantial.*

Says the top advertising executive of a drug company: "That 1% profit may be true in one sense, but that's not the way to measure it. Actually, it's more like 7 or 8% of the agency's gross income, which is the 15% commission plus fees. It's not fair to measure agency profitability in terms of the advertising expenditure of its clients."

A major argument that many clients feel agency brass tends to overlook



#### ANA HIGHLIGHTS

**THE 48TH ANNUAL** meeting of the ANA will be held at the Chalfonte-Haddon Hall, Atlantic City, New Jersey between 28 and 30 October.

**MONDAY**, members will hear H. H. Doblertsen, media v.p. of Bryan Houston, on media and markets; Conrad Jones, mgr. of Booz, Allen & Hamilton on new product development; Ben H. Wells, v.p. of Seven-Up Co., on marketing.

**TUESDAY** there will be reports on five outstanding campaigns.

**WEDNESDAY** includes talk on ad management and the Frey report.

when stressing the low profitability of the agency business is the fact that the agency executives who also own the agency pay themselves very adequate salaries.

"You can't talk profit in the agency business as you would in steel manufacturing," says the advertising director of a major hard goods firm. "In manufacturing, expansion and investment for the future must come out of profits. An agency doesn't need capital investment in that measure, nor for that purpose."

Agencymen tend to turn this comparison to their advantage. Since they never become owners of any real property in the same way that a manufacturing business has an intrinsic capital worth, they feel the need to be compensated for the insecurity of the business.

"An agency has an enormous capital investment in the creative talent of the agency," says the senior v.p. of one of the top 10 agencies. "To be good and successful both, an agency must be profitable. It has to invest in research and marketing whether the clients of the moment use these services to their fullest or not. You don't hire a \$50,000-a-year marketing man for a four-week period and then let him go if for a month or two his talents aren't being required fully by your clients."

*(Please turn to page 38)*

**Work** and service should determine agency earnings, say those opposed to the 15%, not client's advertising budget as under the commission system. As it is, the agencies try to make up for inequities by throwing in extra services without fee for big-budget clients, while small clients must pay.

**Break-down** of the commission system began with the signing of the consent decree by AV's. Many advertisers feel that bringing the facts out into the open through the Frey report may make it possible to arrive at a better form of compensation, will not necessarily curtail agency revenue.

**Extra services** which agencies mention as justification for commission usually have to be paid through extra fees by the average client. If agencies can put a price on these services, there's no reason they couldn't negotiate fees for all other aspects of handling an account as well.

# WILL THE CATHOLIC CHURCH SCREEN TV/RADIO PROGRAMING?

Pope calls for setup of national offices to evaluate broadcast entertainment. Industry experts ponder: (1) will new organization publish a list of banned programs? (2) will more programing caution ensue?

**W**ill there be an organization formed by the Catholic Church to evaluate radio-tv programing for its members? The answer is yes.

That much has been determined as fact among the speculative theories currently offered on Pope Pius XII's recent Encyclical covering motion pictures and tv/radio throughout the world. Other facts:

- Responsibility for design of the U. S. organization and its working methods lies with the church's 200-plus bishops in America.

- The bishops are meeting in Washington 12 November.

The eyes of broadcast and church officials alike are fastened on the Washington conclave in search of definite information on plans to implement the Pope's mandate. (The mandate in essence: that the church set up national offices throughout the world to scan tv and radio.)

Network executives are unanimously affecting a calm wait-and-see philosophy on the subject that belies an undercurrent of apprehension. Church spokesmen offer little in the way of conjecture and are obviously awaiting direction from the bishops.

There is strong possibility, however, that 12 November will come and go without formation of definite plans by the church. This can happen if the matter is turned over to a committee of bishops for study.

Top question right now is "how?" Broadcasters are pondering how the church can cope with the physical demands of screening the vast number of programs offered the U. S. public.

This is the outlook:

- The organization would have to be multi-unit in design. The national office would need regional branches throughout the nation to give effective coverage of local programing.

- It is likely that the church may guide its members in selection of broadcast entertainment by issuing a list of "recommended" presentations while ignoring those judged objectionable.

- These lists would most likely be compiled on the basis of a program's past performance, making it unnecessary for the church to attempt the task of previewing. Also the preview is not feasible in the instances of ad lib shows. How the church would attempt to classify one-shot presentations still is a matter of conjecture.

The policy of recommending desirable programs is in practice now in U.S. Catholic circles. A monthly magazine, *The Catholic Preview of Entertainment*, lists "recommended tv and radio programs based on standards acceptable to Catholics" and is available for 25¢ in Catholic churches.

Rev. Timothy J. Flynn, director of radio and television communications for the Archdiocese of New York, "cooperates with the magazine's editorial staff" in the program selections.

Programs catalogued are "chosen on the basis of past performances and of standards of acceptable home entertainment: "before new shows can be added, however, the editors will view them over a period of time sufficient to arrive at a balanced judgment," the publication states.

Circulation of the year-old magazine is 45,000. It is published by a





To go behind the headlines announcing the Papal Encyclical on tv, radio stonson spoke to network continuity acceptance executives and the Catholic official in the New York area whose responsibilities bring him into closest contact with broadcast media programming. He is The Rev. Timothy J. Flynn, Director of Radio and Television Communications for the Archdiocese of New York. Father Flynn already is active in the program evaluation field; he cooperates with a Catholic entertainment magazine in compiling a list of recommended tv radio programs. (See text of question-and-answer session with Father Flynn, next page). Importance of the Pope's Encyclical is indicated by fact Catholics are asked from the pulpit to pledge not to see films banned by the movie Legion of Decency; tv standard could be no less strict.



lay Catholic group and is a member of the Catholic Press Association of the U. S.

This approach to screening of air media entertainment is used officially by the church in at least two foreign countries, Italy and West Germany. National offices like those Pope Pius XII seeks to see established throughout the world are in existence already in these two nations, as well as in several others. These organizations resulted from the late Pope Pius XI's directive calling for supervision of motion pictures. Bishops in these nations "decided to set up offices of this kind not only for matters connected with motion pictures, but also for radio and television," states the Pope in his current Encyclical.

In Italy the *Guida Del Telespettatore*, (*Guide of Telespectacles*), is compiled on the same basis as America's *Catholic Preview of Entertainment*; it is, however, an official organ of the church. In West Germany, the church office previews air media entertainment.

In both these nations the screening is simpler than it will be in the U. S., however, because of their limited hours of programing.

In the U. S., some broadcast executives are predicting that the church will be "very careful" in its handling of radio-tv. They speculate that it would "be bad p.r. for the church" if it laid itself open to the accusation of attempting to impose its standards on a media serving an entire population of many different faiths.

Questions like these have been raised  
(See bottom of next page)



**Father Flynn** has served in his present tv-radio post since Sept., 1954. In Feb., 1957, he was also appointed Director of the Bureau of Information for the New York Archdiocese.

**from a catholic authority on tv / radio, answers to some question**

SPONSOR sought answers to questions concerning church plans from Rev. Timothy J. Flynn, Director of Radio and Television Communications for the Archdiocese of New York. Father Flynn returned to the U. S. 10 days ago from an Unda (Airwave) conference held in Geneva. (Unda is an international organization of the church's national offices for radio-tv in Europe.) Though he was unable to answer all of SPONSOR's questions, he replied to these queries:

**Q.** *What is your estimation of radio-tv's present programing in the U. S.?*

**A.** To date I don't believe the church has had any *continuing* problem with industry programing. But there have been several instances of objectionable material being broadcast. Some tv producers feel that the church may impinge on their "artistic integrity," but they should recognize that the church is obligated by divine direction to care for the faithful.

**Q.** *Some network executives are speculating that Pope Pius' Encyclical is actually aimed at programing in foreign nations. What is your view?*

**A.** I do know there have been instances of programs carried in Europe that never would have been permitted for broadcast in the U. S. However, the Holy Father is dealing with principles in his worldwide Encyclical, not isolated instances. The church must concern itself with dangers that do, or might, arise in all broadcasting.

**Q.** *The Catholic Preview of Entertainment publishes a list of radio-tv shows each month that are recommended for Catholic audiences. Do you think a radio-tv Legion will operate similarly; i.e. recommending the acceptable rather than banning the unacceptable?*

**A.** It is possible that it could operate in that manner. If any grave moral infringements were resulting from a program, however, it would be the church's obligation to inform its members of the existent danger.

**Q.** *In his Encyclical, Pope Pius brands as "contrary to Christian teaching" the "will and intention of those who desire to use these inventions (motion pictures, radio-tv) exclusively for the advancement and propa-*

*gation of political measures or to achieve economic ends and who treat our noble aim as if it were a mere business transaction." What did Pope Pius mean in this statement?*

**A.** The Holy Father definitely did *not* mean the church is opposed to commercial broadcasting. He is discussing in that section of the Encyclical the "Freedom of Communications," saying in effect: (1) the church has a right to access to this medium, as in fact it does in the U. S., for it is a teacher by divine right of Christian morality; (2) the State also has the right of access for the spreading of information of common good; (3) individual citizens should be permitted access to this medium so that they might contribute according to their capacity for enrichment of their own and others' lives.

**Q.** *Some network executives feel that sponsors are "timid enough now" and that a radio-tv Legion will only serve to intimidate them into staying away from sponsorship of "thought provoking" tv material. What is your opinion?*

**A.** We of the church don't think that high moral standards are a deterrent to the creation of thought-provoking material. All of today's Western culture is based on Catholicism. ◆

**The Church and Tv-Radio** *continued*

by admen, however:

"What happens if my show is deemed objectionable by the church?"

"Will church members be exhorted from the pulpit to cease viewing my show?"

Some clues can be found in the operation of the Legion of Decency for movies.

Legion of Decency screening works like this, according to the national office in New York. New films are shown to Legion executives and to the chairman of the Motion Picture Department of the International Federation of Catholic Alumnae. This viewing usually is not very far in advance

of the movie release date. In some instances the films are released by the time the Legion classifies them.

The motion pictures are rated in the following classifications:

- Class A—Morally unobjectionable for general patronage.
- Class A-I—Morally unobjectionable for adults.
- Class B—Morally objectionable in part for everyone.
- Class C—Condemned.

A weekly bulletin receiving general church distribution contains this "moral estimate of current entertainment feature motion pictures." Once a year, Catholics are requested from

the pulpit to pledge voluntary adherence to Legion recommendations.

Some radio-tv critics have been quick to criticize the Pope's actions in the daily press. One point of view: sponsors are "jittery" enough in programing today and a Legion will only serve to make them more so. Jack Gould of the *New York Times*, wrote: "the true morality of a medium cannot be legislated by industry code, government or church; it can arise only from within the conscience of the civilized human beings who give the medium its expression."

The Pope discussed this point for tv in his Encyclical, stating: "it is

In a survey of network continuity acceptance executives, sponsor found this range of views:

• "We are broadcasting for a total audience, not for segments of the population. The standard for broadcasting must be applicable for all."

• "The church has every right to insure the standards for their own people."

• "I can't feel there is an urgency for this type of office in the U. S. I am aware of no serious concern on the part of Catholic prelates over the calibre of broadcast programing."

• "We don't know what the plans are, but we're not anticipating permitting anyone around during rehearsals or looking at scripts before production."

• "Scripts covering divorce, birth control, sex information or euthanasia are the only real trouble spots I can foresee, and of these only the first is likely to get much radio-tv play."

• "The church is a worldwide organization. We think this directive is aimed at foreign nations. Why, I even heard about a girl making a costume change in full view of the tv cameras in one country."

useless for anyone to suppose that excellent principles and an upright conscience on the part of those engaged in these arts, are sufficient either to ensure that nothing but good flows from the small white screen, or to remove all that is evil."

Though offering high praise for the broadcast media throughout his directive, the Pope said of tv: "the practice of this art, hitherto not controlled by the reins of prudent counsel, has already inflicted serious harm on individuals and on human society; the extent of this damage up to the present time can be gauged only with difficulty."

## STORE TEST FINDS TV'S EFFECT SAME AS SELLING OVER COUNTER

Television's face-to-face impact scored an impressive success recently in a department store test of the medium.

Using live personalities to sell Springfield sheets, the Edward Malley Co. of New Haven was able to increase sales 76% over last year during a two-week video campaign.

Mabel Rennie, ad manager of Malley's, said, "We quickly learned by using live personalities, television's face-to-face demonstration had its greatest effect in the home and was the same as selling over the counter in the store."

The test, part of an August "white sale" promotion, was worked out jointly by the store, TyB and WNHC-TV, New Haven-Hartford. The actual sales total was \$74,000 compared with a planned sales figure of \$42,000. Except for the addition of tv, the 1957 promotion was identical with the previous year's.

Tim Cooper, buyer at Malley's, noted that the "white" sale produced a consistent level of sales without high peaks and lows. Miss Rennie pointed out that customers were brought to the sale quickly and those who came were ready to buy. The campaign, she said, also attracted many phone and mail requests from outside the store's normal area.

Total cost of the campaign was \$1,500 for the two-week period. Announcements were all minutes, which were spotted largely in daytime women's programs.

Malley's, which had little previous experience with video, will be using it more heavily. Current plans include six week-long promotions of 20 announcements each, featuring one item a week.

Personnel of both the station and TyB aided the store's staff in developing the commercials.



Checking results of department store promotion are, (l. to r. seated), Pell Foster, Springs Mills; Tim Cooper, Edward Malley Co. buyer; Roger Heisler, Springs Mills; (standing) Howard Maschmeier, Triangle sales executive; Lou Sirota, Lisa Gentry, TyB; John Condliff, sales mgr., Chet Cooper, production mgr., WNHC-TV, New Haven-Hartford



QBA's live trademark Little Miss Sunbeam

## DOES IT PAY TO MERCHANDISE A SHOW TODAY?

Competition is keener and problems different, but Quality Bakers of America, who have been in air media and have merchandised it heavily since 1934, now have new show plans that are highly merchandisable

**H**ow much harder is it to merchandise a tv show of today than a radio show of yesterday?

Quality Bakers of America Cooperative, Inc., early radio user and pioneer merchandiser, answers the question this way:

- With today's competition much more merchandising is necessary.
- A promotion that was a whopping big success in 1935 "wouldn't even make a dent now."
- The longevity of radio shows (as compared to tv shows' much shorter life cycles) gave more time to plan and angle a solid campaign.

QBA sponsored its first radio show, *Speed Gibson*, in 1934. The syndicated adventures of this 16-year-old American boy who chased jewel smugglers all over the world with his detective uncle was heavily exploited by member bakers from the beginning. Robert L. Schaus, QBA's director of advertising, says he believes that this promotion effort (which included newspaper ads, point of purchase, radio and personal appearances) was a forerunner to present day merchandising of tv and radio shows.

Quality started its personal appearance tours with *Speed Gibson* just seven weeks after the show's debut. The novelty and the then untapped drawing power of air personalities brought out record crowds. Today, as

Eugene Nicolait, Jr., Quality's radio-tv manager, points out, one appearance does not make such a big impression. "Little Miss Sunbeam," the cooperative's current living symbol, makes as many as 15 to 20 public appearances during a five-day period in each of the cities she visits. She also appears on several tv shows and radio disk jockey programs in each town. Tv show time is paid for by QBA.

Aside from bucking other heavy promotion, more appearances are necessary simply because there are more places to appear. Years ago, when there were relatively few supermarkets, one appearance in each locality was enough. Now with many supermarkets in each area the number of appearances must be increased unless, as Nicolait says, "You want to hire a stadium."

A big part of QBA's radio show merchandising (and to a lesser extent earlier tv program merchandising) used to be its kid clubs. These were started with *Speed Gibson*. At the present time, however, Quality does not have any clubs that are active. Reasons for this are: (a) it takes six to seven months to organize a club and many tv programs run their course in a year or less; (b) clubs are expensive and (c) they are a cycle and currently not in vogue. But Quality feels the cycle may return.

Future tv plans may include a club for the youngsters. QBA is currently rustling up a tv western which they mean to package themselves. The film series is being worked out by QBA on a typical syndication set-up with members paying for the time charges and for show costs. Realization of the QBA-packaged western hinges on agreement of its 128 member bakeries, but the organization is not a novice at producing its own programs. Quality has packaged both radio and tv programs as well as buying outside syndicated properties.

Quality Bakers of America was set up as a cooperative as far back as 1922 by New York adman, Ivan B. Norheim. The purpose was to supply independent bakers with management advice and pooled advertising resources needed to compete with large chains that were forming at the time. Currently Joseph P. Duchaine, a member baker, is president of the group.

In 1941 a major merchandising reorganization introduced standardization of methods and products (and the Little Miss Sunbeam trademark which is now used by 105 of the 128 member bakers). At that time George N. Graf, now general manager, was appointed merchandising manager and Schaus was named director of advertising.

Today all 128 member plants use

the association's ad program and the overall budget is planned in cooperation with the individual members. Each member plant's advertising plan and budget is reviewed annually (and more often if necessary). Membership fee is based on poundage of bread produced by each plant per year. On top of this each member is charged for all services with a mark up over cost. All departments operate in the black so that QBA has a paper profit at the end of the year that reverts back to the members.

QBA functions as a complete advertising agency and is recognized as such by all media. Van S. Lindsley is assistant advertising manager in charge of the creative department, and Bill Franchey is assistant advertising manager of field service. Lindsley creates all ad themes while Franchey is in charge of the field men who are equivalent to account executives.

Members can, but rarely do, strike out on their own advertising plans. QBA recommends one tv show (right now they are using *Men of Annapolis* in 19 markets) but will buy any show an individual company asks for. Currently making a strong bid to get additional tv support. Quality is promoting use of the medium by suggesting splitting of costs for programs where two or more bakers' territories overlap.

Aside from syndicated film programs, QBA right now is running 250 tv announcements a week on 100 stations in 75 markets. The radio schedule calls for 25 announcements a week

on 400 stations in 100 markets. Radio is still used consistently throughout the year with heavy emphasis on daytime. Music, news and homemaker shows are the radio vehicles selected for participations as the housewife is the sole target of this phase of the advertising campaign.

Quality also uses newspapers, outdoor, national magazines and point-of-sale. The total ad budget is now approximately \$10 million annually and annual sales are around \$255 million. The cooperative feels it is the biggest group of bakers in the country.

Advertising growth can be measured by this comparison: the last annual ad budget just prior to the introduction of the Sunbeam program (1944) was \$110,000, \$1.5 million in 1950, and today \$10 million.

Air media's share of the \$10 million ad budget ranges from 20 to 50% depending on area.

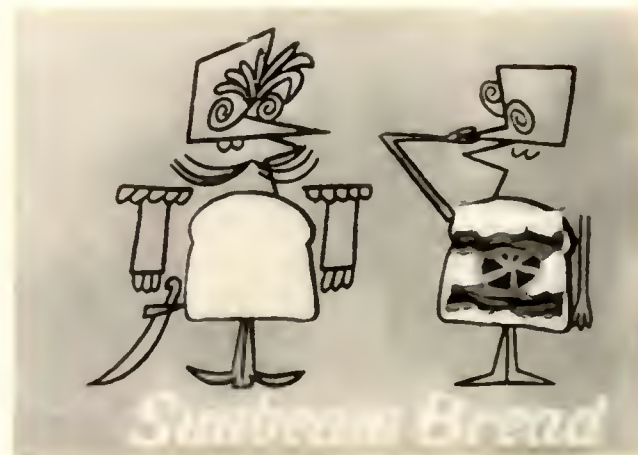
One other future air media plan that is being talked about at QBA is a radio and tv show built around Little Miss Sunbeam. While the programs are still pretty much in the "dream" stage, the importance of the trademark to QBA is very real. Little Miss Sunbeam made her debut in 1942 and from the beginning Quality has known that it has a symbol that appeals to everyone. During the cooperative's 25 years of existence it has always had an increase in sales over the year before, but the greatest increases have come since her creation. She is used on wrappers and in most adver-

tising. Her voice is heard on radio and she appears in animated commercials (made by Sarrac, MPO, UPA).

To bring her to life, QBA started its Miss Sunbeam contests in 1949. Conducted bi-annually, the contest is held in each area, one or several finalists are picked and then the national winner is selected on the basis of talent and looking most like the golden-haired child of the trademark.

Then Little Miss Sunbeam goes all over the country on public appearance tours, to tv and radio stations, guest spots at public events and fairs. She is heavily promoted in all media wherever she appears and Quality usually buys tv time, two or three half-hour shows plus an hour-long *Miss Sunbeam Te Party* show.

