

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## FIRST AGAIN...ARB,

## NOVEMBER

FOLLOW  
THE  
LEADER  
:  
BUY  
:  
:

A TRIANGLE STATION

### WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

PHILADELPHIA TELEVISION AUDIENCE  
STATION SHARE OF SETS-IN-USE SUMMARY November 1957

	3rd Sta.	WFIL (ABC)	2nd Sta.	4th Sta.	Other
<b>MONDAY THRU FRIDAY</b>					
6:00 AM to 9:00 AM	27.9*	37.8*	35.1		0.4
9:00 AM to 12:00 Noon	40.9	19.6	39.2		0.3
12:00 Noon to 1:00 PM	36.9*	25.1*	38.0		0.3
1:00 PM to 3:00 PM	20.0	39.8	39.8	0.6*	1.5
3:00 PM to 6:00 PM	17.5	61.6	18.6	2.2	0.1
6:00 PM to 7:00 PM	18.6	52.6	27.3	2.0*	0.3
7:00 PM to 10:00 PM	27.2	39.3	31.3	2.1	0.1
10:00 PM to Midnight	27.6	30.9	38.0	3.6*	0.1
Midnight to 6:00 AM	27.3	36.9	33.2	2.5*	0.1
<b>FRIDAY</b>					
6:00 AM to 6:00 PM	37.8	27.0*	33.7	3.0*	0.1
6:00 PM to 10:00 PM	36.7	21.7	39.7	1.9	-
10:00 PM to Midnight	20.5	30.4	48.7	0.4	-
<b>SATURDAY</b>					
6:00 AM to 6:00 PM	25.9*	32.9*	40.1	1.1*	0.1
6:00 PM to 10:00 PM	24.3	37.0	35.4	3.3	-
10:00 PM to Midnight	23.8	31.2	42.7	1.9	0.4
<b>SUNDAY</b>					
6:00 AM to 10:00 PM	28.1	36.6	33.0	2.2	0.1
10:00 PM to Midnight	26.0	30.8	40.3	2.9*	0.1
Midnight to 6:00 AM	27.5	35.0	35.1	2.4	0.1
<b>SIGN-ON TO SIGN-OFF</b>	27.0	37.6	33.6	2.3	0.2

Shares are based on time periods when station was on the air. An asterisk is used when all stations are not telecasting for the same length of time.

AMERICAN RESEARCH BUREAU, INC.

**SIGN-ON TO SIGN-OFF 37.6**

Availabilities going fast!  
Call your BLAIR-TV man today!!

### HOW BIG DID ABC TV MAKE IT?

With season's network tv trends firming up, here are answers to key questions, including the relative standing of each tv network

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### Are your salesmen audience builders?

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### Saturation radio vs. newspapers

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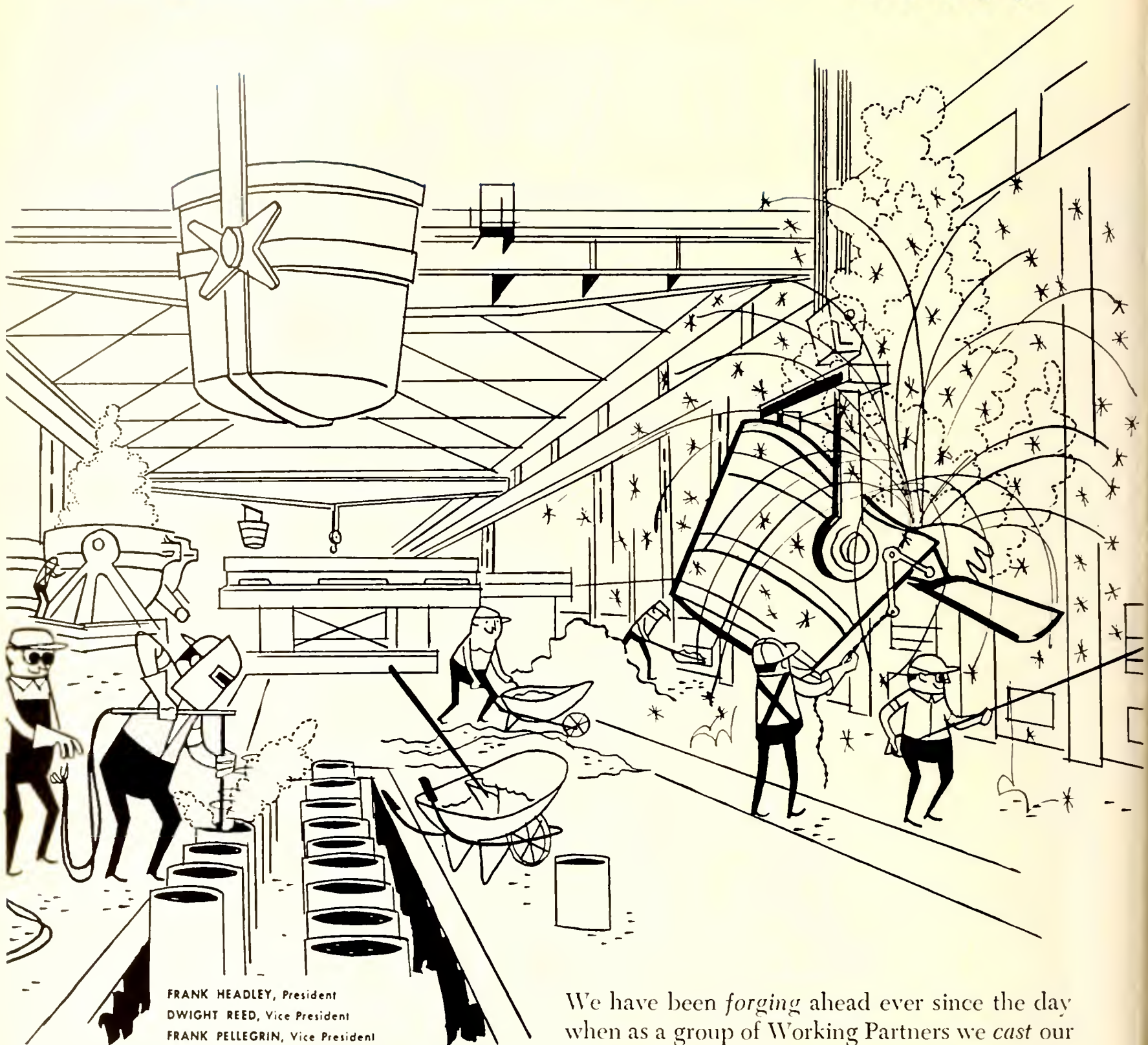
### Network radio's 23.3% advance in six months

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DIGEST ON PAGE 2



# WORKING PARTNERS



FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
 PAUL WEEKS, Vice President

We have been *forging* ahead ever since the day when as a group of Working Partners we *cast* our lots together to start a representative organization which would provide a mature, sales minded and distinctively personalized service to radio and television stations and buyers of time. In offering our services then, we promised as Working Partners, that we would "always send a man to do a man's job!" We are still working partners! That promise is still being kept today!

RADIO



TELEVISION

380 Modison Ave.  
 New York 17, N. Y  
 Oxford 7-3120

35 E. Wacker Drive  
 Chicago 1, Illinois  
 Randolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 Hollywood 2-6453

155 Montgomery Street  
 San Francisco, Calif.  
 YUkon 2-5837

416 Rio Grande Bldg  
 Dallas, Texas  
 Riverside 2-5148

101 Marietta Street  
 Atlanta, Georgia  
 JAcKson 3-7797

520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JAcKson 8-1601

910 Royal Street  
 Canal 3917  
 New Orleans, La.

529 Pan American Bank  
 Bldg  
 Miami, Florida  
 FRonKlin 3-7753

# any wonder KVTV wins the audience awards in Sioux City? look what they offer\*

the top shows  
of 2 networks



the top-rated  
syndicated shows



the top 35  
local live programs



Based on recent Pulse figures

When it comes to TV dominance . . . there's no contest in Sioux City.

To join the winning team, contact your Katz representative.

# KVTV

*Channel 9*

CBS — ABC Sioux City, Iowa

Under the same management as WNAX-570, Yankton,  
South Dakota, Don D. Sullivan, General Manager



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### How big did ABC make it?

- 29** With season's network television trends firming up, here are answers to some key questions, including relative standing of each network

### Are your salesmen audience builders?

- 32** Nationwide Insurance has put its force of 4,000 agents to work building an audience for their syndicated film buy. Here's how they did it

### Videotown after 10 years

- 35** 1957's television viewing level is high but a plateau has replaced the steep up-curve of early years. Is a shot in the arm needed now?

### Radio super-saturation vs. newspapers

- 38** How well does heavy radio saturation in one day do versus a full-page newspaper advertisement? These charts tell the whole story

### Network radio's 23.3% advance

- 40** Since SPONSOR began recording monthly business totals on all networks, big strides have been made. Here's latest picture of account activity

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## In Upcoming Issues

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U.S. companies find rich profit opportunities in establishing Mexican operation. Here is what the company thinking about Mexico should know, including role of radio and tv and difficulties of getting facts

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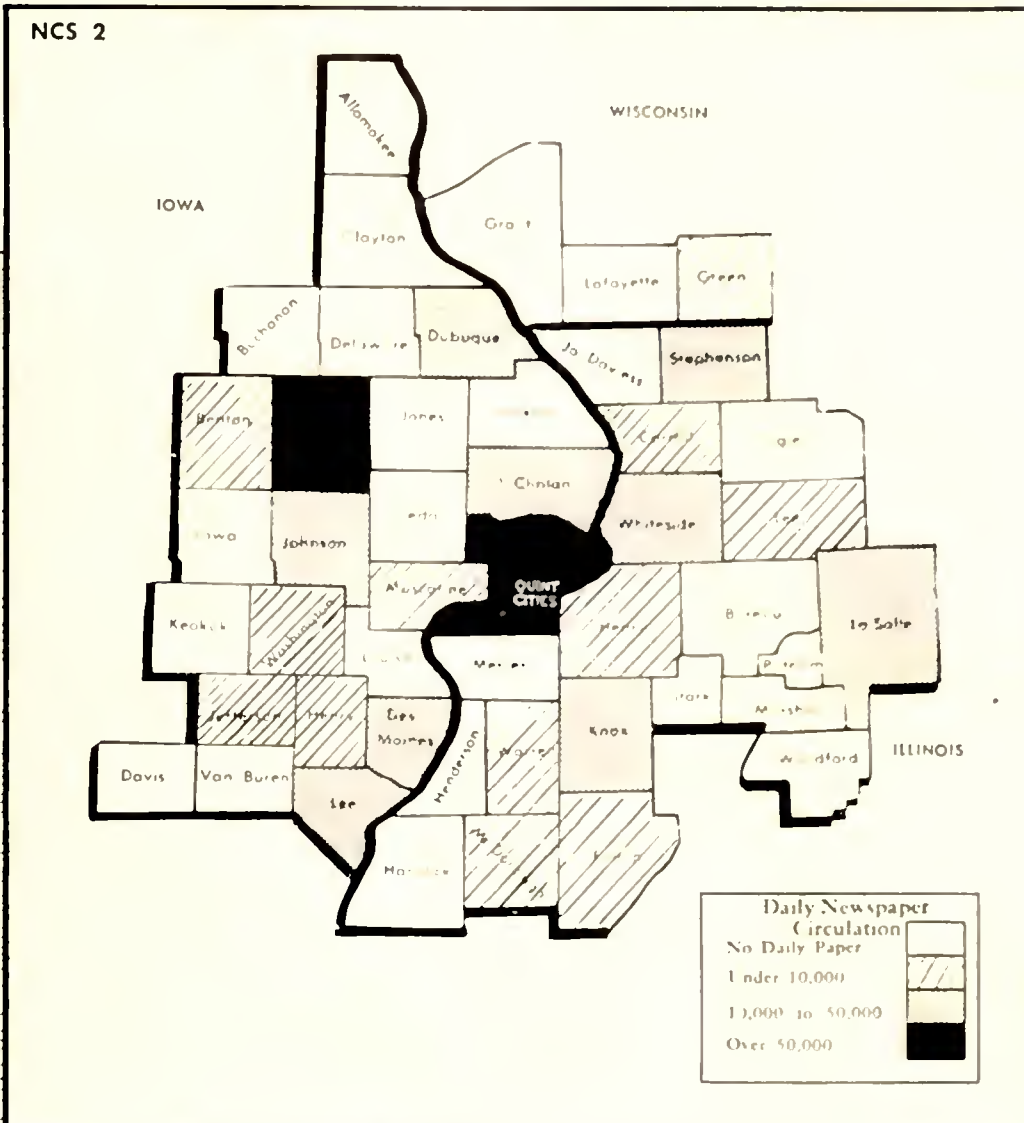
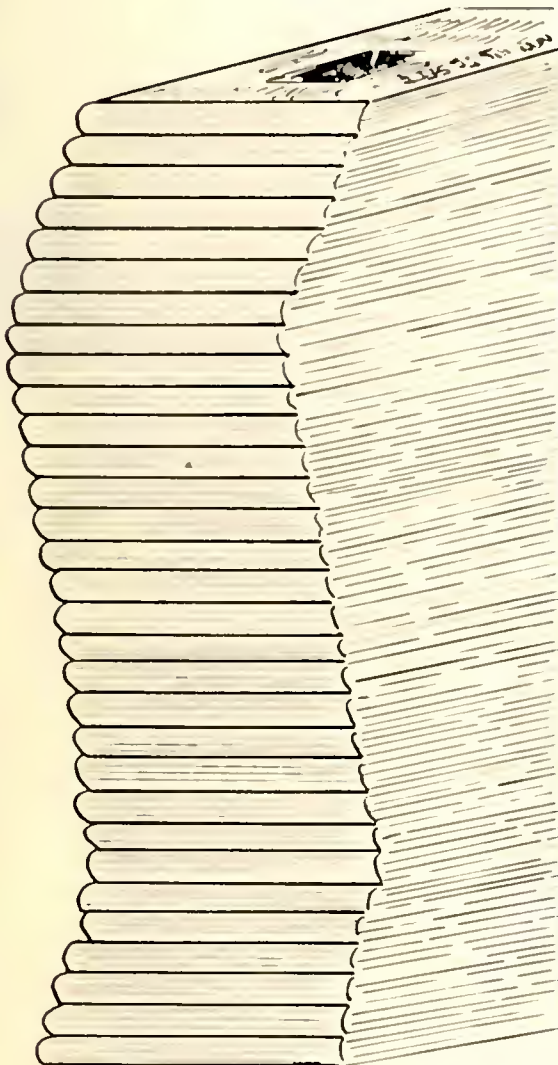


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©1957 Sponsor Publications Inc.

# It Takes 31 Newspapers to cover the Rich Mississippi Valley Area . . . And even then, FULL COVERAGE is missing!



**WOC-TV'S 18 COUNTY MARKET — Population\* — 1,686,000**

Homes*	519,100	TV Farm Homes**	54,912
TV Homes*	422,800	Effective Buying Income*	\$2,757,557,000
Farm Homes**	97,101	Retail Sales*	\$2,007,749,000

\*Sales Management Survey of Buying Power — 1957  
 \*\*U. S. Census of Agriculture — 1954

**THERE IS NO WHITE SPACE IN WOC-TV LAND . . . AND WOC-TV'S UNDUPLICATED COVERAGE IS 51% MORE THAN THAT OF ITS NEAREST COMPETING TV STATION!**

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col B. J. Palmer, President  
 Ernest C. Sanders, Res. Mgr.  
 Mark Wodlinger, Res. Sales Manager  
 PETERS, GRIFFIN, WOODWARD, INC  
 EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines



**“He must know  
a good spot”**







Like the timebuyers at Batten, Barton, Durstine & Osborn.

Major buyers of spot television, they are sure-footed pros at getting the most for their clients' advertising dollars.

They base their choice of media on a wealth of information compiled by their own research department. And they make good use of the market and availabilities data supplied by CBS Television Spot Sales.

Their choice? In Philadelphia, BBDO has placed 11 top-rung accounts on WCAU-TV during the past year...including such big-timers as Lever Brothers, American Tobacco, Wildroot, Cream of Wheat, Liberty Mutual, DuPont and California Oil.

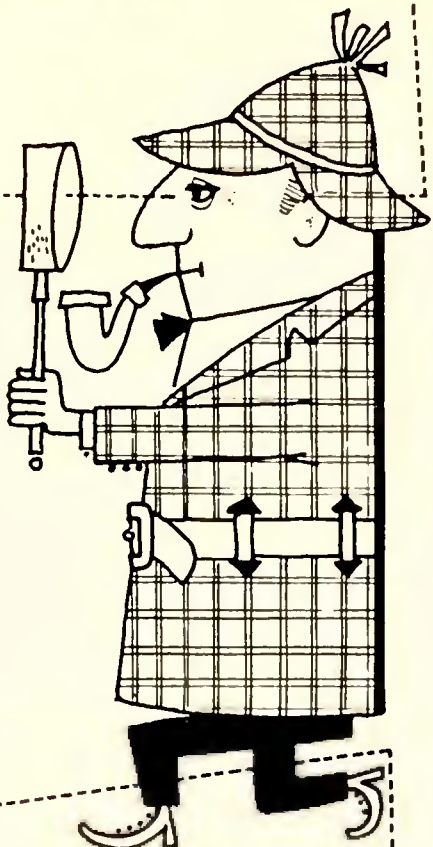
Clearly, BBDO knows a good spot to be in. Why not let their experience be your guide? Join the 393 different national spot advertisers currently using the 13 stations represented by...

## **CBS TELEVISION SPOT SALES**

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK



use  
**CHANNEL 4-SIGHT**

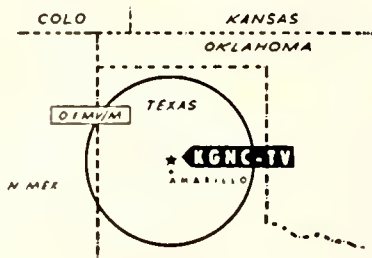


You don't have to be a Sherlock, nor do you need a glass to magnify the resultant effect of the use of Channel 4 in the great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw  
Aural 50 kw

Antenna Height 833 feet  
above the ground



**KGNC-TV**  
**CHANNEL 4**  
AMARILLO,  
TEXAS

CONTACT  
ANY  
KATZ MAN

# NEWSMAKER of the week

*This week plans were complete for the filling of another big gap among data needed for intelligent broadcast media buying. Broadcast Advertisers Reports and Leading National Advertisers (publishers for PIB) announced they were ready to supply network tv expenditures broken down by brands*

**The newsmaker:** Bob Morris, executive vice president of Broadcast Advertisers Reports, belongs to a unique breed—advertising's census takers. He along with men like Francis Miller, president of Leading National Advertisers (who joined with Morris in announcing the new service), supply the facts on who buys what. Their subscribers can be described as eager for the competitive data but sometimes almost equally eager not to have the facts on their own activity recorded.

The new data is a cooperative venture, not a merger, which combines material previously available from the two companies under separate cover. Starting 1 January subscribers will get: (1) monthly dollar expenditures by product classifications; (2) monthly station line-ups by programs and individual clients; (3) monthly dollar figures for all brands by company and program; (4) monthly company and brand totals with share to each network; (5) a weekly "log" of programs, clients, brands and commercial minutes as recorded by BAR off the air.



Bob Morris

Network radio will also be part of the new service, including: (1) monthly station line-ups for all programs and clients; (2) weekly reports for all four networks similar to the tv log.

Previously the agency which wanted a report on how much network tv clients were spending by brand could do it only by laboriously searching in PIB and BAR data. The combined data is usable immediately. No merger results from the new service, however. PIB's magazine service and BAR's client activity reports in 20 markets will continue separately.

In the spot television field, clients who want to check on their competitors can now get annual reports by brand (see SPONSOR 6 April 1957 for 1956 figures). The figures are compiled by N. C. Rorabaugh for TVB which releases quarterly reports as well on spending by the top 100 companies. (Special reports on brand dollar activity are done by Rorabaugh on order to cover current activity.)

N. C. (Duke) Rorabaugh, president of the firm, which publishes the quarterly Spot TV Report, is a pioneer in client census-taking. He began to record spot radio activity 18 years ago, later selling his Spot Radio Report to James Boerst whose Executives Radio-Tv service continues it. No spot or net radio dollar figures are issued by company or brand, however.

See "This We Fight For." page 90



That western fever's spreadin'! Yep, folks of every  
type got that old western fever 'n they're all listenin'

to KXLA, Los Angeles' most listened to (and most  
powerful) 24-hour country and western music station.



**KXLA**

10,000 watts (1110 K.C.) covering the greater Los Angeles market

represented nationally by Broadcast Time Sales: New York, Chicago, Detroit, Atlanta





**GILT-EDGED**

**PROSPECTS...**

*the 3½ million people of*

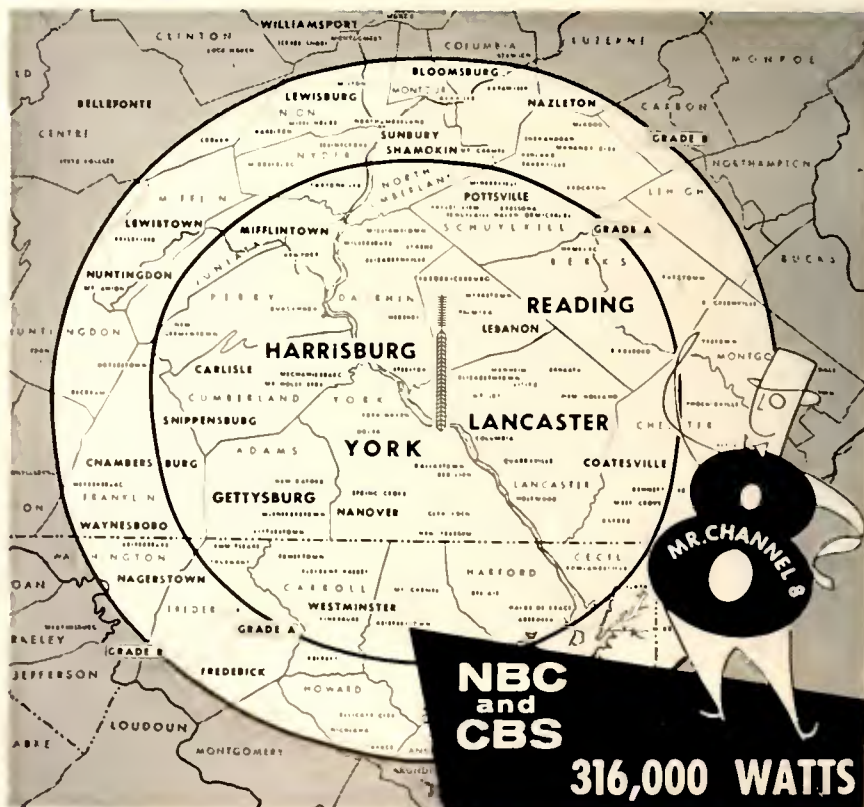
# **SELLvania**

AMERICA'S 10th TV MARKET

This vast, prosperous audience is characterized by its prosperity and high buying standards. SELLvansians are quick to respond to your selling message when presented on WGAL-TV to...

- 1,015,655 families
- 917,320 TV sets
- \$6¼ billion annual income
- \$3¾ billion annual retail sales

## **CHANNEL 8 MULTI-CITY MARKET**



# **WGAL-TV**

**LANCASTER, PA.**

**NBC and CBS**

STEINMAN STATION

Clair McCollough, Pres.



# SPONSOR-SCOPE

7 DECEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

Put this down as the inevitable result of the over-all health of network radio: NBC Radio and Mutual are contemplating slight rate increases in 1958.

What NBC has in mind at the moment are "adjustments" for spots adjacent to name shows.

Mutual says it has the subject of a hike under study, but where and how much won't be decided for a while.

The reaction to this trend by the media director of an agency with about \$30 million in air media: Network radio raises could sharply tilt the medium's comparison efficiency in an adverse direction.

Brightest sign on the tv spot horizon this week was provided by Proctor Electric.

It's going into 45 markets, starting 1 February, with a saturation schedule of 20 weeks, including minutes, 20-seconds, and ID's. Weiss & Geller is the agency.

The plan is to move in and out during the course of 1958. The reason for this technique: Proctor has found that the impact of the medium is such that it will produce sufficient image carry-over during occasional intermissions.

Sidelight: W&G told SPONSOR-SCOPE that Proctor (a firm believer in the effectiveness of spot) is embarking on this campaign even though it still can't fill its backlog of orders.

NBC's corporate calculators estimate that the gross from network radio for 1957 will come to around \$95 million.

The breakdown as the NBC mathematicians see it: CBS, \$40 million; NBC, \$30 million; and ABC plus Mutual, \$25 million.

Footnote: There is no statistical organization now compiling network radio billings. Moreover, the networks themselves do not make them available for publication.

The last hitch in NBC's plan to provide delayed color programs via videotape during 1958 daylight saving time has been straightened out.

AT&T this week promised that it will furnish the necessary additional TD-2 microwave circuits to insure service to the Midwest area bounded by Cincinnati, Detroit, and Huntington.

For a while there had been a serious possibility that this sector, involving 5½ million tv homes, would be an exception to NBC TV's bid to run its entire network on a standard local clock-hours basis 52 weeks a year.

Due a bow for the AT&T's assurance: The teamwork of an NBC affiliates subcommittee headed by Bud Rogers of WSAZ-TV, Huntington.

It looks as though ARB will be the first rating service to put into operation an electronic system for getting an instant count on tv set tune-in.

ARB has been showing the gadget to the three tv networks and certain major advertisers. It didn't say what subscribers will have to pay.

Hooper and Pulse in past years have talked about using a similar gadget, but ARB is the first to assure customers that it really has decided to use it.

The proposed system operates through a closed circuit. Telephone lines from home sets are hooked up to a control board which is electronically capable of measuring the programs being viewed at that moment.

ABN this week changed its policy of not accepting units of less than five minutes.