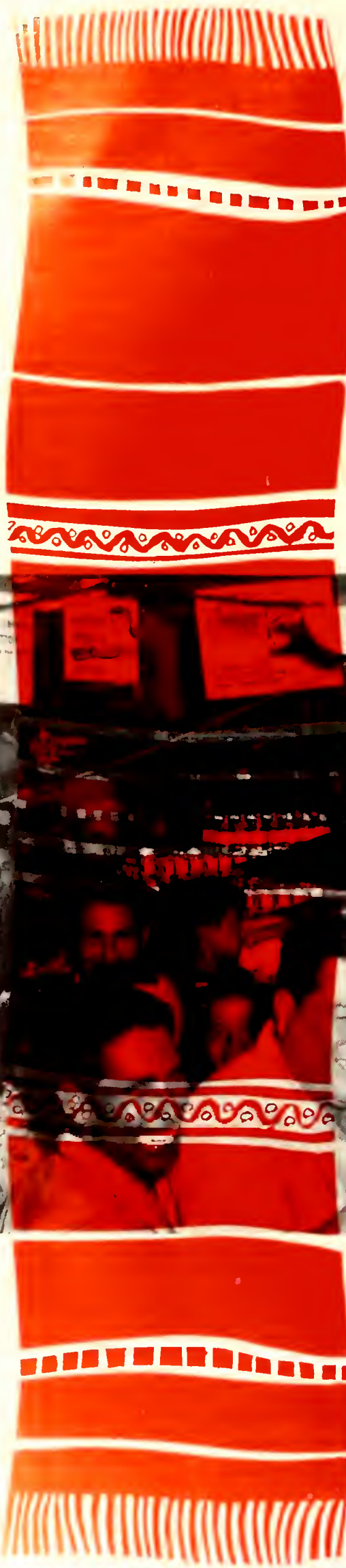
Currently she is being further merchandised through a nation-wide campaign worked out in cooperation with RCA Victor which has recently released the "Little Miss Sunbeam" record sung by Eddy Arnold. Over \$150,000 is being used to promote the record on 600 radio stations. ■



QBA's animated commercials, like the one above (made by UPA), have humor and point up delicious taste as well as nutrition

**Here's** Quality Bakers of America's top advertising and merchandising team: (l. to r.) Steve Siddle, media manager; Robert L. Schaus, director of advertising; Eugene Nicolai, Jr., tv and radio department manager; and Stanley Anderson, who is the public relations manager





## SPANISH LANGUAGE RADIO: Gateway to a growing \$

*During the past 15 years, the Spanish population of the U.S. has increased and its economy has prospered . . .*



**The Latin way:** Mexican-Americans in party mood jam this Rio Grande Valley store for the weekly in-store show done by Sombbrero Network station KGBT star Martin Rosales

*. . . Thus the Latin as a consumer is attracting the interest of more advertisers. Here is a roundup of Latin-American markets, their characteristics, the way to penetrate them*



**Fiesta!** Austin, Texas, streets are packed when KTXN, Texas Spanish Language Network station holds Fiesta Day. About 70,000 Mexican-Americans live in Austin—all love a parade.



**Personalidades:** Conchita Olach, Miss Chile in Miss Universe contest, meets other Latinas at *Debate Musical* show on New York's WHOM, a Spanish outlet. At right is Charles Baltin, WHOM vice president.

## gillion-plus market

by Bill Miksch

**A**t this moment, radio advertisers—national, regional and local—are spending about \$5 million a year to reach the largest non-English speaking market in the U.S. which has an estimated spending capacity of \$3½ billion. This is Latin-American radio, bigger now than it has ever been before and promising to become bigger still in the years ahead.

Today's Latin-American market in the U.S. tops three million permanent residents. This figure may even be low. Some estimates place it as high as five million. This population is sufficiently concentrated to whet the interest of advertisers. California, Arizona, New Mexico, Texas, and the New York City area are the centers of Latin-American culture in the U.S. But these are by no means all. Miami and the Tampa-St. Petersburg region in Florida are the homes of nearly 200,000 Spanish-speaking peoples. Even so distant a point from South of the border as Chicago has a Latin population estimated up to 200,000.

Much of the population gain in Latin-American families has taken place in the past 15 or so years, and during this same period their economic stature has improved tremendously. Never as bad off financially as they were painted by the uninformed, the median family income of Latins in the U.S. today is almost on a par with that of the average American family.

They own radios and television sets, refrigerators, washing machines and

other modern appliances. They subscribe to telephone service, drive automobiles. They have bank accounts and life insurance. They belong to labor unions. Many family heads are professional men or owners of their own businesses.

They are a proud people, taking justifiable pride in their heritage and in their contribution to the development and culture of the Western hemisphere. This racial pride has also been stimulated by the reaction they have run into within the U.S., and this, as much as anything, has delayed their assimilation into the great American melting pot. Thus they tend to live among their own kind, speaking the language with which they are most at home. It is through this tongue—Spanish—that the advertiser can reach them most effectively. "Tests by leading brands have proven the small exposure afforded by English media within Latin-American markets," says Richard O'Connell, executive director of the Sombrero Network.

It is this growing awareness on the part of advertisers that "to sell the Spanish, one should speak Spanish" which accounts for the interest in Latin-American radio today. And the interest is definitely there.

"In the 17 years I've been in Spanish language broadcasting," says Charles Baltin, vice president of WHOM, New York. "I can't recall a time when we've been getting so many queries from top notch agencies as

during the past year." What has spurred this interest not only in Spanish language advertising—but particularly in Spanish radio?

The answer lies in the habits of the Latin within our borders. He is not the reader of print media that is his Anglo neighbor. "He rarely reads magazines and newspapers," points out Arthur Gordon, head of National Time Sales, representatives for the National Spanish Language Network. And as yet Spanish tv in most markets is slight or non-existent. But the saturation of radio sets in Latin American homes is in the neighborhood of 95%. "Radio is an integral part of the lives of these people," says Gordon, "and they demonstrate intense loyalty to their favorite personalities, programs and stations."

Today, more than 50 big national advertisers are using Latin-American radio to turn this loyalty in the direction of their products. Many others are considering it. It is for the latter that SPONSOR has contacted experts in the field of Latin-American broadcasting, marketing, and research to come up with the following guide to programming, commercial copy, merchandising and individual markets, as well as an understanding of the people.

**Commercials:** The only logical way to sell a product to a Latin-American audience via Latin-American radio is with Spanish commercial copy. Not  
(Article continues next page)

*Although many Latin-Americans are bilingual, Spanish is what they speak most. So "to sell Spanish, speak Spanish" seems good advice*

that a great many Latins aren't bilingual but as has been pointed out before, Spanish is the language with which they're most familiar. The new migrant may know only a smattering of English. The long-time U.S. resident may know English as well as Spanish, but in the home and within the Latin community he speaks Spanish for both practical purposes and by preference. The children learn Spanish before they go to school, thus English becomes their "second" tongue.

Aside from the fact that Spanish commercial copy will be best understood, there is a psychological factor to be considered. The Latin-American actually appreciates the use of his language by a national product. This sense of recognition is of tremendous intangible importance with the tangible results being felt at the retailers'

cash registers within Spanish markets.

Is one type of commercial copy superior to another in its impact on the Latin listener? Actually the types of commercials used in Spanish vary as widely as do those used in English. The jingle, however, has proved a highly successful approach, particularly since music is so much a part of the Latin's life. Many of the famous jingles such as Lucky Strike, Hit Parade, Falstaff Beer and Texaco have been translated and adapted for Spanish broadcasting.

One thing worth bearing in mind is that the Latin expects to be coddled into buying in a much more polite and flowery way than does the Anglo listener. "Por favor" turns up much more in Spanish copy than does "please" in English.

Another thing to remember is that

certain words, phrases and technical terms used by the Mexican American in the Southwest may be quite different than those used by the Puerto Rican American in New York or the Cuban American in Florida. So the agency preparing Spanish e.t.'s to cover all three markets will do well to have the translation checked to make sure that the commercial is equally well understood by all. In the case of live commercials, delivered by a local Spanish personality, it can be assumed that the announcer will choose the words and phrasing to suit his community.

The best course a client or agency can adopt in preparing Latin American radio commercial copy is to consult with the reps or stations involved in the campaign.

**Programing:** What are the listening preferences of the Latin American? Top spot naturally goes to music, especially Latin music—cha cha cha, mambo, tango, rhumba, samba and the like. But what many advertisers aren't aware of is the growing Latin

**Merchandising is a big part of Latin radio; the two go together like arroz con pollo**



4,000 listeners attend remote by KWKW from the parking lot of a Los Angeles supermarket. All-Latin orchestra and two KWKW Mexican-American disk jockeys entertained the crowds

Popular and pretty Juana Maria Pinkerton, star of the *Juana Maria Show* on Rio Grande Valley stations XEO-NEOR appears in local market. Her show attracts such nationals as Pet Milk, Tide

**Mambo!** More in-store merchandising, this time by KCOR, San Antonio, personality Oscar Argumedo. Oscar is the creator of the *Sal Hepatica Mambo*, now client's jingle in Spanish radio





liking for American hit tunes. A great many U.S. pops and rock-'n-roll numbers are being translated into Spanish, recorded both in the U.S. and in Latin countries, and broadcast by Latin-American d.j.'s. These d.j.'s and personalities who conduct other Latin radio shows such as homemaking, etc., command great loyalty among their Spanish-speaking fans, and their stature within the Latin community is reflected in public acceptance of the products they endorse.

Second on the Latin radio audience popularity list is the Spanish version of the soap opera, known to them as a *novela*. Such a *novela* does not go on interminably but generally closes out in from 60 to 300 episodes. An emotional race, Latins like their *novelas* that way—the sadder the better. They also look for more realism than goes into the Anglo soaper, and some *novela* situations touch on themes that would be taboo for the American audience. In one *novela*, for example, the hero and heroine, just a moment before they were to be married, discovered they were brother and sister. *Olé!*

To balance such frustration and pathos, the Latins also go for farce comedy shows (again no half-way, subtle situations—the wackier, the better) and hair-raising blood-and-thunder strips. Although some of these shows are produced in Mexico and others in Puerto Rico, they may be played interchangeably in the Mexican-dominant Southwest or in the Puerto Rican stronghold of New York. When it comes to entertainment taste, one emotional base supports all Latins.

Children's and women's shows vary in format to the extent that the personalities who conduct them should be well-versed not only in cooking but in pre-natal care and courtship problems as well.

Newscasts, especially with a Latin slant and touching on local problems, are becoming more and more popular in Spanish radio. Since newspapers play such a minimal role in the Latin-American's life (In New York City, about 59% read Spanish dailies and only 14% read English dailies; in San Antonio, only about 5% read Spanish papers; in El Paso, 22%; in Rio Grande valley, only 2%), radio appears to be the best means to keep well-informed.

None of these preferences means  
(Please turn to page 48)



Ad gallery: Fab, Borden's, Greyhound; other clients get big display at KIFN, Phoenix

### Some major clients in Spanish language radio

*Camel Cigarettes*  
*Crest (P&G)*  
*Conoco Gasoline*  
*Cocomalt*  
*Sweetheart Soap*  
*Pepto-Bismol*  
*Maxicell Instant Coffee*  
*Pall Mall Cigarettes*  
*Sal Hepatica*  
*Borden's Evaporated Milk*  
*Calumet Baking Powder*  
*Folger's Coffee*  
*Nescafé*  
*Flit*  
*Nabisco*  
*Jell-O*  
*Fleecy White*  
*Black Flag*  
*Lucky Strike Cigarettes*  
*Voxzema*  
*Pet Milk*  
*Salem Cigarettes*  
*Winston Cigarettes*  
*4-Way Cold Tablets*  
*Lydia Pinkham*  
*Halo (Colgate)*  
*Black Draught*  
*Feen-A-Mint & Chooz*  
*Mrs. Tucker's Shortening*  
*Ex-Lax*  
*United Fruit*  
*Scott's Emulsion*  
*Big Top Peanut Butter*  
*Texaco Gasoline*  
*Hit Parade Cigarettes*  
*Fletcher's Castoria*  
*Vitalis*  
*Bufferin*  
*Beechnut Gum*  
*Fab (Colgate)*

*L&M Cigarettes*  
*Silver Dust Blue*  
*Flax-R-Straws*  
*Maine Sardines*  
*Greyhound Bus*  
*Carnation Milk*  
*Italian Swiss Colony Wines*  
*Pepsi Cola*  
*Piel's Beer*  
*Tide (P&G)*  
*Rheingold Beer*  
*Wrigley's Gum*  
*Seven-Up*  
*Ehler's Coffee*  
*Eastern Air Lines*  
*Knickerbocker Beer*  
*Beechnut Baby Foods*  
*Breeze (Lever Bros.)*  
*Cudahy Packing*  
*Cameo Starch*  
*Cheer (P&G)*  
*Chili Walker Austev*  
*Fluffo*  
*Gold Medal Flour*  
*Kool Aid*  
*Lilt (P&G)*  
*Neurabalm*  
*Quaker Masa Harina*  
*Quick Quaker Oats*  
*Royal Crown Cola & Vehn*  
*Skinner's Macaroni*  
*666 Cold Preparation*  
*Schlitz Beer*  
*Zest*  
*Gillette Blades*  
*Gleem (P&G)*  
*St. Joseph Aspirin*  
*Brylcreem*  
*Pillsbury Best Flour*  
*Three Minute Oats*

## SPANISH LANGUAGE RADIO

(Continued from page 47)

that the Latin-American never listens to anything but an all-Spanish radio program. But he does prefer them, just as the French-Canadian prefers a show in French. The smart advertiser, according to O'Connell, buys French radio in Quebec and in the Rio Grande valley, he buys Spanish.

**Product preferences:** Most of the national advertisers in Latin-American radio promote impulse items: cigarettes, beer, drugs and grocery items.

Grocery items such as bread, milk, soap, coffee, desserts and the like are really consumed by these Latin families among which large families are common. The average Latin-American family comprises five or more.

Major drug manufacturers have found these same people excellent customers for they are addicted to self-medication. As for wines and beers, these products enjoy a steady, heavy sale in Latin markets. Among Latin people, one rarely finds a drunkard—but, by the same token, one rarely finds a teetotaler. They recognize quality in their alcoholic beverages,

are willing to pay for it—although quite frequently they will divide their loyalties between two brands: the ordinary, low-priced drink for weekdays; the higher-priced for weekends.

While the ownership of new cars among Latins may be less than among Anglos, and, as a consequence, not many automobiles use Spanish radio, the fact still remains that many buy used cars and therefore enter the market for gasoline and oils. Thus a national account like Texaco finds it profitable to aim specifically for their patronage.

Nevertheless, it is difficult within any of these Latin markets to actually pinpoint sales and say, "The Latins bought x number of packages, and the Anglos bought so many." This is because they often share the same market area. But where studies of divided communities have been made, it has generally been shown that the Latins, with their larger families, are the greater consumers of food and household items. "It is safe to assume," says Sombrero Network's Dick O'Connell, "that many clients who spend a great deal of money in English spot would, if they had an actual breakdown of sales, find that their expendi-

ture in English media was out of balance by comparison to what they are spending or not spending in Latin-American spot." O'Connell also emphasizes that agencies and clients should not feel that Latin-American radio requires a special budget. It should be part of the regular budget going into such markets just as with French radio in Quebec.

**Merchandising:** Some agencies would rather duck this issue of merchandising. They would prefer not to get involved; to simply buy advertising on a straight media basis. In the world of Latin-Americans this is not a good idea. One look at any Spanish country where the populace lives almost from one fiesta to the next should be the tip-off that the Latin temperament thrives on parties, and that the Latin will hold or attend one at the drop of a sombrero.

Merchandising is a strong part of the picture in selling to the Latin-American. Giant product displays, personal appearances by station personalities, cross-plugs within programs sponsored by retailers—all these have impact on the Latin consumer. Because almost all retail advertising at the local level is done via radio or tv, where the latter exists. So the difference between a fair and a smash radio campaign can often rest on tie-ins.

Here are just a few examples of the appeal to the fiesta-loving communities: KWKW, Los Angeles, started holding an annual Latin-American picnic four years ago. The first year, 7,500 Latins streamed to a nearby park, carrying their own picnic lunches and listened to five hours of KWKW entertainment. The next year, 10,000 attended. Last year, 25,000 were on hand, and this October's picnic is expected to break that record.

Juana Maria Pinkerton, Texan star of the *Juana Maria Show* broadcast over XEO, Brownsville; NEOR, McAllen; KIWW, San Antonio, and KTXX, Austin (all components of the Texas Spanish Language Network) is an outstanding example of the popular Mexican-American radio personality. Juana Maria takes an active part in civic affairs in these communities, is interested in organizations such as Girl Scouts, and is a recurring guest star at all sorts of store promotion parties on behalf of such sponsors as Pet Milk, Tide, and Folger's Coffee.

All through the American South-

## Recipe for SALES



ADD . . . equal parts of an important Spanish-speaking market of over 100,000 . . .

TO . . . a merchandising plan that guarantees shelf-space and quantity orders . . .

RESULT . . . a generous portion of welcome SALES.



### the JUAN MERCADO SHOW

10 Hours daily

KGST

1244 O Street, Fresno, California

Reps: National Time Sales,

N. Y., Chicago,

T. B. Hall, San Francisco,

H. J. Oakes, Los Angeles



## TO SELL A LATIN



## IT'S A MUST TO SPEAK SPANISH!



## THE SOMBRERO NETWORK

**KCOR**  
flagship  
San Antonio,  
Texas

**KALI**  
Los Angeles,  
California

**KGBT**  
Harlingen,  
Texas

**XELO**  
Juarez,  
Mexico

**KLOK**  
San Jose,  
California

**KCCT**  
Corpus Christi,  
Texas

**XEDF**  
Nuevo Laredo,  
Mexico

Represented Nationally by RICHARD O'CONNELL, INC.

527 Madison Avenue, N. Y. 22, N. Y.  
PLaza 5-9751

Boston  
Harry Wheeler

Chicago  
Wm. J. Reilly  
55 E. Washington St. ANdover 3-6137

West Coast  
Tracey Moore Assoc.



No matter the weather...

the time of day or season of the year The Texas Spanish Language Network offers advertisers the outstanding advertising medium with which to sell the 1,000,000 Spanish-speaking Mexican-Americans in the network's coverage area.

Each of the TSLN stations is the outstanding Spanish-language station in its area; each has an impressive list of national major regional and local advertisers; and each does extensive Spanish-language merchandising. Together they form an inexpensive sales provoking package.

## Texas Spanish Language Network

<b>XEO/XEOR</b> <i>Lower Rio Grande Valley</i>	<b>KIWW</b> <i>San Antonio</i>	<b>XEJ</b> <i>El Paso</i>	<b>KTXN</b> <i>Austin</i>
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REPRESENTED BY

<b>NATIONAL TIME SALES</b> <i>New York • Chicago</i>	<b>HARLAN G. OAKES &amp; ASSOC.</b> <i>Los Angeles • San Francisco</i>	<b>JOE HARRY</b> <i>San Antonio</i>
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## The NATIONAL SPANISH LANGUAGE NETWORK

is the most complete Spanish-language advertising medium serving the Spanish Southwest. The NSLN reaches more people with more sales impressions at lower cost than any other medium.

Stations of the NATIONAL SPANISH LANGUAGE NETWORK

TEXAS—XEO/XEOR Lower Rio Grande Valley, KIWW San Antonio, XEJ El Paso, KTXN Austin, KLVL Houston; ARIZONA—KIFM Phoenix, KEVT Tucson; NEW MEXICO—KABQ Albuquerque; CALIFORNIA—XED Calexico, KWKW Los Angeles, XEXX San Diego, KGST Fresno.

REPRESENTED BY

<b>NATIONAL TIME SALES</b> <i>New York • Chicago</i>	<b>HARLAN G. OAKES &amp; ASSOC.</b> <i>Los Angeles • San Francisco</i>
<b>JOE HARRY</b> <i>San Antonio</i>	

west, in New York and Florida— wherever there is Spanish radio there are store promotions—they go together like *arroz con pollo*.

**Effectiveness:** What kind of results are advertisers getting from Latin-American radio? Here are a few typical success stories:

- Juan Mercado, California personality with 22 years in Spanish radio, did a two-hour broadcast over KGST, Fresno, at the Payless Market in that city. Products sold: 2,000 sacks of General Mills' La Pina Flour, in sizes from 25 to 100 pounds; 1,000 cases of Carnation Milk; all White King D Detergent in stock—more than 100 cases. For two similar broadcasts by the same star over the same station, the Broderick Market in Sacramento and Star Supermarket in Fresno have each ordered one train carload of Carnation Milk, one train carload of La Pina Flour, 200 cases of Hills Bros. Coffee and 100 cases of White King D.

- Watt Construction Co., of Los Angeles, used other media for 11 months and sold almost half of the 137 home units in their housing development. Then they switched to Spanish radio on KWKW, Los Angeles,

with a smaller appropriation, and in only three months sold the remaining 70 homes. In one week-end, at an air-time cost of \$270, they sold over \$100,000 worth of new homes.

- In Phoenix, Arizona, Folger's Coffee had been dominating coffee sales within English-speaking areas, but never was able to dominate the entire market. Local Folger's salesmen finally insisted on a try to capture the Mexican-American market in Phoenix, and finally a Spanish language radio campaign was begun on KIFN. Response was reported felt immediately, and now Folger's Coffee is No. 1 seller in entire Phoenix market.

- In the same area, Fab had a similar problem—high sales to Anglos, but no penetration of the Spanish market. The local sales force again plumped for Spanish radio, and a schedule of one spot a day, five days a week on KIFN resulted in sales gains for Fab up to as much as 75% in some locations.

- In Austin, Texas, the Craddock Furniture Co. bought 336 announcements on KTXN between 15 November and 20 December last year. The announcements were for tv sets and refrigerators, and the merchandise was not specially priced. Craddock used no other medium than this Mexican-American radio campaign. In the first 15 days, the store sold 106 televisions for a total of \$22,190.95 plus about 25 refrigerators. Craddock's December volume was double that of the year before.

- Another furniture store, this one Stone Bros. of Los Angeles, used a remote broadcast aimed at the Mexican-Americans over KWKW on a Saturday night through the following afternoon. The results: 500 new accounts ranging from \$250 to many in the \$1,000 class, and without a single credit reject or cancellation.

Although it is hard to find an automotive national among Latin-American radio clients, the local car dealers seem to be finding something of a bonanza there:

- Turbiville Motors in San Antonio tried a two-day Spanish broadcast promotion this summer on KIWW using that station's top personalities. Here is a quote from a letter from Glenn Advertising, agency for Turbiville Motors, to the station: "... we sold six new Mercurys and four used cars Saturday and I believe six new units were sold Sunday."



## TO SELL A LATIN



## IT'S A MUST TO



## SPEAK SPANISH!

# KALI

Los Angeles, California

The most powerful spanish voice in Los Angeles

5000 WATTS ON 1400 KC



Represented Nationally by

RICHARD O'CONNELL, INC.

527 Madison Avenue, N. Y. 22, N. Y. PLaza 5-9751

Wm. J. Reilly Chicago

## SEÑOR MY RADIO SPEAKS SPANISH!



"Milk" is what your radio says. Mine says "leche". My radio, and the radios of more than 90,000 of my "amigos" are kept tuned to KIFN. All day long, we listen to Spanish, the language we think in. Señor, talk to me the way I think—in Spanish . . .

### over Radio KIFN

—Central Arizona's ONLY full-time Spanish-language station. KIFN translates your sales-message FREE. Production spots available.

NATIONAL TIME SALES HARLAN G. OAKES  
New York City San Francisco  
and Los Angeles  
Chicago San Antonio

# KIFN

860 Kilocycles • 1000 Watts  
REACHING PHOENIX AND  
ALL OF CENTRAL ARIZONA

- West Way Motors of Phoenix, prior to February of this year, spent a \$2,000-a-month ad budget exclusively in English media, and sales of cars to Spanish-speaking families represented about 12% of total sales. Then they began a KIFN schedule of \$125 per month and now the Mexican-American families represent 29% of their sales more than double.

- The same station received a letter from Dallas Hall Used Cars from which is taken this quote: "Our records show us that with a budget of approximately \$230 per month devoted to KIFN announcements and programs as against an approximate \$200 budget for classified advertising in our local newspaper, many weeks 75% of our car sales are to Spanish-speaking families. Last week 10 cars were sold from our lot and 9 of them to KIFN listeners."

**Opinions:** Brokers and distributors for national brands within Spanish-speaking communities have had a first-hand opportunity to study the effect of Latin-American radio on those markets. They are also in a position to pass on advice to new-comers to the media. Here are what three El Paso distributors have to say:

- Charles Hardin, Gouley Burcham Co. (Carnation Milk and Cocomalt): "Spanish language radio has always done a job for us . . . Use a station that is merchandising-minded."

- Bob Harvey, Harvey Brokerage Co. (Pet Milk, Breast O'Chicken Tuna, Pillsbury Flour, etc.): "It takes both English and Spanish to reach and sell all of the El Paso area market. . . . Select a station that has local personalities as this is the key to success."

- George Burns (Bif Fly Spray, Rosarita Refried Beans, etc.): "In markets like El Paso, Spanish language radio is a must . . . Allot enough budget to give Spanish language radio a fair chance to get the job done. We have never seen this media fail."

Stationmen within Latin-speaking markets also have advice for advertisers and prospective advertisers in Spanish radio:

DO let the product's field representatives know what you're doing.

DO furnish a station directly, or through your field representatives, with point-of-sale and display material.

DO believe that the Latin-American likes high quality products.

DO believe that the Mexican-American has a good earning power. Some families have as high as five wage earners and, as a unit, bring in as much as \$1,500 to \$2,000 per month per family and spend it freely.

**The Markets:** Here is a roundup of some of the important Latin-American markets and their characteristics:

**New York City:** This is the "largest Puerto Rican city in the world." It has a population of about 650,000 Puerto Ricans while San Juan, the capital of Puerto Rico, has only about less than half that. About 200,000 more Spanish-speaking (Cubans, Dominicans, Mexicans, etc.) also reside in New York. Just how much their spread through this area (particularly in the boroughs of Manhattan, Brooklyn and Bronx) has been felt and what their business means to retailers is evident from the signs in shop windows in every part of the city: "*Se habla Español.*"

Since 1950, the Puerto Rican population has increased, through birth and migration from the Caribbean, by about 132%. It continues to grow, through migration alone, at the rate of about 70,000 a year. Its labor force in New York City is about 230,000,

half of which are union members (garment, maritime, service, etc.). About 66% of this force is in manufacturing, 15% in agriculture, 13% in service jobs, 6% clerical/professional.

The *New York Times* reports that in the U. S., Puerto Ricans own about 4,000 grocery stores from *bodegas* to supermarkets; more than 200 bars, grills or liquor stores; 50 *farmacias*. They also own businesses; many are doctors, dentists, lawyers.

The average family income of the Puerto Rican family is now estimated to be about \$3,600 as against the 1950 estimate of \$1,700. Only about 10% receive relief, and in most cases that is only enough to supplement low incomes.

*La Prensa*, New York Spanish daily, puts the total income of Spanish-speaking New Yorkers at more than \$800,000,000, and believes a \$1 billion market by 1960 is "not too fantastic a vision." Since Puerto Ricans are Americans to begin with, many of them have been exposed to U. S. product advertising in their homeland. On the other hand, their taste in brands has not really had time to be fixed and, a Columbia University study reports, they are more easily influenced by the various forms of merchandising than older groups (meaning migrants from Ireland, Germany, Italy, etc.).

In May-June 1956, Belden Associates, of Houston, Dallas and Mexico, which are the most widely recognized research experts in Latin-American marketing, conducted a study of the Spanish radio audience of New York for WHOM, which broadcasts in Spanish 12 hours a day, six days weekly. Here are a few things they found: 95% of the 536 Latin homes interviewed have radios in working order; 73% have tv, 18% have autos, of which 85% are radio-equipped. At home, 84% of the respondents speak Spanish, 2% speak English and 14% speak both the same.

Belden Latin interviewers asked this question, using the Spanish plural form of "you": "When you listen to radio at home, do you prefer to hear English or Spanish? The answers: Spanish, 81%; English, 3%; both the same, 16%. Pulse has now become active in Spanish audience surveys in the U.S.

It has been estimated that if you took *all* U.S. markets by size and purchasing power, the New York City Spanish market would rank 25th.

# KLVL

"An Affiliate of the  
National Spanish  
Language Network

The only Spanish-language radio station covering Houston



# KLVL

Houston/Pasadena, Texas

Represented nationally by  
NATIONAL TIME SALES  
New York • Chicago  
HARLAN G. OAKES & ASSOC.  
Los Angeles • San Francisco

Early morning traffic hours for radio are justified here because the Puerto Rican, by the nature of his occupations, is an early riser. But other times of the day cannot be overlooked. Daytime reaches the housewives, and nighttime delivers families.

**Florida:** Close to the Caribbean islands, this state has two heavy concentrations of Latin-Americans, Miami and the Tampa-St. Petersburg area.

**Miami**—According to WAHR, a Spanish language station in Miami, this city and its environs has a population of about 100,000 Latins, mostly Cubans and Puerto Ricans. They are divided, as a labor force, between industry and agriculture. Within industry, the Latins represent both skilled and unskilled labor and their lot has prospered in recent years, particularly with more industry moving into that area of the state. The Miami and Miami Beach Chambers of Commerce estimate the Latin-American market potential at \$95 million annually.

**Tampa-St. Petersburg**—This Gulf coast area has a Cuban-Puerto Rican population of about 75,000. They are involved chiefly in such industries as cigar-making, maritime and in agriculture. Ybor City, within Tampa, is practically 100% Spanish-speaking.

**Texas:** The state of Texas has 24 counties each with over 10,000 Mexican-American population. The total Latins in these counties number 1,281,351. Here are characteristics of some of the important Texas Mexican-American markets served by Texas Spanish Language Networks, affiliate NSLN, and the Sombrero Texas group:

**Lower Rio Grande Valley**—On the American side of the border in the Brownsville and McAllen areas, there are more than 305,000 Spanish speaking people.

But what must also be considered as a bonus market are the more than 200,000 Mexicans south of the Border, about 120,000 of which come regularly into the Rio Grande border towns to shop. The officer in charge of the Immigration and Naturalization Service in Brownsville recently said that his office at the bridge has issued 42,000 cards since November 1956 when new "border cards" were issued to replace those in use since 1949. He said the 42,000 cards represented about 60,000 individuals, since children

under 15 are eligible to enter on a parent's card. At Hidalgo, officials issued 33,000 cards representing 53,000 individuals. The Brownsville office continues to issue 125 cards a day.

Population of four Texas counties in this area shows Mexican-Americans dominant by an average of about 80%. They spend almost \$200 million in the retail stores annually, while the Mexican shoppers from across the border spend another \$20-plus million. Close to \$50 million goes for foods, more than \$5 million for drug items.

**Laredo-Nuevo Laredo**—This market further North along the Rio Grande comprises about 100,000 Mexican-Americans. According to local station XEDF, it too offers U. S. advertisers a bonus shopping crowd from across the river.

**El Paso**—This area is about 70% Mexican-American with over 200,000 Spanish speaking residents. Retail sales to these people amount to about \$169 million a year with food sales accounting for \$42 million and drugs for almost \$7 million. With Mexican-American families tending to be larger than Anglo, the population of families is 40,000, of which 39,000 have radios. Their total buying power is placed at \$230 million.

As in the case of Brownsville and Laredo, this El Paso area also draws Mexican national shoppers from Juarez across the Rio Grande. Juarez has a population of 178,000, an annual spending capacity of \$18 million.

**San Antonio**—About 50% of the population in this region speaks Spanish. The Mexican-American population is 327,247 making up about 55,000 family units. Of these homes, 54,500 have radios. Retail sales to these Latins run more than \$256 million a year, of which \$64 million goes for food and \$8 million for drugs.

**Houston-Pasadena**—This trading area has a Spanish speaking population of about 125,000. According to local station KLVL, this is a 25% increase over seven years ago. Felix H. Morales, general manager and owner of KLVL, has this advice for prospective advertisers in Spanish radio anywhere: "(1) Never exaggerate your announcements; Latins do not like 'bait' advertising. (2) State facts clearly, for Latins become confused by 'polished talk.'"

**Austin**—This market region has a total of 292,422 persons of which 69,844 are Mexican-Americans. This



## TO SELL A LATIN



## IT'S A MUST TO



## SPEAK SPANISH!



# XEDF

Nuevo Laredo, Mexico

Blue chip list of  
advertisers from both countries

5000 WATTS ON 960 KC

Represented Nationally by

**RICHARD O'CONNELL, INC.**

527 Madison Avenue, N. Y. 22, N. Y. PLaza 5-9751

Wm. J. Reilly Chicago

# KWKW

carries more\*

**SPANISH  
LANGUAGE  
programming  
THAN ANY  
OTHER  
STATION  
in the  
UNITED  
STATES**

— ○ —  
join these current  
**BLUE CHIP**  
advertisers

Cheer  
Fritos  
Eastside Beer  
Foremost Milk  
La Pine Flour  
Safeway Stores  
Bank of America  
Capitol Milling  
Langendorf Bread  
Salem Cigarettes  
Quaker Masa Harina  
Thrifty Drug Stores  
Wrigley's Chewing Gum  
Italian Swiss Colony Wines  
Lucky Strike Cigarettes  
Robert Hall Clothes  
Barbara Ann Bread  
Feenamint & Chooz  
Camel Cigarettes  
Desmond's Stores  
White King Soap  
Carnation Milk  
Folgers Coffee  
Black Draught  
Weber's Bread  
Cal Mex Foods  
7-Up

\*SPONSOR'S BUYERS GUIDE



L.A.—RYan 1-6744  
S.F.—Theo B. Hall  
Eastern Rep.—  
National Time Sales

breaks down to 16,640 Latin homes and 15,900 of these homes have radios. These Spanish-speaking families have an annual buying income of \$54 million, spend over \$53 million in the retail stores. Of this, \$13 million is spent for food; drugs \$1.6 million.

*Corpus Christi*—The population with-in the trading area of this important Gulf Coast city is approximately 45% Latin-American.

NOTE: All of the foregoing Texas market areas have relatively high auto registration among the Spanish-speaking people. Examples: San Antonio, 55,000; El Paso, 36,700; Lower Rio Grande Valley, 31,682; Austin, 14,700. The same is true of most other South-west Latin markets.

*Arizona*: Some idea of the tremendous growth of this state is reflected in these figures from Valley National Bank which serves all Arizona through 48 branches. Non-agricultural employment has risen since 1940 from 99,100 to 255,900 today. Retail sales in 1955 were \$568.7 million; in 1956, \$648.9 million, and so far this year, \$719.6 million. Naturally these state-wide gains also reflect the lot of the Mexican Americans who live there.

*Phoenix*—This important metropolitan market has a Spanish speaking population of about 92,000 with an estimated annual spendable income of \$20 million. This market is seasonally swelled by an influx of 20,000 to 30,000 Mexican nationals who help with vegetable and cotton crops.

*Tucson*—More than 52,000 Mexican-Americans reside within this market.

*New Mexico*: This prospering South-west state has a total population of 899,510, of which 579,357 are Latin Americans (64.4%!).

*Albuquerque*—The market of Bernalillo County has about 130,000 Spanish speaking people. About a year ago, a survey of this market was made for station KABQ by bi-lingual interviewers from the University of New Mexico. Here are a few market and listening characteristics they reported in this study of 875 respondents: No Spanish family was found without at least one radio. The average number of radios per home was slightly under two. 76% of the families had a car with working radio.

At the time they were interviewed, 59% of the Spanish homes had a radio tuned in. The most popular listening

periods were found to be: 6 to 12 a.m., 3 to 6 p.m. Of the families interviewed, 83% had a tv set, 90% owned a refrigerator, but less than 5% had automatic washers, dryers or freezers.

765 of the Spanish families reported employment, 43 reported retirement, and 67 were unemployed.

The average number of persons per family was 4.7. 99% of the families said they preferred to speak Spanish at home. 847 of the 875 households said they listened to radio every day for an average of more than five hours.

The spendable consumer income of this Spanish market is estimated at over \$400 million.

*California*: Between July 1955 and July 1956, according to the Office of Immigration, 183,000 Mexicans crossed into California with permanent permits. This reflects just the migrant growth of the Latin population within this state.

*Los Angeles*—There are over 573,000 Latin-Americans in the metropolitan Los Angeles area; about 90% are of Mexican-American heritage. Thus the Mexican-American population of

## WHOM

is

**FIRST IN NEW YORK'S  
IMPORTANT SPANISH RADIO  
MARKET BECAUSE . . .**

## WHOM

is

**FIRST IN AUDIENCE RATINGS  
and  
FIRST IN MOST POPULAR  
PROGRAMS AND  
PERSONALITIES  
and  
FIRST IN OUTSTANDING  
SPORTS COVERAGE  
and  
FIRST IN OUTSTANDING  
MERCHANDISING SERVICES**

FOR THE COMPLETE  
SPANISH MARKET STORY  
CALL OR WRITE

## WHOM

136 WEST 52ND STREET  
NEW YORK 19, N.Y.

Circle 6-3900





your extra hand is  
**SPONSOR**

A corps of the most capable editorial hands in the business work for you at SPONSOR to bring the latest broadcast developments within reach of your fingers — week after week — 52 weeks a year.

*SPONSOR is the nerve center of the industry. It's the magazine of ideas — of penetration — of every day USE — the most widely quoted publication in the field.*

It's the one book you ought to read — at home. It will give you more to think about and more directions in which to expand your thinking than any other trade journal you can buy.

Now — for less than a penny a day — just \$3.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.

SPONSOR  
 40 East 49 St., New York 17, N. Y.  
 I'll take a year's subscription of SPONSOR.  
 You guarantee full refund any time I'm not satisfied.  
 NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 Bill me       Bill firm

Los Angeles is second only to Mexico City.


Until November 1951, little was known of these people. Then Belden Associates did a Spanish language survey for station KWKW. Here are some of the findings: In some of the families, there are as many as four wage-earners; men work in stores, offices, municipal and state projects, in factories, on ranches and at dairies; women are employed in garment plants and factories. The average family income in 1951 was \$1233, considerably above the national average then. The spendable consumer income of these Latins is estimated at more than \$180 million annually.

95% of these people depend on radio for entertainment and news, 31% read no newspapers and 59% read no magazines, 43% said they listen only to Spanish radio, and 32% reported they listen to both Spanish and English.

In November, station KALI will go 100% Spanish as is KWKW.

**San Francisco Bay area**—This section embraces over 200,000 Latin-Americans and is said to rank second in the state in Latin population and retailing.

**San Joaquin Valley**—This region with the city of Fresno as its core is a prospering area, rich in agriculture and supporting more than 100,000 Mexican-Americans. For about six months of each year, the area becomes a temporary home for about 125,000 more Mexican migratory laborers.

**Southern California Boundary area**—This comprises really three markets: (1) the San Diego-Tijuana region of about 50,000 Mexican-Americans; (2) Calexico Mexicali area of about another 50,000; (3) Baja California made up of about 200,000 Mexicans. What makes Baja California of interest to the radio advertiser is that while this peninsula belongs to Mexico, it is actually a U. S. market. Cut off from Mexico proper by the Gulf of California with no connecting rail lines or good roads, Baja California store shelves are stocked chiefly with U. S. merchandise through special agreements. The sales are credited to U. S. wholesalers and suppliers, and the Mexican consumers on the peninsula are probably more familiar with U.S. brands names than with their own. NOTE: Figures in "Markets" section supplied by stations within those areas or by their representatives. 

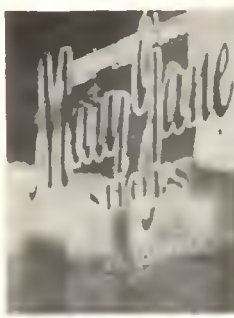


**IN MIAMI**

**SE HABLA ESPANOL**

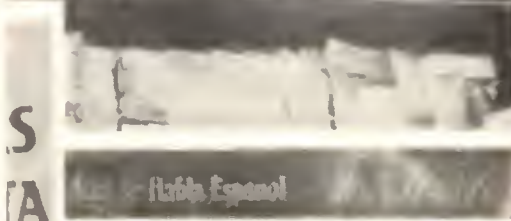
**STAMPS SELLOS**

**INFORMA 100,000 people speak spanish!**



**55 hours of programming weekly**

**LIBROS COMICOS PARA NIÑOS EN ESPAÑOL TAMBIEN PERIODICOS Y MAGAZINES**



**WAHR**  
 Miami Beach, Florida  
 Represented Nationally by  
**RICHARD O'CONNELL, INC.**  
 527 Madison Avenue, N. Y. 22, N. Y.  
 PLaza 5-9751  
 Southern Representative: Disieland Stations, Inc.  
 Glen Building, Atlanta, Ga.

# 10000

## FIRST GRAND SLAM

### IN RADIO HISTORY!

NEW YORK  
SAN FRANCISCO  
LOS ANGELES



October 1, 1957

111 WEST WASHINGTON STREET  
CHICAGO 2, ILL. • State 2-8900

#### Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely covered by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

We'd love to tell you our story! Write for our new station list and market information.

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

*Sidney Wolf*  
President



CHICAGO  
111 W. Washington  
Sta 2-8900

NEW YORK  
527 Madison Ave  
ELdorado 5-3720

LOS ANGELES  
3142 Wilshire Blvd.  
DUNkirk 3-2910

SAN FRANCISCO  
57 Post St.  
SUTter 1-7440

# NETWORK TV COSTS LEVEL OFF

With new season schedule set, SPONSOR figures show averages for a number of program categories are at the same level or below 1956. Hour music-variety shows average \$103,725

The history of consistent increases in network television program costs seems to have come to an end—or, at least, a plateau.

SPONSOR figures on average show costs by program category reveals only slight increases in a number of categories and even decreases in a couple of cases. (For individual show costs see the index on the next page.)

Here's the rundown by show type:

**Drama:** Seven hour dramas this season average \$49,143. Last year 12

hour dramas averaged \$59,000. In the half-hour category, a dozen shows during the current season average \$35,750. Last season's figure came to \$34,314.

**Situation comedy:** This type is riding high again but its cost isn't. The current average for 18 programs is \$37,877. Last year the figure for 15 was \$36,500.

**Variety:** Exact comparisons are not possible here since the breakdown is not quite similar. However, the \$103,725 figure for seven music-variety programs now being shown compares with \$61,333 for nine comedy-variety formats in 1956-57. A similar comparison of half-hour shows reveals an average decline of about \$2,500.

**Adventure:** The 1957-58 average for half-hours (see below) compares with \$34,000 last season.

**Quiz:** This season's figure comes to \$29,875; last season the average for this type was \$27,625.

## 1. THIS MONTH IN NETWORK TV

### Network Sales Status Week Ending 26 October

#### Daytime



#### Nighttime



† Excluding participation shows.

### AVERAGE COST OF NETWORK SPONSORED PROGRAMING

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Hour drama	7	Half-hour drama	12	Situation comedy	18	Hour music-variety	7
\$49,143		\$35,750		\$37,877		\$103,725	
Half-hour music-var.	11	Half-hour adventure	11	Quiz	10	Half-hour western	11
\$43,772		\$32,250		\$29,875		\$34,727	

Averages are as of October. All programs are once-weekly and all are nighttime shows.