Advertisers may now buy 30- and 10-second announcements, but with this proviso: they must be within the body of network shows.

Lestoil has staked out the South as the next region for introduction of its product. The tee-off (via spot tv) will be in Norfolk, Va., in March.

Saturation campaigns currently are in full stride in Grand Rapids and Kalamazoo.

Colgate is contemplating the assignment of Halo, which Carl Brown recently resigned, to an agency not presently in the company's family.

The type of outfit Colgate has in mind: One with a corps of copy experts that, by past track records, will be most likely to come up with an unusual image approach for the product. Halo's probable budget: Upwards of \$2.5 million.

The LaRoche agency can take a bow for a tv first: Inducing a national hosiery brand—Van Raalte—to go network.

For hosiery manufacturers, the medium is comparatively unknown territory. Even Van Raalte is taking it in short steps—three participations a week on the Jack Paar show, starting in January.

Unlike most consumer goods, women's hosiery has no dominant brand. Hence the tv buy is pretty much of a test to determine not only added sales but also shelf support.

One way Mutual's new management is moving closer to its affiliates: It's polling them for material to be woven into a series of special events programs at the end of 1957.

The polling is for answers to these questions: (1) What do you deem the top 10 domestic stories of the year, (2) the top international stories, and (3) the top regional stories?

Agencies are beginning to apply one of their pet phrases—product, or corporate, image—to themselves.

They're asking themselves just what the image is that advertisers have of the agency and its management.

For instance, one of the topline agencies recently discovered that it could increase its billings by 35% with accounts in non-competitive categories—especially low-priced, quick turnover products.

So that agency's management is asking itself: What's wrong with the popular image of ourselves that's kept advertisers of many such products from inviting us to make a presentation?

The week included a rather salty assortment of controversies.

**Tiff No. 1:** P&G was checking around in New York to learn what was said between a B&B timebuyer and a BBM official that led to bitter repercussions in Canada.

The exchange occurred during a recent CARTB presentation in New York. The BBM official apparently became miffed at the B&B man's remark that P&G preferred its own techniques of radio coverage. When the BBMer got back to Canada, he unloosed a broadside.

**Tiff No. 2:** The Sindlinger research organization challenged the right of ARF to sit in judgment on what is soundest and best for media research. (For a round-by-round account of this verbal exchange between Sindlinger and ARF's Al Lehman see NEWS WRAP-UP, page 59.)

**Tiff No. 3:** Baseball's minor leagues kicked up a fuss over CBS Television's proposed plan to carry a Sunday game-of-the-week, arguing it would harm them at the turnstiles. The International League even talked about bringing suit.



Do alternate sponsors make strange bedfellows who disturb each other's network tv benefits?

What brings up the question is this: One of the networks—in a drive to win over certain accounts from the competition—is focusing attention on the pairing of sponsors who have nothing in common with each other.

SPONSOR-SCOPE this week queried a number of knowledgeable admen on the validity of the "strange bedfellows" theory and found that practically all of them deemed the theory pretty thin—at least for nighttime programming.

Their points of view center on these concise concepts:

- There is no sounder approach than the P&G philosophy: Deliver us the maximum circulation and our commercials will find enough prospects in that audience to make it worthwhile.

- Tv caters to a welter of tastes in entertainment, and it has yet to be proved that these tastes can be equated with the need or power to buy.

- If your audience is large enough, the surplus segments don't raise the costs of the sales message very much.

- Knowledge of audience composition is helpful, but this yardstick is misleading if the factor of sheer audience size isn't considered.

The tv home count is expected to go over 42 million after the first of the year, which would give the medium 84% saturation.

The figure currently used in the business is 41,200,000 homes. As for the current number of U.S. homes, the census bureau estimates 50,200,000.

Pepsodent's West Coast campaign of saturation ID's is prompted, for the moment, by a special marketing problem.

There are no indications that this will blossom into a nationwide plan.

Incidentally, the shares of the dentifrice market currently are estimated thus: Colgate, 35%; Gleem (P&G), 20%; Ipana (Bristol-Myers), 12%; Crest (P&G), 12%; and Pepsodent, 10%.

Promotion note: P&G's first-year advertising-sampling outlay for Crest represents a record for the dentifrice field. Breakdown: \$12 million for advertising and \$6 million for sample distribution. Crest sales are now believed to be at a profit point.

TvB is reactivating the battle between the newspapers and tv in the L.A. area.

On tap is a TvB presentation that will purport to refute the unfavorable picture that the Los Angeles papers have painted about the status of local viewing habits, etc.

CBS Radio, acting on cues picked up among agencies, is directing its talent search for personalities who are well familiar to tv viewers as well as radio listeners.

Admen, it appears, have been making it plain to the radio networks that unless a name can be identified readily by the client, the chances of selling him on a substantial network are pretty slender.

So here's what CBS Radio is after: Personalities who have a track record in either medium—not only as a performer but as solid salesman.

ABC TV's advances this season are dramatically highlighted in a SPONSOR article comparing program rankings in those nighttime half-hours in which the network is competing.

According to the November Trendex, ABC TV is first or second in 48% of the half-hours. Last year the figure was exactly half that.

(For details see How big did ABC TV make it?, page 29.)

Wildroot (BBDO) is looking for contract relief from Robin Hood, which it alternately sponsors with Johnson & Johnson (Y&R) at \$29,000 gross per show.

There's no dissatisfaction on Wildroot's part. The problem: Its products compete with one another and plugging them on the same program may be too confusing for best results. The new strategy probably will involve spot tv.

Ampex Corp. unfolded its "revolution on reels" story this week in a closed circuit hookup to 510 tv stations in the U.S., Hawaii, and Puerto Rico.

Highlights of this announcement conference:

- The delivery schedule on the black-and-white model VR-1000 tape recorders has been stepped up so that all orders (100) now on hand will be delivered by April 1958, or in time for the daylight saving time schedule.
- A color conversion accessory will be available for June 1958, which will sell for \$29,000 and for which orders may be placed now. The color unit will operate with any standard model VR-1000 recorder.
- Both black-and-white and color videotape recorders are available on a new leasing plan.

ABC TV not only is selling minute participations in Sugarfoot (Thursday night) but accepting such business on an alternate week basis.

Colgate's participation in Sugarfoot, which starts in January, calls for an alternate arrangement for six months.

For \$30,000—time and talent—Colgate figures it will get 9½ million families, plus a cross-plug the alternate week. This works out to around \$3 per-1000 homes.

Whitehall, for Anacin, has meanwhile picked up short-run participations on such ABC TV shows as Sugarfoot (three), Navy Log (five), and Country Music Jubilee (six).

Negotiations between ASCAP and a committee representing tv stations for a new licensing agreement are scheduled to resume this week.

The present agreement expires at the end of this year.

Can record dealers put enough pressure on stations to make them slow down the playing of the same hits over and over again?

Apparently it's possible. Reports from Canada this week indicate that the Toronto Record Dealers Association has induced a couple Toronto stations to ease up on the repetition so that the dealers can sell more copies of hit tunes.

NBC Radio's Joe Culligan estimated this week that the network is four months ahead of schedule (compared to 1956) in locking up the next year's contracts.

This week's business by individual networks included:

ABN: Bristol-Myers (3 segments) and Butoni Foods (one segment) on Breakfast Club, plus renewals from R. J. Reynolds for 23 periods a week and the CIO-AFL for 10 weekly newscasts with Edward P. Morgan and John W. Vandercook. Chevrolet has scheduled John Daly's newscasts, five days a week, starting 9 December.

CBS: Jergens, 10 7½-minute segments a week for five weeks; Chevrolet, additional five-minute newscasts, making 17 in all.

MBS: Colgate's shaving preparations, Bill Stern, five times a week in the a.m.

NBC: General Mills, 26 weeks of Bob & Ray and Fibber McGee, starting 21 March; Esso, the East-West game, 30 December.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Film-Scope, page 45; Spot Buys, page 54; News and Idea Wrap-Up, page 59; Washington Week, page 79; SPONSOR Hears, page 82; and Tv and Radio Newsmakers, page 88.





Let **KPRC-TV** carry you smoothly through a Houston sales campaign

*A splendid gesture to your customers—  
KPRC-TV, Houston. It's such light  
and pleasant viewing!  
How is your New Year's schedule?*



The Channel 2 insignia at each station break insures uniform quality and successful sales.

**JACK HARRIS**  
Vice President and General Manager

**JACK McGREW**  
Station Manager

**EDWARD PETRY & CO.**  
National Representatives

*The General Electric Stations*







## LOYALTY

*Two days of brief air announcements . . . (that we had moved into our new ultra-modern studios)*

*A casual invitation . . .*

*(to drop in Saturday or Sunday)*

*— But how our audience responded*

*(more than 23,000 in 15 hours)*

*They came by the carloads—from Vermont, New Hampshire, Massachusetts, and Connecticut.—as well as from the far reaches of our New York state coverage area.*

*You can't buy loyalty.*

*but you can reach this loyal audience through*

994-

## WGY WRGB

ALBANY—TROY—SCHENECTADY



## “ALL US COWS DO OUR BEST FOR JERSEYMAID”

*(and so does radio advertising)*

ALMOST ASTRONOMIC and intimately intertwined is the joint growth of Jerseymaid Milk Products and Los Angeles Radio.

STARTING WITH QUALITY dairy products, a small plant and a large prayer, Jerseymaid in twenty years parlayed one truck into a fleet...the plant into a block-square giant with two supporting warehouses...a four-digit ad budget to six, and a five-digit sales volume to eight.

“RADIO HAS NOT ONLY ACCOMPANIED, but substantially inspired, our climbing sales graph,” says Jerseymaid President W. John Thiessen. “It gets almost half our total ad budget...more than any other medium. Radio, the consumer’s daily companion at home and on the road, fits our marketing pattern like a glove.”

“JERSEYMAID WAS A KBIG CHARTER SPONSOR way back in 1952,” recalls Norton W. Mogge, President, Mogge-Privett, Inc. advertising agency. “We have bought over a thousand programs and spots on The Catalina Station for this client, because KBIG influences the able-to-buy adult audience which makes up the Jerseymaid market.”

ASK YOUR REP, KBIG or Weed, for other case histories to help you evaluate Southern California radio.



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

# Timebuyers at work

Frank Carvell, N. W. Ayer & Son, Inc., New York, timebuyer for B. C. Remedy Co., reports nighttime radio is becoming more acceptable to advertisers. “Many clients and agencies have been finding it increasingly difficult to purchase early morning and traffic times in most major markets. Experienced station operators and their reps, however, realizing that sizable budgets for spot radio were being constantly appropriated, put their heads together and priced their nighttime periods very attractively. But there’s more to it than that. In many major markets, an advertiser can reach more different homes during nighttime segments, more frequently and at a more efficient cost-per-1,000. There’s less crowding of commercials—providing a better mood for commercial treatment. And the advertiser can reach a dual audience.” Frank feels, however, that the nighttime vs. daytime story hasn’t been fully impressed on advertisers, many of whom still insist on morning and traffic hours. “The reps should back up the agencies with more groundwork at the client level,” says Frank.



Pat Schinzing, Gardner Advertising Co., St. Louis, timebuyer for such farm products as Purina Chows (Ralston Purina Co.) and Stilbosol (Eli Lilly & Co. Agricultural & Industrial Div.), feels that it can’t be repeated often enough that the farmer is a businessman. “In selling our clients’ products to the farm market,” Pat says, “we feel



it’s imperative to buy on stations that farmers and ranchers turn to for help in their businesses, rather than necessarily for their entertainment. We seek stations and programs that feature markets, news, weather and the like. But doing this isn’t easy. Ratings used to evaluate city audiences are of limited value in determining which stations, time segments and programs have the strongest rural acceptance. So agencies which

service accounts that wish to reach this market must conduct their own surveys—and the research the Gardner agency has made of farm listening and viewing habits is excellent. Nevertheless, a great deal of additional data is needed and radio and television stations will have to survey their markets for more farm data to keep pace.”





Some  
trees  
are seen  
in spite  
of the  
forest!

The unknown sage who noted that "sometimes you can't see the trees for the forest" might well had today's television industry in mind. The "forest" has been growing steadily thicker — and the job of making your station stand out from the rest gets correspondingly harder.

Only a few stations have the ingredients of leadership — the prestige, community stature, programming and acceptance — to tower above the rest. It is for them that specialized representation, as developed by Harrington, Righter and Parsons, has been created. Tailored to each station's individual character, it translates local leadership to levels of national recognition.

Specialized representation, by its very nature, is for only a few. Perhaps (like the stations listed here) you are one of them.

**HARRINGTON,  
RIGHTER  
& PARSONS, Inc.**

NEW YORK • CHICAGO  
SAN FRANCISCO • ATLANTA • BOSTON

*television — the only medium we serve*

**W-TEN** Albany **WABT** Birmingham **WBEN-TV** Buffalo  
**WJRT** Flint **WFMY-TV** Greensboro/Winston-Salem  
**WTPA** Harrisburg **WTIC-TV** Hartford **WDAF-TV** Kansas City  
**WHAS-TV** Louisville **WTMJ-TV** Milwaukee **WMTW** Mt. Washington  
**WRVA-TV** Richmond **WSYR-TV** Syracuse



## Agency ad libs

### To integrate, or not to integrate?

Among the worries which this worry-infested medium of television bestows upon us is the problem of commercial integration. Advertisers and their agencies are concerned with their decreasing ability to create some rapport between sponsor and show, between product and program (other than the bill which the producer sends to the advertiser).



Much of the tv you see these days appears as if the only prior knowledge the advertiser had of the show he is paying for is the number and length of commercial positions he is permitted. In fact, the difference between shows which are sold as spot-carriers and those which are actually sponsored becomes less and less apparent.

This is caused by several things. First, by the nature and economics of film; second, by the cost of making filmed commercials; third, by the ineptitudes of the people who create (and approve) copy; fourth, by the fact that most of the big tv advertisers concern themselves only with the circulation achieved by commercials and not at all with the less chartable halo effects with which a program can cloak their sales messages.

Film takes a long time to produce. This makes it difficult for an advertiser to prepare up-to-date commercials that dovetail with his show. If most commercials for filmed shows appear as if the copy writer had no idea about the particular episode of the series in which his words are inserted, this is caused by the fact that he actually has no idea. Each effort is made independently of the other.

No wonder we often see such juxtapositions as the bloody show-sequence which dissolves into a catsup commercial or some starkly realistic vignette which then does a fast fade into an animated commercial jingle.

### Show-film vs. ad-film

One other factor also serves to deepen the moat between show-film and advertising-film: namely, the show producer's need to keep his negatives clean of all sponsor identification so his residual values (in the form of reruns) will help him get back his production costs. Or get rich, whichever goal he has set for himself.

Point two—the cost of filming advertising copy these days dictates the re-use of each commercial several times. This, too, compounds the problem of integration.

As to point three—whether there is talent enough for this delicate feat, here we can argue. But no one can take issue with point four: namely, that the bigger buyers of tv bookkeep the individual products in such a way that the different products can be dropped in and out of each program the company has underwritten, leaving no scars whatsoever.

Despite the headaches outlined, some advertisers do achieve commercial integration. For example, the Bilko-type copy which slithers into the plot aided and abetted by the cast; also, the middle inserts

**In CENTRAL WASHINGTON we're moving a Bumper Crop of Apples to the National Market**

This means an extremely vigorous agricultural economy added to our year round industrial activity.

5000 W **KPQ** 560 KC  
WENATCHEE WASH.

is right smack dab in the middle of this farm and industrial area, separated from Seattle and Spokane by MOUNTAINS and MILES. Better earmark some of your ad budget for the agricultural heart of the Pacific Northwest with KPQ, Wenatchee. Selected programs from 3 nets, plus local programs, news, and seasonal sports.

National Reps:  
**For Joe & Co., Inc.**

Seattle & Portland Reps:  
**Art Moore & Assoc.**

National Sales  
**Pat O'Halloran**  
**NOrmandy 3-5121**  
**Wenatchee**

**WE GUARANTEE**  
to outpull all other North Central Washington media  
2 to 1





# PICK YOUR SPOT



## AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a *43% greater share of audience\** than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or *the new thirty-second spots* in this prime evening time adjacent to the greatest shows and stars in television.

If you figure prospective customers among Western fans (and who doesn't?) line up your sights on avail-

abilities flanking programs such as "The Californians," "The Restless Gun" and "Wagon Train." Or use comedy to gladden the hearts (and loosen the purse-strings) of your stubbornest prospects. Pick your spot before or after shows like "Groucho Marx—You Bet Your Life," "The Life of Riley" and "The George Gobel Show." A choice few of these spots among the stars are available *now*. Call WRC-TV or your nearest NBC Spot Sales representative for quickest results!

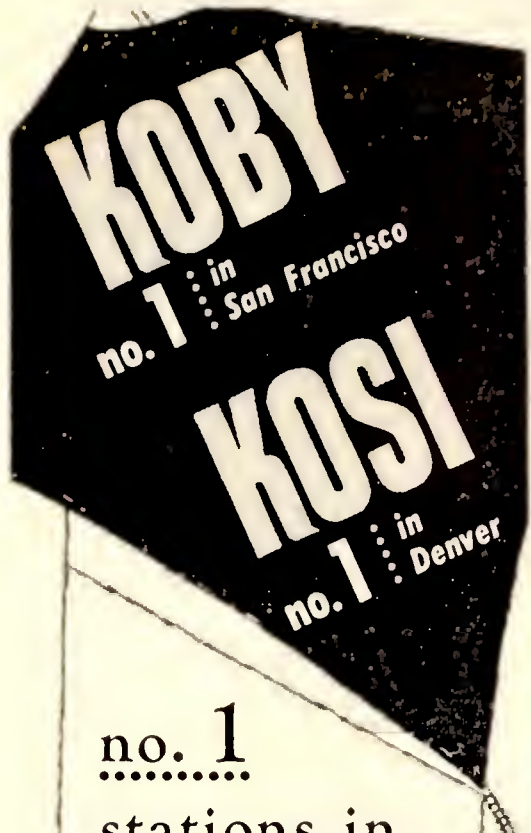
# WRC-TV 4

SOLD BY  
  
 SPOT SALES

WASHINGTON, D. C.

\* ARB—Washington, D. C., Metropolitan Area Report—October 1957.





no. 1  
.....

stations in  
.....  
all surveys  
.....

6 am to 6 pm  
average share

**KOBY** 10,000 watts

July-August

**PULSE:**

Weekdays 15.3, Sat., 16.7, Sun.  
17.3 averages 6 am to midnight

August-September

**HOOPER:**

Weekdays 7 am-noon 18.1, noon-  
6 pm 29.4 share of audience

**NIELSEN:**

22,520 rating 6 am to 9 pm

REPRESENTED BY PETRY

**KOSI** 5,000 watts

August-September

**HOOPER:**

28.0 am, 29.2 pm share

June

**PULSE:**

15.6 average share 6 am- 6 pm

REPRESENTED BY FORJOE

sta.  
A

sta.  
B

sta.  
C

sta.  
D

sta.  
E



**WGVM**

in Greenville, Miss.

No. 1 in both  
HOOPER & NIELSEN  
See: Devney & Co.,  
Inc.

**MID-AMERICA  
BROADCASTING  
COMPANY**

on the Jack Benny opus, and, newer to the medium, Frank Sinatra's straightforward but wholehearted talks about his sponsor's product. Oddly enough the three cases in point which come to mind are all cigarette-advertisers. Why, I can't imagine.

Nor can I understand why the television critics (I refer to paid ones, not the amateurs) take umbrage when an advertiser attempts to wed his program and his company, his star and his product. Indignant picas appear in newspapers across the country huffing and puffing as if the muses had been violated. Permit some jazzbo crooner to utter a syllable or two on behalf of the corporate personality which signed away a million bucks non-cancellable in the greatest game of chance since the invention of the shell-game and these guardians of the arts shriek "Prostitution!"

I am reminded none too gently of the hue and cry raised over the recent *Pinocchio*. Practically every reviewer was ecstatic about the show. While the hypercritical John Crosby paid a compliment to the commercial integration, several others took the sponsor to task. They intimated that the gentle segue from plot to product and back again violated the fable. Such nonsense!

When Martyn Green, the sly old fox, stepped before the camera while *Pinocchio* was hanging onto a cliff with his fingertips and stated that such was an ideal place to insert a sales message, he brought a smile to the copy that followed, a sense of welcome, and a less than pompous mood which so often characterizes selling copy.

When Jean Sullivan, the Rexall announceress, looked through a spy glass *before* launching into her story about the One Cent Sale, she prepared the way by creating a pleasant mood.

#### Commercial integration works

Naturally, one of the advantages of live television is that it has immediacy. Viewers realize that this show is being done here and now. There is added excitement. Naturally, when you put *live* commercials in a *live* show, this excitement and immediacy flows from one to the other. On top of all this, when your commercial messages contain some message of immediacy—such as the Rexall one-cent sale did—you make the best use of *live* copy in a *live* show.

Now from a cash register point of view, the results from these commercials was phenomenal, directly traceable to the program. So advertising-wise, the integration *worked*.

But did the public resent it? By no means! The most detailed research *proved* that the public enjoyed this copy approach. The pleasant and rather whimsical lead-out from entertainment to commercial made it apparent to the viewer that the Rexall-ites are neither stuffy nor pompous. It demonstrated that they have a sense of humor by their attempt to present hard-hitting sales messages in such a way that they were not complete intrusions.

What does it do for a sponsor? It's a welcome mat for a sales message. Rather pleasant to have to help the public across the threshold of indifference.

#### Letters to Bob Foreman are welcome

*Do you always agree with what Bob Foreman says in Agency ad libs? Both Bob and the editors of SPONSOR will be happy to receive and print your comments. Address them to Bob Foreman, c/o SPONSOR, 40 E. 49th, New York 17, New York*



**GOOD  
WAY  
TO  
TELL  
A  
STORY**



**GOOD  
WAY  
TO  
MAKE  
IT  
STICK**



For the smile of satisfaction, Ipana multiplies the power of its TV commercials through the 7-day readership of TV GUIDE. More than 5.3 million TV families "sink their teeth" into TV GUIDE every week; practice thorough, cover-to-cover readership. And there they see the Ipana TV story converted to print. To put powerful, new "bite" in your selling plans, see your TV GUIDE representative soon.

Circulation Now 5,300,000



"7 Day Showcase" For Your Product



773

P.O. BOX HOLDERS  
IN  
REYNOLDS, GA.

HOW  
MANY  
TV  
SETS?



ENOUGH  
FOR  
\$10,000  
WEEKEND  
SALES

Here's the full story, as written by Ed Goddard, of G. H. Goddard & Son, Reynolds, Ga.

"If you had a Harvest Sale in Macon, certainly it did not bother us. Our sale was most successful and I am sure the credit is due to your fine staff at WMAZ-TV and to "Uncle Ned" and his salesmanship.

"We had people . . . from Perry, Dublin, Montezuma, Oglethorpe, Ideal, Macon, Butler, Geneva, Howard, Warner Robins, Fort Valley and many other places. When asked, their reply was "I saw Uncle Ned on TV" . . . In a town where we have only 773 Post Office box holders both city and rural we did a volume in excess of \$10,000 on Friday afternoon and Saturday. In my opinion that is good business."



NATIONAL REP.  
AVERY-KNODEL, INC.

## Women's week

**Women behind the camera:** According to a number of New York film commercials producers, the film industry offers some of the best opportunities for career-minded women.

At Robert Lawrence Productions alone, three women hold top responsible positions: Doris Reichbart, production supervisor; Rosemarie Hickson, film editor; Audrey Sammons, casting director.

"Out of some 650 film editors in New York, close to one-third are women," says Rosemarie. Her own path into this career was via production jobs in the motion picture industry.

Doris Reichbart worked her way into production via the secretarial ranks, became assistant editor for Paramount, then sound editor for MGM dubbing Italian and French into American films.

Casting director Audrey Sammons worked in the Biow Co. commercials department, then moved into live tv casting for such shows as *High Finance* and *The Price Is Right*.

**Christmas gift etiquette:** A major annual "social" headache for agency men is the problem of Christmas gifts: Who should receive what and how much should be spent? Often it's the wife who's called on for suggestions.

From talks with a number of media men, account executives and agency film producers these rules of thumb emerge:

1. Don't give gifts to your immediate superior. If you feel it's traditional to do so in your organization, certainly avoid giving a lavish or expensive gift. "That sort of buttering up is only mutually embarrassing," a young agency film commercials director told SPONSOR.

2. It is considered thoughtful and proper for men to give their secretaries a personal Christmas gift, over and beyond the bonus the agency may give. Such a gift should not cost more than \$10, but probably no less than \$5, according to executives in middle-income brackets.

3. If you have developed close personal friendships with some of your colleagues whom you want to remember, send a gift to their home.

4. A number of agency men do have large cocktail parties in their homes prior to Christmas to discharge their business-social obligations. Such parties should be planned to fall between 10 and 20 December to keep conflicts at a minimum and leave the last few days before Christmas for more personal engagements.

**Washington's AWRT:** White House handling of personal and health news about the President was a topic for discussion at the 26 November meeting of the AWRT of Washington, D. C.—the same evening President Eisenhower's most recent illness was making headlines.

Four network panel show moderators and producers led the discussion: Theodore Granik of NBC's *Youth Wants to Know*, Ruth Geri Hagy of ABC's *College News Conference*, Ted Ayers of CBS' *Face the Nation*, John Secundari of ABC's *Open Hearing*. Consensus: "the news has been handled with tact, honesty and fairness under the circumstances."





*The man who*

*has everything,*

*goatee,*

*orange Thunderbird,*

*ancestry,*

*and 32.2%\**

*of Omaha's radio audience*

He's Henry Busse, Jr., and in his own unique way he's typical of the personalities who make KOWH a dominant daytime first, per Pulse . . . and Trendex.

And KOWH has been in the upper reaches of Omaha audience shares for 71 months now. Give yourself everything you need to succeed in Omaha radio: KOWH (good coverage too, on 660 Kc).