## 2. ALPHABETICAL PROGRAM INDEX


### Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
*Steve Allen Show: V-L	108,000	S. C. Johnson, Needham, Louis & Brorby; Pharmcraft, JWT; Greyhound, Grey; Polaroid, DDB (11/17)	Tennessee Ernie Ford Show: Va-L	38,000	Ford, JWT
Assignment Foreign Legion: A-F	18,500	P. Lorillard, L&N	G.E. Theatre: Dr-F	47,000	Gen Elect, BBDO
Eve Arden: Sc-F	36,500	Lever, JWT; alt Shulton, Wesley	*George Gobel: V-L	115,000 (alt wks)	RCA & Whirlpool, K&E
Armstrong Circle Theatre: Dr-L	43,000 (alt wks)	Armstrong Cork, BBDO	Godfrey's Scouts: V-L	32,000	Lipton, Y&R; Toni, North
A Turn of Fate: Dr-F	\$40,000	Alcoa, FSR; alt Goodyear, Y&R	Gunsmoke: W-F	38,000	L&M, DFS; Sperry Rand (1 wk in 4), Y&R
Bachelor Father: Sc-F	38,500 (alt wks)	Amer Tobacco, BBDO	Harbourmaster: A-F	38,000	R. J. Reynolds, Esty
Red Barber's Corner: Sp-L	3,000	State Farm Ins, NLB	Have Gun, Will Travel: W-F	36,000	Whitehall, Bates; alt Lever, JWT
Jack Benny: C-F	65,000 (alt wks)	Amer Tobacco, BBDO	Hitchcock Presents: My-F	36,000	Bristol-Myers, Y&R
Polly Bergen: V-L	47,000	Max Factor, DDB	Robin Hood: A-F	26,500	Johnson & Johnson, Y&R; Wildroot, BBDO
*Big Record: Mu-L	100,000	Oldsmobile, Brother; Pillsbury, Burnett; alt Armour, FC&B; Kellogg, Burnett	I Love Lucy: Sc-F	35,300	Gold Seal, Campbell-Mithun; alt Sheaffer, Seeds
Bold Journey: A-F	8,500	Ralston Purina, GBB	I've Got a Secret: Q-L	24,000	R. J. Reynolds, Esty
Pat Boone: Va-L	45,000	Chevrolet, Campbell-Ewald	*Kraft Tv Theatre: Dr-L	50,000	Kraft, JWT
Jim Bowie: W-F	32,000	Amer Chicle, DFS	Lassie: A-F	34,000	Campbell Soup, BBDO
Bowling Stars: Sp-L	—	Amer Machine & Foundry, Richards	Leave It To Beaver: Sc-F	46,000	Remington Rand, Compton
Broken Arrow: W-F	31,000	Miles, Wade; Ralston Purina, Gardner	*Life of Riley: Sc-F	30,500	Lever Bros, BBDO
Burns & Allen: Sc-F	40,000	Carnation, EW, R&R; Gen Mills, BBDO	Line-up: My-F	31,000	P&G, Y&R; Brown & Williamson, Bates
The Californians: W-F	37,500	Singer Sewing, Y&R	M Squad: My-F	31,000	Amer Tobacco, SSC&B; alt H. Bishop, Spector
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Gisele MacKenzie: V-L	46,000	Eversharp, B&B; alt Scott, JWT
Cheyenne: W-F	90,000	Gen Elect, Y&R, BBDO & Grey	Perry Mason: My-F	40,000 (1/2 hr.)	Purex, Weiss; alt Libby-Owens-Ford, FG&R; alt 1/2 hr open
Circus Boy: A-F	34,000	Mars, Knox Reeves; alt Kellogg, Burnett	Maverick: W-F	35,000 (1/2 hr.)	Kaiser Aluminum, Y&R
*Rosemary Clooney: V-L	42,000	Lever Bros, JWT	Meet McGraw: MyA-F	33,000	P&G, Benton & Bowles
Climax: Dr-L	59,000	Chrysler, Mc-E	Meet the Press: I-L	7,500	Open
Club Oasis: V-L	58,000	L&M, Mc-E	Millionaire: Dr-F	34,000	Colgate, Bates
Colt .45: W-F	37,000	Campbell, BBDO	Guy Mitchell: MuV-L	38,000	Max Factor, Anderson-McConnell
*Perry Como: V-L	140,000	Kimberly-Clark, FCB; Noxzema, SS C&B; RCA & Whirlpool, K&E; Sunbeam, Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Mr. Adams & Eve: Sc-F	41,000	Colgate, L&N; R. J. Reynolds, Esty
Court of Last Resort: Dr-F	28,000	Lorillard, L&N	Patrice Munsel: MuV-L	45,000	Buick, Kudner; Frigidaire, Kudner
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty; alt Chesebrough-Ponds, Mc-E	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, Bates
John Daly News: N-L&F	6,000††	National Carbon, Esty; 3 days open	Navy Log: Dr-F	38,500	U. S. Rubber; F. D. Richards
Date With the Angels: Sc-F	38,000	Plymouth, Grant	NBC News: N-L	9,500††	Ronson, NC&K; Glidden, Meldrum Fewsmith
December Bride: Sc-F	29,500	Gen Foods, B&B	Original Amateur Hour: V-L	23,000	H. Bishop, Spector
Destiny: A-F	13,000	Gen Foods, B&B; Ford, JWT	O.S.S.: A-F	28,750	Mennen, Mc-E
Dick And The Duchess: Sc-F	33,500	Mogen David, Weiss; H. Curtis, G. Best	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North
Disneyland: M-F	75,000	Derby, Mc-E; Gen Mills, Tatham-Laird; DFS; Gen Foods, Y&R; Reynolds Metals, Buchanan; Frank	People's Choice: Sc-F	34,000	Borden, Y&R; Amer Home Products Y&R
Dragnet: My-F	35,000	L&M, DFS; Schick, B&B	Person To Person: I-L	34,000	Amer Oil, J. Katz; Hamm, Camp Mithun, alt Time-Life, Y&R
Wyatt Earp: W-F	30,000	Gen Mills, DFS; P&G, Compton	Playhouse 90: Dr-L&F	39,000 1/2 hr.	Amer Gas, L&N; Bristol-Myers, BBDO Philip Morris, Burnett; Kimberly Clark, FC&B; Allstate, Burnett
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Brown & Wmson, Bates; American Can (10'4 S), Compton	*Price Is Right: Q-L	21,500	Speidel, K&E; alt RCA, K&E
Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Bros (10 2 S), JWT	The Real McCoys: Sc-F	35,000	Sylvania, JWT
*Eddie Fisher: V-L	115,000 (alt wks)	L&M, Mc-E	Restless Gun: W-F	37,500	Warner-Lambert, SSC&B; alt sust
			Rin Tin Tin: A-F	36,000	Nabisco, K&E
			Saber of London: My-F	28,500	Sterling Drug, DFS
			Sally: Sc-F	41,500	Chemstrand, DD&B; alt Royal Type writer, Y&R

\*Color show, (L) Live, (F) Film, ††Cost is per segment. List does not include sustaining, participating or co-op programs—see chart. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This list covers period

26 October-22 November. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr) Drama, (I) Interview, (J) Juvenile, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western

Listing continues on page 60

**"COLD FACTS"**  *about "hot" markets*  
*. . . Anchorage, Alaska, for example*

⊙ *Pulse rings doorbells in every important market. Far more coverage, with far greater frequency than any other service. TV-Radio's largest, most scientific sampling*



# 3. NIGHTTIME

# COMPAPA

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00		Beat The Clock sust	Meet The Press sust							
6:15		See It Now Pan Amer (10/27) (5-6:30)	Hall Of Fame Hallmark (11/17) (5:30-7)							
6:30										
6:45		20th Century Prudential	My Friend Flicka sust		D Edwards Brown & Wmson	News Ronson		No net service D Edwards Whitehall	News sust	
7:00										
7:15	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Original Amateur Hour H. Bishop	Sports Focus sust John Daly News sust	No net service D Edwards Brown & Wmson (repeat feed)	News Ronson (repeat feed)	Sports Focus sust John Daly News sust	No net service D Edwards Whitehall (repeat feed)	News (repeat feed)	Sports John D Ntl C
7:30										
7:45	Maverick Kaiser Alum. (7:30-8:30)	Bachelor Father alt Jack Benny Amer Tobacco	Sally Chemstrand alt Royal Typewriter	Amer Bandstand sust (10/7 S)	Robin Hood Johnson & Jhsn alt Wildroot	Price Is Right Speidel alt RCA	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Nat King Cole co-op	Disne 7:30
8:00										
8:15	Maverick	Ed Sullivan (8-9) Merucery alt Kodak	Steve Allen S. C. Johnson alt Pharma, Greyhound Polaroid (11/17)	Guy Mitchell Max Factor	Burns & Allen Carnation alt Gen Mills	Restless Gun Wam-Lambert alt sust	Sugarfoot (alt wks 7:30-8:30) Amer Chicle Ntl Carbon (L 10/29)	Phil Silvers P&G alt R. J. Reynolds Lowell Thomas GM (11/12, 8-9)	George Gobel (alt wks, 8-9) RCA & Whirlpool	Disne Reynold Derby Gen Gen
8:30										
8:45	Bowling Stars Am Machine & Foundry	Ed Sullivan	Steve Allen (8-9)	Bold Journey Ralston-Purina	Talent Scouts Lipton alt Toni	Wells Fargo Amer Tobacco alt Bulek	Wyatt Earp Gen Mills alt P&G	Eve Arden Lever alt Shulton	Eddie Fisher (alt wks, 8-9) L&M	Tom Terri Bristo
9:00										
9:15	Open Hearing sust	C. E. Theatre Gen Electric	Dinah Shore Chevy Show (9-10) Chevrolet	Voice of Firestone Firestone	Danny Thomas Gen Foods	Twenty-One Pharmaceuticals	Broken Arrow Ralst-Purina alt Miles	To Tell The Truth Pharmaceuticals	Meet McGraw P&G Jerry Lewis Show Oldsmobile (11/5) (9-10)	Ozzie K
9:30										
9:45	Midwestern Hayride sust	Hitchcock Theatre Bristol-Myers	GM 50th Anniv. Show General Motors (11/17) (9-11)	Welk Top Tunes New Talent Dodge-Plymouth (9:30-10:30)	December Bride Gen Foods	A Turn Of Fate Alcoa alt Goodyear	Telephone Time Bell	Red Skelton Pet Milk alt S. C. Johnson	Bob Cummings Reynolds alt Chese-Ponds	Walter R.
10:00										
10:15	All-American Football sust	\$64,000 Challenge Revlon alt P. Lorillard	Loretta Young Show P&G	Welk Top Tunes	Studio One Westinghouse (10-11)	Suspicion (10-11) Ford Phillip Morris	West Point Phillips-Jones alt Carter	\$64,000 Question Revlon	The Californians Singer	Wed Fi Menne (10
10:30										
10:45		What's My Line Sperry-Rand alt H Curtis			DuPont Show Of The Month DuPont (10/28) (9:30-11)	Suspicion		Assignment Foreign Legion Lorillard	No net service	Famou 10:50 e

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

## Index continued . . . Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Schlitz Playhouse: Dr-F	38,000	Schlitz, JWT	Tales of Wells Fargo: W-F	38,500	Amer Tobacco, SSC&B; alt Kudner
*Dinah Shore Chevy Show: V-L	150,000	Chevrolet, Camp-Ewald	Telephone Time: Dr-F	31,000	Bell, Ayer
Phil Silvers Show: Sc-F	42,000	P&G, Burnett; R. J. Reynolds, Esty	The Thin Man: My-F	36,000	Colgate-Palmolive, Bates
Sgt. Preston: A-F	32,000	Quaker Oats, WBT	This Is Your Life: D-L	52,000	P&G, B&B
Frank Sinatra: V-F	67,500	Chesterfield, Mc-E	Danny Thomas: Sc-F	47,500	Gen Foods, B&B
\$64,000 Challenge: Q-L	35,000	P. Lorillard, Y&R; Revlon, BBDO	*Tic Tac Dough: Q-L	23,500	Warner-Lambert, Lennen & Ne RCA, KGE
\$64,000 Question: Q-L	39,000	Revlon, BBDO	To Tell The Truth: Q-L	22,000	Pharmaceuticals, Parkson
*Red Skelton: CV-L&F	52,000	Pet Milk, Gardner; alt S. C. Johnson, FCB	Tombstone Territory: W-F	42,500	Bristol-Myers, Y&R
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curtis, E. H. Weiss	Trackdown: A-F	33,500	Amer Tobacco, BBDO; alt Mobil Oil, Compton
Studio One: Dr-L	55,000	Westinghouse, Mc-E	20th Century: D-F	45,000	Prudential, Reach McClinton
Sugarfoot: W-F	40,000 (1/2 hr.)	Amer Chicle, Bates; National Carbon (L 10/29) Esty	Twenty-One: Q-L	30,000	Pharmaceuticals, Parkson
Ed Sullivan Show: V-L	79,500	Mercury, K&E; alt Kodak, JWT	U.S. Steel Hour: Dr-L	60,000	U.S. Steel, BBDO
Sunday News Special: N-L	9,500	Whitehall, Bates; alt Carter Prod- ucts, Bates	Voice of Firestone: Mu-L	28,000	Firestone, Sweeney & James
Suspicion: My-L&F	79,500	Ford, JWT; Philip Morris, Ayer; 1/2 hr alt wk open	Wagon Train: W-F	25,000 1/2 hr.	Drackett, Y&R; Lewis-Howe, Edsel (10/23 S), FC&B
			Mike Wallace: I-L	15,000	Philip Morris, Ayer

# AGRA PH

26 OCT. - 22 NOV

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
ABC	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
No net service										
D Edwards Brown & Wmson alt Am Can 10/18	News Glidden alt sust		D Edwards Whitehall	News Brown & Wmson		D Edwards Brown & Wmson alt Am Can 10/18	News sust			
No net service		Sports Focus sust	No net service	News Brown & Wmson (repeat feed)	Sports Focus sust	No net service	News sust repeat feed			
Lucy D Seal D Heaffer	Wagon Train (7:30-8:30)	Circus Boy Mars alt Kellogg	Sgt. Preston Quaker Oats	Tic Tac Dough IWA alt Warn-Lambert	Rin Tin Tin Nabisco	Leave It To Beaver Bemington	Saber of London Sterling	Keep It In The Family 10-12-8 sust	Perry Mason 7:00-8:00 Pines alt alt (Oasis Pool)	People Are Funny Toni alt alt J Reynolds
Record (9)	Drackett, Lewis-Howe alt Eisel (10/23 S)	Zorro AC Spark 7-Up	Harbourmaster R. J. Reynolds	You Bet Your Life DeSoto alt Toni	Jim Bowie Amer Child	Trackdown Amer Tobac alt Sonny	Court Of Last Resort Larillard	Country Music Jubilee comp	Perry Mason Thurs alt sust	Perry Como 4-9 Kimberley Clark JCA & Whirlpo Runbeam, Nozem
Double burry It hour, Dogg	Father Knows Best Scott Paper alt Lever Bros (10-2-8)	The Real McCoys Sylvania	Climax Chrysler (8:30-9:30)	Dragnet L&M alt Schick Bob Hope Timex Watches (11-7) (8:30-9:30)	Patrice Munsel Bulek alt Frigidaire	Zane Grey Gen Foods alt Ford	Life of Riley Lever Bros	Country Music Jubilee Wmson Pickle alt sust	Diek And The Duchess Magen Dattel alt H Curtis	Amer Dairy Knemark Las Vegas Show Exquisite Form (11-10) (8-9)
Monaire rate D Arnaz Motor (9-10-15)	Kraft Theatre Kraft (9-10)	Pat Boone Chevrolet	Shower Of Stars Chrysler (10/31) (8:30-9:30)	People's Choice Borden alt Amer Home Prod	Frank Sinatra Chesterfield	Mr. Adams & Eve Colgate alt R. J. Reynolds	M Squad Amer Tobac alt H H-bop	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Helene Curtis	Polly Bergen Max Factor alt Club Oasis Club Oasis L&M
A Secret Reynolds	Kraft Theatre	O.S.S. Mennen	Playhouse 90 Amer Gas alt Bristol Myers	The Ford Show Ford	A Date With The Angels Plymouth	Schlitz Playhouse Schlitz	The Thin Man Colgate	Lawrence Welk	Have Gun Will Travel Whitman alt Lever	Cisile MacKenzie Dewar alt Seal
Steel Hr (10-11) Steel	This Is Your Life P&G	Navy Log U. S. Rubber	Playhouse 90 Phillip Morris alt Bristol Myers	Rosemary Clooney Lever Project 20 Timken Co. (11-21) (10-11)	Colt .45 Campbell	The Lineup P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10-concl)	Mike Wallace Phillip Morris	Gunsmoke L&M alt Sperry Rand	What's It For Pharmaceuticals
Long Circle eatre (10-11) Long Clark	No net service		Playhouse 90 Kimb-Clark alt Allstate	Jane Wyman H. Bishop alt Quaker		Person To Person Amer Oil & Hamm alt Time	Red Barber St Farm Ins		Playhouse of Mystery sust	Your Hit Parade Amer Tobacco alt Toni

PROGRAM	COST	SPONSORS AND AGENCIES
Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
Lawrence Welk: Mu-L	14,500	Dodge, Grant
Welk Top Tunes: V-L	19,000	Dodge & Plymouth, Grant
West Point: Dr-F	40,000	Phillips-Jones, Grey; alt Carter, SSCB
What's It For: M-L	25,000	Pharmaceuticals, Parkson
What's My Line: Q-L	29,500	Helene Curtis, Ludgin; Sperry-Rand, YGR
Walter Winchell File: Dr-F	42,000	Revlon, BBDO
Jonathan Winters: C-L	12,500	Lewis-Howe, DFS
Jane Wyman: Dr-F	36,500	H. Bishop, Spector; Quaker Oats, NLGB
You Asked For It: M-F	18,000	Skippy Peanut Butter, CBB
You Bet Your Life: Q-L	51,750	DeSoto, BBDO; Toni, North
Loretta Young: Dr-F	42,000	PGC, B&B
*Your Hit Parade: Mu-L	49,000	Amer Tobacco, BBDO; alt Toni, North
Zane Grey Theatre: A-F	45,000	Gen Foods, B&B; Ford, JWT
Zorro: A-F	45,500	AC Spark Plug, Brother; 7-Up, JWT

Specials and Spectaculars		
PROGRAM	COST	SPONSORS AND AGENCIES
L. Ball-D. Arnez Show: CV-F	285,000	Ford, JWT—11-6
DuPont Show of the Month: Dr-L	275,000	DuPont, BBDO—10-28
*G.M. 50th Anniversary Show: V-L	850,000	Gen. Motors Kudner—11-17
*Hallmark Hall of Fame: Dr-L	165,000	Hallmark FCG-B—11-18
*High Adventure With Lowell Thomas: Dr-F	150,000	Delco (GM), Camp-Ewald—11-12
Bob Hope Show: CV-L&F	267,000	Timex, Peck—11-7
Las Vegas Show: Mu-L	150,000	Exquisite Form Grey—11-16
*Jerry Lewis Show: CV-L	230,000	Oldsmobile, Brother—11-5
Omnibus: M-L	120,000	Union Carbide J. M. Mathes, Alumi- nium Ltd JWT—11-3-11-17
Project 20: D-F	60,000	Timken, BBDO—11-21
See It Now: D-F	125,000	Pan American J Katz—10-27
*Shower of Stars: CV-L	200,000	Chrysler, Me-E—10-31
Wide, Wide World: M-L	210,000	Gen. Motors; MeM JGA—10-27, 11-10, 11-24



4<sup>th</sup>

# DAYTIME

# C O M P A R A

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust			Garry Moore sust Campbell	Arlene Francis sust Sterling		Garry Moore Gerber alt Gen Foods Florida Citrus alt Vick Chem	Arlene Francis sust sust alt Sterling	
10:15										
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Stand Brands Stand Brands	Treasure Hunt sust		Arthur Godfrey G Foods (10/15 S) Peter Paul alt Libby (10/29 S)	Treasure Hunt sust	
11:00										
11:15		UN In Action sust			Bristol-Myers Singer (10/7 S)	Price Is Right Lever Bros alt sust Lanolin Plus Mentho		Pharmacraft alt Peter Paul (10/8 S) Gen Foods	Price Is Right Lever (11/5 S) alt Sterling (9/17 S) Sterling Chese-Ponds	
11:30										
11:45		Camera Three sust			Strike It Rich Colgate	Truth or Consequences Sterling alt Lever sust		Strike It Rich Colgate	Truth or Consequences sust Lever (11/5 S) alt sust	
12N										
12:15		Let's Take Trip sust			Hotel Cosmopolitan sust Love of Life Amer Home Prod	Tic Tac Dough P&G alt Church & Dwight Toni alt P&G		Hotel Cosmopolitan sust alt Toni Love of Life Amer Home Prod	Tic Tac Dough Stand Brands P&G	
12:30										
12:45		Wild Bill Hickok Kellogg			Search for Tomorrow P&G Guiding Light P&G	It Could Be You Sust alt Pharma sust alt P&G		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Chese-Ponds Brillo alt P&G	
1:00										
1:15		Face The Nation sust (9/29 S) (1-1:45)			No net service News (1:25-1:30) sust	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op	
1:30										
1:45		Football Preview Carter alt Amer Home Prod (9/29S) Nat' Carbon (9/29 S)	Frontiers of Faith sust		As the World Turns P&G sust	Howard Miller co-op		As the World Turns P&G Vick Chem alt sust	Howard Miller co-op	
2:00										
2:15		Pro-Football (2-concl.) regional games Pabst	No net service		Beat The Clock sust	Howard Miller		Beat The Clock Nestle alt sust Gerber alt sust	Howard Miller	
2:30										
2:45		Standard Oil Ntl Brewing Ballantine Speedway Petrol (9/29 S)	Wisdom sust		Art Linkletter Stand Brands Campbell Soup	Bride & Groom sust		Art Linkletter Swift alt Toni Kellogg	Bride & Groom Brillo alt sust sust	
3:00										
3:15	Johns Hopkins File 7 sust	Amer Liberty Oil Fallstaff Brewing Amer Oil (9/29 S)	Youth Wants To Know sust	American Bandstand (3-4:30) partic & co-op	Big Payoff Colgate	Matinee (3-4) partie	American Bandstand (3-4:30) partic & co-op	Big Payoff sust	Matinee (3-4) partie	Amer Band: (3-4) partie
3:30										
3:45	Dean Pike sust	Pan Amer Oil Phillip Morris Goebel Brew (9/29 S)	Look Here sust	American Bandstand	Verdict Is Yours sust sust	Matinee	American Bandstand	Verdict Is Yours Libby (10/29 S) alt sust Swift alt Toni	Matinee	Amer Band: sust
4:00										
4:15	College News Conference sust	Duquesne Brew (9/29 S) (See above)	Wide Wide World (4-5:30, alt wks) Gen Motors	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Lanolin alt Mentho Toni alt Sandura	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Stand Brands	Amer Band: sust
4:30										
4:45	Paul Winchell Hartz Mtn	(See above)	Omnibus (4-5:30, alt wks) Union Carbide Aluminum Ltd.	Do You Trust Your Wife? sust	Edge of Night P&G Stand Brands	P&G Modern Romances Sterling Drug alt sust	Do You Trust Your Wife? sust	Edge of Night P&G Florida Citrus alt Vick Chemical	P&G Modern Romances Brillo alt Sterling	Do You Trust Your 'fe su
5:00										
5:15	Texas Rangers Sweet alt Flav-R-Straw	See It Now (10/27) (5-6:30) Pan Amer Oil	Wide Wide World alt Omnibus	Superman Kellogg alt Sweets Co.		Comedy Time sust sust alt Pharma	Sir Lancelot Kellogg alt Wander Co.		Comedy Time Chese-Ponds sust	Wild Bil Kell alt Swe
5:30										
5:45	Lone Ranger Gen Mills	Seven Lively Arts sust (11/3 S) (5-6)	Outlook sust Hall Of Fame Hallmark (11/17) (5:30-7)	Mickey Mouse Club ½ co-op Am Par			Mickey Mouse Club Mars alt Armour			Mickey Cl Mattell alt Ger

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

## HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (60, 61) includes regularly scheduled programming 26 October to 22 November, inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1:00



# GRAPH

26 OCT. - 22 NOV.

	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		
	Arlene Francis sust Owens Corning alt sust		Garry Moore Nestle alt Libby (11 7 S) Nestle alt Gen Foods	Arlene Francis sust		Garry Moore Gen Mills alt Sunshine Biscuit Gerber alt Sunshine Biscuit	Arlene Francis sust		Capt Kangaroo (9:30-10:30) Lever (11:15) 5 hr part	Howdy Doody Continental Baking alt Sweets Co		
	Treasure Hunt sust		Arthur Godfrey Gen Foods Armour	Treasure Hunt sust		Johnson & Johnson alt Cal Packing Lever	Treasure Hunt sust sust alt Sterling		Mighty Mouse Gen Foods alt Colgate	Gumby (11:15)		
	Price Is Right Gen Foods alt Sterling Lanolin Plus alt SOS		Gen Foods Armour	Price Is Right Alberto Culver alt Lever Bros Minn. Mining alt Miles		Yardley alt Florida Citrus Gen Mills alt Viek Chem	Price Is Right Lever Drakett alt Menth		Susan's Show sust	Fury Gen Foods alt Borden		
	Truth or Consequences Amer Home alt sust sust		Strike It Rich Colgate	Truth or Cons. Lehn & Fink alt Lever Alberto Culver alt Miles		Strike It Rich Colgate	Truth or Consequences Gen Foods alt sust Lever		Saturday Playhouse sust	Capt Gallant Helms		
	Tic Tac Dough sust alt Drakett P&G		Hotel Cosmopolitan sust Love of Life Amer Home Prod	Tic Tac Dough Kraft Minnesota Mining alt P&G		Hotel Cosmopolitan sust alt Swift Love of Life Amer Home Prod	Tic Tac Dough Starkist Tuna alt SOS P&G		Jimmy Dean (12:1) co-op	True Story Sterling Drug		
	It Could Be You Gen Foods alt Armour sust alt Corn Prod		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Alberto Culver alt Miles P&G alt Brown & Winson		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Am Home alt Drakett P&G alt Corn Prod		Jimmy Dean	Detective Diary Sterling Drug		
	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		Lone Ranger Gen Mills alt Nestle	No net service		
	Howard Miller co-op		As the World Turns P&G Pillsbury	Howard Miller co-op		As the World Turns P&G Swift alt sust	Howard Miller co-op		No net service	No net service		
	Howard Miller		Beat The Clock Nestle alt Libby (11 7 S) Sunshine Biscuit alt Purex	Howard Miller		Beat The Clock G Mills alt Gerber Johnson & Johnson alt Viek	Howard Miller		No net service	No net service		
	Bride & Groom sust Lanolin Plus Drakett		Art Linkletter Kellogg Pillsbury	Bride & Groom Lehn & Fink alt sust sust		Art Linkletter Lever Bros Swift alt Staley	Bride & Groom sust alt Men'ho sust alt Drakett		No net service			
	Matinee (3-4) partie	American Bandstand (3-4:30) partie & co-op	Big Payoff sust	Matinee (3-4) partie	American Bandstand (3-4:30) partie & co-op	Big Payoff Colgate	Matinee (3-4) partie		No net service			
	Matinee	American Bandstand	Verdict Is Yours sust sust	Matinee	American Bandstand	Verdict Is Yours sust Gen Mills alt sust	Matinee		No net service			
	Queen for a Day Slender (L 11 7) alt P&T Amer Home alt Corn Prod	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Birn. & Winson alt Minn. Mining Miles alt Al Culver	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day SOS alt Welch (11 8 S) Amer Home Prod alt Corn Prod	All-Star Golf (4-5)	Nat'l Hockey league game sust 11:25-12:01	NCAA Football var. times		
	P&G Modern Romances Corn Prod alt Sterling Drug	Do You Trust Your Wife? sust	Edge of Night P&G Pillsbury	P&G Modern Romances Kraft	Do You Trust Your Wife? Firestone sust	Edge of Night P&G Florida Citrus alt Viek Chem	P&G Modern Romances Sterling Drug alt Corn Prod	Miller Brewing Wheatroot	(See above)	NCAA Football Ntl Games Brits-Myers Libby- Owens-Ford Sun- beam Zenith R. J. Reynolds		
	Comedy Time sust SOS alt sust	Woody Woodpecker Kellogg		Comedy Time sust Miles alt Minn. Mining (11 7 S)	The Buccaneers Kellogg alt Sweets Co.		Comedy Time sust alt Welch (11 8 S) Gen Foods alt Menth		(See above)	NCAA Football Reg. a games Sunbeam Philip Morris, AMF		
		Mickey Mouse Club Brits-Myers, Pills alt Gen Foods			Mickey Mouse Club Gen Mills alt sust				(See above)	Football Scoreboard 5 min. pgm.— (follows Football)		

a.m., Monday-Friday, participating sponsorship: *Sunday News Special*, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating; *The Jimmy Dean Show*, CBS, 7:00-7:45 a.m., Monday-Friday, participating; *Captain Kangaroo*, CBS, 8:00-8:45 a.m., Monday-Friday, 9:30-10:00 a.m., Saturday, participating; *News*, CBS, 7:45-8:00 a.m. and

8:45-9:00 a.m., Monday-Friday.

All times are Eastern Standard. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 58.

**PACE SETTER  
FOR THE  
PACE SETTER**



The latest complete report on audience preference shows WCCO Television—Channel 4 in Minneapolis-St. Paul—has a greater share of audience 6:00 p.m.—Midnight, seven nights a week, than any other CBS Television station in any four-or-more station markets.\*

In the areas where competition is keenest WCCO Television is Number One station for the Number One network.

In Minneapolis-St. Paul, night and day, all week long, WCCO Television delivers nearly twice the average Twin City station audience, and 31% more viewers than its nearest competitor.\*\*

The station most viewers prefer is obviously the most profitable for you.

**WCCO television**

Minneapolis - St. Paul

*Represented by Peters, Griffin, Woodward, Inc.*

\*ARB, May & June

\*\*Nielsen, June

# FILM-SCOPE

26 OCTOBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

On Madison Avenue there's no visible loophole in the broad conclusion that "if you are going to pick a program fight, don't get yourself tangled up with a western."

This week the filmed westerns still were peerless. **NETWORK-WISE** this is the situation:

- Of the six adult westerns—Broken Arrow, Cheyenne, Gunslinger, Tales of Wells Fargo, Wyatt Earp, and Zane Grey Theatre—currently moving into their second and third seasons, all have kept at least one of their original sponsors. Two—Zane Grey and Gunslinger—have kept both.

**RATING-WISE**, it's the same story. Latest Trendex scores for adult network westerns show:

- **Maverick** has 16, compared to the Amateur Hour's 7.9 in the same ABC slot last year.
- **Restless Gun** on NBC licked all network opposition with 21.6.
- **The Californians** stands at 17.6 (Circle Theatre had 13.3 in the same spot last year).
- **Trackdown** got 11.4—playing opposite another western (**Jim Bowie**).
- **Have Gun, Will Travel** tied Lawrence Welk at 16.3.
- **Wagon Train** topped Disneyland, I Love Lucy, and Big Record with 15.8.

**IN SYNDICATION**, the westerns continue to be the highest-rating program type.

Thus the bloom lingers on the sagebrush. In statistical retrospect, says NBC Film research, there are these additional angles: **Westerns have a strong appeal in large cities and an even bigger audience in the smaller markets; they get the highest average viewers per set of any program category.**

Instead of trying to back away from pilots, one syndicator this week actually started offering them in wholesale lots. He promises to screen for prospective clients four or five episodes prodding them at the same time with this rhetorical query:

"How do you know what's coming with the other companies' product, after you've seen the initial flash? We'll show you what we've got coming!"

The first co-produced network film series for the 1958-59 season was set this week. ABC TV and Screen Gems are the partners and *Tales of Frankenstein*, the title.

The filming of this thematic anthology will be done in England and Hollywood. First episode will be ready for advertiser showing in January.

The negatives of the Million-Dollar Movie package have been sold by the Bank of America to an Anglo-American syndicate.

This package consists of 27 features which General Teleradio has been distributing. Teleradio's contract with the Bank of America expires 30 September 1958.

Don't be surprised if some sponsor money goes into next year's pilots. Two New York agencies and at least one in Chicago already are working with producers on specific ideas that will require special cash.

Note the various shades of thinking that are beginning to develop as 1958 draws nearer. First, there's pretty general agreement in these areas:

- Production will start early (partly as a reaction to this year's scary, down-to-the-wire hustle).
- Pilots—no matter who finances them—are a must.

But after that, there are several lines of reasoning about the future. This week Don L. Kearney, ABC Film Syndication's sales v.p., told FILM-SCOPE that he figures there will be less "cafeteria" buying in the months ahead.

In other words, sponsors won't just grab what's on the table; they will ask for a special menu to suit their appetites. With high costs staring them in the face, they may figure on getting more per dollar with individual-type fare. Co-financing pilots would fit into this pattern.

In the same vein, Kearney thinks more local sponsors will switch from participations in features to sponsorship of complete programs. It may be a more effective buy in the long run for those who can afford it.

A raft of sponsors have bought Ziv's new underwater adventure series, **Sea Hunt**, in 63 markets.

Major regional buyers include Standard Oil of California (BBDO) for all major markets in seven western states (1958 start); Carling Brewing Co., Bowman Bisenit, Cott Beverages, Safeway Stores, and several automobile dealers including the England Edsel Co. of Harrisburg, Pa. (who made the first purchase of a Ziv show by an Edsel dealer).

What interests the trade almost as much as the sponsors, however, is whether **Sea Hunt** can kick off a skin-diving trend. As everybody knows, that sport is having a big vogue lately.

Two series for 1958 release got underway this week:

- **Thunder Ridge:** TPA will get this series (with Charlotte Greenwood in a starring role) going in Hollywood middle of next month. Theme: A boy, his aunt, and her husband share in outdoor-animal adventures.
- **Citizen Soldier:** Production starts next week in Europe via Flamingo Telefilm Sales (with Arsla Productions producing). Theme: True heroic exploits of U. S. citizen soldiers in World War II and Korea. Initial sales from pilots have been made to WABD, New York; WTTG, Washington; KING, Seattle; WHDH, Boston; and KTLA, Los Angeles. First showings are scheduled for mid-February.

**FLASHES FROM THE FILM FIELD:** CBS TV Film Sales now has 22 programs scheduled for showing in England, including **The Gray Ghost** and seven other series which have just been sold to Associated Rediffusion, Ltd., and Granada TV Network . . . **TV Channel 9, Lima**, scheduled to start in March 1958, has bought eight TPA Spanish-dubbed series . . . Ziv's **Highway Patrol** is the first American-made series to be accepted by Spain's government-owned TV operation. Slated to start in Madrid in October, **Patrol** will be sponsored by N. V. Phillips, international manufacturer of electronics and appliances.

**Searches and Sales:** Ohio Oil (McCann-Erickson, Cleveland) scouting for a replacement for **Men of Annapolis** which runs out early 1958 . . . **Coty** is testing **The Honey-mooners** in Columbus and Memphis. If successful, these spot buys may lead to a regional syndication campaign . . . CBS TV Film Sales has received several inquiries on the availability of **The Brothers** (once sponsored by P&G) as a network replacement.

(For other film news and comment, see News and Idea Wrap-up, Page 71.)



## those who live on air...

During the past 10 years advertisers and their agencies have spent billions of dollars on air. A lot of people lived on it. A lot of goods were moved.

To those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

Most every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR—*at home* because the very chemistry of broadcasting—the factors that make it move

and earn its salt are just much too important for light reading on a routing list.

If you live on air—read SPONSOR at home. Read it on A time—B time or C time but make sure it's free time at home. At the new low price of \$3 a year you can have 52 issues of this most *useful* publication in the field at your side—to see, study, tear out and file. It's the best investment you'll ever make. Order your home subscription today.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# PRIMARY MARKET

400,000 people in the Ann Arbor area respond primarily to local radio. It's a huge market AND NOT ADEQUATELY COVERED BY OUTSIDE STATIONS.

## ANN ARBOR AREA

Includes Plymouth, Ypsilanti, Livonia and 23 important industrial communities in Michigan.

## FIRST in PULSE\*

Most recent Pulse indicates WHRV's strong superiority... 18 firsts (half hours) out of 24.

## WHRV

1,000 watts abc 1600 kc

Major league baseball,  
University of Mich. sports  
Detroit Red Wing Hockey

6:00-9:00 A.M. Joe and Ralph,  
famous in Mich. area

Write for special merchandising plan or contact:

**BOB DORE ASSOCIATES**  
National Representatives  
*the door is always open...*

Bob Dore Assoc., 420 Madison Ave., N. Y. 17, N. Y.

• JUNE '56 PULSE

National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Procter & Gamble Co.**, Cincinnati, is preparing a campaign in various markets for its Spic & Span. Schedule kicks-off in early November for 13 weeks. Minute announcements for daytime segments, Monday through Friday, are being purchased; frequency will depend upon the market. Buyer: Charles Bucciere. Agency: Young & Rubicam, New York. (Agency declined to comment.)

**Smith Brothers**, Poughkeepsie, N. Y., is going into 35 major markets with a \$500,000 budget to push its cough drops. The 12-week campaign starts 18 November. Minutes and chainbreaks during both daytime and nighttime periods are sought; frequency varies. Buying has not started. Buyer: Bill Abrams. Agency: SSCB, New York. (Agency declined to comment.)

**The A. C. Gilbert Co.**, New Haven, is purchasing schedules in major markets to promote its American Flyer toy trains. Schedule starts 23 November for five weeks. The advertiser wants a children's audience, prefers participations in cartoon features. Buying is not completed. Buyer: Louise Dykes. Agency: Remsen Advertising, New Haven.

### RADIO BUYS

**Dromedary Co.**, div. of National Biscuit Co., New York, is planning its usual Thanksgiving-Christmas campaign for Dromedary dates; schedule begins 7 November in about 125 markets. 10-second announcements will be used throughout the week. Frequency: 10 to 60 spots per week per market. Buyer: Lennen & Newell, Inc., New York. (Agency declined to comment.)

**Revlon, Inc.**, New York, is buying in a number of West Coast markets for its Top Brass, a men's hair preparation. Early November schedule will run for nine weeks. Minutes are being used, with varying frequency. Buyer: Elaine Whalen. Agency: Emil Mogul Co., New York. (Agency declined to comment.)

**Bissell Carpet Sweeper Co.**, Rahway, N. J., is conducting a test campaign in various markets for its carpet sweeper; Bissell hasn't used radio in a number of years and if satisfactory results are produced, they will probably expand their new year's ad budget for radio considerably. Daytime minutes are being scheduled throughout the week, about 20 per week per market. Buyer: Frank Carvell. Agency: N. W. Ayer & Son, New York.

**Chesebrough-Pond's, Inc.**, New York, is purchasing supplementary schedules for its Pertussin; original schedule of radio and tv started 1 October. New schedules start in early November and run until the end of the year. Minute spots, 7:00 a.m. to 7:00 p.m., are being placed. Buying is not completed. Buyer: Jay Schoenfeld. Agency: McCann-Erickson, Inc., New York.

# A CHALLENGE!

<b>DOMESTIC SERVICE</b> Check the class of service desired; otherwise this message will be sent as a fast telegram		<b>INTERNATIONAL SERVICE</b> Check the class of service desired; otherwise the message will be sent at the full rate	
TELEGRAM		FULL RATE	
DAY LETTER		LETTER TELEGRAM	
NIGHT LETTER		SHORE SHIP	

1206 (4-55)

## WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

NO. WDS.-CL. OF SVC.	PD OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**TO ALL TELEVISION STATION MANAGERS - U.S.A.**

WTVJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTVJ IN SEPTEMBER ARB JUST RELEASED, IN WHICH WTVJ CAPTURES 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS".

PRIZE -- FREE VACATION IN MIAMI FOR YOU AND THE COMPANION OF YOUR CHOICE. (WE TRUST SHE WILL BE THE MISSUSI!)

RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.

REPLY REQUESTED TO: LEE RUWITCH, EXECUTIVE VICE PRES. & GEN. MGR. WTVJ - MIAMI, FLA.



# Can You Top This?

# PICTURE WRAP-UP



"And don't forget it!" Cascade Broadcasting's news dir. John Krievell, cringes as Tom "Buck Jones" Bostic, Cascade v.p., points out that Cascade, not the Soviets, launched the first satellite, "Cas-nik." History-making satellite set off in 1954: KEPR-TV, Pasco, Washington, a satellite of KIMA, Yakima, Wash.



Operation Moonwatch: KOMO-TV's news ed. Herb Robinson and crew stand ready to televise the Russian moon as it orbited over Seattle on its around the world trip



Chevy's new tv season: Pat Boone, guest star Anna Marie Alberghetti, appear after show with (l) W. Power, Chevy's ad mgr., and (r.) C. Campbell, Campbell-Ewald



No second hand weather: Barbara Harris, WTTG-TV's weather girl, wasn't satisfied just reporting the weather, so she flew over Wash., D. C. to check personally

Roll out the barrel: National Bohemian Beer and WDAU-TV feted beer distributors at "Harbor Command" premiere. Young ladies dispensed charm and beer to guests





# News and Idea WRAP-UP

## ADVERTISERS

Look ahead to a time when marketing techniques will overshadow production, advises Philip M. Talbott, president of the Chamber of Commerce of the United States.

Talbott offered as a clue to future marketing techniques the volume-selling methods introduced by supermarkets which he said now have spread somewhat to department stores.

He also took note of "the almost fantastic development of Suburbia" and its contribution to a revolution in our economic pattern.

**Ad notes:** So far this year 1,125 radio stations have asked for U.S. Steel's "Snowflake" radio kit. And these responses are just the first return mail results. The annual promotion pushing heavy white goods (ranges, refrigerators, washers etc.) got a response last year from 1,588 stations and 210 stations reported back that they sold 19,326 announcements plus 639 special programs to tie-in advertisers . . . **Bon Ami** will use spot tv for its national campaign in behalf of Glass Gloss. Erwin Wasey, Ruthrauff & Ryan is the agency.