\*Average of his 1 1/2 hour share, 4 p.m.-6 p.m., Pulse, Sept. 1957.

# KOWH

**OMAHA**

*Represented by Adam Young Inc.*

**ANNIE C**

**AMERICA**

**FRONTIER**

**60**

**WITNESSES**

Annie is, of course, Mary Martin who gave a memorable performance in "Annie Get Your Gun" with co-star John Raitt drawing 60 million viewers to NBC Television. This was the largest audience for any program this season.



# CONQUERS WITH A RIFLE! MILLION EVENT

Television classics like "Annie," "Green  
Pictures," "Pinocchio," and the "General  
Motors 50th Anniversary Show" provide  
dramatic evidence that NBC is making  
it's the finest season in television  
history. If further evidence were needed,

it came this week from the Thomas Alva  
Edison Foundation whose 62 cooperating  
national organizations voted, for the first  
time, *all* the coveted annual Edison net-  
work awards to programs on the televi-  
sion and radio networks of the

**NATIONAL BROADCASTING COMPANY**





# 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  
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

## 49th and Madison

### Rating Madness

Again I think you are out ahead with constructive reporting and a service to the broadcast industry with your article in the November 23rd SPONSOR on "Rating Madness." I note that part of the material for this particular article came out of the Radio-Television Executives Society Meeting in which Ward Dorrell was principal speaker.

I was equally interested in your issue of November 16th in the schedules of Timebuying and Selling Seminars you listed. I hope that you will see fit to publish the essential facts from these several meetings. I think that some of the unscheduled meetings could constructively be devoted to this hocus-pocus about ratings.

My concern on this rating question is not with KPOJ's ratings. They have been quite adequate. The problem lies, however, with all sellers of time in the fact that the ground rules are constantly being changed. We are told that Pulse ratings, for example, are multiplied by Nielsen circulation figures, which every statistician says is equal to multiplying elephants by owls to get oranges. We all recognize the limitations of each and every rating service. As Ward Dorrell points out, however, when used wisely, they are certainly much better than no information at all. Misuse or combination of ratings of unrelated nature compounds the inadequacy. . . .

R. M. Brown, *general manager  
KPOJ, Portland, Ore.*

● SPONSOR is looking into the rating problem as a basic editorial project. It will report constructively on a sane approach to ratings frequently during 1958.

### Pioneer representative firms

In your November 16th issue, you carried a report of a speech made by Lew Avery at the first session of the RTES Timebuying and Selling Seminar.

One paragraph of that story caught my eye and caused me to feel that I must write my first letter of this kind. I'm sure Lew would be quick to agree with me that any industry as vast and important as today's station representation deserves to have an accurate history appearing in the trade press.

Edward Petry & Co., Inc., was the first exclusive station representative. Our firm was founded in March 1932.

Free and Sleininger was not a pioneer "station representative" as Lew indicated, but a *sales and service organization* working on a fee basis as distinguished from an exclusive station representative working on a fixed commission.

They and their stations recognized time brokers and transcription companies who placed contracts with their stations direct or through them, and their stations would pay a commission to and bill these time brokers and transcription companies, who in turn would bill the advertiser or advertising agency. We and our stations recognized only advertisers and advertising agencies.

Over a period of time, Free and Sleininger *evolved* into a representative and was the third such organization. Later, the firm became Free and Peters and is now Peters, Griffin and Woodward.

It strikes me as worthwhile, too, to call your readers' attention to the fact that the other pioneer firm founded during 1932 was the Paul H. Raymer Co. which was clearly the second exclusive station representative and certainly deserves prominent mention in any discussion of our industry's early days.

I'm sure that your magazine will want to correct this inaccuracy just as Lew Avery would want to give due credit to his worthy competitors at the Raymer Co.

Edward Petry, *president  
Edward Petry & Co., Inc.*

### Sponsors and the space age

I read with great interest your article "What the space age means to sponsors." There is only one thing wrong with this article: it did not include a description of our new program, *Colonel Bleep* . . . an animated adventure cartoon quiz.

Richard H. Ullman, *president  
Richard H. Ullman, Inc.*



# 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





# COVERAGE ?

Yes . . . but who's listening ?



In WHB's 96-county\* world  
**IT'S A WHB PULSE!**

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight (Pulse, Kansa. City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

For WHB's unique combination of coverage and audience . . . talk to a Blair man . . . or WHB General Manager *George W. Armstrong*.

\*situated in Missouri, Kansas and Iowa

## WHB

*Kansas City*  
10,000 watts  
710 kc.

# 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.





While still the kingpin CBS is being pressed harder than ever now by two television networks as the 1957-58 season gets underway in earnest. NBC has shown strength in a number of slots at night in addition to its daytime gains.



Meanwhile, the third network, improving its station facilities as well as its programming, is continuing its advances. Are these advances really significant? . . . . .

## HOW BIG DID ABC MAKE IT?

**T**he era of relatively equal network television competition, a consummation devoutly wished for for years by many advertisers is moving briskly into view.

Though this eventual development has been talked about for years, the extent of the equalizing process this season has surprised even the veterans. Each new audience report documents additional evidence of the leveling-off trend and, while ratings are not the be-all and end-all for advertisers, a network's over-all audience must be substantial if it is to stay solvent.

The primary factor, of course, is the

continued programming advances scored by ABC, as well as the improvement of its station facilities. But piled on top of this is the audience strength shown by NBC at night as well as during the daytime.

While CBS has not been toppled from its billings dominance, it is being hard-pressed as never before. To paraphrase a famous advertising campaign many years ago, advertisers are looking at all three.

Will more competition breed better programming and strengthen network tv competitively against other media? This is not easy to answer, though any business theorist will agree that

competition is desirable. Figures from the audience measurement boys indicate that, talk about boredom notwithstanding (see the Videotown story on page 35), the viewing picture is generally an upbeat one.

Nielsen figures on hours spent viewing daily by the average home show slight, though significant, increases for most months this year compared with last. In the 15 Trendex cities, where network competition is at its fiercest, average evening sets-in-use for the November period are 50.1% compared with 48.6% the year before. This doesn't sound like much but the thousands of separate measurements made

**Network television's current season  
is speeding the era of relatively equal  
webs, long wished for by sponsors**

to get over-all sets-in-use figures make a few percentage points significant. Taking the Trendex figures again, consider the meaning of a 1% increase in viewing if that were maintained for three or four years.

No one can say for sure that any one network is more responsible than another for the bright viewing picture, or, for that matter, the extent to which non-network programming is responsible. However, there seems little doubt that ABC is harvesting substantial benefits.

For example, the latest Nielsen figures (the second October report at SPONSOR's presstime) show ABC's audience figures for sponsored programming at night (7:30-10:30) were 6,553,000 homes per average minute. The comparable period last year showed a figure of 4,530,000 homes. That's a jump of about 45%. New tv homes accounted for some of this but better

ratings and facilities are undoubtedly the most important factors.

A look at how ABC is doing competitively at night adds another dimension to this picture. One way of analyzing this is to take a look at the situation in the 15 Trendex cities where all three networks have a vhf primary affiliate and transmit programming simultaneously. Here is the story in those periods where all three networks are competing.

During the November rating period ABC was first or second in ranking compared with the other two networks in 48.7% of the half hours. Last year the comparable figure was 23.5%. The web was first or tied for first in nine half-hour periods during 1957 while the preceding year ABC ranked first in only two periods. (For details, see chart above right).

ABC's gains are also made clear in the Nielsen 14-city (second October)

multi-network report. Taking again those periods in which all three networks program in common, the figures show an average rating of 17.2 compared with 18.9 for NBC and 21.1 for CBS. The comparable period in 1956 disclosed an average ABC rating of 14.3. The other networks remained at about the same rating level. ABC researchers have estimated that if the web can hike its Wednesday and Friday audiences 50% (no mean achievement) while the other networks maintain their same relative positions, ABC can pull even with CBS.

Trendex figures are far from the whole story, of course, and do not reflect the full U.S. picture. Here ABC suffers somewhat from lack of facilities on a level with CBS and NBC, an allocation problem the FCC has been wrestling with for years and with not much success.

However, Nielsen's U.S. sample does not show a picture much different from Trendex, insofar as ABC rankings by half hours are concerned (though, interestingly, it affects CBS' and NBC's standings). For the second October Nielsen report, ABC was first or tied for first in seven half hours compared with nine in the Trendex comparison. CBS was first or tied for first in 21 half hours compared with 15 firsts in Trendex. NBC was first or tied for first in 11 half hours compared with 15 in Trendex.

It must be pointed out here that both the U.S. Nielsen and Trendex ranking comparisons are somewhat biased in favor of ABC in that only competitive periods are shown. That is, if an ABC show was not recorded because it was sustaining or if there was no ABC show, the time period was not compared. For those reasons, the 10:30 to 11:00 p.m. periods through the week were not among those ranked.

Nevertheless, there is little question that ABC is a lot better off than it was a year ago. There's the matter of affiliates, for example. The web has picked up more than a dozen primary affiliates in important markets. Its latest is WHDH-TV, Boston, in the seventh ranking standard metropolitan area. ABC already has o&o's in five of the six bigger SMA's (it has an affiliate but not an o&o in Philadelphia). Pittsburgh, the eighth ranking SMA, will be represented by a primary affiliate, but not until next September. Among the markets where primary affiliates



*Maverick ABC*

*Sullivan CBS*



*Allen NBC*

"Battle of Sunday Night" symbolizes the tougher competitive situation on network tv. The two-way battle has become a three-way tug as ABC's "Maverick" has been able to take Ed Sullivan's and Steve Allen's measure in overlapping periods, according to special Trendex reports in November



## Television network program ranking by half hours in 15 Trendex cities

Period Beginning	Net	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
		1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
7:30	ABC	2	3			1		2		3		1		3	3
	CBS	1	1			2		1		2		2		2	2
	NBC	3	2			3		3		1		3		1	1
8:00	ABC	2	3	3	3	1	2	2	1		3	1	2	3	3
	CBS	1	1	2	1	2	1	3	2		2	3	3	2	2
	NBC	3	2	1	2	3	3	1	3		1	2	1	1	1
8:30	ABC	3	3	3	3	1		2	3	2	3	3	3	3	3
	CBS	1	1	2	1	2		3	1	3	1	2	1	2	2
	NBC	2	2	1	2	3		1	2	1	2	1	2	1	1
9:00	ABC		3	3	3	2		2	3	3	3	1	3	1	2
	CBS		1	1	1	3		1	2	1	1	3	2	2	1
	NBC		2	2	2	1		3	1	2	2	2	1	3	3
9:30	ABC		3	3	3	3		3	3	3	3	3	2	1	2
	CBS		1	1	1	2		1	1	1	1	1	3	2	1
	NBC		2	2	2	1		2	2	2	2	2	1	3	3
10:00	ABC	3	3	1*	1	3		3	3	3	3	2	3	3	3
	CBS	2	1	3	3	1		2	2	1	1	1	1	1	1
	NBC	1	2	1*	2	2		1	1	2	2	3	2	2	2

Prepared from the regular Trendex reports for the first week of November, 1956 and 1957, this chart shows the rank of each network in all nighttime periods in which they programed in common. Most of the Tuesday rankings for 1956 are not given because of election returns. Also omitted are periods with sustaining shows or 15-minute strips where daily ratings are not available. The asterisks refer to ties.

were added since September 1956 are El Paso, Knoxville, San Antonio, Tucson, Stockton-Sacramento, Miami, Omaha, Peoria, Norfolk, Ft. Wayne, New Orleans, Youngstown and Indianapolis. And WFAA-TV, Dallas, became an exclusive affiliate this past September while in St. Louis last April ABC was strengthened by a shift from a uhf to vhf affiliation.

This list goes far toward solving the network's lineup problems but it does not solve them all by any means. A complete solution would require extensive re-allocation decisions by Washington.

In the meantime, ABC is concentrating on its programing, especially on its Wednesday and Friday night schedules. Already, efforts have been

made to put new life into the Frank Sinatra show, which started out pretty well but revealed weaknesses later on. Walter Winchell is being shifted into the Patrice Munsel slot, which precedes Sinatra, in order to attract a broader family audience.

As for daytime, ABC has far to go to equal its nighttime standing. Latest Nielsen multi-network (14-city) figures show, however, some promising advances in ABC share of audience among the three networks during the 3:00-6:00 p.m. period ABC is now programing. During the three-hour period its share has gone up from 29 to 37%. By hours, the figures are as follows: from 3:00 to 4:00, 24 to 34%; from 4:00 to 5:00, 28 to 38%; from 5:00 to 6:00, 35 to 38%.

One caution in interpreting these figures. The 15 Nielsen cities are in both the Eastern and Central time zones, while the periods are measured by Eastern time. Figures cover the second October Nielsen report for 1956 and 1957.

Nighttime, however, holds the key to network dominance, for it creates the listening habits to network affiliate stations and brings in the dollars to be able to experiment with daytime formats.

ABC has been walking with increasing surefootedness in the treacherous paths of nighttime programing. Its betting on Westerns, in particular, has paid off. The success of *Maverick* will undoubtedly keep the search for more (Please turn to page 76)

# ARE YOUR SALESMEN AUDIENCE

Nationwide Insurance has 4,000 agents—and it went after every one of them with a plan that built a live-wire merchandising force for the filmed *Mama* show. Result: Ratings are 40% better than expected



**W**hy does program merchandising get the bastard child treatment from many tv sponsors?

Nationwide Insurance executives can't figure it. They term this merchandising "insurance on an investment"—and they play it to the hilt with everything from bumper stickers to a \$9,000 specially prepared color movie explaining the tv story to their agents.

Nationwide, of Columbus, Ohio, is spending \$700,000 for 52-weeks' sponsorship of the new filmed *Mama* series. Formerly a live CBS TV feature, *Mama* is now sponsored by Nationwide on 36 tv stations in the firm's 13-state East Coast and D.C. area.

The firm is a multiple-line insurance company selling auto, life and casualty

policies. In auto insurance alone, it ranks fourth largest in the U.S., writing policies worth about \$125 million in premiums annually.

*Mama* is the company's first try at tv sponsorship, but Nationwide has merchandised the show more thoroughly than many an old pro. Result:

First available ratings are averaging 14.0 (ARB)—a full 40% ahead of the average Nationwide anticipated when it bought the series from CBS TV Film Sales.

SPONSOR found Nationwide executives give full measure of credit for *Mama* success to the company's ambitious program merchandising. How does it differ from the usual? In thoroughness. Company ad manager George Hunter and the Ben Sackheim,

Inc. agency literally built around merchandising.

Nationwide, a newspaper advertiser until this September, decided on tv early this year because "competition is increasing at a ferocious pace," says Bill Pitts, Nationwide account executive at Sackheim. Allstate. Sears Roebuck's insurance outlet, is Nationwide's largest competitor in the auto insurance field.

Sponsorship of a syndicated film show was chosen because it offered the advantage of market selection. Unlike announcements, however, it also gave Nationwide a merchandisable property of its own.

**Why *Mama*?:** This was the perfect show for Nationwide, the planners



# BUILDERS?



## MAMA

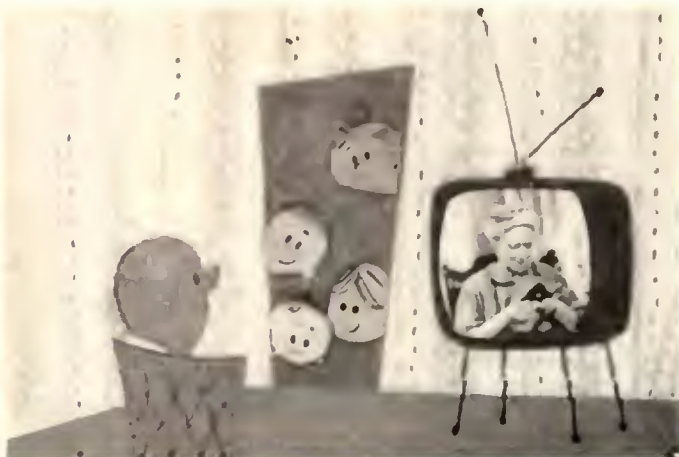


Kit helps agents sell *Mama*

Movie is used by Nationwide to sell agents on merchandising *Mama*. It shows how to use company-supplied tools, tie-in advertising to increase their income potential through *Mama*

Billboard space bought by a local station helps promote audiences for Nationwide. The firm also hits the 36 *Mama* stations for heavy newspaper, magazine, tv spot advertising

## "Mama" merchandising tools and how Nationwide uses them



Station coverage area is studied by Sackheim timebuyer Bob Glatzer (left) and Bill Pitts, Nationwide account exec

### Mrs. Jones of London Picked As First 'Mama-of-Month'



Contests held by stations to select "Mama of the Month" are sure-fire way of getting free newspaper publicity. *Mama* show and Nationwide both get mention in the news articles

Tie-in advertising "how-to" is spelled out for agents in a folder supplied with the merchandisers' kit. Nationwide pays half the costs for this advertising under 50/50 plan

How to include  
**MAMA**  
in all your  
**50/50**  
advertising

decided. This was their reasoning:

Nationwide is the outgrowth of an organization formed in 1926 by a group of Ohio farmers. For years it has sought to project a warm, friendly corporate image. "Nationwide—the company that cares" is their theme.

*Mama* projected the same personality. "Its working-together theme is ideally suited for the Nationwide story," says Hunter.

Pitts adds: "*Mama* had a proved record of popularity and viewer loyalty during its 1949-1956 live showings on the CBS TV network. It had consistently high ratings and won several awards for family entertainment during that time. We had a proved product; our job was to stimulate new in-

*(Article continues next page)*

*Mama* talent is used in Nationwide commercials occasionally. Judson Laire (left), Papa Hansen in film feature, goes over a Christmas commercial script with George H. Hunter, the insurance company's merchandising-minded ad manager





## \$9,000 color movie urged agents to buy spot adjacencies on *Mama* stations

terest in an established tv property."

The 26 episodes Nationwide is showing during its schedule are all new. They will be run through once, then repeated.

**Nationwide agents hit:** To build the needed new interest became the merchandising objective—and Nationwide's agents were the first targets. "We wanted our 4,000 agents to actively sell the show through personal merchandising in their areas," Pitts told SPONSOR. Nationwide and Sackheim went all out to rouse them.

**Highlight:** A special 16mm color movie was produced at a cost of \$9,000. Titled "Nationwide, *Mama* and You," the film does several jobs:

- Tells the agents why *Mama* was selected for Nationwide sponsorship.
- Shows them the merchandising tools they will be furnished by the company and explains the value of their use.
- Outlines briefly some forms of tie-in advertising that can be used by the agents to get their names linked to *Mama* in their own areas. (Spot adjacencies are recommended as well as radio and newspaper tie-ins; the agents are reminded that the company will pay half of the cost of this advertising

under its 50/50 plan. This plan, in force for several years, stipulates that an agent advertising Nationwide insurance policies will be reimbursed to the extent of \$300 annually for time or space costs.)

- Shows samples of the commercials Nationwide is using on *Mama*.
  - Stresses the sales value of *Mama* and the resultant opportunities for greater earnings to the agents themselves.
  - Introduces narrator Byron Carlson as the new "voice of Nationwide."
- Produced by David Piel Productions, the 15-minute film uses animated cartoon technique coupled with live-action. Carlson, Nationwide's commercial announcer, is host.

In SPONSOR's view, the movie is a smooth presentation of the *Mama* sponsorship story. But more important, it communicates excitement.

Charts and bars, graphs and numerals, common fare in this type of presentation, are absent. "We purposely avoided them as boring elements," says Pitts.

Nationwide sees to it that the film is shown to its agents by making the tv stations responsible.

Contracts stipulated that the station getting the *Mama* show would have to

arrange agent showings for the film. This proved not only a slick business deal for Nationwide, but something of a bonus for the stations.

The film's suggestion to agents that they contract with stations for adjacencies to *Mama* gave station management a ready-made, entertaining presentation for the cost of staging a meeting.

So far, 30 of the 36 stations involved have held meetings attended by over 2,000 Nationwide agents and district and regional sales managers. "In many areas station managers requested permission to keep the film longer than originally scheduled; they were so enthusiastic they wanted to set up as many meetings as they could," Pitts told SPONSOR—and he produced a telegram from one television station as an example. This station wanted to set up six additional meetings with the movie.

A measure of the film's effectiveness:

- About 175 agents are already buying spot adjacencies worth about \$3,200 a month on 10 stations.

The agents pool their money to pay for spots running next to *Mama*.

Will this expensive film be obsolete soon? "No," says Pitts, who explains, "we'll be able to use it again after the 1958 summer hiatus to orient new agents on our tv participation. Also, there are always some men who can't make the present meetings; they'll also be fair game for later showings."

**More merchandising:** Nationwide also assisted its agents in selling *Mama* by supplying a *Mama* merchandisers' kit. It includes folders of background material on *Mama* and a rundown of the specific commercials Nationwide plans for the show. To carry out its principal aim—spurring the agent on to merchandising activities of his own—the kit includes:

- A folder outlining exactly how the agent should tie in the *Mama* show with his newspaper advertising, radio and tv spots and direct mail.
- A presentation of four single-column newspaper ads featuring the Nationwide *Mama* sponsorship story tied in with an insurance pitch. Each ad is available in mat form and can be ordered by the agent free from the company.
- A bumper sticker for the agents

(Please turn to page 85)



Bumper sticker for merchandisers' kit is studied by (l. to r.) George B. Pampel, Nationwide account supervisor at Sackheim, Ben Sackheim, agency president and account executive Pitts. 4,000 stickers are in use by agents; many stations also have asked for them



### Videotown's clinician on boredom

John P. Cunningham (at right), as president of C&W, has had a long, inside look at the town his agency uses as a living laboratory for television. This year, a random survey-in-depth that accompanied the regular study convinced him that a trace of boredom has set in, and that advertisers had better re-evaluate their responsibility to the viewing public. Here are some highlights from his recent "creeping mediocrity in tv" speech: "The Boredom-Factor causes dial-twitching, vacant-minded viewing, lower ratings and, as far as tv advertising is concerned, less penetration-per-skull-per-dollar. . . . Boredom is being further compounded by Imitation. The core of the content of tv seems to move in massive waves of Imitation, some of which I believe is creatively dishonorable. . . . The Index of Boredom has been increasing. People are long-suffering. They will watch programs that bore, but tune out their minds, which is bad for advertising."



# VIDEOTOWN 10 YEARS AFTER

Four years a novelty, the last six years an accepted necessity—that is tv's decade-long history. Now the 1957 report released by Cunningham & Walsh points out that viewing has reached a high plateau and that where it goes from here depends on creative shows

**T**oday (7 December), a long-time observer of television audience behavior patterns issued its findings for 1957. Conclusion: tv viewing is at a plateau: where it goes from here is up to the programers.

The observer is Cunningham & Walsh. The observed is Videotown—actually New Brunswick, N. J. (population about 40,000), an independent, self-contained market 30 miles southwest of New York City. Since 1948, Videotown has been surveyed annually by C&W in a continuing study. In

May and June of this year, its pulse was taken for the 10th time. The beat is still strong, but not as strong as it was two years ago. The fever of viewing has subsided: tv as a novelty has worn off. Videotown has grown sophisticated.

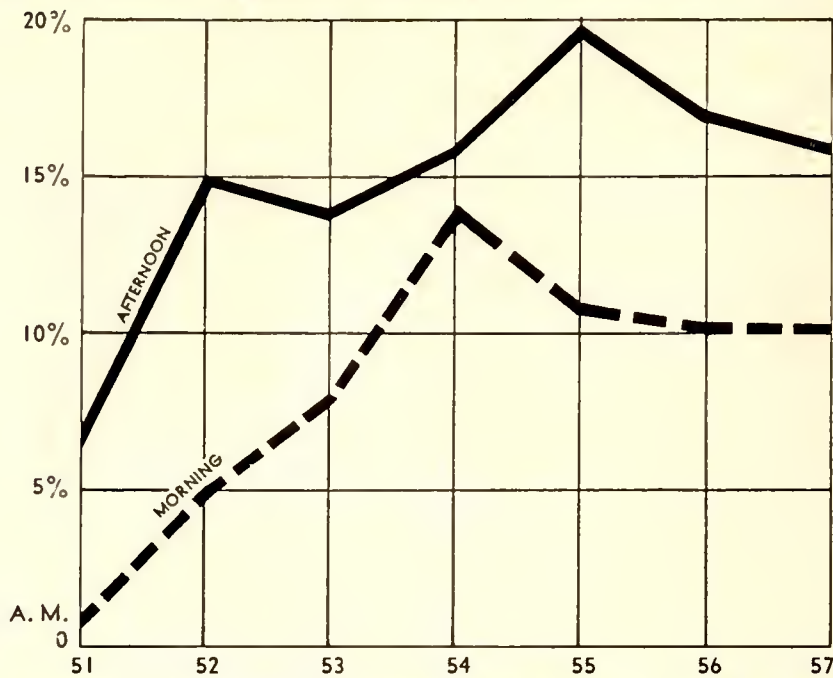
Here is the summing up of this year's study by Gerald W. Tasker, C&W vice president and director of research, and Gladys R. Kanrich, manager of the research department:

"In the future, television viewing will follow a series of high level cycles.