**People on the move:** J. Kenneth White has been appointed vice president in charge of advertising, marketing and selling operations for Bon Ami Co. White formerly was a vice president at Lennen & Newell . . . **Tad Jeffery**, formerly with Kraft Foods Co., has joined Bulova Watch Co. as director of advertising . . . **John W. McGovern** has been elected president of United State Rubber Co. McGovern is the former executive vice president.

## AGENCIES

**McCann-Erickson** has opened a Marketing Communications Workshop in the New York office.

Purpose: Year around program for (1) exploring new and established areas of marketing communication for

all divisions, affiliates, foreign offices and new employees.

In order for an agency to function as a "planning adjunct to the client" Adolph J. Toigo, president of Lennen & Newell, told the Boston Conference on Distribution this week that a company's management should:

- Not keep secrets from its own ad agency.
- Even let the agency know what profits the company expects to make five years from now.

Toigo disclosed that L&N employs close to 500 people to service 32 products with advertising budgets of \$60 million and "to us the quality of this manpower, its capacity to analyze, recommend and execute is all important."

**Burke Dowling Adams and Roy S. Durstine, Inc.** have worked out a reciprocal agreement covering the Southern California area.

The plan gives BDA a base of operations on the West Coast to service Studebaker-Packard Dealer Associations and Scandinavian Airlines System. However, both agencies will keep their corporate identities. William D. Sloan, vice president and manager of Roy S. Durstine, Inc., Los Angeles, will become vice president and Western division manager for BDA.

**New agency appointments:** **Gore, Smith & Greenland**, New York, for Myers Food. Radio and tv will be part of media plans . . . **Lennen & Newell** for Gunther Brewing . . . **Duffy, McClure & Wilder**, Cleveland, for Diamond Crystal Salt Co. Tv and radio will be used . . . **Dowd, Redfield & Johnstone** for Revlon's Eye Fresh (eye drops).

**New firms and anniversaries:** **Ted Gravenston, Inc.**, new agency, opened this week in New York. Gravenston is a former vice president of the Wexton

## USE CHANNEL 4-SIGHT



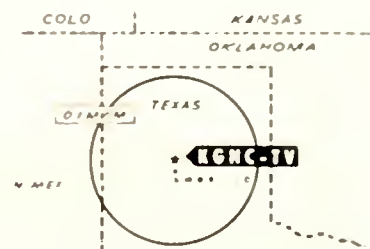
... when you're seeking a solid buy on the fabulous Golden Spread. Now over 100,000 TV sets and nearly 200 million dollars in retail sales.

Power: Visual 100 KW

Aural 50 KW

Antenna height 833 feet above ground

Use Channel 4-Sight — Amarillo's Specialized Television Station.



# KGNC-TV

CHANNEL 4  
AMARILLO,  
TEXAS

CONTACT  
ANY  
KATZ MAN



**"GEE!** I want some of those cookies!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales

with **WGN-TV** Channel 9 Chicago

**KROGER** tested

and found out

**WBCO**

packs 'em in

in BIRMINGHAM

During the lowest traffic hour of the week (Mon. 10-11 A.M.), 450 Negroes came in response to an offer made only on WBCO . . . at a cost of \$30.00.

**WBCO**

Serving the Birmingham Negro market

Dean R. Upson, General Manager

Nat. Rep.: Stars National Inc.  
SE Rep.: Dora-Clayton Agency

Co. . . Gray & Rogers celebrates its 30th anniversary this month.

**People in the news:** Philip L. Jefferson, formerly with National Brewing Co. will join Norman, Craig & Kummel as of 1 November . . . Robert E. McGinley has left D'Arcy to join Norman, Craig & Kummel's Chicago office on the merchandising field staff. . . Robert E. Higginbotham has joined Casanova Associates as an executive associate. Higginbotham comes from Dickie-Raymond where he has been an account executive . . . Steve Gardner, former account executive with Dan B. Miner, has joined Patt Advertising, Hollywood, as tv-radio director . . . Edward M. Marker has been appointed group head at Griswold-Eshleman Co. Marker formerly was vice president and group head at Fuller & Smith & Ross . . . Arnold M. Combrinck-Graham, Jr., vice president and former account executive, has been named account supervisor in K&E's Chicago office . . . Robert A. Gibney, Jr., vice president of J. C. Bull Advertising, has been elected a director of the company . . . Lawrence J. O'Neill, former account executive in New York for K&E, has been named supervisor of the tv-radio programming department in the agency's Chicago office . . . M. B. Silverman, formerly with Russel M. Seeds, has joined Rutledge & Lilienfeld as an account executive . . . Joseph P. Franklin and Frank Martello have been transferred from K&E's New York office to the Chicago office. Franklin is a research supervisor and Martello tv-radio commercial production supervisor . . . Travis Wells has been elected a director of Gilbert and Tormey . . . Louis J. Nelson has been appointed director of marketing and David S. Williams has been made media director at Geoffrey Wade. Nelson was formerly media director and Williams has been assistant media director . . . Jon Franklin Byk, recently manager of sausage sales for the Kingan Co., has joined the merchandising and marketing team of Glenn Advertising, Los Angeles . . . Beverly L. Smith has joined N. W. Ayer, New York, as a service representative. Smith comes from K&E where he was an account executive . . . Leo Rich has been appointed director of media for B&B. Rich has been an associate media director since 1952

. . . Edward Davidson, formerly with Phillips-Jones Corp., has joined Weiss & Geller, New York, in the new post of director of new business development . . . Clarke Livingston, former account executive with Brown & Bigelow, St. Paul, has joined Bozell & Jacobs, Minneapolis, as an account executive . . . L. Cook Thompson, formerly head of his own agency, has joined Wasser, Kay & Phillips, Pittsburgh, as executive vice president . . . Erwin B. Needles, director of tv sales for WNBC, Hartford, has joined the Julian Gross & Associates agency as a partner . . . Ron Terry, Walter Sherwood, Gloria Lynn and M. R. Rosen, all members of the account of Ron Terry Productions, have joined Burlingame-Grossman Advertising, Chicago, in similar capacities. The Terry organization was recently acquired by Burlingame-Grossman . . . William H. Marlin has been named production manager of Monroe F. Dreher, New York . . . H. Grant Atkinson has been appointed director of radio and tv for Compton, Chicago. Atkinson has recently been doing freelance film and tv writing-producing.

*Among Us Towers*

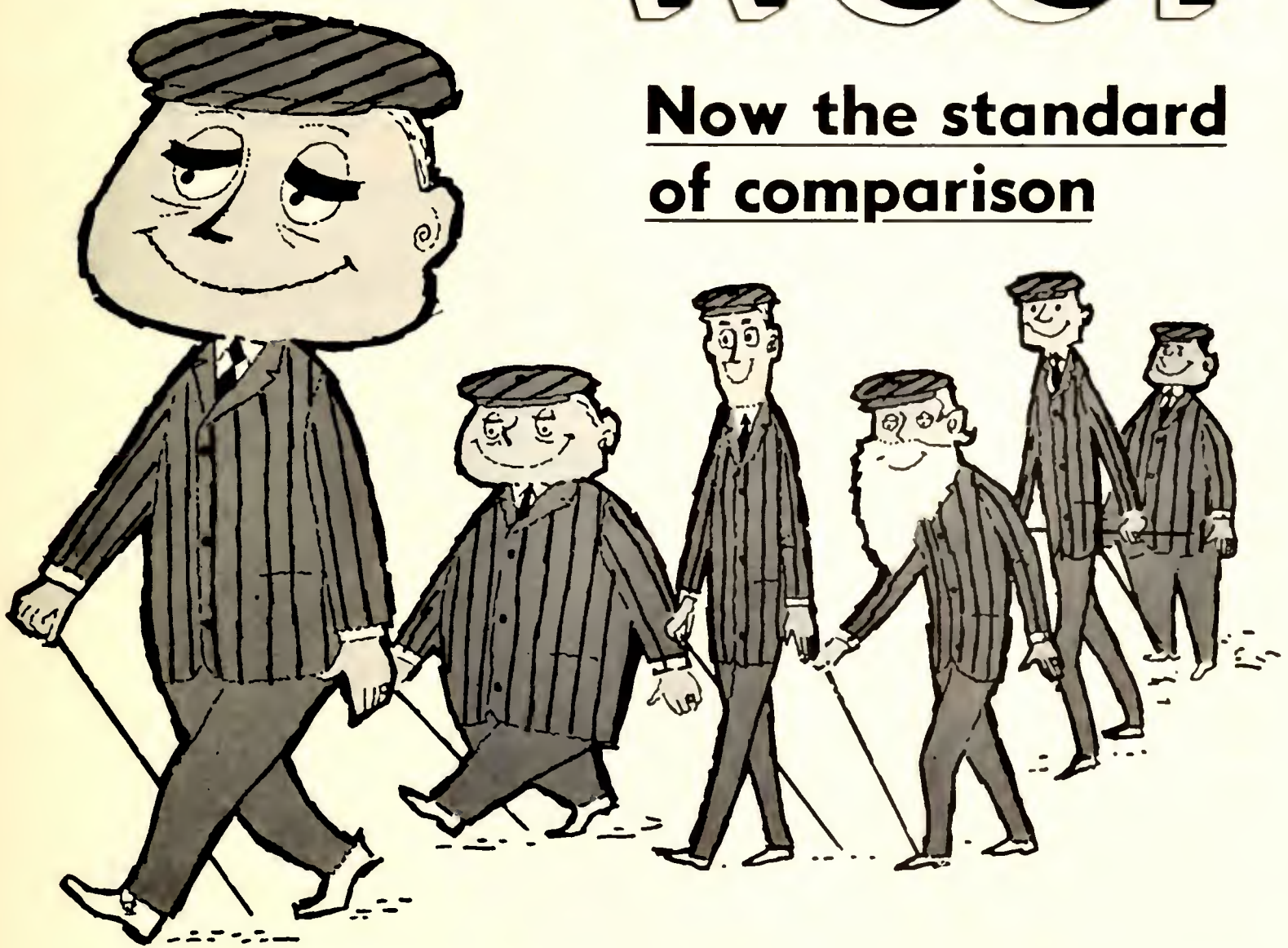


*the tower with the SALESpower in Oklahoma!*

# Boston's most imitated radio station:

**Radio Boston**  
**WCOP**

Now the standard of comparison



Keep your eye on these Plough, Inc., Stations:

Radio Baltimore <b>WCAO</b>	Radio Chicago <b>WJJD</b>	Radio Memphis <b>WMPS</b>
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REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON  
ATLANTA SAN FRANCISCO SEATTLE

Previously he was director of radio-tv for Campbell-Mithun, Chicago. They became v.p.'s this week: Robert L. Lime at Pacific Outdoor Advertising . . . Allan J. Hall at J. C. Bull, Inc. . . . Fred J. Roth at Gilbert & Tormey . . . John F. Brooks and Richard E. Owen at NLB . . . James M. Ellers and Myron "Mike" Moses at Peck Advertising.

## NETWORKS

The charge that station and network executives spend "far too little time listening carefully and taking notes as to the nature of the product, mistakes committed and ways and means of making it even better" was made last week by Robert E. Eastman, ABN president, at the NARTB regional meet in Denver.

Eastman also, when talking about programing, reminded his audience that radio has 138 million sets in working condition and therefore is a mass medium which must have the programing with the broadest possible appeal.

Network tv notes: Minute Maid Corp. and Florists' Telegraph De-

livery Association again will co-sponsor the two-hour colorcast of the *Tournament of Roses Parade* on NBC, 1 January 1958. Bates and Grant are the respective agencies . . . NBC TV's *Today* and *Tonight* shows are experiencing a good sales upswing. Latest advertiser to sign on for both programs is National Carbon Co. for Prestone Anti-Freeze. Esty is the ad agency.

Network radio notes: Kate Smith will return to the air waves with a show of her own on Mutual. Debut of the week-day, daytime program will take place shortly after the first of the year . . . ABN's latest promotion stunt promoting the new Herb "Oscar" *Anderson Show* has Herb out dropping dimes in parking meters where cars are over-parked. The over-parking service includes a note advising the motorist that he was over-parked and it "Cost us a dime but we saved you \$5.00."

Notes on people: Stephen C. Riddleberger has been elected vice president and comptroller of the American Broadcasting Co. . . . James A. Stabile has been promoted to the post of

director, talent and program contract administration for NBC . . . William A. Gorman and Charles E. "Ted" Maxwell have been added to the CBS Radio sales staff. Maxwell comes from RAB national sales development department and Gorman from RKO Television where he has been Western sales manager.

## FILM

Shirley Temple's old films appear to be wearing well in tv.

Latest ARB ratings show that her *Rebecca of Sunnybrook Farm* was the No. 1 show in New York, Los Angeles and Chicago on 20 October.

In New York the feature drew a 10.4 rating and a 31.5 share of audience.

In a special Trendex taken on Temple's *Holiday Specials* in 13 markets, the average rating was 14.2, with a 46.5 share. The average of all other shows in those markets added up to a 16.3 rating, with a 53.5 share.

Shirley Temple *Holiday Specials* was the top show in all of these 13 markets.

*Cisco Kid*, the first series ever filmed for tv and predecessor of all other Western heroes, has entered its eighth tv year.

So far, Americans have spent an estimated 546,000,000 viewer hours watching the series, and it has served 250 different advertisers. Some of its original sponsors are still using the show—including Interstate Bakeries (70 markets); Ward Baking Co., (Florida) and Big Star Stores (three southern markets.)

The program represents an investment on the part of Ziv of over \$9,000,000 for production, distribution and prints.

TV stations' report to AAP: Over 100 different advertisers now sponsor *Popeye* and Warner Bros. cartoons.

About a fourth of the sponsors are buying the cartoons in more than one market, some as high as twenty markets.

Productions and People: RKO Television currently preparing "pilotless" presentations on several new tv series aimed at network and national spot targets. They include *El Coyote Rides*, *Malolo of the Seven Seas*, star-

**TRICK OR TREAT?**

Treat Yourself to "Jaxie's"  
Great \$1½ Billion Market.

Basic NBC Affiliation  
Represented by  
Peters, Griffin, Woodward, Inc.

WFGA-TV  
**Channel 12**  
Jacksonville, Florida





**"GEE!** Maybe I should switch cigarettes!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

**TERRE HAUTE,**  
Indiana's 2nd Largest  
TV Market



251,970  
TV Homes

BOLLING CO.  
NEW YORK  
CHICAGO



ring Jon Hall, an untitled situation comedy produced by Paul MacNamara, a cartoon series by Al Capp and three new Ben Fox adventure series.

William Connelly, Jr. has joined the staff of CBS Radio Spot Sales in Chicago . . . Milton P. Kayle elected secretary of TPA . . . *The Best of Bishop Sheen*, a series of 26 half-hour films taken from last year's network show will be viewed on WBKB, Chicago, beginning 28 October . . . Warner Bros. plan to produce five or more hours of weekly tv film entertainment.

## TV STATIONS

Here's how WFAA TV, Dallas, exploited the *Maverick* (ABC TV) show:

The station brought in James Garner, star of the show, to participate in a calf scramble at the Texas State Fair, for an opening attendance of 201,142.

Murray Cox, farm director of WFAA radio, and Fred Pass, farm editor of *The Dallas News*, organized and produced the scramble. Later that day WFAA-TV televised the event, while WFAA-570 radio carried the broadcast live.

WMAR-TV, Baltimore's first television station, this week celebrated ten years of service to the Maryland community. Highlight of the celebration were daily telecasts of *The Big Payoff* originating from the Baltimore Armory—CBS' tribute to the affiliate.

Merged: Stations WARM-TV, Scranton, and WILK-TV, Wilkes-Barre. New call letters, if approved, may be WNET-TV.

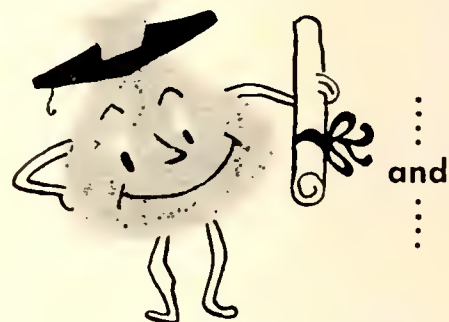
Storer Broadcasting reports third quarter 1957 net earnings, after taxes, of \$820,008 compared to \$1,066,019 for the same period in 1956. Total nine months 1957 earnings are \$5,249,492 as against \$3,911,464 for 1956.

Personnel appointments: Jack Markward, formerly salesman, now sales manager for WOOD-TV, Grand Rapids, Mich. . . . Joe Carpenter, as director of television continuity for WAVE-TV, Louisville . . . Weston Harris, program director for WRC-

TV, Washington, D. C. Harris comes from WTTG where he was program director . . . Frank Langley, publicity supervisor for WPIX-11, New York, where he has been assistant to the publicity manager . . . Allen Sanderson, chief television studio engineer for WWJ-TV.

Executive appointment for Northeastern Broadcasting Company, Bangor, Me., are Lee Gorman, executive vice president; Walter Dixon, vice president in charge of operations; and Ted Coffin, manager of the company's Presque Isle station WAGM-TV. Gore Hildreth is president of the newly formed company . . . new appointments for WCHS-AM-TV, Charleston, W. Va., Barbara Chandler, television traffic manager; Gloria Best, added to television continuity department; and Barbara Williams, added to radio continuity department . . . George Goldman, advertising and sales promotion manager for KPRX-Westinghouse, San Francisco. Goldman comes from WCAU AM-TV, Philadelphia . . . Dean Mitchell as news editor and William Grogan as salesman for WEPR-TV, Pasco, Wash.

## GOLDIE promotes



## sales increase!

A one week KHSL-TV promotion for KELLOGG, in conjunction with Wentz-Super Markets in the Golden Empire, resulted in a sales increase of 724.4%.

Sales increase fast when GOLDIE promotes.

**KHSL-TV**  
**CHANNEL 12**  
THE GOLDEN EMPIRE STATION

CHICO, CALIFORNIA  
CBS and ABC Affiliate  
Represented nationally by Avery-Knodel, Inc.  
San Francisco Representative  
George Rasmussen, National Sales Manager  
Central Tower

# You Can't Sell 'Em If You Don't Reach 'Em and **WJAR-TV** Reaches More Of 'Em in The Providence Market

## SUMMARY DATA\*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
<b>WJAR-TV</b>	<b>1,186,410</b>	<b>593,890</b>	<b>539,130</b>
<b>STATION B</b>	<b>706,140</b>	<b>448,390</b>	<b>430,370</b>

\*WJAR-TV Area Per  
NCS No. 2, 1956



**WJAR-TV**  
CHANNEL 10, PROVIDENCE, R. I.



Represented by Edward Petry & Company, Inc.



The  
Commodore  
Says...

SET YOUR SIGHTS ON  
**KSTN**  
#1 Audience Getter  
in **STOCKTON**  
California

### Fact #1

In Stockton Pulse May, 1957 KSTN leads the second station by **45%**

### Fact #2

In Stockton Hooper 2nd Quarter 1957 KSTN leads second station by **71%**

### Fact #3

By all accepted standards, KSTN has been the "most-listened-to station" in the **BIG STOCKTON MARKET** for the past four years.



Member Station  
A-BUY in California  
Represented by  
**GEORGE P. HOLLINGBERY CO.**

## RADIO STATIONS

The Sombrero Network has invited 50 Madison Avenue timebuyers to compete for prizes in a contest.

The core of the contest: How they would tell an advertiser in 500 words or less the use they could make of the network with its 3 million Spanish language market.

First prize: an all-expense ten-day trip for two to Mexico City and Acapulco. There'll also be 20 runner-up awards.

Judges: Carl Schullinger, of the American Tobacco Company; Tom Kerr, of the Borden Company and Roger Whitman, of Bristol-Myers.

**Interesting promotion stunt by radio station KOLO, Reno:** It stations "Mr. Kolo," a nattily attired manikin, in super markets to plug—via tape recordings—KOLO-advertised products carried by the store.

**Here's what happens when two competing AM stations play the same music:**

El Paso Hi-Fi fans are now able to hear a program of stereophonic music by tuning in two radios to separate stations, KTSM and KROD. This is the first time two AM stations have combined to broadcast stereophonic programs.

**Station developments: Radio KYNO, Fresno,** has dropped its 10-year affiliation with Mutual-Don Lee System and gone independent . . . a famed eastern exurbia got its own radio station this week: WVIP, transmitting daytime only from Mt. Kisco, New York. It will serve Upper Westchester, Fairfield and Putnam counties . . . **Stations WXRA and WXRC-FM, Kenmore-Buffalo area, N. Y.,** have changed their call letters to WINE and WILY-FM.

**Appointments: Jack Cosgrove, WTCN-Radio, Minneapolis** and St. Paul, from local sales manager to general sales manager . . . **Arthur H. Barnes,** director of promotion and publicity for WISN-AM-FM, Milwaukee. Barnes was formerly account executive with Carl Nelson and Associates, Milwaukee . . . **King Mitchell,** general manager for Northwest stations KFKF, Bellevue; KPEG, Spokane; and KBEZ, Portland . . . **Jon**

**A. Holiday,** program director for WIST, Charlotte. Holiday was news director for KXLR, Little Rock . . . **Marjorie Thomas,** formerly trade publicist with McCadden Corp. and UPA Pictures, Inc., now named director of publicity and public relations for KRHM-FM, Hollywood . . . **Robert Franklin,** program director for KGW-Radio, Portland, Ore. . . **Dan Curtin,** sales manager and **Robert Griffin,** public relations director for KWKW, Pasadena.