The movement will be influenced partly by new set developments, partly by social and economic changes which keep people at home or attract them away from home, but mostly by programming. *The all-important determinant for audience size is the creative vitality of tv programs.*"

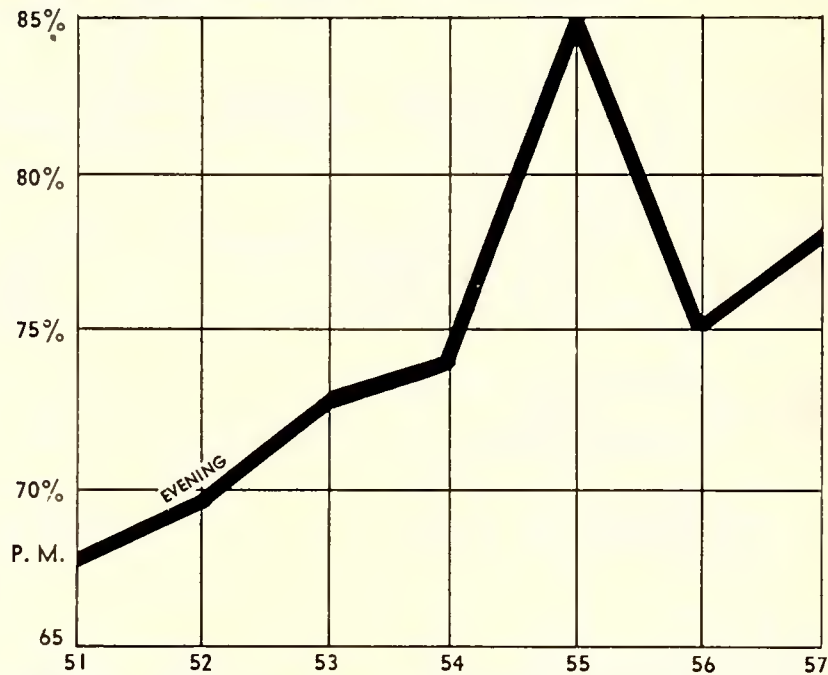
That "creative vitality" is needed was stated baldly by C&W's president, John P. Cunningham, in his 30 October speech to the ANA. The basis of his warning on "creeping mediocrity" was not the words of television's crit-

### Daytime tv viewing hit peaks in '54-55



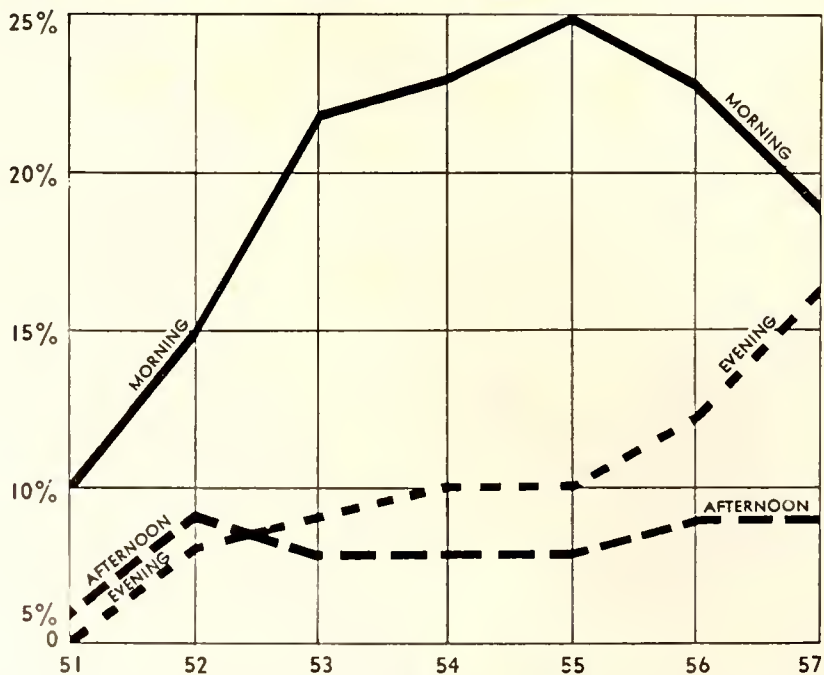
Percentage of all people in television homes who spend some weekday time with tv. A.m. viewing same as '56; afternoon viewing down

### Nighttime up over '56, down from '55



C&W researchers believe that a plateau has been established at around 75% of all people. Ups and downs will depend on the shows

### Evening radio listening shows gain



In tv home in Videotown, the percentage of all people listening to radio follows this trend—mornings fewer listen, evenings more listen

ics alone, but the opinions of the people of Videotown. This year, for the first time, C&W tackled some depth interviews along with their regular survey. Purpose of these depth interviews: to try to measure the Boredom Factor. Specific questions were asked about 10 tv shows. Typical reactions among Videotowners: "Same old stuff," "I could have written it myself." "I'm tired of it." In a year when audience figures changed only minimally from the year before, the depth survey on boredom appears to be the most significant word from Videotown.

Yet this expressed dissatisfaction with programing in no way means people are not going to watch. The preface to 1957 Videotown report has this to say: ". . . they (the public) will vow by all that's holy that Westerns are infantile, that they are fit only for feeble-minded adults. They become quite vehement about it in discussions of programing. What did they watch last night—a Western!"

Actually, this year saw a slight gain in total viewing hours per week over 1956, but it must be remembered that 1956 marked the first decline in Videotown viewing since 1948. The over-all pattern, however, as C&W research sees it, is a plateau since 1954 when people started being more selective in their viewing and began spreading their tv time over the day. Here is a summary of highlights from Videotown 1957 :

- Between 75% and 85% of the people tune in on an average weekday, each spending between 13 and 15 hours per week (Mon.-Fri.) in front of his set. Since 1954, average evening hours *per week* has been moving up and down with no established trend. In 1957, the average for evening viewing per week is 11 hours 27 minutes—a 24-minute increase over 1956.

- Morning viewing has also reached a temporary plateau at around an hour per week. This year it is slightly less than an hour as it was in 1953 and 1955. In 1954 and last year it topped the hour mark.

- Weekday afternoon viewing has followed a slightly downward trend since a high-water mark of one hour and 39 minutes a week in 1954. 1957 afternoon viewing stands at one hour and 15 minutes per week.

- The early tv fans still maintain, in 1957, their status as the most ar-



dent tv viewers. As in past years, homes that had a tv set longer, had their sets tuned in for more hours and individuals spent more time watching. The current study shows that individual members of tv families who had sets prior to 1954, this year watch  $11\frac{1}{2}$  hours per week on weekday evenings, a half-hour more than do those who have installed television since then. The difference between the two groups is narrowing, however, particularly since the new-owner group today is becoming heavily weighted with newly marrieds who established their viewing habits in parents' homes.

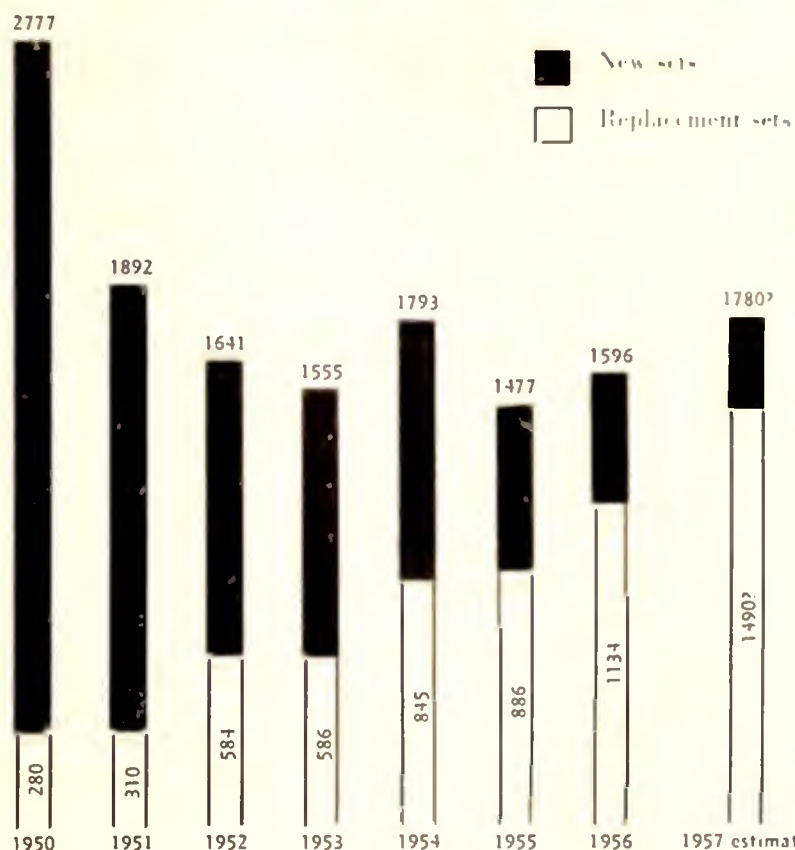
- Eight of 10 Videotown wives watch tv sometime during an evening, a slight increase over 1956. Slightly under eight out of 10 husbands and teenagers watch in an evening, down a trifle from 1956. The total hours spent watching during an evening in 1957 is a little over seven and one-half hours for children under 10, about nine and one-quarter for teenagers, over 13 hours for husbands, 14 hours for wives. "A look at the year-by-year hours of viewing shows an irregular movement within a narrow range," says C&W's report. "It would take a major change in programing to upset this trend."

- Since 1953, Videotown has shown a sustained upward trend in social and leisure time activities such as entertaining, visiting and attending club meetings. Yet this activity has made no deep cut in tv viewing. Reasons: increase in outside activities is small on any one evening; people rearrange their viewing rather than eliminate it.

- Movie attendance, which made a comeback by 1955 (although still less than two-thirds of its pre-tv level) fell off sharply in 1956, picked up a small gain in 1957. Magazine reading followed a fairly similar pattern, except that 1957 saw it slump again to about the level of the early '50's. The number of adults reading a newspaper has shown only slight fluctuations from 1952 through 1957.

- Radio listening in tv homes over the 10-year study shows an interesting pattern (see charts). Since the first year (1948) when the percentage of people in tv homes who listened to radio during some part of a weekday evening dropped to 5% (from pre-tv 60%), evening radio listening has shown a modest but steady increase  
(Please turn to page 43)

### Since 1950 tv set sales have leveled off



In 1950, 2,777 sets were sold in Videotown, replacements were few. 1956, saw 1,596 tv sets sold of which 1,134 replaced worn-out sets



**Observation post:** At C&W, keeping track of continuing study on Videotown are (l to r): Gerald W. Tasker, v.p. and director of research; Shirley Wilkins, field research manager; Gladys R. Kanrich, research department manager. For their latest report, read the story.

### How saturation radio compares with dailies in H-R study

Market	Radio			Newspapers	
	36 announcements in one day 6 a.m.-12 Mid			One full page	
	Net daily homes reached <sup>1</sup>	Times heard	Cost <sup>2</sup>	Daily circulation <sup>3</sup>	Cost <sup>4</sup>
New York	1,529,300	2.5	\$2,448.00	*1,801,786	\$3,640.00
Los Angeles	576,400	3.1	1,035.19	* 396,381	2,528.40
Chicago	574,100	3.5	2,224.00	* 740,224	4,374.72
San Antonio	58,600	3.6	396.00	** 81,615	694.40
Memphis	58,600	3.0	294.00	** 99,225	1,612.80
Peoria	30,100	4.1	180.00	** 58,333	842.80

Sources: (1) Different homes reached: Cumulative Pulse Audience November 1956. (2) Cost: Estimated from rate cards as of October 1957; fixed position announcement rates used, packages where applicable. (3) Daily circulation: ABC statements as of 1 March 1957 reported in SRDS of October 1957; to best relate data, ABC area which was most comparable to the Pulse rated area was used: \*City and retail trading zone, \*\*City Zones. (4) Cost: Full-page costs for newspapers with greatest circulation by SRDS October 1957. For details on how stations and papers were picked, see text.

This week, a station representative's research department handed national advertisers a useful double-bit axe. One edge can be used to cut ad costs, the other to cut away local dealer misconceptions on media.

Radio vs. newspapers as a basic medium is an old feud, and much has been said on both sides. The experienced agency media buyer has always been willing to listen to both, realizing that, like "oranges and apples" it's hard to mix and weigh them together. The local storekeeper, on the other hand, who is looking for national advertising support is often more impressed by the newspaper ad he can see or hold in his hand than in hearing how many radio announcements were aired.

Consequently, for the psychological benefit of these storekeepers, national advertisers frequently feel they have to kick off a campaign or introduce a new product first with full-page ads in newspapers. Assuming that cost, circulation and impact were about equal between newspaper and radio, this course might seem logical.

But as H-R Representatives and

## RADIO SUPER-SATURATION VS. FULL

If you have followed the tradition of using newspaper ads to kick off a new campaign or introduce a product largely on the basis of impressing your local dealers, then better study these charts. In a single day, radio can do this same introductory job, delivering more homes for less money through vertical super-saturation, according to a comparative radio-print study in six markets



many others have pointed out, radio can give the saturation of print at a fraction of the cost.

H-R points up a new concept for the quick introduction of a new product or for the one-day full-impact announcement of a new contest or sales campaign. This concept is vertical super-saturation with as many as 30 to 40 announcements on one station over a single day.

This research project, done by H-R's assistant director of research Martin Goldberg along with Pulse, is a comparative study of newspapers and radio in six major metropolitan areas. The newspapers in all cases were the highest circulated dailies. The stations were for the most part H-R-represented, and considered typical of leading outlets in each market.

In all markets, H-R research found radio the more efficient buy, with newspapers costing one-quarter to three times as much per 1,000 circulation.

According to Paul Weeks, vice president of H-R, the study also shows that in all markets the cost difference was such that additional radio budgets on

other stations are possible.

The cost differential between newspapers and radio on the basis of cost-per-1,000 circulation vs. radio homes was greatest in Memphis, Peoria and Los Angeles. In San Antonio, Chicago and New York, costs differences were less but savings still were substantial.

The study compared the number of different homes reached in one day in the metro areas by a major station running a schedule of 36 announcements with a full page ad in a major daily. The 36 radio announcements broke down this way: 18 minute announcements and another 18 spots of 20 or 30 seconds each.

The comparison eliminated the frequency of impact and listeners-per-set for radio. It also eliminated readers-per-copy and ad "noters" for newspapers. If readers-per-copy had been considered along with the percentage of readers who "noted" an ad (which can fall below 50%), Goldberg felt radio would have shown up to still better advantage; for then frequency and listeners-per-set would have had to be applied and this could have jumped radio circulation figures as much as

five times.

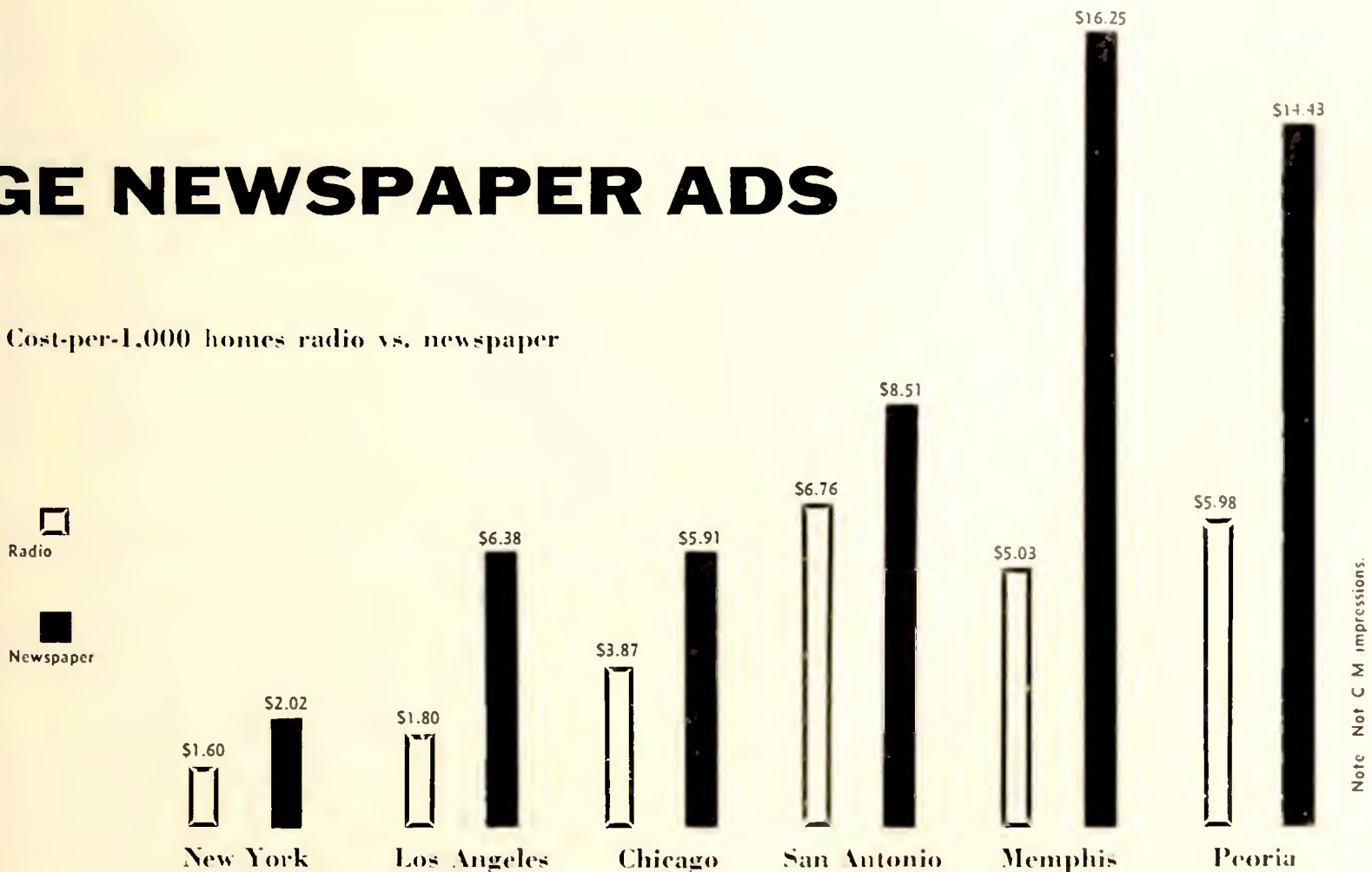
The significance of the H-R study to the national advertiser is obvious.

But what does it mean to the local distributor who supplies the advertised product to the stores and to the storekeeper himself who retails it to the public? When shown a newspaper ad for the product, they are convinced that here is tangible evidence that the manufacturer is doing something to help them move it. If they are in a co-op advertising plan, then they see before them the printed sheet toward which their contribution went. For the harried supermarket operator, with one eye peeled for kiddies who tear the premium tops off cereal boxes, it is an idea he can often grasp a little quicker than being told by a company representative that X number of radio spots were bought. Many advertisers, realizing this, make a point of promoting their radio buys to their distributors and dealers.

In the same way, it is possible for advertisers to make use of studies like this one by H-R to dramatize to their dealers and distributors what radio's impact represents.

# AGE NEWSPAPER ADS

Cost-per-1,000 homes radio vs. newspaper



How radio delivers more homes for less money: Chart shows cost-per-1,000 different radio homes reached with vertical super-saturation one-day campaign compared with cost-per-1,000 newspaper circulation (36 radio spots vs. full-page ad)

# WEB RADIO'S 23.3% ADVANCE

Amount of program time sold has gone up that much since July when SPONSOR began measuring medium. However, figures for December show a leveling-off, with an increase of 0.8%

**N**etwork radio sales in terms of program time have gone up 23.3% since the end of July.

The four-network total for the week beginning 7 December comes to 132.3 hours compared with 107.3 hours for the week beginning 20 July.

The latter date was the first week of SPONSOR's radio network business indicator.

Except for a dip in August, the program-time-sold total has gone up steadily during the latter half of 1957.

The biggest jump in the network

business indicator, which records a one-week tally every four weeks, came with the onset of fall when the amount of program time sold jumped 11.4% from August to September.

As the year draws to an end, the network business picture appears to have reached a plateau. Compared with the 9 November week, the 7 December period has gone up only 0.8%.

Main reasons for the slowdown were the cancellations on NBC. While new business on the network came to the equivalent of 129 minutes per week

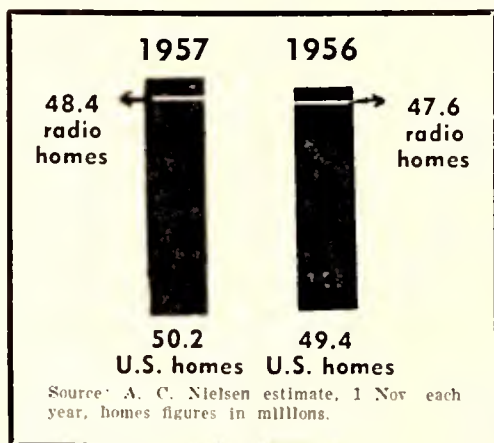
(see the next page for how SPONSOR calculates sales of time) the cancellations totaled 335 minutes.

NBC's losses came primarily from automotive sponsors. Chrysler, Dodge and Pontiac cars all dropped their schedules. General Foods and Lever Bros. also dropped out.

Biggest gainer was ABN, which was credited with 210 minutes via Texaco's sponsorship of the Metropolitan Opera broadcasts. ABN cancellations totaled 70 minutes.

## 1. RADIO'S DIMENSIONS TODAY

Radio homes index



Radio station index

End of October 1957				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3157	122	368	116
Fm	533	47	29	9
End of October 1956				
Am	2940	121	282	111
Fm	517	20	9	0

Source: FCC monthly reports, commercial stations. \*September each year.

Radio set index

Set location	1957	1956
Home	90,000,000	82,000,000
Auto	35,000,000	32,000,000
Public places	10,000,000*	10,000,000
<b>Total</b>	<b>135,000,000</b>	<b>124,000,000</b>

Source: RAB, 1 January 1956, 1 July 1957, sets in working order. \*No new information.

Radio set sales index

Type	Sept. 1957	Sept. 1956	Nine Months 1957	Nine Months 1956
Home	893,366	756,345	5,840,372	5,405,052
Auto	446,419	349,790	3,839,345	3,060,093
<b>Total</b>	<b>1,339,785</b>	<b>1,106,135</b>	<b>9,679,717</b>	<b>8,465,145</b>

Source: Electronic Industries Assn. (formerly RETMA). Home figures are retail sales, auto figures are factory production.



## 2. NETWORK TIME PURCHASES RISE 0.8%

Network radio sales, in terms of program time, are up 0.8% for the current week compared with four weeks ago, according to SPONSOR. Sales figures in the business indicator at right are taken from the complete current list of network radio clients below as well as the previous list run in the last issue of Radio Basics. For purposes of comparability, 6-second and 8-second commercials are considered as 30 seconds of program time while 20-second and 30-second commercials are considered two minutes of program time. In the list below, covering week beginning 7 December, minute commercials sold as such are figured as five minutes of program time.

### NETWORK BUSINESS INDICATOR

Program Hours Sponsored	
Week beginning	Hours
7 Dec	132.3
9 Nov.	131.2

## ABN

**AFL-CIO:** institutional; *Ed. P. Morgan*; M-F; 75 min.; *J. W. Vandercook*; M-F; 25 min.  
**American Bird Food Mfg. Co.:** *Breakfast Club*; W; 5 min.  
**Assemblies of God:** religious; *Revivaltime*; Su; 30 min.  
**Bankers Life:** White Cross Hospital Plan; *Paul Harvey*; Su; 15 min.  
**Beatrice Foods:** *LaChoy*; *Breakfast Club*; Th; 5 min.  
**Beltone:** hearing aids; *Breakfast Club*; Tu; 10 min.  
**Bristol-Myers:** Bufferin; *Breakfast Club*; M,W,F; 15 min.  
**Campana Sales:** Ayds, Italian Balm; *Breakfast Club*; F; 5 min.  
**Duffy-Mott:** Sunsweet prunes, juice; *Breakfast Club*; Tu,F; 10 min.  
**EKCO Products:** kitchen utensils; *Breakfast Club*; M-F; 25 min.  
**Frito Co.:** Fritos; *Breakfast Club*; W,Th,F; 15 min.  
**General Foods:** Calumet; *Breakfast Club*; M; 5 min.; Post Cereals; *Breakfast Club*; M-F; 25 min.  
**Gospel Broadcasting:** *Old Fashioned Revival Hour*; Su; 60 min.  
**Billy Graham:** religious; *Hour of Decision*; Su; 30 min.  
**Highland Church of Christ:** religious; *Herald of Truth*; Su; 30 min.  
**Krechmer Corp.:** wheat germ; *Breakfast Club*; Tu; 5 min.  
**KVP Co.:** freezer wrap, shelving paper; *Breakfast Club*; F; 5 min.  
**Lewyt Corp.:** vacuum cleaners; *Breakfast Club*; Th; 5 min.  
**Midas Muffler:** auto mufflers; *Weekday Newscasts*; M-F; 25 min.  
**Milner Products:** Perma Starch, Pine-Sol; *Breakfast Club*; W; 5 min.  
**National Brands, div. of Sterling Drug:** Dr. Caldwell's; *Sunshine Boys*; M-F; 25 min.  
**Norwich-Pharmaco:** Pepto-Bismol; *Weekend News*; Sa,Su; 90 min.  
**Oral Roberts Evangelistic Assn.:** religious; *Oral Roberts' Broadcasts*; Su; 30 min.  
**Pioneer Industries:** belts; *Breakfast Club*; M,W,F; 15 min.  
**Plough, Inc.:** Mesterol, St. Joseph's Aspirin, others; *Newscasts*; M-F; 35 min.  
**Radio Bible Class:** religious; *Radio Bible Class*; Su; 60 min.  
**R. J. Reynolds:** Winston; *Weekday Newscasts*; M-F; 25 min.; *Weekend Newscasts*; Sa,Su; 90 min.  
**Rust Craft Publishing Co.:** greeting cards; *Breakfast Club*; W; 5 min.  
**Sandura Company:** floor covering; *Breakfast Club*; Th; 5 min.  
**Sleep-Eze:** sleeping tablets; *Breakfast Club*; M,F; 10 min.  
**Texas Company:** gasoline & motor oil; *Metropolitan Opera*; Sa; 210 min.  
**Voice of Prophecy:** institutional; *Voice of Prophecy*; Su; 30 min.  
**Dr. Thomas Wyatt:** institutional; *Wings of Healing*; Su; 30 min.

## CBS

**Aero Mayflower:** *George Herman—News*; M-Sa; 30 min.; *Eric Sevareid—News*; M-Sa; 30 min.  
**American Bird Food:** *Houseparty*; Th; 7½ min.

**American Home Foods:** *Wendy Warren*; Th,F; 10 min.; *Chef Boy-ar-dee pizza pie*; *Amos 'n' Andy*; Tu,Th; 15 min.; *Arthur Godfrey*; Th; 15 min.; *Nora Drake*; W,Th; 7½ min.; *Ma Perkins*; W; 7½ min.; *Road of Life*; W; 7½ min.; *Second Mrs. Burton*; Th; 7½ min.; *Strike It Rich*; Tu-F; 22½ min.  
**American Home Prod.:** *Wendy Warren*; Th,F; 10 min.  
**American Motors:** *Kelvinator*; *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Amos 'n' Andy*; Sa; 5 min.; *Mitch Miller*; Su; 5 min.; *Sez Who*; Su; 5 min.  
**Angostura-Wupperman:** *Arthur Godfrey*; F; 10 min.  
**Armour:** *Arthur Godfrey*; Th,F; 30 min.  
**Best Foods:** *Helen Trent*; Tu; 7½ min.; *Our Gal Sunday*; M; 7½ min.; *Nora Drake*; M,W; 15 min.; *Second Mrs. Burton*; W,F; 15 min.; *Johnny Dollar*; Su; 5 min.; *Gunsmoke*; Sa,Su; 10 min.; *Young Dr. Malone*; Tu; 7½ min.; *Amos 'n' Andy*; Tu,Sa; 10 min.; *Galen Drake*; Sa; 5 min.  
**Bristol Myers:** *Arthur Godfrey*; M,W; 60 min.  
**Campana Sales:** *Robert Q. Lewis*; Sa; 5 min.  
**Carter Products:** *Nora Drake*; M; 7½ min.; *Second Mrs. Burton*; Tu; 7½ min.; *Dr. Malone*; W,Th; 15 min.; *Our Gal Sunday*; F; 7½ min.  
**Chesebrough-Pond's:** *Football Scoreboard*; Sa; 5 min.  
**Chrysler:** *Chrysler*; *City Hospital*; Sa; 5 min.; *Sports Resume*; Sa; 5 min.; *World Tonight*; Sa; 5 min.; *Sez Who?*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Dodge*; *World Tonight*; F; 5 min.  
**Chun King Sales:** *Arthur Godfrey*; W & F, alt. wks.; 15 min.  
**Clairel:** *Galen Drake*; Sa; 5 min.  
**Colgate-Palmolive:** *Our Gal Sunday*; M-F; 37½ min.; *Backstage Wife*; M-F; 37½ min.; *Strike It Rich*; M-F; 37½ min.; *2nd Mrs. Burton*; M-F; 37½ min.  
**Comstock Foods:** *Robert Q. Lewis*; Sa; 5 min.  
**Curtis Circulation:** *Arthur Godfrey*; Tu; 15 min.  
**Ex-Lax:** *City Hospital*; Sa; 5 min.; *Robert Q. Lewis*; Tu,Th,F; 15 min.; *Suspense*; Su; 5 min.; *World Tonight*; Th; 5 min.  
**Ford Motor:** Ford div.; *Ford Road Show—Bing Crosby, Rosemary Clooney*; M-F; 25 min.; Sa; 10 min.; Su; 20 min.; *World News Round Up*; M-F; 25 min.; *Ford Road Show—Arthur Godfrey*; M-F; 125 min.; *Edward R. Murrow*; M-F; 75 min.  
**General Foods:** *Arthur Godfrey*; Tu,Th,F; 15 min.; *Wendy Warren*; Th; 5 min.; *World News Roundup*; Su; 5 min.; *Gunsmoke*; Su; 5 min.; *Amos 'n' Andy Music Hall*; M-F; 25 min.; *Galen Drake*; Sa; 5 min.; *Gunsmoke*; Sa; 5 min.; *Road of Life*; M; 7½ min.; *Strike It Rich*; Th,F; 15 min.; *Right To Happiness*; F; 7½ min.; *Nora Drake*; W; 7½ min.  
**General Motors:** *Chevrolet*; *Allan Jackson—News*; Sa; 20 min.; *Robert Trout—News*; Su,M-F; 50 min.; *Delco*; *Lowell Thomas*; M-F; 75 min.; *GMC trucks*;

**NOTE:** Data on line purchased refer to weekly brand or advertiser total for each program. Time bought for particular brands is shown where possible. In cases where groups of brands precede a show or group of shows, it was not possible to pinpoint which brands were advertised on each show or on which days of the week the brands were advertised. Except for about half a dozen of their sponsors, brand

Information was not available from CBS. List shows complete client roster up to presstime. In NBC list, rot. means commercials are rotated on different days of the week under the week's run of schedule plan. All data are in terms of program time, except for MBS and NBC where commercials shorter than a minute are listed separately. On NBC radio, minute commercials are arbitrarily credited as five minutes of program time.



**NETWORK RADIO CLIENTS** *continued . . .*

**Grove Labs.:** *Johnny Dollar*; Su; 5 min.; *FBI In Peace & War*; Su; 5 min.; *Gunsmoke*; Sa,Su; 10 min.; *Sez Who?*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Sa; 5 min.; *Amos 'n' Andy*; M-F; 25 min.; *Robert Q. Lewis*; M,W,F; 15 min.; *World Tonight*; Tu,Th,F; 15 min.; *Galen Drake*; Sa; 5 min.; *Sports Resume*; Su; 5 min.

**Hartz Mountain Prod.:** *Arthur Godfrey*; Th & F, alt. wks.; 15 min.

**H. J. Heinz:** *Sez Who?*; Su; 5 min.; *Robert Q. Lewis*; Sa; 5 min.

**Home Insurance Co.:** *Jack Benny*; Su; 30 min.

**Hudson Vitamin Products:** *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.

**Johnson & Johnson:** *Amos 'n' Andy*; M,Tu,Th; 15 min.; *Mitch Miller*; Su; 5 min.; *FBI In Peace & War*; Su; 5 min.; *Gunsmoke*; Sa; 5 min.

**Kitchens of Sara Lee:** *Arthur Godfrey*; F; 15 min.

**Lever Bros.:** *Ma Perkins*; M-F; 37½ min.; *Romance of Helen Trent*; M-F; 37½ min.; *Ma Perkins*; M-F alt. wks.; 18¾ min.; *Young Dr. Malone*; M-F; 37½ min.; *House Party*; M-F; 37½ min.; Lipton div.; *Ma Perkins*; M-F; 37½ min.

**Lewis Howe:** *Robert Q. Lewis*; Sa; 5 min.

**Libby, McNeil & Libby:** *Arthur Godfrey*; Tu; 15 min.

**Longines-Wittnauer:** *Longines Symphonette*; Su; 30 min.

**P. Lorillard:** *Kent*; *World Tonight*; F,Sa,Su; 15 min.; *Mitch Miller*; Su; 5 min.; *Sports Resume*; Sa,Su; 10 min.; *Saturday Night Country*; Sa; 5 min.; *Amos 'n' Andy*; F,Sa; 10 min.; *Johnny Dollar*; Su; 5 min.; *Robert Q. Lewis*; F; 5 min.; *Suspense*; Su; 5 min.; *World News Roundup*; Su; 5 min.; *Washington Week*; Su; 5 min.

**Mentholatum Co.:** *Nora Drake*; M; 7½ min.; *Road of Life*; M,W,F; 22½ min.; *Backstage Wife*; Tu,Th; 15 min.; *Second Mrs. Burton*; F; 7½ min.

**Miles Labs:** *Wendy Warren*; M-F; 25 min.; *Bill Downs—News*; M-F; 25 min.

**Milner Products:** *Robert Q. Lewis*; Sa; 5 min.

**Philip Morris:** *Country Music Show*; F,Su; 50 min.

**Mutual of Omaha:** *Arthur Godfrey*; W; 18¾ min.

**National Biscuit:** *Wendy Warren*; M,Tu,W; 15 min.; *Houseparty*; M,Th,F; 22½ min.

**North American Philips:** *Herman Hickman-Sports*; M,W,F; 15 min.

**Peter Paul:** *Arthur Godfrey*; Tu alt. wk.; 15 min.

**Charles Pfizer & Co.:** *Gunsmoke*; Su; 5 min.; *Amos 'n' Andy*; Th; 5 min.

**Pharma-Craft Corp.:** *Arthur Godfrey*; M, alt. Tu,F; 30 min.; *Helen Trent*; W,F; 15 min.; *Nora Drake*; Th; 7½ min.; *Young Dr. Malone*; alt. M; 7½ min.; *Houseparty*; M,F; 15 min.

**Plough, Inc.:** *St. Joseph aspirin, Musterole*; *Robert Q. Lewis*; Tu,Th,Sa; 15 min.

**R. J. Reynolds:** *Herman Hickman—Sports*; Tu,Th,Sa; 15 min.

**Scott Paper:** *Young Dr. Malone*; Th,F; 15 min.; *Helen Trent*; M,Th; 15 min.; *Our Gal Sunday*; Tu; 7½ min.

**Scripto:** *Amos 'n' Andy*; F; 5 min.; *Robert Q. Lewis*; F,Sa; 10 min.; *Galen Drake*; Sa; 5 min.; *Gunsmoke*; Sa,Su; 10 min.; *Mitch Miller*; Su; 5 min.; *World News*; Su; 5 min.; *Sports Resume*; Su; 5 min.

**Seeman Bros.:** *Arthur Godfrey Time*; W; 15 min.

**Seven-Up:** *Amos 'n' Andy*; M; 5 min.

**Simoniz:** *Arthur Godfrey*; W; 15 min.; *House Party*; W; 15 min.; *G. Singer*; *Arthur Godfrey*; M & alt F; 22½ min.

**A. E. Staley:** *House Party*; Tu; 15 min.; *Arthur Godfrey*; F; 15 min.

**Standard Brands:** *Arthur Godfrey*; M, & 4th F; 37½ min.

**Sterling Drug:** *Gunsmoke*; Su; 5 min.; *FBI in Peace & War*; Su; 5 min.

**U. S. Steel:** *Galen Drake*; Sa; 5 min.; *Robert Q. Lewis*; Sa; 5 min.; *Amos 'n' Andy*; Sa; 5 min.; *Sez Who?*; Sa; 5 min.; *Mitch Miller*; Sa; 5 min.

**Vick Chemical:** *Amos 'n' Andy*; M,W,Sa; 15 min.; *Gunsmoke*; Sa, Su; 10 min.; *Sez Who?*; Su; 5 min.; *Mitch Miller*; Su; 5 min.; *Robert Q. Lewis*; M,W,Sa; 15 min.; *Johnny Dollar*; Su; 5 min.; *Amos 'n' Andy*; Sa; 5 min.; *City Hospital*; Sa; 5 min.; *Galen Drake*; Sa; 5 min.; *Rusty Draper*; M-F; 25 min.; *Indictment*; Su; 5 min.

**Weco Products:** *Arthur Godfrey*; M; 15 min.

**F. W. Woolworth:** *Woolworth Hour*; Su; 60 min.

**Wm. Wrigley, Jr.:** *Howard Miller Show*; M-F; 75 min.; *Pat Buttram Show*; M-F; 75 min.

**MBS**

**B. T. Babbitt:** *Bab-O*; *newscast adjacencies*; 13 20-sec.; *Tommy Henrich*; Sa,Su; 10 min.; *Ken French*; Su; 5 min.; *Henry Mustin*; Sa; 5 min.; *Ken French*; M-F; 25 min.

**Benrus Watch:** *watches*; *newscast adjacencies*; 100 8-sec.

**Beltone:** *hearing aid*; *Gabriel Heatter—News*; Th; 5 min.

**Christian Reformed Church:** *religious*; *Back To God*; Su; 30 min.

**Chrysler Corp.:** *newscast adjacencies*; M-F; 5 20-sec.

**Coca-Cola:** *Coca-Cola*; *Eddie Fisher*; Tu,Th; 30 min.

**Consumer Drug Corp.:** *Oragen*; *Gabriel Heatter—News*; M-F; 25 min.; *John Scott—News*; Su; 5 min.

**Dawn Bible Institute:** *religious*; *Frank and Ernest*; Su; 15 min.; *Datelines and the Bible*; Su; 10 min.

**Dawn Bible Students Assn.:** *Datelines and the Bible*; Su; 10 min.

**Equitable Life:** *insurance*; *newscast adjacencies*; 100 8-sec.

**Ex-Lax, Inc.:** *Ex-Lax*; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.; *Gabriel Heatter*; *adjacencies*; M-F; 10 20-sec.

**First Church of Christ, Scientist:** *religious*; *How Christian Science Heals*; Su; 15 min.

**General Foods:** *Jell-O*; *newscast adjacencies*; 30 8-sec.; *Steve McCormick—News*; M-F; 25 min.

**General Motors:** *Pontiac*; *Notre Dame Football*; Sa; 90 min.

**Gospel Hour, Inc.:** *The Gospel Hour*; Su; 25 min.

**Billy Graham Evangelical Assn.:** *Billy Graham*; Su; 30 min.

**H. J. Heinz:** *soups*; *Ken French—News*; Tu,W,Th; 15 min.

**Hudson Vitamin Corp.:** *vitamins*; *Gabriel Heatter*; Su; 5 min.

**Kraft Foods Co.:** *All Purpose oil, mustard, Kraft dinner, Miracle Whip, Italian dressing, cheese spreads, Parkay margarine*; *Tommy Henrich—Sports News*; Sa; 10 min.; *Les Higbie—News*; M-F; 25 min.; *Robert Hurleigh—News*; M-F; 25 min.; *John B. Kennedy—News*; M-F; 25 min.; *Frank Singiser—News*; M-Sa; 30 min.; *Westbrook Van Voorhis—News*; M-F; 25 min.; *John McLean—News*; Sa; 10 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

**Lever Brothers:** *Pepsodent, Dove*; *newscasts*; Su-Sa; 215 min.

**P. Lorillard:** *Newport*; *newscast adjacencies*; 18 20-sec.

**Lutheran Laymen's League:** *religious*; *Lutheran Hour*; Su; 30 min.

**Permanette:** *Art Gleason—News*; M-F; 25 min.; *John Wingate—News*; M-F; 25 min.; *Henry Mustin—News*; Su; 5 min.

**Pharma-Craft:** *Coldene products*; *Notre Dame Football*; *Warm-Up*; Sa; 5 min.; *Wrap-Up*; Sa; 5 min.

**Radio Bible Class:** *religious*; *Radio Bible Class*; Su; 30 min.

**R. J. Reynolds:** *Camels*; *newscast adjacencies*; M-Sa; 13 20-sec.

**Rhodes Pharmacal Co.:** *Imdrin*; *Gabriel Heatter—News*; Tu; 5 min.

**Helaine Seager:** *Pink Ice*; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; W; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

**Sleep-Eze Co.:** *Sleep-Eze*; *Gabriel Heatter—News*; Su,F; 10 min.

**Sterling Drug:** *National Brands Div.:* *Fizrin analgesic alkalizer*; *Gabriel Heatter*; Su; 5 min.; M-F; 25 min.; *John Wingate*; M-F; 25 min.; *Bill Stern's Sports Beat*; Su; 5 min.; *True Detective Mysteries*; M; 5 min.; *Treasury Agent*; Tu; 5 min.; *Gang Busters*; Wed.; 5 min.; *Secrets of Scotland Yard*; Th; 5 min.; *Counter-Spy*; F; 5 min.

**Voice of Prophecy:** *religious*; *Voice of Prophecy*; Su; 30 min.

**Whitehall Pharmacal:** *Anacin*; *Westbrook Van Voorhis—News*; M-F; 75 min.

**Wings of Healing:** *religious*; *Wings of Healing*; Su; 60 min.

**Word of Life Fellowship:** *religious*; *Word of Life Hour*; Sa; 30 min.

**NBC**

**Allis-Chalmers:** *institutional*; *Farm & Home Hour*; Sa; 25 min.

**American Motors:** *Rambler*; *Monitor*; Sa,Su; 55 min.

**American Oil:** *Amoco products*; *Monitor*; Sa,Su; 50 min.

**Anahist Co.:** *Anahist*; *Bandstand*; Tu; 5 min.; *One Man's Family*; Tu; 5 min.; *Affairs of Dr. Gentry*; M,W,Th; 15 min.; *Nightline*; Tu,W,Th; 15 min.; *Monitor*; F,Sa; 25 min.



**Bell Telephone:** *Telephone Hour*; M; 30 min.

**Billy Graham Evangelistic Assn.:** *Hour of Decision*; Sa; 30 min.

**Bristol-Myers:** *Bullerim; Hourly News*; M-F; 105 min., 21 30-sec.

**Brown & Williamson:** *Kqols, Viceroy; Hourly News*; M-F; 215 min., 12 30-sec.

**Carling Brewing:** *Red Cap ale; Monitor*; Sa,Su; 60 min.

**Carter Products:** *Arrid* (20 min.); *Little Liver Pills* (45 min.); *Bandstand*; M,F; 10 min.; *True Confessions*; rot.; 5 min.; *Woman In My House*; rot.; 5 min.; *One Man's Family*; rot.; 5 min.; *Pepper Young's Family*; rot.; 5 min.; *News of The World*; M,W; 10 min.; *Monitor*; Sa; 5 min.

**Daw Chemical:** chemical prod.; *Red Foley Show*; Sa; 25 min.

**Evangelical Foundation:** religion; *Bible Study Hour*; Su; 30 min.

**Ex-Lax:** Ex-Lax; *Monitor*; Sa,Su; 1 30-sec., 5 6-sec.; *Bandstand*; M,W,Th,F; 2 6-sec., 2 30-sec.; *Pepper Young's Family*; M-W; 5 min., 2 30-sec.; *One Man's Family*; M-Th-F; 10 min., 1 30-sec.; *People Are Funny*; W; 5 min.; *Great Gildersleeve*; Tu; 5 min.; *Life & The World*; Th; 5 min.; *My True Story*; M,W,F; 15 min.

**Foster-Milburn:** Doan's pills; *My True Story*; M; 5 min.

**R. T. French Co.:** bird seed; *My True Story*; Tu,Th; 10 min.

**Gillette:** Gillette prods., Paper-Mate, Toni prod.; *Boxing*; F; 25 min.

**Grove Labs:** hair products; *Monitor*; Sa,Su; 50 min.; *Bromo-Quinine*; *My True Story*; Tu,Th; 2 30-sec.; *Bandstand*; M-F; 5 30-sec.; 15 min.; *True Confessions*; Tu,Th; 5 min.; 1 30-sec.; *Affairs of Dr. Gentry*; M,W,F; 5 min.; 2 30-sec.; *5 Star Matinee*; Tu,Th; 5 min.; 1 30-sec.; *Pepper Young's Family*; M,W,F; 5 min.; 2 30-sec.; *One Man's Family*; M,W,F; 10 min.; 1 30-sec.; *Great Gildersleeve*; Tu; 1 30-sec.; *A Minus 1*; Th; 5 min.; *Monitor*; Sa,Su; 3 30-sec.; 10 min.

**Insurance Co. of N. America:** insurance; *Monitor*; Sa,Su; 25 min.

**P. Larillard:** Newport; *Fibber McGee & Molly, Bob & Ray* (*Monitor*); Sa,Su; 50 min.; 10 30-sec.

**Lutheran Loymen's League:** religion; *Lutheran Hour*; Su; 30 min.

**Massey-Harris-Ferguson:** farm implements; *Alex Dreier*; Sa; 15 min.

**Morton Salt:** salt; *Alex Dreier—News*; Sa; 5 min.

**Mutual of Omaha:** *On the Line With Considine*; Su; 15 min.

**North American Von Lines:** moving; *Monitor*; Sa,Su; 25 min.

**Northeast Airlines:** *Monitor*; Sa,Su; 25 min.

**Porker Bros.:** games; *Great Gildersleeve*; Tu; 5 min.; *My True Story*; M; 5 min.; *One Man's Family*; Tu; 5 min.; *People Are Funny*; W; 5 min.; *Various Shows*; W,Th; 2 30-sec.

**Pharmo-Croft:** Coldene; *News of the World*; M,W,F; 15 min.

**Plough, Inc.:** St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor*; Sa,Su; 55 min.; 9 30-sec.; *My True Story*; M,W,F; 15 min.; *Bandstand*; Tu-F; 20 min.

**Procter & Goble:** Gleem; *Various Shows*; Su-Sa; 21 30-sec.; 20 6-sec.

**Ralston-Purino:** feed division; *Harkness—News*; M-F; 25 min.

**RCA:** pop records; *Bandstand*; M-F; 5 30-sec.; *Nightline*; M-Th; 10 min.; 4 6-sec.; *Monitor*; Sa,Su; 6 30-sec.

**Reader's Digest:** Magazine, Condensed Book Club; *Hourly News*; M-F; 525 min.; 21 30-sec.; *Bandstand*; M; 5 min.; *Monitor*; F; 5 min.

**R. J. Reynolds:** Camel; *News of the World*; M-F; 25 min.; Prince Albert; *Grand Ole Opry*; Sa; 30 min.

**Richfield Oil:** oil products; *Richfield Reporter*; Su-F; 90 min.

**Skelly Oil:** oil; *Alex Dreier—News*; M-Sa; 90 min.

**Standord Brands:** Instant Chase & Sanborn; *Bandstand*; M-F; 10 min., 10 30-sec.; *True Confessions*; W,Th,F; 15 min.; *Affairs of Dr. Gentry*; W,F; 10 min.; *Five Star Matinee*; M,Th; 10 min.; *Royal Desserts*; *Affairs of Dr. Gentry*; 15 min.; *Bandstand*; 5 min.; *Five Star Matinee*; 5 min.; *Pepper Young*; 10 min.; *True Confessions*; 15 min.; *Various Shows*; 10 30-sec.

**Sun Oil:** oil; *Three Star Extra*; M-F; 75 min.

**Swift & Co.:** All-sweet marg.; *True Confessions*; Th,F; 1 30-sec., 5 min.; *My True Story*; W-F; 1 30-sec., 10 min.; *Bandstand*; Tu-F; 4 30-sec., 10 min.; *Affairs of Dr. Gentry*; F; 5 min.; *Five Star Matinee*; W,F; 1 30-sec., 5 min.; *Woman In My House*; Th,F; 10 min.

**Vick Chemical Co.:** Vaporub; various programs; Tu-Sa; 30 6-sec.

**Voice of Prophecy:** religion; *Voice of Prophecy*; Su; 30 min.

**Whitehall Pharmacal Co.:** Anacin; *Bandstand*; M,T,Th; 15 min.; *True Confessions*; M,W,F; 15 min.; *Affairs of Dr. Gentry*; M,W; 10 min.; *Five Star Matinee*; M,W,F; 15 min.; *Woman In My House*; Tu,Th,F; 15 min.; *Nightline*; Tu,W,Th; 15 min.; *Monitor*; F,Sa; 5 min., 1 6-sec.

## VIDEOTOWN

(Continued from page 30)

every year until it now stands at 16% in 1957.

Morning radio, never drastically affected by tv, showed a steady increase right through 1955, when the percentage listening reached 25%. But 1956 saw the percentage slip to 23% and 1957 has seen it veer off again to 19%. Afternoon radio listening has shown very little change. The Videotown report has this to say: "While there is very little change in the number of people listening to the radio in the home at some time during the day, the total amount of time spent listening to radio on weekdays, when people do listen, has shown a downward trend. . . . With the number of listeners remaining stationary for the whole day, total hours per week for the average person (about two and three-quarters) are slightly less than the level of 1955 and 1956, and below previous years. (These figures do not include car radio listening.)"

Radio set saturation is at about 94%, but 1957 has seen a very slight drop in multiple sets. "No doubt due," said C&W's Tasker, "to getting rid of old living room sets."

- Tv set saturation in Videotown has increased steadily (93% in 1957). But the peak year in sales was 1950 (see chart). This year has seen a sharp increase in replacement sets, but a drop in new owner sales. Says the report: "If color tv is not priced within the reach of the average family, there will be no significant change in the sales trend in 1957."

- Although the desire for multiple set ownership remains at a low level, the number of two-set homes has increased slowly but steadily from one percent of the tv families in 1951 to 10% this year.

- Videotowners apparently are willing to spend less for a color tv this year than last. The median price they said they were willing to pay in 1956 was \$360; this year it is \$320. Reactions to color tv were mixed, but about 50% of the respondents expressed a wish to someday own color. About 18% hope one day to own portables.

What has this 10-year study of New Brunswick shown? Briefly this: four years of phenomenal growth followed by six years that mark tv's permanent entrenchment in the life of Videotown.



# T. V. spot editor

*A column sponsored by one of the leading film producers in television*

**SARRA**

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



"The secret ingredient in Chock Full O'Nuts Coffee is money." This theme is beautifully portrayed in a series of 60, 20, and 10 second spots starring Jean Martin who sings of that "heavenly coffee." Dramatic effects of money showering like rain or money pouring from a counting machine point up lyrics built around "Better coffee no millionaire's money can buy." Produced by SARRA for CHOCK FULL O'NUTS CORP. through GREY ADVERTISING AGENCY, INC.

**SARRA, INC.**

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



The dual purpose of this live 60-second spot for Sportsman is to appeal to women from the gift angle, and to encourage men to buy the products for themselves. The device: a beautiful woman in a glamorous setting, telling the viewer how much she admires the type of man who uses Sportsman Grooming Essentials. Each product is identified and followed by the black and white silhouette of the Sportsman girl to tie in with the sponsor's print advertising. Produced by SARRA for SPORTSMAN DIVISION OF RICHARD HUDNUT through NORMAN, CRAIG & KUMMEL, INC.