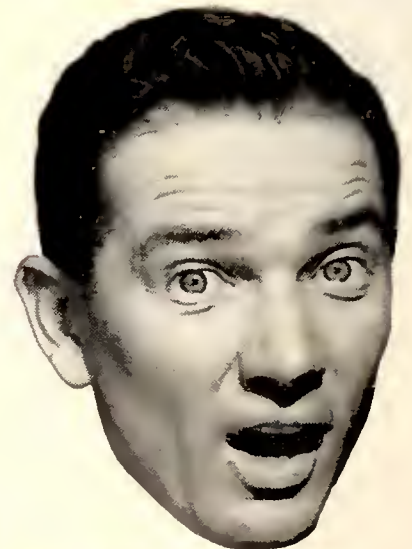
## ASSOCIATIONS

**"Radio and the Negro Market," first of RAB's two specialized market reports, is now out.**

In two sections, the report deals with (1) all available business statistics and (2) research conducted by Pulse on the dependence of Negro families upon radio as a primary entertainment, news and information source.

RAB's second report will be on the Farm Market and is nearing completion.

Carrying the tv business story straight to the public, TvB has, within the past eight weeks, made



**"GEE! Gas with more power's for me!"**

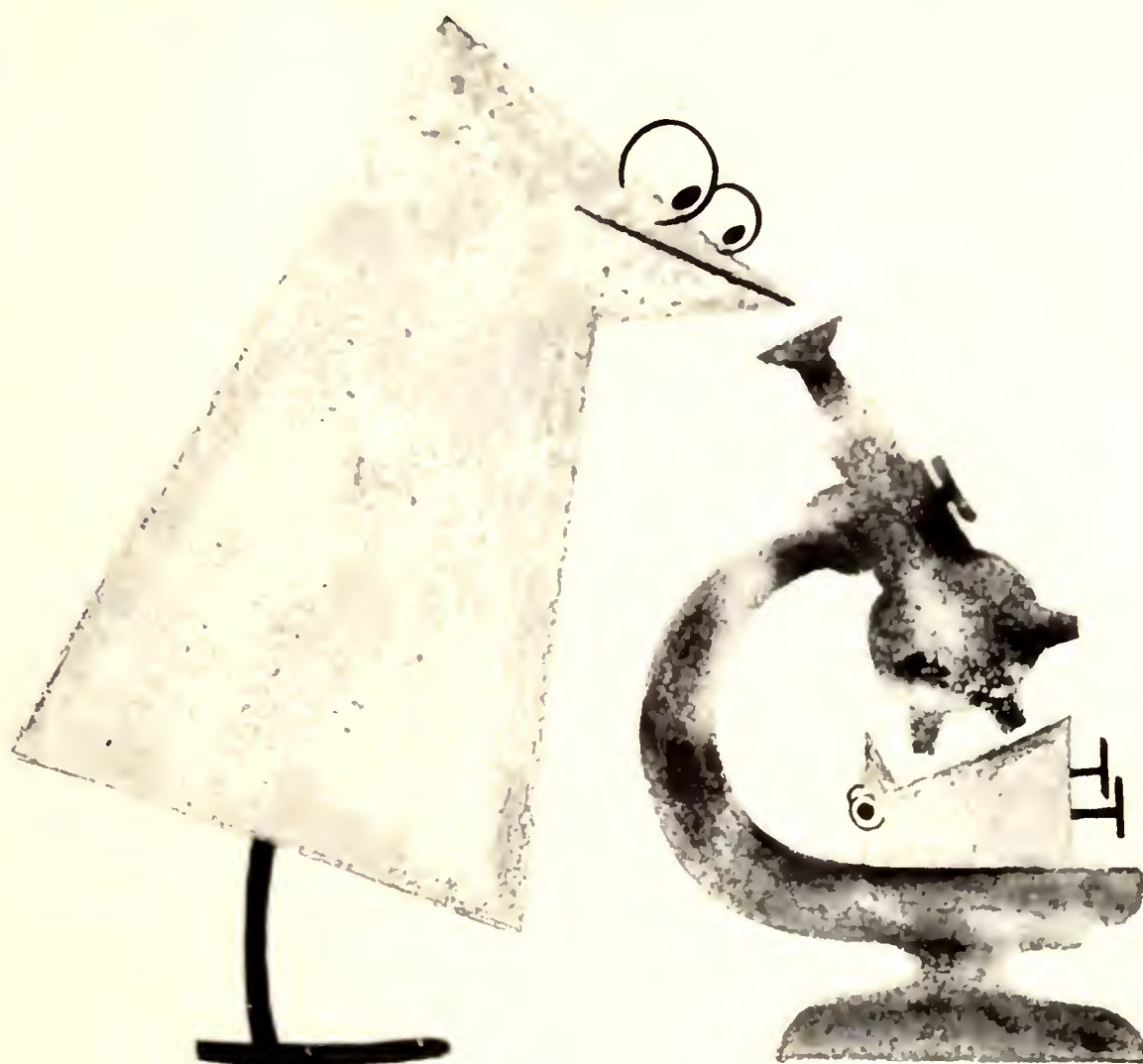
Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put **"GEE!"** in your Chicago sales

with **WGN-TV** Channel 9 Chicago



# Give him **WISDOM** for Christmas



# Give him **SPONSOR**

You just can't give a better gift than understanding and SPONSOR will give anyone a better understanding of the vital broadcast industry as it functions today.

Just \$3.00 a year will bring 52 wisdom packed issues to anyone you like. So put SPONSOR on your Christmas list because it's the best possible gift you can send.

Just fill out the enclosed coupon or give us the names and addresses of those to whom you'd like SPONSOR delivered. We'll do the rest and bill you later.

<b>SPONSOR</b> 40 East 49th Street New York 17, N.Y. Please send a year's subscription of SPONSOR in my name to the following			
Name _____	Title _____	Name _____	Title _____
Company _____	_____	Company _____	_____
Address _____	_____	Address _____	_____
City _____	State _____	City _____	State _____
Name _____	Title _____	Bill me <input type="checkbox"/>	Pay me on <input type="checkbox"/>
Company _____	_____	Name _____	_____
Address _____	_____	Address _____	_____
City _____	State _____	City _____	State _____

# THE BIG **2** IN TULSA

**COVERAGE**

KAN.  
OKLA.  
MO.  
ARK.  
• TULSA

**MORE THAN  
\$1,000,000,000**

**WAMPUM**

Tulsa's industrial expansion tops every key industrial market in the nation. Tulsa ranks 2nd in the nation in per capita ownership of personal automobiles.

## NEW MARKET DATA

Tulsa's population is increasing at the rate of 3,000 families per year—8th fastest growing city in America.

The "Eyes of Oklahoma"—KVOO-TV—arc focused on a billion dollar market. When you buy KVOO-TV you *see* results. Buy now . . . see better profits.

**KVOO-TV**  
channel **2**



For current availabilities  
contact any office of  
Blair Television Associates

presentations and calls on 310 individual clubs and groups.

Purpose of the fast-moving coverage is to demonstrate how tv can be productively utilized at all levels and to sell the use of the medium.

One important feature of the presentations: demonstration that tv can be as local as the local station and when properly used does not need to be high-priced or complex to be effective.

RTES' new Production Workshop Sessions started this week in New York at WRCA-TV. Members and their guests followed a commercial from salesman to audience in a step-by-step demonstration.

TvB will hold its next board of directors meeting on 21 November and its third annual membership meeting on 22 November. Both meetings will be held at the Sheraton Hotel, Chicago.

Personnel notes: Robert H. Alter, formerly with the New York Daily News, has joined the national sales staff of RAB.

## CANADA

The reefs of controversy, until now skillfully avoided by BBM's Time Period Audience Study, have begun to appear for the Canadian coverage service.

CKVL, Verdun-Montreal, has issued an ultimatum warning that unless BBM changes its survey method, it will withdraw. Basis of the station's complaint was the discovery that French listening figures for the Montreal area are based on 206 return ballots.

Station manager Corey Thomson said a number of important Montreal sections had few or no ballots to represent them.

Thomson took pains to point out that the station was not "crying because we're hurt." He said CKVL was reported on top in 142 out of 252 time periods. The station offered to put up \$5,000 toward the cost of a 10,000-home sample survey of Montreal listeners.

BBM executive vice-president C. C. Hoffman defended BBM's Montreal survey and offered a counter-challenge to CKVL: Let the station bring in a statistician to judge the validity of BBM's methods.



Only **ONE** is atop the  
*Continental Divide*

Serving both the Atlantic and  
Pacific Sides of America

KXLF - TV4 -:- Montana  
Butte

East—The Walker Co.

West—Pacific Northwest Broadcasters

*Newfoundland's*  
Most Powerful Twins

**CJON-TV** Channel 6  
St. John's

**CJOX-TV** Channel 10  
Argentia

*Reaching 300,000*  
Captive Newfoundlanders  
and latest *BBM Shows*  
85% of all greater St. John's  
homes have TV Sets

WEED & CO. U.S.

STOVIN-CANADA

An error occurred in an ad placed in SPONSOR on October 19, by WSOC-TV, Charlotte, North Carolina, wherein the station claimed a 44.8% increase in share of sets-in-use Monday through Friday 9:00 a.m. to midnight. Actually, this figure should have been 28.4% average. The error occurred during mechanical paste-up. Any embarrassment caused by this advertisement is sincerely regretted by the management of WSOC-TV.

A new CBC code covering contests run by stations appears to put the kibosh on such activities.

While the code is not a formal regulation, the CBC made clear the violations could lead to formal action.

The code bans (1) broadcasting of commercials plugging contests in which proof of purchase (such as box tops) is involved and (2) contests in which a station personality calls a home to ask the prize-winning question on the air.

**CXWA' jump to 50 kw and a new frequency recently was the occasion for some heavy promotion.**

The Vancouver stations (1) \$30,100 in prizes in a lucky number contest; (2) a 5-day auto marathon drive to Alaska and return by Author Richard Pape in a Hillman Minx; (3) arrangements with Shell Oil and Home Oil stations to make free dial changes on auto push-button radios; (4) an offer of an \$11.30 (the new frequency) bank account for any child born in British Columbia the day increased power went into effect; (5) advertisements in eight daily and 22 weekly papers; (6) billboards; (7) sandwich signs; (8) personal delivery of champagne to ad agency "types" in the East; (9) other promotion, too.

## FINANCIAL

**Stock market quotations:** Following stocks in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday the week before. Quotations supplied by Merrill Lynch, Pierce, Fenner and Beane.

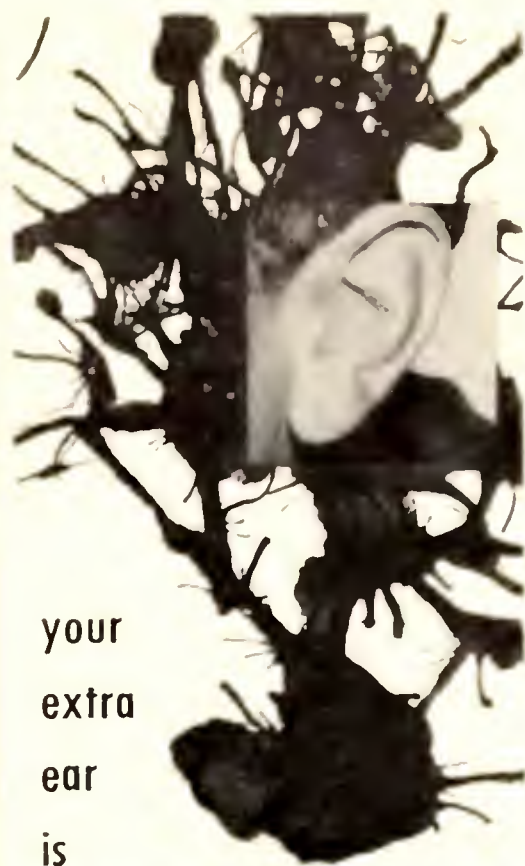
Stock	Tues. 15 Oct.	Tues. 22 Oct.	Change
<i>New York Stock Exchange</i>			
AB-PT	15 <sup>5</sup> / <sub>8</sub>	14	-1 <sup>5</sup> / <sub>8</sub>
AT&T	168 <sup>3</sup> / <sub>4</sub>	160 <sup>1</sup> / <sub>2</sub>	-8 <sup>1</sup> / <sub>4</sub>
Avco	57 <sup>5</sup> / <sub>8</sub>	47 <sup>5</sup> / <sub>8</sub>	-1
CBS "A"	26	23 <sup>3</sup> / <sub>4</sub>	-2 <sup>1</sup> / <sub>4</sub>
Columbia Pic.	15 <sup>3</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>8</sub>	-1 <sup>5</sup> / <sub>8</sub>
Loew's	147 <sup>5</sup> / <sub>8</sub>	12	-27 <sup>5</sup> / <sub>8</sub>
Paramount	32 <sup>1</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>8</sub>	-37 <sup>5</sup> / <sub>8</sub>
RCA	31	27 <sup>3</sup> / <sub>8</sub>	-3 <sup>5</sup> / <sub>8</sub>
Storer	22 <sup>1</sup> / <sub>8</sub>	21 <sup>3</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
20th Fox	23 <sup>1</sup> / <sub>4</sub>	21 <sup>3</sup> / <sub>4</sub>	-1 <sup>1</sup> / <sub>2</sub>
Warner Bros.	20 <sup>1</sup> / <sub>4</sub>	20	- <sup>1</sup> / <sub>4</sub>
Westinghouse	58 <sup>5</sup> / <sub>8</sub>	55 <sup>5</sup> / <sub>8</sub>	-3
<i>American Stock Exchange</i>			
Allied Artists	2 <sup>1</sup> / <sub>2</sub>	2 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Assoc. Art. Pro.	7 <sup>5</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	-1 <sup>1</sup> / <sub>8</sub>
C&C Super	<sup>3</sup> / <sub>4</sub>	<sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Dumont Labs.	37 <sup>5</sup> / <sub>8</sub>	31 <sup>5</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>4</sub>
Guild Films	3 <sup>1</sup> / <sub>4</sub>	27 <sup>5</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
NTA	7	57 <sup>5</sup> / <sub>8</sub>	-1 <sup>1</sup> / <sub>8</sub>

**WGR-TV  
SELLS  
BUFFALO!**

SPORTS  
GOODS



**ABC AFFILIATE CHANNEL 2**  
Peters, Griffin, Woodward, Inc.



your  
extra  
ear  
is

**SPONSOR**

An army of extra sensitive ears works at SPONSOR to keep you in front of the industry and the industry in front of you.

*SPONSOR is the listening post of thousands of successful executives all over America because its very publishing concept (of news in brief and observations in depth) has made it the most widely read, widely quoted and the best respected publication in the entire broadcast field.*

That's why men who plan their future read SPONSOR — at home. You should, too. Give it your unhurried time and it will give you so much more in return. One idea will pay you back a thousand fold.

*Now — for less than a penny a day — just \$3.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.*

SPONSOR  
40 East 49 St., New York 17, N. Y.  
I'll take a year's subscription of SPONSOR.  
You guarantee full refund any time I'm not satisfied.  
NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
 Bill me  Bill firm

# Famous on the Georgia Scene



THE UNIVERSITY OF GEORGIA is the nation's oldest chartered state university. Each year thousands of students enter its beautiful campus through this historic arch. The University is located in Athens, within the wide coverage of WAGA-TV, also famous on the Georgia scene. Find out how extensive WAGAland really is—and how you can cash in on this great market. Write for the WAGAland brochure.



STORER BROADCASTING COMPANY SALES OFFICES  
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.



Represented Nationally by THE KATZ AGENCY, Inc.

# WASHINGTON WEEK

26 OCTOBER

Copyright 1957

SPONSOR PUBLICATIONS INC.

House Speaker Sam Rayburn would like to get the House Commerce Legislative Oversight Committee back on the track it envisaged for it when he backed its enabling resolution.

The committee's probe has been veering more and more toward network relationships with the FCC.

It has poked into such matters as honorariums and gifts, conversations and correspondence between network officials and FCC commissioners, what the NARTB and others do in the way of bill-paying when commissioners speak for them.

It also has considered such questions as whether the FCC in its decisions is apt to favor networks and other multiple station owners.

Rayburn is not interested in putting the networks on trial, but rather in getting the FCC on the griddle in tracing how it goes through its quasi-judicial processes and arrives at decisions.

The FCC has made it final and official—subject only to the admitted veto power of Congress.

Subscription television will have a three-year trial as a broadcast medium, starting after Congress has had a reasonable time in which to act.

The final vote was identical with the last test vote, 5-1 for a test, with the newest Commissioner, Ford, abstaining.

Congress becomes the key, but in the manner wished by the advocates of the new system. Now the trial is on, unless Congress passes a bill stopping it. Opponents of pay-tv wanted the FCC to hold off its own action until Congress had passed a bill on the subject.

Congress talks a great deal but seldom acts in a matter of this kind. Thus the advantage is with the side that takes the initiative.

After all the years pay-tv has been in or near the headlines, the whole matter can now take a short rest until January.

After 7 January, it once again will be every man for himself, with fire-breathing Congressional speeches on both sides, probably one or more hearings, and lobbyists scurrying through Capitol corridors on behalf of both sides.

The first and biggest limitation on the pay-tv trial is that it may not be used in any market which is not served by at least 4 tv stations.

In 3-station markets, an applicant can propose to construct a fourth station, however.

The FCC will not choose between systems, but will insist that any method used must measure up to standards and must not cause interference with any other service or present a poor picture.


To prevent the monopoly which opponents of pay-tv said would develop, the FCC decreed that no one method may be used in more than 3 of the "at least 20" markets eligible.

It also insisted that the station operator would be held responsible for selection of programs, and that contracts must be non-exclusive so that a single station could use more than one pay system.

# First ...

and getting **BETTER!**

The five Triangle Television Stations  
are **NUMBER ONE** in their coverage  
areas! And their margin of superiority  
is **GROWING** each day!



**TRIANGLE STATIONS**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York  
**Blair-TV: WFIL-TV • WNBF-TV • WFBG-TV / Blair Television Associates: WLBR-TV / The Katz Agency: WNHC-TV**

# Look at the record:

## **W F I L - T V**

PHILADELPHIA, PA.

**Last year**—25.0% more quarter-hour firsts, 2-11 p.m., Monday-Friday, than station B; 183.3% more than station C.

**This year**—150.0% more quarter-hour firsts, 2-11 p.m., Monday-Friday, than station B; 900.0% more than station C.

## **W N B F - T V**

BINGHAMTON, N. Y.

**Last year**—Top ratings from Scranton to Syracuse.

**This year**—An amazing 48.4% average rating, SEVEN NIGHTS A WEEK!

## **W F B G - T V**

ALTOONA-JOHNSTOWN, PA.

**Last year**—30.1% MORE audience than nearest competitor, sign-on to sign-off, seven days a week.

**This year**—35.7% MORE audience, sign-on to sign-off, seven days a week...an 18.6% INCREASE!

## **W N H C - T V**

HARTFORD-NEW HAVEN, CONN.

**Last year**—Delivered 52% MORE than COMBINED audience of competition, sign-on to sign-off, seven days a week.

**This year**—Delivers TWICE the COMBINED audience of competition, sign-on to sign-off, seven days a week!

## **W L B R - T V**

LEBANON-LANCASTER, PA.

**Last year**—Station not on the air.

**This year**—First UHF station to cover LEBANON, LANCASTER, HARRISBURG, YORK—America's NUMBER ONE UHF Market—and at one-sixth the cost of nearest competitor!

Sources: ARB, Philadelphia, September 1956 and 1957 Telepulse, Binghamton, November 1956/ARB, Hartford-New Haven, Total Coverage Area, June 1957 and ARB, WNHC-TV 9-county area, November 1956/ARB, Altoona, June 1957 and November 1956/Television Magazine, September 1957

# SPONSOR HEARS

26 OCTOBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

The tight money situation seems to be plaguing William Paley and Frank Stanton's development of their Astor Plaza real estate venture on Park Avenue.

With their joint investment in the project around \$28 million, they're finding it hard to hire money for as much as 6%.

Oldtimers are puzzled by Bob Sarnoff's impatience with program critics because of their lukewarm estimate of this season's network fare.

They point out: In radio's heyday such panning was an almost proverbial practice; but the top trade brass limited itself to intramural growls as billings and set-use continued to climb.

The Washington press corps already has started shooting barbs at Neil McElroy, the new defense chief.

The plaint: At P&G it was okay to play close to the chest so that Lever and Colgate wouldn't know; but the same stand-offish policy won't work in public office.

Young & Rubicam's film shows now must pass a final board of review before they go on the air.

Called the Quality Control Group, these inspectors make sure that:

- The right commercials are fitted to the stories and themes that come out of the can.
- The flaws in a defective print are corrected.

Southern stations just keep showering Madison Avenue timebuyers with giveaways.

This week it's three new \$1 bills bound together in a folder reading "Confederate Scratch Pad."

The sender: Allen Woodall, WDAK, Columbus, Ga.