**SARRA, INC.**

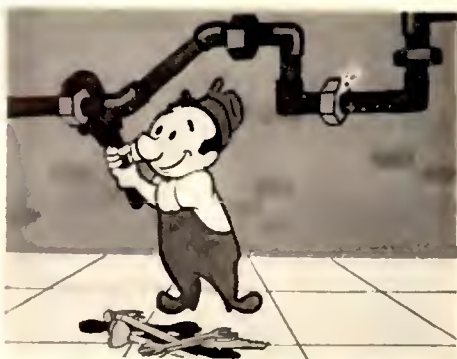
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



Three well-known television characters—Kukla, Fran and Ollie (and some of their friends)—talk and sing about S&H Green Stamps in a series of live 60-second and 20-second commercials that sell much harder than meets the eye—or the ear! Fran's chats with her famous friends make a lively story of each spot. For a change of pace Fran is left out of some and the puppets do the entire commercial. Wherever possible the "S&H Distinguished Merchandise Catalogue" or the familiar S&H Shield is worked logically into the action. Produced by SARRA for THE SPERRY AND HUTCHINSON COMPANY through SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

**SARRA, INC.**

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



The problem here was to devise a series of TV commercials to sell Molson's Export Ale in the Province of Quebec. (The law does not permit showing bottles or product-in-use.) Sarra's solution: 60-second and 20-second spots, in French and English versions, that underscore *enjoyment*. In full animation, a friendly, sympathetic little character struggles through everyday predicaments until the Molson label assures him that "Life Can Be Pleasant." For further identification, the label appears full-screen at the close of each commercial. Created by SARRA for MOLSON'S BREWERY LIMITED through COCKFIELD, BROWN & COMPANY LIMITED.

**SARRA, INC.**

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street





Latest entry in the after-the-westerns-what? sweepstakes is humor. This week most syndicators had at least one laugh series on their agenda.

Screen Gems topped the list with five comedies in the eight pilots it will show early next year. The five: Howe and Hummel; My Old Man (Ed Wynn); Minerva (Myrna Loy); Dear George; and Too Young to Go Steady (family situation comedy).

To the trade, it thus looks as though the syndicators are going to tackle a program category that admittedly is one of the toughest (lack of writers is one major headache). Encouragement for the attempt meantime comes from some studies by Dr. Dichter's Institute for Motivational Research. They size up comedy's strong points thus:

- 1) The viewer has a chance to laugh at his own foibles.
- 2) He sees his own life as less prosaic because everyday foul-ups are elevated to the level of dramatic art.
- 3) He finds justification in being irked at the little things everybody else does.
- 4) He learns to handle annoyances with humor and wit.
- 5) He picks up some helpful bits—Wiscracks that he can repeat, trends in clothing, furniture, etc.

Esskay Quality Meats is adding four more markets to the Casey Jones (Screen Gems), schedule it currently is carrying on WJZ, Baltimore (through Van-Sant, Dugdale).

The new quartet consists of WTAR-TV, Norfolk, WGAL-TV, Lancaster, WBOC-TV, Salisbury, and WSVA-TV, Harrisburg, Va. Along with the expanded schedule goes a merchandising campaign involving, among other things, a kids' Roundhouse Gang club.

Official Films, which is marketing three first-run series within the space of as many months, says that *Sword of Freedom* has reached the half-million dollar sales mark; *The Big Story* has hit the \$700,000; and *Decoy* has moved into the million dollar circle, thus recouping almost all negative costs.

Not only AAP's minority stockholders, but also the previously friendly majority group, now don't want to be absorbed by NTA.

In short, NTA has to battle the works. The complicated affair next comes up in the New York State Supreme Court 11 December.

**FLASHES FROM THE FILM FIELD:** NTA concluded its purchase of controlling interest in KMGH-TV, Minneapolis-St. Paul, through the purchase of 75% of the stock in United Television, Inc. Don Swartz has been named general manager of the station.

A seven-market buy of Ziv's *Sea Hunt* by Anheuser-Busch boosts sale of the series to 117 markets. Budweiser beer will use the telefilms in Hartford, Lancaster, New Haven, Norfolk, Providence, Springfield, and Washington, starting early next year. D'Arcy (St. Louis) is the agency.

Perry Como will debut on Mexico City tv this week sponsored by RCA and Helene Curtis . . . Latest Pulse report shows *Boots and Saddles* the leading syndicated fare in 22 markets: the audience composition is 43% men and 46% women—reaching more men than any other first-run entry.

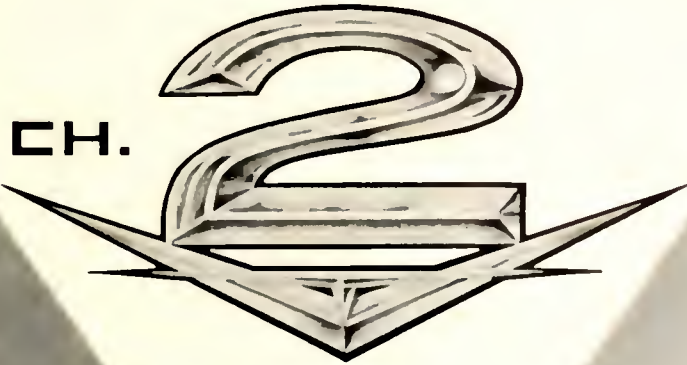
ABC TV is taking over any continuing obligations Mennen may have in OSS and putting the series into syndication . . . Wonderful Productions has resumed syndicated sale of its kid thriller—the Willie Wonderful series . . . Ziv's latest series *Target* signed for 35 Pacific markets by Olympia Brewing Company for a spring start.

(For other film news and comments, see News and Idea Wrap-Up, page 59.)



# WEBAY

GREEN BAY



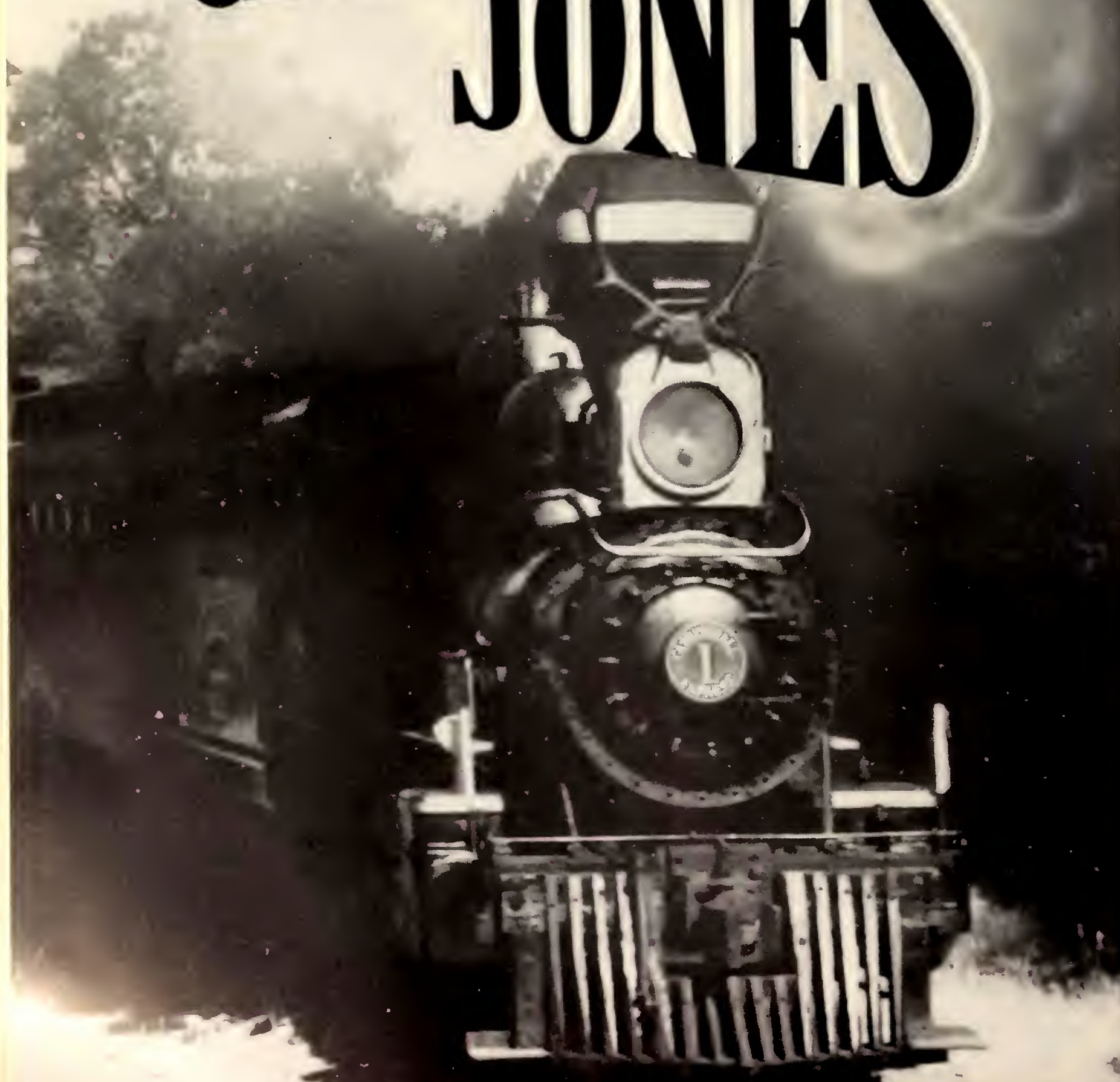
GIVES PERSONAL SERVICE TO  
the Land of Milk & <sup>M</sup>Honey!

\*SMALL CITIES & BIG FARMS...360,000 FAMILIES



**TOPS ALL COMPETITION IN**

# **CASEY JONES**





# IRST 4 CITIES REPORTING!!

## ATLANTA – WAGA-TV

RATING\*

**CASEY JONES 22.2**

IF YOU HAD A MILLION 11.1  
ASSIGNMENT ATLANTA and JOHN DALY and the NEWS 4.4

## SACRAMENTO – KCRA-TV

RATING\*

**CASEY JONES 31.6**

EVE ARDEN 19.4  
SUGARFOOT 9.9

Here's the train you can't afford to miss!

*American Dairy Association, Ronson, Esskay Quality Meats (5 Markets),  
Dr. Pepper Beverages, Holsum Bakery, Central Power and Heat, and Hammond Organ*

are just a few of the many happy passengers riding to new high ratings with "Casey Jones"!

... And Casey and his famous Cannonball Express are now delivering the mail in

*New York, Chicago, Los Angeles, Philadelphia, Cleveland, Boston,*

*Washington, D.C., San Francisco and 52 other leading cities too!*

It's time for you to climb aboard . . . *make your reservation today!*

## BALTIMORE – WJZ-TV

RATING\*

**CASEY JONES 19.3**

ROBIN HOOD 17.3  
CORRALING the COLTS 15.3  
OTHERS 0.8

## DETROIT – WWJ-TV

RATING\*

**CASEY JONES 16.9**

STATE TROOPER 15.7  
MEN of ANNAPOLIS 9.3  
SPORT FOCUS and JOHN DALY and the NEWS 8.5

**DON'T MISS THIS TRAIN! CALL OR WIRE!**

\*TREND

**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK 711 Fifth Ave. Plaza 1-4432  
DETROIT 709 Fox Bldg. Woodward 1-3979  
CHICAGO 230 N. Michigan Ave. Franklin 2-3696  
HOLLYWOOD 1334 N. Beechwood Dr. Hollywood 2-3111  
NEW ORLEANS 1032 Royal St. Express 3913  
TORONTO 102-108 Peter St. Empire 3-4096

# TELEPULSE

# RATINGS: TOP SPOTS

Rank now	Past rank	Top 10 shows in 10 or more markets Period 10-17 October 1957 TITLE, SYNDICATOR, SHOW TYPE	Average ratings	7-STATION MARKETS		5-STA. MARKETS	4-STATION MARKETS								3-STATION MARKETS	
				N. Y.	L. A.	S. Fran.	Boston	Chicago	Detroit	Milw.	Mnpls.	Phila.	Seattle-Tacoma	Wash.	Atlanta	Balt.
1	1	<b>Highway Patrol (M)</b> ZIV	23.0	13.2	9.6	16.5	21.2	16.9	28.9	21.4	17.4	20.5	30.1	18.5	19.5	27.0
				wrea-tv 7:00pm	kttv 9:00pm	kron-tv 6:30pm	wbz-tv 10:30pm	wgn-tv 8:00pm	wjtk-tv 9:30pm	wtmj-tv 8:30pm	kstp-tv 10:30pm	weau-tv 7:00pm	komo-tv 7:00pm	wtop-tv 7:00pm	waga-tv 10:00pm	wmar-tv 7:00pm
2	4	<b>Silent Service (A)</b> NBC	19.6	11.1	8.9	14.7	18.9	19.5		10.2	8.2	7.2	34.5	13.9	24.4	
				wrea-tv 6:00pm	kttv 7:30pm	kron-tv 7:00pm	wbz-tv 7:00pm	wbnq 9:30pm		wisn-tv 9:30pm	wten-tv 9:30pm	wfil-tv 6:30pm	king-tv 7:30pm	wtop-tv 10:30pm	waga-tv 9:30pm	
3	2	<b>Sheriff of Cochise (W)</b> NTA	18.5	6.6	11.4	17.0	11.9	10.9				13.2	23.1		17.4	12.0
				wabe-tv 7:30pm	kttv 7:30pm	kron-tv 6:30pm	wnae-tv 6:30pm	wbnq 10:00pm				weau-tv 7:00pm	king-tv 7:00pm		wsb-tv 10:00pm	wbal-tv 6:00pm
4	8	<b>Men of Annapolis (A)</b> ZIV	17.3	5.1	12.7	15.7	18.0	17.2	19.5	11.9	7.5		6.4	7.5	16.2	23.0
				wabe-tv 10:30pm	knxt 7:30pm	kpix 9:30pm	wnae-tv 6:00pm	wgn-tv 9:30pm	wjtk-tv 10:00pm	wisn-tv 9:00pm	wcoo-tv 10:30pm		komo-tv 10:00pm	wtop-tv 7:00pm	waga-tv 10:00pm	wmar-tv 10:30pm
5		<b>Code Three (A)</b> ABC FILM	16.7	15.3	7.9		24.2	7.2			12.4		22.6		18.4	
				wrea-tv 10:30pm	kttv 7:00pm		wnae-tv 10:30pm	wbnq 9:30pm			wten-tv 9:30pm		king-tv 8:30pm		waga-tv 10:00pm	
5	3	<b>State Trooper (A)</b> MCA	16.7		6.9	12.2	22.2	11.9		14.9	18.5	10.5		9.9	19.5	6.5
					khj tv 8:00pm	kpix 7:00pm	wnae-tv 10:30pm	wbnq 9:30pm		wtmj-tv 8:30pm	kstp-tv 8:30pm	wrev-tv 7:00pm		wmal-tv 10:30pm	waga-tv 10:00pm	wbal-tv 6:00pm
7		<b>Death Valley Days (W)</b> U.S. BORAX	16.3	8.2				10.8	15.2		10.4	13.7	16.3			10.0
				wrea-tv 7:00pm				wbnq 9:30pm	wvj-tv 10:00pm		wcoo-tv 6:00pm	wrev-tv 7:00pm	komo-tv 9:00pm			wbal-tv 7:00pm
7	7	<b>Whirlybirds (A)</b> CBS	16.3	4.3	5.7	16.9	24.7	7.9	14.7	10.9		14.2	17.3	11.0		
				wpix 7:30pm	khj tv 7:30pm	kron-tv 7:30pm	wbz-tv 7:00pm	wgn-tv 9:00pm	wvj-tv 10:30pm	wtmj-tv 8:30pm		weau-tv 7:00pm	king-tv 7:00pm	wttg 9:30pm		
9	6	<b>Doctor Christian (D)</b> ZIV	15.9	2.7	4.5	8.0				22.2	6.9	25.0		17.6	5.5	21.5
				wpix 9:00pm	ktla 7:00pm	kgo-tv 6:30pm				wjtk-tv 10:00pm	wtmj-tv 9:00pm	wcoo-tv 9:30pm		king-tv 9:00pm	wmal-tv 6:30pm	wsb-tv 9:30pm
10		<b>Honeymooners (C)</b> CBS	15.6	15.3	11.1	21.2	26.0	9.5			8.5	17.7	10.6	13.5		13.0
				wrea-tv 7:00pm	knxt-tv 7:00pm	kron-tv 7:00pm	wnae-tv 10:30pm	wgn-tv 9:30pm			wcoo-tv 10:30pm	wrev-tv 7:00pm	king-tv 6:30pm	wre-tv 10:30pm		wjz 10:00pm

Rank now	Past rank	Top 10 shows in 4 to 9 markets	Average ratings	7-STATION MARKETS		5-STA. MARKETS	4-STATION MARKETS								3-STATION MARKETS	
				N. Y.	L. A.	S. Fran.	Boston	Chicago	Detroit	Milw.	Mnpls.	Phila.	Seattle-Tacoma	Wash.	Atlanta	Balt.
1	5	<b>Esso Golden Playhouse (D)</b> OFFICIAL FILM	18.6				20.2					19.9			9.8	10.0
							wbz-tv 7:00pm					weau-tv 10:30pm			wmar-tv 7:00pm	
2	1	<b>Crusader (A)</b> MCA	17.5				15.2		13.9	11.2	13.2					
							wnae-tv 11:15pm		wvj-tv 9:30pm	wxix 10:00pm	kstp-tv 10:30pm					
3		<b>Badge 714 (M)</b> NBC	15.6	1.7	11.8		20.9		16.5		14.2		17.6		19.2	
				wpix 9:00pm	kttv 8:30pm		wnae-tv 6:30pm		wjtk-tv 10:00pm		kstp-tv 10:30pm		king-tv 6:00pm		wsb-tv 10:00pm	
4		<b>Your All Star Theatre (D)</b> SCREEN GEMS	15.4						14.2							
									wxyz-tv 10:00pm							
5	5	<b>San Francisco Beat (D)</b> CBS FILM	14.9	4.4	10.7		12.7	9.5	12.0			22.5				
				wpix 8:30pm	kttv 9:30pm		wnae-tv 11:15pm	wgn-tv 9:00pm	wjtk-tv 10:30pm			weau-tv 10:30pm				
6		<b>Cisco Kid (W)</b> ZIV	14.0					9.5	12.5		18.2				13.5	11.0
								wgn-tv 6:00pm	wxyz-tv 2:00pm		wcoo-tv 4:30pm			waga-tv 5:30pm		
7		<b>Gray Ghosts (A)</b> CBS FILM	13.4	2.0	10.4		15.7					13.7		20.4		
				wpix 9:30pm	kttv 7:30pm		wbz-tv 10:30pm					weau-tv 7:00pm		wtop-tv 10:30pm		
8		<b>Twenty Six Men (W)</b> ABC FILM	13.1	6.1								12.4	20.8			12.0
				wabe-tv 10:30pm								wrev-tv 7:00pm	komo-tv 7:00pm			wb 7:00pm
9		<b>Ellery Queen (M)</b> TPA	12.8						14.0					9.2		
									wjtk-tv 10:30pm					wre-tv 7:00pm		
10		<b>Passport To Danger (A)</b> ABC FILM	12.6	3.7			13.9	8.9								
				wabe-tv 9:00pm			wnae-tv 11:15pm	wbkb 9:30pm								

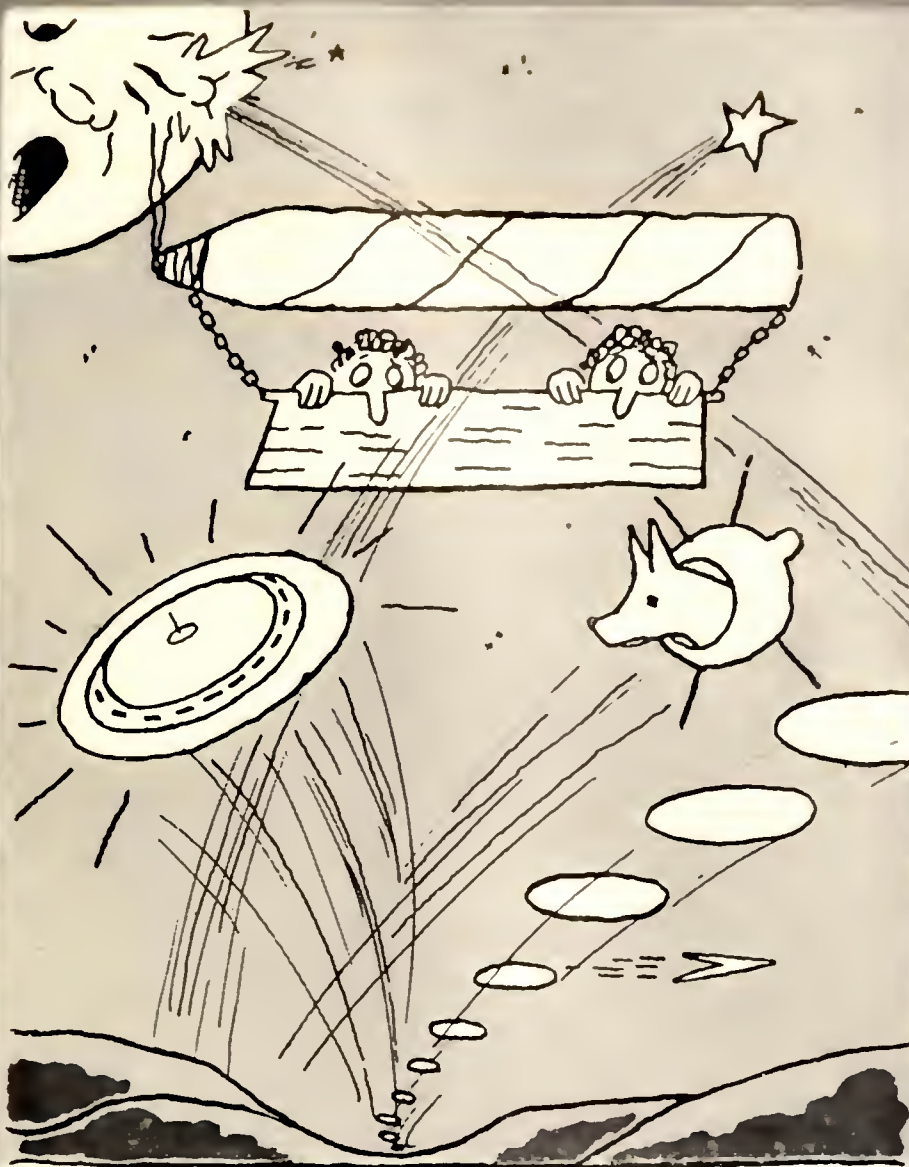
Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (S) sport; (SF) Science Fiction; (W) Western. Films listed are syndicated, ¼ hr., ½ hr. & hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank space indicates film

not broadcast in this market 10-17 October. While network shows are fairly stable from one month to another in the markets in which they are shown, this is true to much lesser extent in syndicated shows. This should be borne in mind when analyzing rating trends from one month to another in this chart. \*Refers to last month's chart. If blank, show was not rated at all in at



# FILM SHOWS

STATION	1-STATION MARKETS			2-STATION MARKETS			
	Cleveland	Columbus	St. L.	Blrm	Dayton	New Or.	Providence
27.9	22.4	38.5	21.9	33.5	32.8	28.3	22.8
	wjw tv 9:30pm	wbns tv 9:30pm	ksd tv 9:30pm	wbrc tv 9:30pm	whio tv 8:00pm	wdsu tv 10:00pm	wjar tv 10:30pm
9	28.5		17.2	20.3	42.3	25.5	19.8
	wjw tv 1:00pm	kwk tv 10:00pm		wbrc tv 10:00pm	whio tv 9:30pm	wdsu tv 10:00pm	wjar tv 7:00pm
12	17.9	21.5		30.8		21.0	32.8
	kqw tv 10:30pm	wtrn tv 9:00pm		wbrc tv 8:30pm		wdsu tv 10:30pm	wpro tv 7:00pm
23	14.3	20.2	17.7	19.3	32.5	39.3	
	kqw tv 10:30pm	wbns tv 8:30pm	ksd tv 10:00pm	wabt tv 9:30pm	whio tv 9:30pm	wdsu tv 8:30pm	
	17.2	16.5					
	wews tv 9:00pm	wlw-c tv 10:00pm					
62	15.2	12.0	22.7	35.3	14.8	28.0	22.8
	kqw tv 8:30pm	wtrn tv 10:30pm	ksd tv 9:30pm	wbrc tv 8:30pm	whio tv 6:30pm	wdsu tv 10:00pm	wjar tv 10:30pm
10	15.9	23.5	26.9		20.8	22.8	17.8
	kqw tv 10:00pm	wbns tv 8:30pm	kwk tv 9:30pm		wlw-d tv 10:00pm	wdsu tv 10:30pm	wjar tv 7:00pm
	12.9	26.2			21.8	27.3	
	wews tv 9:00pm	ksd tv 10:00pm			whio tv 10:30pm	wdsu tv 10:00pm	
				23.8		29.5	
				wbrc tv 10:00pm		wdsu tv 10:00pm	
13	11.2	9.2				38.3	
	kqw tv 10:30pm	ktvl tv 9:30pm				wdsu tv 8:30pm	
91						22.8	27.8
						wdsu tv 9:00pm	wpro tv 10:30pm
	14.5	19.5				35.3	
	wlw-c tv 9:30pm	kwk tv 10:30pm				wdsu tv 8:30pm	
	15.9				22.8		
	wjw tv 10:30pm				whio tv 10:30pm		
	16.2				13.3		
	wbns tv 10:15pm				wlw-d tv 7:30pm		
	15.2			29.8			
	wjw tv 7:00pm			wbrc tv 9:00pm			
	12.5	15.9				16.0	
	wtrn tv 5:30pm	ksd tv 5:30pm				wdsu tv 7:30pm	
	14.5					17.3	
	wjw tv 10:30pm					wlw-tv 9:00pm	
	14.2						
	kqw tv 10:30pm						
		23.9					
		kwk tv 9:30pm					



## Rochesterians Know WHAT'S WHATNIK!

Of all the things flying about the air, these days, the ones that interest Rochesterians most are the fine programs (the best of CBS and ABC!) carried by Channel 10! That's why most Rochesterians prefer to tune in Channel 10 when they seek a pleasant evening's entertainment. — That's why smart sponsors buy the "Big 10" in Rochester, N. Y.

NATIONAL REPRESENTATIVES:

THE BOLLING CO. (WVET-TV)  
EVERETT-McKINNEY (WHEC-TV)

In Rochester, N. Y.  
IT ALL  
ADDS UP TO



... was in other than top 10. Classification as to number of stations in ... is Pulse's own. Pulse determines number by measuring which stations ... actually received by homes in the metropolitan area of a given market ... though station itself may be outside metropolitan area of the market.



# SPONSOR ASKS

How do your readers react to the tv season



**Harold Stern**, executive editor, *Tv Key* (newspaper preview service), New York

If letters from viewers are any criteria, tv is in for some trouble in the very near future. While our office has always received gripes about many aspects of television, this season the complaints have taken on a consistent look. More and more letters are being received which decry the sameness of this year's tv fare.

The *Alcoa-Goodyear Hour*, *Philco Playhouse*, *Playwrights 56* and even



Live drama missed by many this season

*Robert Montgomery Presents* are now apparently missed by more people than regularly watched any of them when they were on. The excitement of live television has obviously taken on an added luster now that it's being compared to the current crop of mysteries, Westerns and once-thought-to-be-alive singers.

There are an increasing number of comments that all mysteries are alike, that all Western shows use the same plots, that all Western heroes are cut from the same pattern and are interchangeable, that all musical programs are done in the same offhanded manner and that all use the same disinterested guests.

Among the several parts of its preview and feature service, *Tv Key* runs a daily Mailbag feature. Typical questions which are received almost daily are ones asking whether Jim Arness of

*Gunsmoke* is related to Hugh (Wyatt Earp) O'Brian, whether Dean Martin is related to Perry Como or whether the same people produce *Club Oasis*, the *Guy Mitchell Show* and the *Eddie Fisher Show*.

There is a certain amount of criticism leveled against Sunday tv programming. The so-called highbrow shows are all dumped into Sunday afternoon and viewers resent having to choose between two shows both of which they'd like to see. A standard viewer complaint is that important network evening shows are invariably scheduled against each other. Many viewers wrote in saying how sorry they were to have missed *Green Pastures*, but they just had to see the Mike Todd spectacle.

A large percentage of the people who seem to be unhappiest with current programming standards admit they watch a great deal of what they say they don't like. They justify this by saying that once they've turned on their sets, they leave them on. As for turning to another channel, unless there's a spectacular of unusual interest, a flick of the dial only brings more of the same.

On the subject of spectaculars, more viewers seem to be in favor of regularly scheduled big shows than occasional, erratically slotted special events. *Playhouse 90* is still considered in the same category as a special event, but it has acquired a loyal following. The *Hallmark Hall of Fame* series which has been responsible for some of tv's finest programs has no regular time period and no regular audience.

We have received virtually no comment on the matter of toll television, other than a few caustic notes from

unhappy New York baseball fans who blame pay tv for the loss of their beloved Dodgers and Giants.

**Harry Harris**, *Philadelphia Inquirer*

The closest thing to a to-the-barricades! reaction was produced by rumors that CBS was planning to limit *Captain Kangaroo's* tv hippety-hopping



No one seems to miss the comics

to Saturdays only. This brought dozens of letters to *The Inquirer* and, according to a communique from Bob Keeshan, hundreds to the good Captain himself.

The letters were almost entirely from mothers, many of whom indicated they were willing and eager to support a sponsor who would support their pre-school children's favorite show. A number lamented the manner in which programs for small fry are being pared.

Many of the mothers protesting the possible canning of *Kangaroo* noted that getting rid of so unique a program didn't make much sense when there was such an obvious surplus of Westerns on the air.

In general, though, our reader-viewers don't seem especially exercised by the glut of Westerns and musicals.

Although there were loud hurrahs and boohos when Sid Caesar went off the air, no one seems to miss the absent comedians. And our readers ap-



parently couldn't care less—despite our constant keening in print—about the diminishing number of live drama shows. In fact, to our chagrin, they don't seem to draw any sort of line at all between live and film.

On the issue of fee tv, however, there's less equanimity. They're opposed to it, and many are indignant at the very idea!

**Nick Kenny**, radio-tv columnist for *New York Mirror*

Tv may be a window on the world, but the window needs a cleaning from time to time. Right now, it's fogged-up with the gunsmoke of Westerns that hog the



*Viewers prefer non-adult Westerns*

teevee screen and dominate teevee.

Westerns caught on last year, with the (alas) result that we've had a fecundity of boss-operas this season. It seems that producers aren't afflicted with originality. They worship at the shrine of the False God Rating.

The reaction of our readers to current trends is anything but passive. We get strong protests at the swarm of situation comedies and the singer-turned-host gambit has evoked passionate, occasionally vituperative rebukes.

They feel that the situation comedy has had its day and is being foisted upon the public. Singers should do more singing and less comedy, they groan and, conversely, take some sharp parenthetical slaps at comedians who do too much singing!

Until two months ago, the consensus among readers was that Westerns were o.k. They provided rousing, escapist entertainment, surcease from weighty problems. But the mail tone has changed since the advent of "adult" or "problem" Westerns. The readers don't like 'em! We see validity in their irritation. To our way of thinking, they're nothing but soap-operas in cowboy trappings.

In summary, the three trends: situation comedy, singer-host and "adult" Westerns aren't finding favor with tee-viewers. Of course, they still draw. But they are slowly fading.



# Billion - Dollar Market in Northern New England

## Station Sells It Better!

**WCSH-TV** in the Portland, Maine Trading Area

65% of Maine's retail sales dollars and 31% of New Hampshire's are spent in this 13-county market, and . . .

WCSH-TV penetrates more of its 173,152 TV households than competing stations (NCS  $\pm$  2)

These viewers watch Channel 6 more . . . 329.5 quarter hours out of 420, against 83 for the next competing station. (Pulse area study—May 1957)

Ask your Teed-Television man to show you comparative coverage maps recently supplied to him.

# WCSH-TV

PORTLAND, MAINE

**Planned and Manned for Sales**



National and regional spot buys  
in work now or recently completed

# SPOT BUYS

## TV BUYS

**Fels & Company**, Philadelphia, is buying schedules in major markets for its household soaps. The campaign kicks off in January for an indefinite period. Minutes and chainbreaks for both daytime and nighttime segments are being sought with frequency depending upon the market. Buying has just begun. Buyer: Allan Bobbe. Agency: Aitkin-Kynett Co., Philadelphia.

**F. W. Woolworth Co.**, New York, is testing the impact of spot television in over 30 markets. The advertiser is using short flights, checking results after each schedule. If successful spot campaign will be considerably increased for 1958. Buyer: James Evans. Agency: Lynn Baker, Inc., New York.

**Lever Bros.**, New York, is scheduling announcements in top markets to push its Pepsodent toothpaste. The December-January line-up is one of several campaigns the advertiser has planned. I.D.'s are being used, with frequency depending upon the market. Buyer: Dick Pickett. Agency: Foote, Cone & Belding, New York. (Agency declined to comment.)

## RADIO BUYS

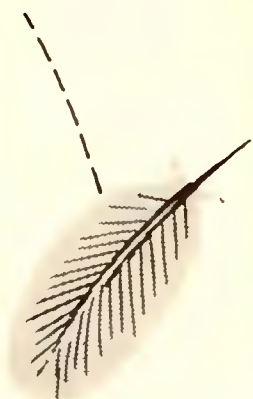
**General Cigar Co.**, New York, is conducting a campaign in top markets for its White Owl cigars. The December schedule runs until the end of the month. Minute announcements are being slotted during early-morning and early-evening segments. Average frequency is 30-10 per week per market. Buyers: Tom Viscardi and Joe Raffette. Agency: Young & Rubicam, Inc., New York.

**Greyhound Corp.**, Chicago, is scheduling announcements for its bus lines: the holiday campaign is in most major markets. Minute e.t.'s are being aired, about 20 per week per market. Buyer: Joan Rutman. Agency: Grey Advertising Agency, New York. (Agency declined to comment.)

**The American Tobacco Co.**, New York, is entering major markets for its Pall Mall cigarettes. The schedule starts 13 January for six weeks. Minute announcements throughout the week are being sought; frequency varies from market to market. Buying has just begun. Buyer: Jack Canning. Agency: SSCB, New York. (Agency declined to comment.)

## RADIO AND TV BUYS

**Armour & Co.**, Chicago, is preparing its 1958 tv/radio campaigns for its various meat products. Most of the schedules start in mid- and late-January, and are on-and-off short flights throughout the year. In radio, Armour is requesting daytime minutes; in tv, daytime and nighttime minutes and 20's. Buying has not started. Buyer: Sol Israel. Agency: N. W. Ayer & Son, New York. (Agency declined to comment.)



## The CBS Radio Pacific Network doesn't miss a thing!

Consider first  
the 3 Pacific Coast  
states. Their vast  
323,000 square miles  
contain almost 6  
million radio homes.

Well, sir, it takes  
245,000 watts  
of well placed power  
to reach 'em all.  
We have it! And if  
you market  
in the 8 other far  
west states,  
we offer you our  
Mountain Network  
to blanket that  
area, too! That's why  
we don't miss  
a thing  
—and neither  
does the advertiser  
who depends  
on us.



REPRESENTED BY CBS RADIO SPOT SALES



# SYMBOLS OF **BELIEVABILITY**



*...and*



## **WWJ-TV**

**CHANNEL 4 DETROIT**

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

*First in Michigan • owned & operated by The Detroit News  
National Representatives: Peters, Griffin, Woodward, Inc.*

“If you heard conflicting accounts of the same incident on different stations, which station would you believe?”

By a vote of almost 3-to-1, listeners chose the CBS-Owned Radio Station over the leading Independent station.\*



**T**HIS is only one question from an exhaustive study which sheds new, research documented light on radio's most elusive question: are listeners worth more when tuned to one station than to another?

For years perceptive time-buyers have known there was more to evaluating stations than slide rule measurements. They know that rating services alone can't predict which station is most likely to deliver more customers for a client. In the absence of qualitative data, advertisers have had to rely on subjective judgments when appraising stations.

But appraisal by intuition is not enough. To give concrete support to the subjective judgments, the CBS-Owned Radio Stations commissioned Motivation Analysis, Inc. to study the attitudes of listeners to the C-O and the leading Independent stations.

In depth interviews 1200 listeners\* were asked dozens of questions. They spent 1500 hours answering the questions and then giving reasons for the answers, insuring a complete, uninhibited response. Some of the questions were subtle and indirect; others, forthright and provocative. Here are a few of them: "When you first turn on your radio, for what reason do you put it on? ...What types of programs do you like the most? ...Which of the following descriptive terms (big-small, authoritative-not authoritative, etc.) would you use to describe the stations you listen to?" ...and "What is your idea of a big radio station?"

Having compiled data on attentiveness, authority and respect—having assembled a complete picture of the listeners' sentiments, the interviewers then asked the decisive question:

"Which one station has the most believable commercials?"

After 100,000 tabulations, these three basic differences were found between audiences:

1. Listeners pay more attention to C-O stations than to the leading Independents.
2. Listeners regard the C-O's more favorably than the Independents.
3. Listeners believe the C-O stations more than the leading Independents...both their programs and their advertising.

This is a time when, more and more, advertising budgets are being asked to deliver customers, not just listeners. This study will help you select with greater assurance the right station. It is available for your inspection at your nearest CBS-Owned Radio Station or CBS Radio Spot Sales Office.

\*From a recent study conducted in the six major U.S. markets (New York, Los Angeles, Chicago, San Francisco, Boston, St. Louis) where there is a CBS Owned Radio Station.

\*The sample was divided into three groups: those who were fans of the CBS Owned station, those who were fans of the leading Independent, and a control group of fans equally loyal to both stations. Fans were defined as listeners who spent more than half of their time listening to one station.

WEEL, Boston; WBBM, Chicago  
KAX, Los Angeles  
WCBS, New York; KMOX, St. Louis  
KCBS, San Francisco

**C-O**

**CBS-OWNED RADIO STATIONS**



# PICTURE WRAP-UP



A million dollar's worth of games is mark chalked up by NBC TV's *Tic-Tac Dough* and *Twenty One*. Toy company presidents and licensing execs of California National Productions, Inc., celebrate occasion with Jack Barry, star of both shows. Shown (l to r.) Robert Max, CNP merchandising div. mgr., Herbert Diamond, Lowell Toy Co., Barry, Charles-Raizen, Transogram, Inc., and Selwyn Rausch, of California National Productions' Products Development Board



FCC commissioners take off after tour of WWLP properties. Purpose was to show effective service and quality of complete uhf operation. (L. to r.) Commissioners Richard A. Mack, John C. Doerfer, Rosel Hyde, and WWLP President William L. Putnam. Station is in Springfield, Mass.



Commercials given by ABN personalities for the products they hold were the big feature of ABN's presentation to advertisers held 26 November at the Hotel Plaza. Shown warming up at rehearsal session are (l. to r.) Johnny Pearson, Don McNeill, Jim Backus, Bill Kemp, ABN President Robert Eastman, Herb Oscar Anderson, Jim Reeves and Merv Griffin



Challenge to distaff hoopsters of rival reps is issued by The Katz Agency's basketball team. Shown with them are coaches Ken Mills and Bill Winterble (kneeling), standing (l.) Martin Beck, (r.) Frank Shaw



Golden anniversary cake honoring half-century of service is sliced by Walter Seiler, president of The Cramer-Krasselt Co. Watching are (l.) Herbert N. Pasteur and (r.) Corry W. Faude, agency vice presidents



Trend to one-shots is emerging in new form: golf spectacular. Easy Laundry Appliances (div. Murray Corp.) bought Bing's Pro-Amateur meet on CBS TV. Above, B. C. Gould, firm's president with Bing



# News and Idea WRAP-UP

## ADVERTISERS

Marshall S. Lachner has been elected president and chief executive officer of B. T. Babbitt. He will also serve as a director and member of the executive committee.

Lachner, a leading marketing expert, was until recently president of Pabst. Before that he was with Colgate for 16 years.

To keep pace with and anticipate changing distribution and marketing patterns for American candy industry, Curtiss Candy has reorganized its sales organization in 12 eastern states.

Appointed to head Division 2 are Luke F. Reilly, manager; Edmund L. Staab, route sales manager; Robert G. Qilson, direct sales manager; H. Thomas Byron, assistant direct sales manager; and John T. Callahan, office manager.

Division 2 territory encompasses Maine, Vermont, New Hampshire, Rhode Island, Connecticut, Massachusetts, New York, Pennsylvania, Delaware, New Jersey, Maryland, and eastern West Virginia, with headquarters in Bryn Mawr, Pa.

**American Gas Association is running a newspaper campaign to advertise a commercial on Playhouse 90.**

The Commercial: Bing Crosby's demonstration of how consumers can play Santa Claus with gas appliances.

**Christmas promotion idea:** Butter-Nut Coffee, Omaha, is extending its "Christmas Club" gifts to children in California this year.

It works this way: Purchasers deposit key strips from cans of Butter-Nut in receiving bins located in grocery stores. For each key strip turned in Butter-Nut purchases a Christmas gift for a homeless child.

Butter-Nut has carried on this gift program for 20 years in the midwest. Last year it distributed 20,000 gifts to children in 250 institutions.

Easy Laundry Appliances (Division of Murray Corp.) will sponsor Bing Crosby's Pro-Amateur Golf Tournament in a live coast-to-coast telecast over CBS on 12 January.

The hour spectacular, *Bing Crosby and His Friends*, will introduce Easy Laundry's \$100,000 "win your weight in gold" consumer contest.

Joseph F. Cullman 3rd, 45, succeeds the late O. Parker McComas as president and chief executive officer of Philip Morris. He will maintain his present Richmond headquarters.

Wirt H. Hatcher becomes senior vice president of the company.

**Personnel moves:** Nelson Gross, director of U.S. advertising for Max Factor, Hollywood . . . John A. Grammer and Gordon C. Young, executive vice presidents of Beech-Nut Life Savers, New York.

## AGENCIES

**Advice on how best to sell public utilities on tv and radio from two sources:**

(1) E. Manning Rubin of Cargill & Wilson, before the Southeastern Electric Exchange in Birmingham:

- Don't sacrifice hard sell for institutional platitudes.

- It's a waste of time and money to tell how noble and reliable your company is.

- Let the public know the company is sound and growing.

(2) Thomas H. Lane, Lennen & Newell senior v.p., on the American Gas Association account, which co-sponsors *Playhouse 90*:

- Pick the program in which your message will best fit.

- Develop the right message.

- Choose the ideal way of presentation and follow-through.

Another instance where media and research have been integrated with marketing:

In Baltimore  
WFBR delivers

# MORE ADULT LISTENERS

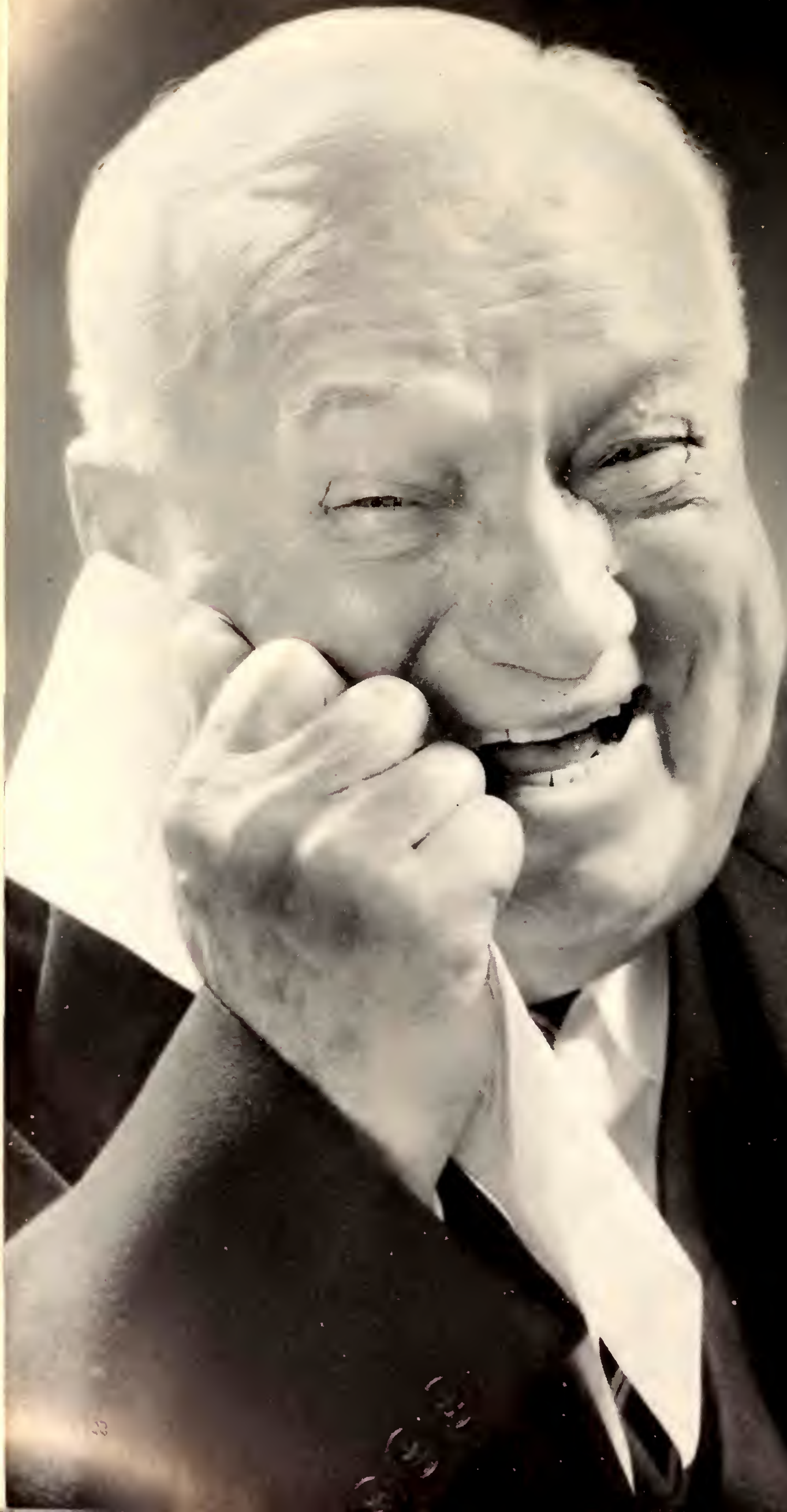
than any other  
radio station

A 1957 Pulse study proves it! WFBR delivers more adult listeners than any other radio station in the Baltimore area. It's really no accident, because here is adult programming that's pleasant, exciting and informative. Pleasant music, the fastest, most complete news coverage in Baltimore and habit-forming features that capture and hold an audience. So, if you want to tie up the adult market tight as a drum, buy WFBR.



represented by  
JOHN BLAIR AND COMPANY

**Funny!**  
**will they**





# But— all laugh?

TV comedy is not a funny business. What seemed hilarious at a story conference can fall flat at airtime. Film can help here—in many ways! With film, pre-testing is easy . . . laughs can be measured, highlighted—"fluffs" cut out . . . stations and time lined up with far more control. That's why a good comedy show is a better comedy show on EASTMAN FILM.

For complete information write to:

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

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

**Midwest Division**  
130 East Randolph Drive  
Chicago 1, Ill.

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

or **W. J. GERMAN, Inc.**

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

Be sure to shoot

IN COLOR . . .

You'll be glad you did

Jack Bard, who had been v.p. in charge of Edward H. Weiss's media department, now heads marketing which includes media buying and research.

Dr. Gary Steiner is research director under Bard.

Robert L. Foreman has been named to the executive committee of BBDO, the agency's top policy making group.

Foreman is in charge of BBDO's entire radio and tv operation.

**New agency in Alabama:** Proctor and Sparling Advertising in Montgomery will handle regional and national accounts using all media.

Richard C. Proctor, president, was at one time with Y&R; Judd Sparling, vice president, has done media and account work with Benton & Bowles.

**Agency appointments:** Dowd, Redfield & Johnstone, for Dunbar Laboratories' (Chemway Corp.) Pretty Feet . . . MacFarland, Aveyard for Stewart-Warner's Memite forthcoming radio spot campaign . . . Lennen & Newell for Chemical Corp.'s Freewax . . . D'Arcy Advertising for Olin Mathieson's Plantrons fertilizer and other lawn and garden products . . . Wade Advertising, Chicago, for L.O.F. Glass Fibers Company . . . Ellington & Company for Pharmaco's (Schering Corp.) drug products: Inhiston, Imra, Saraka and Surgi-Cream . . . Cohen & Aleshire for the shoe polishes of Kiwi Polish Co., Pottstown, Pa. Radio and tv will be used . . . Allen & Reynolds, Omaha, for Sioux Honey Association, Sioux City, Iowa, national cooperative marketing association.

**More personnel changes:** Ted Hediger, account executive for West-Marquis, L.A. . . . Lynn Werner, to the media department of Campbell Mithun, Minneapolis. Werner was supervisor of the Hormel account at BBDO . . . Marcie Hans, to the copy staff of North Advertising, Chicago.

**Anniversary:** A. Walter Seiler, president of Cramer-Krasselt Co., Milwaukee, has celebrated his 50th year with the agency.

**New media personnel at Bryan**

**Houston:** John Emnis has been named v.p. in charge of media.

Other appointments include Robert Bonlware, v.p. and associate media director, and Richard A. Stevens, media department manager.

**They're now on the board:** Grant M. Thompson, William Esty . . . Charles S. Winston, Jr., gen. of Foote, Cone & Belding's Detroit office . . . William King, Jr., and Howard M. Wilson, Kenyon & Eckhardt.

**New faces:** Richard E. Johnson, Max G. Kocour and Bradley H. Roberts, account executives for Needham, Lewis & Brorby, Chicago . . . Harold Cobb, account supervisor, and Barbara Marsak, research project supervisor, for Reach, McClintock & Co. . . . Henry J. Opperman, New York manager for Geoffrey Wade Advertising, Chicago.

**And v.p.'s:** Bruce McLean, v.p. for Needham, Lewis & Brorby of Canada . . . William Zerweck as v.p. to Warwick & Legler from Norman, Craig & Kummel.

## ASSOCIATIONS

NARTB has urged the FCC to defer its review of tv frequency allocations until Television Allocations Study Organization, an advisory group completes its study of the problem.

NARTB also offered some observations on the FCC's study of the proper utilization of broadcasting frequencies:

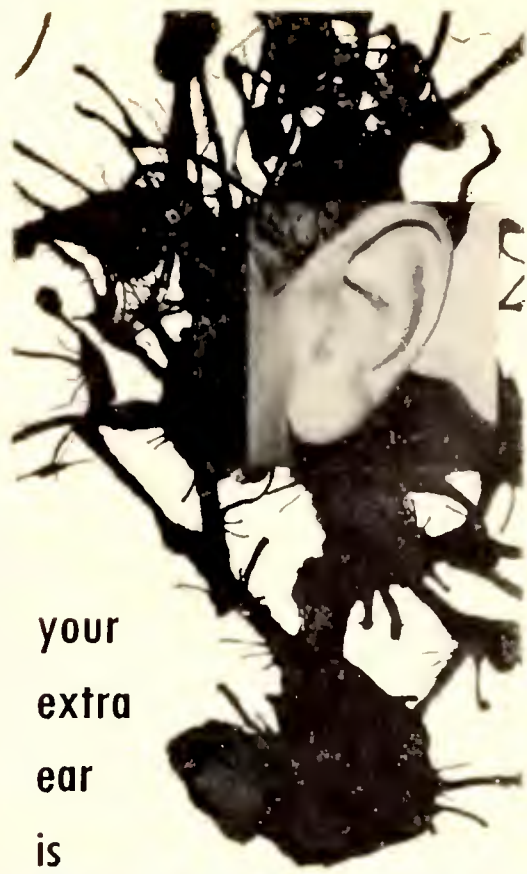
- FM radio (88-108 megacycles) serves an ever-increasing audience whose listening preferences are not served by AM and TV.