The prime task of Tom O'Neill's aides at the moment is tracking down a good buy in a radio station.

That would give Telradio its prescribed quota of seven.

Like almost every other field of American communications, radio had its era of wonderful nonsense. And now that the tv quizzes seem headed in the same direction, the radio oldtimers are reminding each other of . . .

- Bouncing signals off Mars via an AT&T experimental station.
- Singing mice and talking parrot contests.
- Intercollegiate shaving derbys.
- Frying an egg on a Times Square sidewalk on a July afternoon.
- Reporting the antics of a ground hog looking for his shadow on Ground Hog Day.
- Exchanging quips with a girl frozen in a cake of ice.
- Amplifying the sounds of a moth eating its way through a woolen blanket.
- An announcer and his mike invading an allegedly haunted house.





## Our Cities Are Growing Together

The November 1 opening of a new \$58,500,000 bridge-tunnel between Norfolk and Hampton, and a merger of the cities of Newport News and Warwick, are current events of significance to marketing men.

The new Newport News created by the merger will be Virginia's largest city in area, third in population.

The new bridge-tunnel completes a five-city circuit: Norfolk—Portsmouth — Warwick — Newport News — Hampton.

*Otherwise, the cities of Tidewater Virginia always have been a single urban area—delivered by one dominant station, WTAR-TV. Now the oneness comes down to earth. Our cities are growing together.*

Even more significant than the merger and the new underwater link themselves is the *area* growth that brought them about. Keep your eyes on the Hampton Roads area, one of the fastest growing markets in the nation!

*Foremost Communications Medium in Virginia's Greatest Market*

# WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio—720 Boush Street, Norfolk, Va.

Telephone: MADison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.



(Based on Measured Contour Map by Jansky & Bailey)  
5 of Virginia's Busiest Cities are  
within WTAR-TV's Grade-A Signal.



**THE FREY REPORT**

(Continued from page 37)

► The agency compensation system of today is certainly in a state of flux. While there have always been fees for certain outside jobs that agencies did for their clients, there are more fees now than ever before. It isn't a pure "commission" system by any means.

For that matter, this is not the first time that the commission system as such has been under fire. (See "the long look at 15%" SPONSOR 6 August 1956.) However, the most concerted discussion to date is now under way. Television, its high cost, its demand

for collateral agency services, has helped add more fuel to the flame. The fact that, unlike the old network radio days, the agency's contribution to the program itself is generally less obvious has also raised questions about the system.

Nonetheless, in previous years, major national advertisers and the biggest agencies were not the ones generally involved in agency compensation debates. This used to be the area of bargaining and negotiation for fringe accounts and small-time agencies.

Today that isn't true. The ANA committee which pointed up the need

for an impartial study and which assigned the job to Professor Frey is headed up by John McCaughlin, former director of sales and advertising of the Kraft Foods Division. Other equally "blue chip" national advertisers have expressed increasing concern over commissions.

The 4A's content decree in 1955 helped open the dam, but the pressures had been building previously. While there was no question of rebates among top national advertisers, such accounts as P&G, General Foods and others always "got their money's worth" via research projects and other gratis services from their agencies: smaller, less profitable clients had to pay for them.

The commission system is not in violation, nor do the agencies maintain that it is.

"The form of compensation is secondary," says the senior v.p. of one of the top 10 shops. "The only thing that matters is the amount. It's in the clients' interest to be with a profitable and successful shop. Whether these profits derive from a commission system or a negotiable fee is immaterial to the agency."

He was one of the few to make this out-and-out concession, however.

# FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



**HERE ARE THE FACTS:**

**STATION** — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

**MARKET** — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."



**WSTV-TV**



STEUBENVILLE, OHIO  
CHANNEL 9 234,500 WATTS

Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977



A Member of the Friendly Group  
WSTV, WSTV-TV, Steubenville;  
KODE, KODE-TV, Joplin;  
WBOY, WBOY-TV, Clarksburg  
WPAR, Parkersburg  
WPIT, Pittsburgh



**"GEE!** There's the beer for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

*"Hey, Laddie!  
D' Ye Ken  
"TEN"  
in R-r-rochester?  
'Tis Where Th'  
Farthin's  
go Farthest !"*



... Yes, you don't have to be a Scotchman to see that Channel 10, with an average share-of-audience in Rochester of 58.4%, is the BIG BUY! Channel 10 gets the lion's share of the Rochester viewers *Mornings, Afternoons and Evenings*—carries 15 of the top 16 programs Rochesterians prefer!—If you want the eyes and ears of Rochester, buy on the "Big Ten" Channel!

**ROCHESTER, N. Y.**

NAT'L REPRESENTATIVES  
THE BOLLING CO., INC.  
EVERETT-MCKINNEY

**IT ALL  
ADDS UP TO**

**10**

# WDBJ

for 33 years

## OUTSTANDING

in

## ROANOKE

and Western Virginia

## RADIO

by any measurement!

According to N. C. S. No. 2, WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

In the latest Roanoke Metropolitan Area Pulse Report, WDBJ has a 47% share of total morning audience, 43% share of total afternoon audience, and 38% share of total evening audience. Tune-in same periods is high: 21.6, 23.8, 18.8. All figures are Monday through Friday averages.

Ask your Peters, Griffin, Woodward "Colonel".

# WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,600 watts

ROANOKE, VIRGINIA

It's unlikely, however, that the Frey report will spark sweeping changes fast. SPONSOR concludes. Tradition and custom are based on the 15%. Media would have to agree to let the advertiser pay the same net price that an agency gets and this is not likely for the moment.

Nor could advertisers afford to simply by-pass agencies. Staffing to do a national advertising job is more than impractical and uneconomic for a manufacturer.

The most likely outcome of the Frey report therefore will be a continued and intensified tug of war between cost-conscious clients and tradition-minded agencies. Fundamentally, both sides are wary of any radical change. While there is individual negotiation for the terms of the account servicing today, the commission system does act as a base for discussion, a stabilizer. Without it, the client adman would be hard-put to determine how much he should pay his agency and whether he's got a better or worse deal than his competitor. The Frey report will be studied eagerly for ways to obtain stability without the commission system.

"This argument will go on for a long time," says the president of one of the top 30 agencies. "Ad managers have to prove to their management how careful they are of the company's money."

There are few today who'll dismiss the commission debate that lightly, but fewer still who believe that radical change is in the offing this year or next.

There is an immeasurable discrepancy between the official position that top agency executives take on the 15%-issue and the actual facts behind the scenes. For instance, in private discussions, one of the top policy shapers for one of the leading air media agencies told SPONSOR the following:

"It's been some time since we've been paid for mechanical charges and talent costs on a commission basis. Whether tv is responsible for this or not is immaterial. The fact is that today 1/3 of the agency revenue derives from fees, not commissions."

The over-all national average source of agency revenue is probably at variance with that of agencies offering a vast number of collateral services traditionally paid by fee. But the fact remains: the 15% system is neither inviolate, nor intact.



That measuring man from

## KWTV

OKLAHOMA CITY

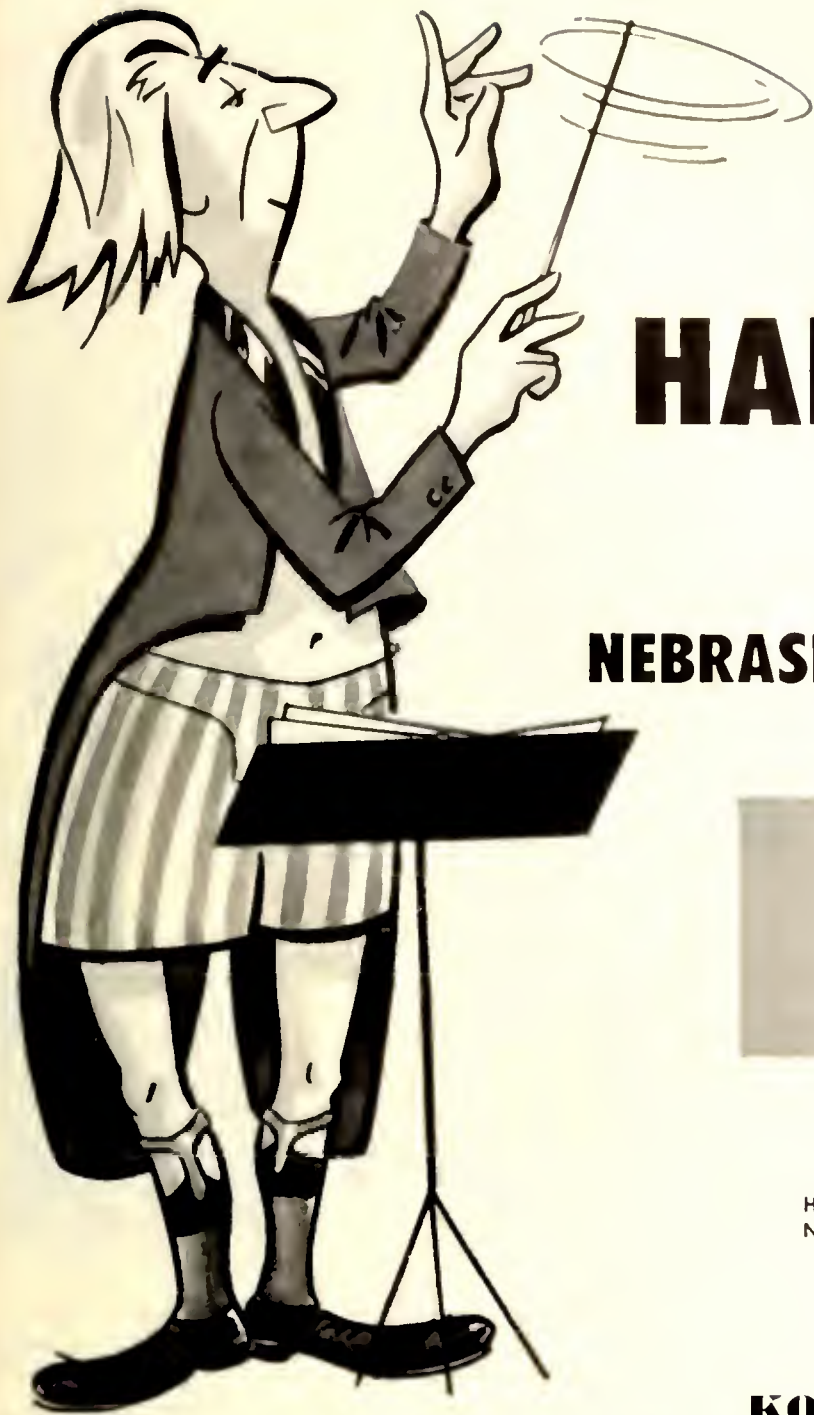
... caught Millie Fulton, McCann-Erickson, New York, with only a few seconds to spare, by her Bulova watch—but she took time to get the SALESpower story of KWTV's 1572' tower.



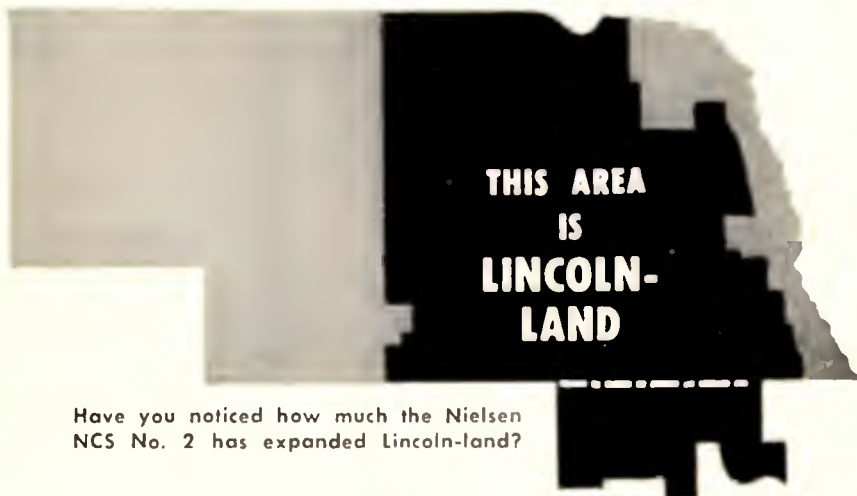
**"GEE!** I'll try that baking powder!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales  
with **WGN-TV** Channel 19  
Chicago



# ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

## ARB SURVEY — LINCOLN-BEATRICE MARKET June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than twice as many viewers as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4



### The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD RADIO — PEORIA ILLINOIS

**KOLN-TV** covers Lincoln-Land — a 69-county market that is farther removed from Omaha than South Bend is from Fort Wayne . . . or Hartford is from Providence.

Lincoln-Land has 296,200\* families with 191,710\* TV sets. All surveys show that KOLN-TV dominates this audience.

Get all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel!

\*See NCS No. 2

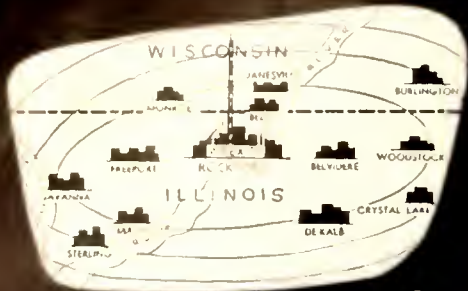
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

**BIG** and still growing



**ROCKFORD**  
*Area of*  
**market power!**

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

**BIG** and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

**WREX-TV**  
*Tops in*  
**sales power!**

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market. The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager  
REPRESENTED BY H-R TELEVISION, INC.

**WREX-TV**  
**CHANNEL 13**



ROCKFORD  
ILLINOIS



# Tv and radio NEWSMAKERS



**Ole G. Morby**, formerly business manager of MBS, has been named Coordinator, Broadcast Operations, for TLF Broadcasters, Inc., radio-tv subsidiary of Time, Inc. Morby will be based in New York and will report to Weston C. Pullen, Jr., Time, Inc. vice president for Broadcasting. MBS' new Coordinator began his career in the San Francisco branch of McC-E,

where he served as radio audience and general research manager. In 1942 Morby began a 14-year career with CBS. He held several key sales posts, covering both West Coast and national markets, and worked as manager of station relations for the full CBS radio net. Morby was manager of sales development (CBS radio spot sales), supervising New York, Chicago and Detroit offices when he left CBS in 1956 to join Mutual.

**Robert H. Salk** has been appointed Director of Programing for Corinthian Broadcasting Corp., it was announced this week by C. Wrede Petersmeyer, firm president. For the past two years Salk has been Director of Sales for Screen Gems, Inc. Prior to this he was associated for ten years with the Katz Agency, Inc. where he served at various times as Program Sales Manager, Director of Research, Midwest Tv Sales Manager, and manager of a subsidiary firm, Station Films, Inc. Before joining Katz, Salk was with CBS in the Research and Network Sales departments. Salk, in his new position, will provide programing guidance and assistance to the General Managers and Program Managers of these stations: KOTV Tulsa, KGUL-TV Galveston-Houston, WANE, WANE-TV Ft. Wayne, and WISH, WISH-TV, Indianapolis.



**Emerson Foote**, one of the FC&B founders, was elected chairman of the Board of Geyer Advertising, Inc. at a recent meeting of the agency's directors, it has been announced by Sam M. Ballard, president. B. B. Geyer, who served as board chairman since he established the agency in 1911, was elected chairman of the executive committee. Foote held the presidency of

FC&B for seven years. He subsequently served as executive vice president of McC-E for more than four years until he resigned this year. Foote is making a substantial investment in the Geyer firm and he states: "this agency meets precisely the goal I set earlier this year." Geyer is one of the 50 largest agencies in the U.S. and has offices in New York, Detroit and Dayton.

# To Those Who Want ONLY THE BEST



## GATES PROFESSIONAL TRANSCRIPTION TURNTABLES

*Another Product "Manufactured for Quality"*

Designed entirely for the professional demands of radio and TV stations, advertising agencies, and recording studios, this CB-210 turntable is a precision machined trouble-free mechanism. You shift speeds to 78, 45 or 33 $\frac{1}{3}$  by simply moving the shift lever to the desired index point—then touch the button to either start or stop. The turntable is available with or without the CAB-6 cabinet illustrated above.

What about acceptance? A recent survey revealed that more Gates turntables were in use by broadcasting stations than any other make. This overwhelming preference means that Gates turntables have been tried and tested and found to be the finest in the industry.

Want More Information?  
Write today for complete details on  
Gates quality transcription turntables

**GATES**

*The Mark of Quality*

## GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA  
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

# SPONSOR SPEAKS

## (1) Where radio needs simplicity . . .

Is it possible for the copy used in a medium to grow too cold? This is something which worries us about radio. Glance at the winners in RAB's recent awards to the top commercials of the year. Virtually all use transcriptions which woo the audience with sophisticated techniques.

Less and less are national advertisers relying on the sales power of the local personality. This means clients are neglecting one of radio's basic strengths.

What seems called for is some form of commercial flexibility. Humorous selling, musical selling, narrative selling all have an important place. But part of the job at least should be left to the local personality. This would return warmth and personal endorsement to commercials some of which now seem aimed a bit high.

## . . . and (2) where tv needs it

The live shows built around a singer have fared badly with tv's critics this fall. For our own part, we have seen much that was mediocre, and certainly there are too many shows riding this particular bandwagon.

Yet we hope at least some of the new singer shows will prove successful and enjoy a long run. The medium will be healthier if it can retain programs which are relatively simple in concept and capable of establishing themselves in a long-running niche.

Radio had shows like this galore. Network television has too few, hence must almost remake itself every season.

We believe tv formulas can be developed which do not require massive casts or spectacles. We urge those connected with the singer shows, as one example of simpler tv programming, to work hard to perfect their formats and not allow themselves to be intimidated by the critics.

We think the missing ingredient is often simpler scripts which allow the natural talents of a Gisele Mackenzie, Pat Boone or Polly Bergen to come through clean, clear and without artificial extravagance.

**THIS WE FIGHT FOR:** *The ice is breaking and nighttime radio is being used again. This is a good week to check and see if out-dated thinking isn't keeping your spots jammed into the overcrowded time periods.*

## 10-SECOND SPOTS

**Air minded:** Arden Swisher, KMTV, Omaha, handed us this one to show how a station relation man's mind works: When the Braves won the Series, NBC station relation manager Don Mercer was in Kansas City. Said Mercer, "This is a great victory for the Central Time Zone."

**Be kind to admen week:** When Roger Bumstead moved from MacManus, John & Adams to Campbell-Mithun in Minneapolis, he wrote to all his business friends boosting his successor, Henry Halpern. *Don't tell us Madison Avenue is the "Street of Long Knives."*

**No moo nervousness:** Trilafon, a "dramatic new tranquilizer" for animals will calm down cows at milking time, preventing injury to cows, farmers and milking machines. *Attention, Farm Radio Directors—Miltowns for cowtowns!*

**Salutation:** A recent letter to timebuyers from WNDU, WNDU-TV, South Bend, began: "Greetings Time-Buying Buddy!" *The last time a "buddy" sent them a letter that started out with "Greetings," a lot of timebuyers stopped being timebuyers for awhile.*

**Addendum:** Along with the above letter came a WNDU-TV promotion piece—a Playtex girdle. Just before he ran for his train one night, some "buddies" of a Madison Avenue art director slipped the Playtex into his dispatch case with one garter snap hanging out.

**Name's the same:** Now handling sales at Los Angeles station KFOX is Bob Fox. *Pretty foxy!*

**At last!** From a recent study on quiz shows by Market Psychology Inc.: "The U. S. may be beginning to be able to admire, perhaps more openly, public figures who come from grey-flannel . . . backgrounds . . ." *We're greatly encouraged.*

**Super salesmen:** To promote the new Lowell Thomas tv specs, a merchandising mailer went out to United Motors System dealers that began: "Real, live cannibals will help you sell Delco Batteries." *They won't get many turn-downs, that's for sure.*

**Satellititis:** Disk jockey Art Roberts at WCUE, Akron, is offering \$25 to the listener who furnishes the best name for the new satellite. *How about Sputnik?*







special

Buffalo

SNOWSTORM  
WARNING

TO

TIME BUYERS\*

Don't get snowed under  
an avalanche of spots

No double spotting — no triple spotting  
on

**WWOL**

Very few places beat Buffalo when it comes to snow! In Buffalo, no station beats WWOL when it comes to delivering more listeners per dollar.

**WWOL** GIVES THE LOWEST DOLLAR COST PER LISTENER IN THE BUFFALO AREA\*

**HOMES REACHED PER DOLLAR**

WWOL	NET STATION "A"	NET STATION "B"	NET STATION "C"	NET STATION "D"	IND. STATION "A"	IND. STATION "B"
1277	853	314	870	325	417	1055

BASED ON: \*SRDS CLASS A — 12 Noon — 6 P.M. — May '57. Buffalo Area Nielsen Report June '57 (page 5). Monday thru Friday, 12 Noon — 6 P.M.

Dig out the facts and figures

- Check NIELSEN
- Check PULSE
- Check HOOPER
- Check The 50 national advertisers who now include WWOL radio in their budgets!

National Representative: **FORJOE & CO.**



**WWOL**

315 MAIN STREET  
BUFFALO, NEW YORK

Radio Station  
Representatives

# weed and company

New York  
Chicago  
Detroit  
Boston  
San Francisco  
Atlanta  
Hollywood  
Des Moines