- Adequate frequencies for remote pickup purposes are absolutely essential for on-the-spot live broadcasting.

- Recent developments indicate that some users of radio, particularly for mobile purposes, may obtain greater channel use within existing allocations by the utilization of new technological improvements.

**The American Citizens Television Committee** has been formed by a group of Washington executives with the express purpose of informing the American people of the dangers of pay-tv.





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.*

Only gift subscriptions for advertisers or agencies are eligible.

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

The group, known as the ACT Committee, will enlist organizations and individuals to forestall the "biggest giveaway in the history of the United States."

The committee feels that the American people should have the deciding voice in the disposition of their natural resources, in this case, the airwaves and that the time to put up the "No trespassing" sign is at hand.

National Conference of Christians and Jews will bestow its fifth annual Brotherhood media awards, in February.

Award categories include:

Advertising Campaigns — national and local

Radio Programs — single or series broadcasts

Tv Programs — single or series broadcasts

Nominations must be submitted by 10 December.

Trade Names Foundation is offering its trade advertising campaign for 1958 to the trade press.

The campaign, in the form of three ads, stresses the theme "manufacturers' famous brands make your selling easier." Space is contributed by the magazines.

RAB's Plans Committee has appointed six new members:

George Comte, WTMJ, Milwaukee; Joel H. Scheier, WIRY, Plattsburgh, N.Y.; Robert C. Wolfenden, WMEV, Marion, Va.; Robert Covington, WBT, Charlotte, N. C.; Norman Knight, WNAC, Boston; and Harold R. Krelstein, Plough stations.

NARTB's AM and FM Radio Committees will meet in New York 6 and 10 December respectively.

RTES officers: Norman Glenn, publisher of SPONSOR, elected vice president and Josef C. Dine, Dine and Kalmus partner, named to the board of governors.

## NETWORKS

NBC got a grand slam out of the awards made this week by the Thomas Alva Edison Foundation:

These programs were kudoed:

*Wide Wide World* — tv program best illuminating the current scene.

*Father Knows Best* — tv program best portraying the American heritage.

*Bell System Science Series* — best science television program for youth.

*Biographies in Sound* — radio program best portraying America.

*Carnival of Books* (over NBC-owned WMAQ, Chicago) — best children's radio program.

NBC has added 19 new members to its 25-year Club of New York.

The newcomers were luncheoned and given watches by Bob Sarnoff.

The Mennen Company has signed as co-sponsor of *Colt .45* over ABC TV starting 6 December. The show's other sponsor is Campbell Soup.

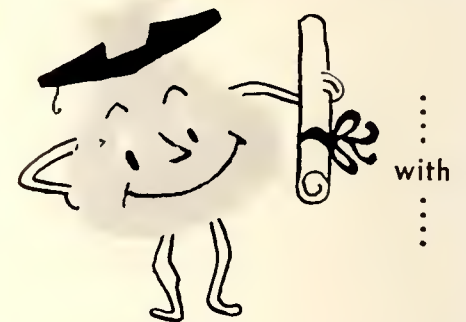
## REPS

The Katz Agency announced this week these promotions and additions to its tv sales staff:

For New York: Walter E. Nilson, tv sales mgr.; Oliver T. Blackwell, Alfred I. Miranda and Michael T. Membrado, promoted to assistant tv sales mgrs. For Chicago: William W. Joyce, promoted to tv sales mgr.

Additions to its sales staff in New

## GOLDIE comes home



## another WINNER

"Your entry was rated by the Judges as among the finest received. A remarkable promotional accomplishment in the face of competition . . ." Colgate-Palmolive Co.

Sales increase fast when GOLDIE promotes.

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

CHICO, CALIFORNIA

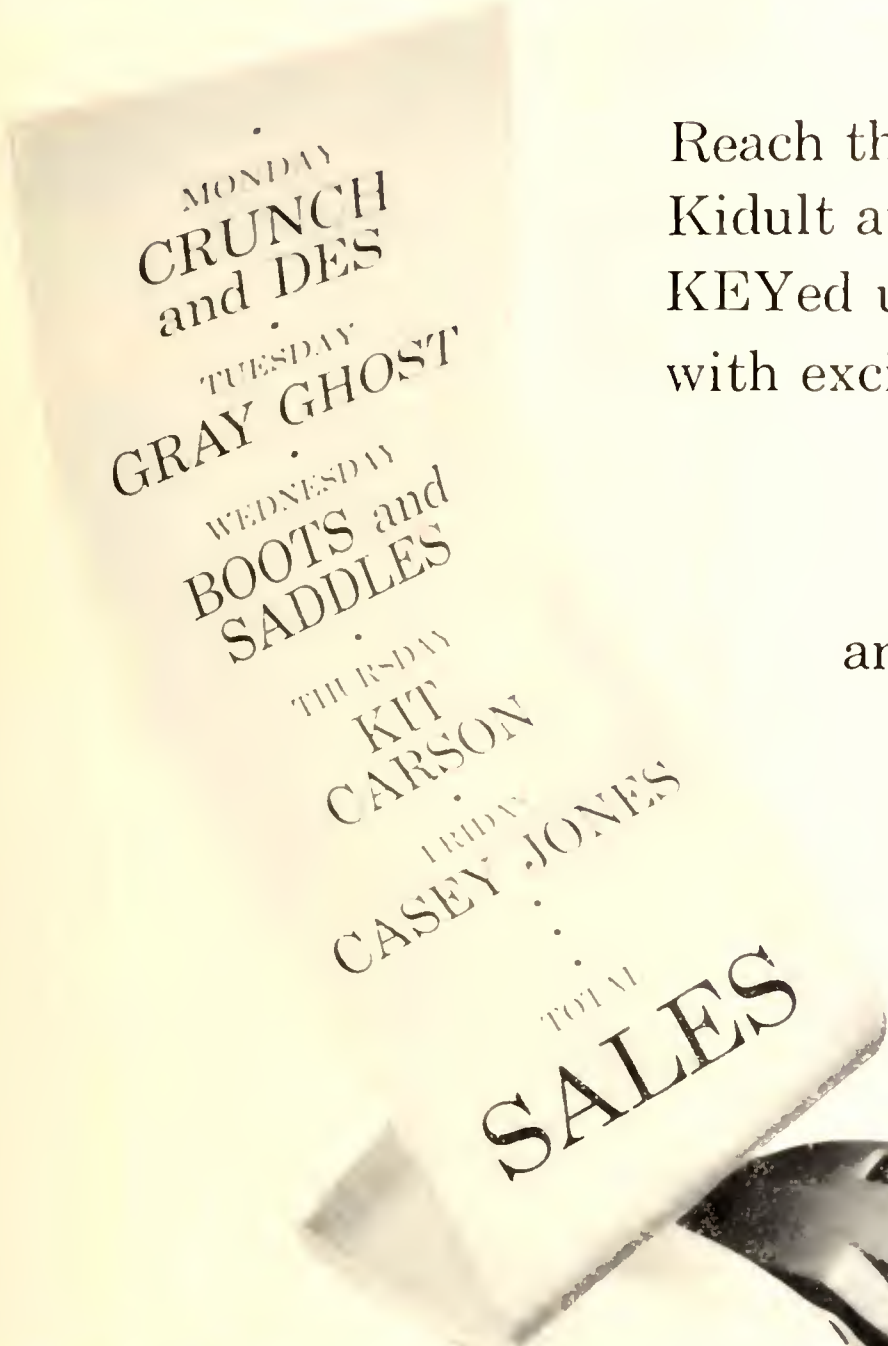
CBS and ABC Affiliate

Represented notionally by Avery-Knodel, Inc.  
San Francisco Representative  
George Ross, National Sales Manager  
Central Tower



# Adventure Monday through Friday at 6:00 PM delivers Omaha's Kidult\* audience!

\*Kids and adults



Reach the Omaha area  
Kidult audience when they're  
KEYed up to stay  
with excitement!

Full sponsorship  
and minutes available.

Adventure at six  
adds up to sales!



channel 7



OMAHA WORLD-HERALD STATION

Eugene S. Thomas, Gen. Mgr.



ON THE AIR

DEC.  
7th



THE KEY TO  
BETTER VIEWING

**KVII**  
**Channel 7**

Something New under the Texas Sun, lucky Channel 7 is a "Natural" for family entertainment.

**Venard Rinotul**  
**And McConnell, Inc.**  
**Clarke Brown Co.**

York: John Tatum and John D. Amey; in Chicago, Robert C. Rohde and Harold Abrams.

**Scott Donahue, Jr.**, Katz v.p. in charge of tv sales, explained the appointments are in line with the firm's general expansion policy.

**H-R Representatives, Inc.**, named **Robert J. McNamara** as director of client services, a new post to implement sales and services for its stations.

McNamara comes from Peters, Griffin, Woodward, Inc., where he was an account executive. Before that he was assistant sales mgr. for Phelps Dodge Copper Products Corp.

**Peters, Griffin, Woodward, Inc.**, made national representatives for **KIRO-TV**.

The new station for the Seattle-Tacoma market (18th in market rank) expects to start broadcasting in January.

As a basic CBS affiliate, it'll be the fifth station, all VHF's, in this market.

**Saul Haas** is president of the Queen City Broadcasting Co., owners and operators of the outlet.

**New rep appointments:** **Forjoe-TV** for **KTRX-TV**, the new outlet for the Kennewick-Pasco-Richland-Washington area. It plans operation before Christmas . . . **Weed & Co.** for **WAMV**, St. Louis . . . **George P. Hollingbery Co.**, **KFIV** in Modesto, Calif. . . **Radio-TV Representatives** for **WLEU**, Erie, Penna.

## TV STATIONS

**Free oil for WABC-TV's weather girl viewers:** Oil heat dealers in the New York metropolitan area are promoting the sponsorship of Janet Tyler by giving away 200 gallons each to 13 names drawn out of a fish bowl.

**How two strong competitors in tv are cooperating for the listeners' benefit:**

When a studio fire forced **KFAR**, Fairbanks, Alaska, to go off the air on 21 November, CBS affiliate **KTVT** offered to carry as many as possible of **KFAR**'s NBC and ABC programs. With **KFAR** staff members helping out in **KTVT** studios, the people of Fairbanks are continuing to enjoy their customary full tv programing.

**Station ideas:** The "Sunrise Semester" (**WCBS-TV**, N.Y.) idea is spreading: **WJBK-TV**, Detroit, is telecasting regular university credit courses, five days a week, starting 6 January.

"Residual" benefit of **Maverick** to a handicapped 10-year-old as related by **WTVW**, Evansville: Raymond Jann's letter on why he liked the ABC TV western didn't win the contest prize, but it touched the hearts of staff members as it described the mute, shut-in writer's one amusement, watching tv. They chipped in to buy the boy his first big toy: a tractor he can ride.

**WKXP**, Lexington, is attracting new viewers with a \$10,000 "Happy Homes" contest.

Viewers are asked to identify and call in to the station within two minutes the street and house number of the "Happy Homes" shown on the station.

**To advise on educational tv:** **Dorothy Looker** and **Evelyn Davis**, co-producers of **WTOP-TV**'s (Washington) *Ask It Basket*, will go to Puerto Rico to help that government set up an educational tv program.

**Bonquets:** **WNBC**, West Hartford, has received a special citation from the National Association for Mental Health for its "outstanding service to the cause of mental health." The station has made a special project of mental health over the past two years.

• **KING TV**, Seattle, is the recipient of a Thomas Alva Edison award. The category: "The television station that best served youth in 1957."

• **WKY-AM-TV**, Oklahoma City, has been given a special award by the American Meteorological Society for accurately predicting Oklahoma's severe tornado seasons. **WKY** employs two full-time professional meteorologists.

• **WSOX**, Charlotte, and its advertiser, Colonial Stores, feted **Virgil Carrington Jones**, author of the station's new *Gray Ghost* series, first Civil War series to appear on tv.

**People on the move:** **Ralph W. Pasek**, assistant director for Gardner's, St. Louis, radio-tv department . . . **Peter M. Stewart**, rejoining N. W. Ayer as service representative . . . **Olga Fabian**, fashion coordinator



# HABIT STATION

'round the clock

...all 'round Detroit

# WJLBK

# RADIO

Michigan's Most Powerful Independent Station •  
10,000 watts day • 1,000 watts night • 1500 KC •  
AM-FM • Tops in News, Music and Sports



NATIONAL SALES HEADQUARTERS  
625 Madison, New York 22, PLAZA 1-3940  
Represented Nationally by THE KATZ AGENCY

for Ogilvy, Benson & Mather . . . **Stuart Minton, Jr.**, director of radio-TV production for Foote, Cone & Belding . . . **Lucille Richman**, radio-TV copy writer for N. W. Ayer, Philadelphia . . . **Eileen Milling**, public relations director and plans board member for Gore, Smith Greenland . . . **Fred A. Irwin**, media director for Geer, DuBois & Co. . . . **A. D. Gage** to the account management staff of Geyer Advertising, Detroit.

## RADIO STATIONS

**KSTP, Minneapolis-St. Paul**, claims that it's got the two oldest sponsors in radio.

These local advertisers have been on the station for an unbroken 30 years.

One is Ballard and Skellet, a moving firm, which started out sponsoring *Sam 'n Henry*, a program which, you'll recall, changed its name to *Amos 'n Andy*. The other advertiser is Weyland Furniture Co. of St. Paul.

Recently News Wrap-Up carried an item about WDBQ, Dubuque, and a local department store celebrating their 20-year association. WDBQ thought this a record.

**Anniversary: KVOX, Moorhead, Minn.**, celebrated 20 years of broadcasting on Thanksgiving Day. And celebrating his 20th year with the station is Manny Marget, station manager.

**McLendon stations** report an attendance of nearly 500 executives and time-buyers for their "Texas triangle" luncheon presentations in New York this week.

The pitch, designed to sell the Texas market, will be staged in other cities.

**An underwater first for New Orleans: WTTX** on 17 November staged a two-hour broadcast from inside the U.S. submarine *Whale*. The remote included a live simulated test dive and torpedo attack on an enemy ship.

**WGN, Chicago, reports this success story for nighttime radio.**

The station's nighttime business for October, 1957, was 35% better than October, 1956. It sold 65% of available announcements — time segments, participations and station breaks—for one specific week in November.

**WCCO's (Minneapolis) ideas**

**about Christmas programing:**

- It'll play only sacred Christmas music on Christmas week.
- Elvis Presley numbers will be limited to those he sings "with respect to the Christmas spirit."

**Christmas idea from WEBC, Duluth:** The station, in cooperation with local merchants, set up a day-long merchandise display in "Premier Christmas Preview" promotion in Duluth's main auditorium the week before Thanksgiving.

WEBC's air support of the display helped draw 34,000 people (over a third of Duluth's population).

**WDOK, Cleveland,** in cooperation with equipment people, staged its second annual stereophonic sound exhibit at the Statler.

The Cleveland Press co-sponsored the event, which drew about 15,000 persons.

**Stations with ideas:**

- **KXOL, Fort Worth,** perched three of its disc jockeys atop the city's tallest building for an all-night programing vigil on 13 November. Occa-



**EXCITEMENT...** "that which rouses a feeling; — that which calls to activity!"

WIS-TV rouses many a feeling — creates endless sales activity throughout central South Carolina's billion dollar market —

with exciting programs —  
exciting ratings\* —  
exciting results\* —  
and soon —  
exciting, expanded coverage from our 1522 foot tower, tallest structure east of the Mississippi river!

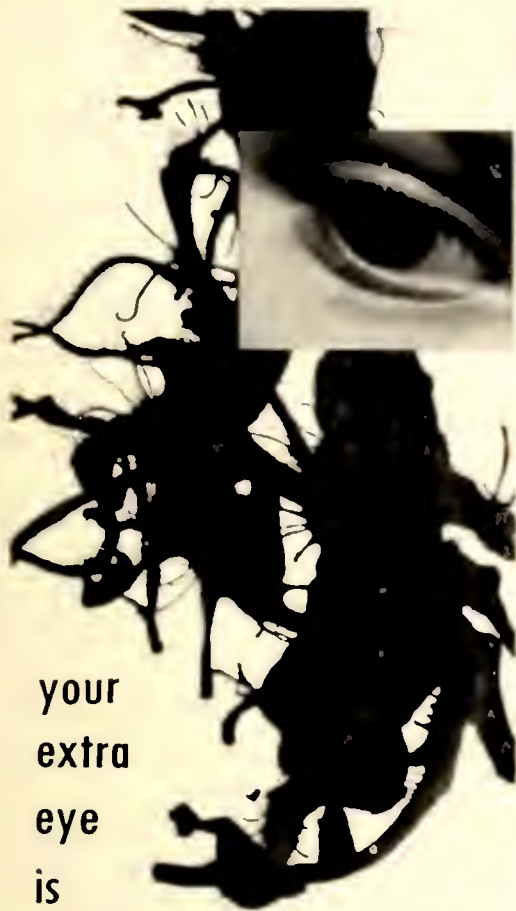
ARB and performance facts of all PGW offices will excite your interest in —

**WIS-TV-10**  
COLUMBIA, SOUTH CAROLINA

G. Richard Shafto, Executive Vice President   
Charles A. Batsan, Managing Director 

represented by  
**PETERS, GRIFFIN, WOODWARD, INC.**





your  
extra  
eye  
is

## SPONSOR

Hundreds of extra eyes to be exact — the most restless retinue of retinas — work for you at SPONSOR to help keep you the best informed executive on broadcasting that you can possibly be.

*Experienced eyes that see beneath the surface and beyond the fact. Eyes that bring you not alone news but the most comprehensive analysis of this news in the entire publication field.*

That's why you should read SPONSOR — at home . . . where you can give it your unhurried time — your relaxed imagination. One idea that you can apply might well be worth a lifetime of subscriptions.

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.

Only gift subscriptions for advertisers or agencies are eligible.

### 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

sion was the first night in operation of the world's largest super-accurate clock. Citizens turned out with auto horns and spotlights to keep the trio company throughout the night.

- WGAR, Cleveland, with Tetley Tea, originated a "used teabag contest" which drew over 500 entries. One woman's suggestion for used teabags: saddle bags for a Chihuahua.

- Texas Association of Broadcasters is sending out a radio consultant to Texas schools to aid in setting up radio courses. So far five high schools have set up radio courses in their speech departments and ten others are awaiting visitation. Local radio stations assist in the instruction.

**Honored:** WCAU, Philadelphia, has been cited by the Boy Scouts of America, Philadelphia Council, for its "outstanding service to Scouting during the past years."

KVOO, Tulsa, has received recognition via a Thomas Alva Edison award. The class: "The radio station that best served youth in 1957."

**Station affiliations:** WMRB, Greenville, S. C., joined CBS as a secondary affiliate 17 November, and will become a primary supplementary affiliate 15 February . . . WPAW, Providence-Pawtucket, became an affiliate of ABN on 2 December.

**Rural Radio Network,** headquartered in Ithaca, has filed a statement with the FCC requesting the commission retain the full FM band and FM band-width.

**Faces in new places:** Jim Kitheart, program coordinator for WMYR, Denver . . . Robert F. Klein, manager for KFRE and KRFM, Fresno . . . Robert R. Meskill, general manager and Joe Rider, sales manager for WKID, Minneapolis-St. Paul . . . Allan Bengtson, general manager for WTRY, Albany-Troy-Schenectady . . . Robert N. Burns, station manager for WFLR, Dundee, N.Y. . . . Albert J. Gillen, sales director for WAPI-WAFM-WABT, Birmingham, Ala. . . . Lewis Dickensheets, assistant manager for KWFT, Wichita Falls, Texas . . . Charles Godwin, managing director for WEZE, Boston. Godwin was formerly New York advertising manager for SPONSOR . . . Joe Bossard, national director of merchandising for KCBQ, San Diego . . . Louis T.

Everything you need in one complete dictionary of television:

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It's a dictionary that explains the terms, plus a lively, informative handbook that gives the working procedures of the 16 basic television operations.

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... the STATION that belongs on every advertiser's list





## Don't jump--- THIS IS YOUR INDIANAPOLIS / DES MOINES DAY!

You're never jumpy, on edge when Indianapolis-Des Moines day rolls around. WXLW and KSO make a time-buyer's job almost easy, with their exclusive programming that nets results.

In Indianapolis, folks prefer WXLW, and PULSE proves it! A 22.4 PULSE average, highest in town. More important, WXLW delivers the adult audience, the bulk of the buying public. The reason? An exclusive music-and-news format slanted toward adult listening likes . . . plus the popular air personalities who make it work to perfection. Put your message on a winner—WXLW, the top-rated radio station in the Indianapolis market.

And KSO, Des Moines, matches its Indianapolis sales twin in results. Like WXLW, KSO beams its programs toward the adult age group, the people who do the buying. Already the number one salesman in Des Moines, KSO is now challenging for all 'round leadership, and it won't be long. You'll say goodbye to time-buying blues with the only good buy in Des Moines—KSO.

5000 Watts Day Time

**WXLW**

950 KC  
Indianapolis, Indiana

5000 Watts Full Time

**KSO**

1460 KC  
Des Moines, Iowa

Contact your nearest JOHN E. PEARSON representative

Sayre, general manager for KSUB, Cedar City, Utah . . . Ed Sloan, sales manager for WAMS, Wilmington.

C. L. (Chet) Thomas, v.p. and g.m. of KXOX, St. Louis, elected v.p. of Goodwill Industries of Missouri.

## RESEARCH

Another feud has broken out in the world of research: Albert Sindlinger vs. the American Research Foundation. A blow-by-blow account to date:

**Round 1:** Al Lehman, ARF's managing director asked Sindlinger to answer 16 questions.

**Round 2:** Sindlinger countered with an invitation for the ARF clan to visit his operation.

**Round 3:** Lehman said he saw no reason for such a junket and insisted the questions be answered.

**Round 4:** Sindlinger answered, but Lehman didn't think they served ARF's intent.

**Round 5:** Sindlinger issued a blast, challenging the right of the ARF to appraise his work. He followed this up with a broadside at the Foundation's proposed \$800,000 study of magazines. Sindlinger charged that the ARF is attempting to set itself up as a dictator in research.

A Pulse study of FM listening in the San Francisco area reveals some highlights on the growing FM audience: Items:

- Of 855,400 radio homes in six Bay area counties, 118,791 or 17.3% have FM receivers in use. 16.3% of homes have two or more.

- 88.7% listeners are over 18.

- 50.2% listen to FM because of the fine music; 25.8% listen because they like the sound; 22.4% listen because of fewer commercials.

A tv audience survey conducted by KTTV, L.A., indicates an almost 90% usage of family tv sets during daytime hours. Other findings:

- In nearly 75% of homes daytime set usage averages two hours or longer.

- After midnight nearly one-third of the tv homes tune in at least once a week.

- 13% watch tv after midnight every night in the week.

The survey, taken at the L.A. County Fair in September, was recently tabulated. It involved the completion of



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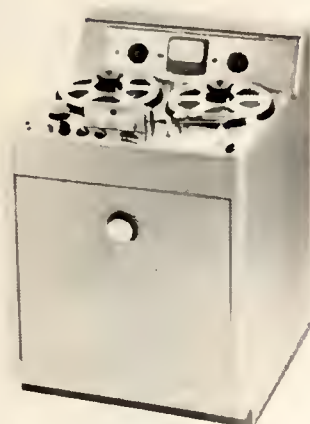
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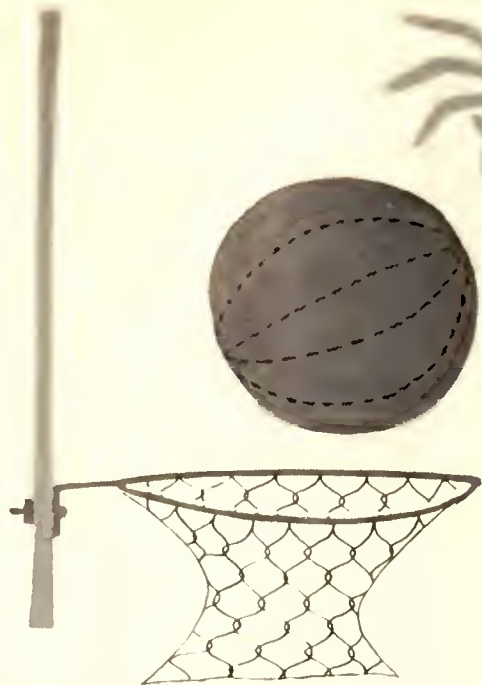
SAN FRANCISCO, EMERSON 9-1481

CHICAGO, TERRACE 3-7050

LOS ANGELES, OLIVE 3-1610

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## 50,000 WATT REACH

*Makes it easy  
to score in the  
GREATER  
Salt Lake Market*

Big KSL Radio stretches out to reach an audience of over 1,311,000\* spectators in the metropolitan areas as well as the thousands of cities and towns which make up the greater Salt Lake Market. So join the team now that plays for all of this big, booming 111 county market . . . then sit back and watch your client score points with this great audience.

*Get on the Big "K" team*

## KSL RADIO

50,000 WATTS

CBS for the Mountain West  
Represented by CBS radio  
spot sales

\*NCS 1956 Basic Service Area



25,000 questionnaires, one of the largest of its kind.

**N. C. Rorabagh is changing its release dates for the quarterly spot tv reports as follows:**

REPORTS	NEW RELEASE DATE
4th quarter '57	15 February
1st quarter '58	15 May
2nd quarter '58	25 July
3rd quarter '58	25 October
4th quarter '58	25 January

## FILM

**The long holiday week-end suspended activity along film-row but several interesting ratings cropped up.**

Results of ARB's latest survey showed that *The Honeymooners* ranks among the ten top syndicated film shows on its TV premiere in numerous cities across the nation. In New York, it jumped into the No. 2 spot among all syndicated film shows with a 19.1 rating and a 44.9 audience share. It also ranks No. 3 in Boston with a 21.7 rating and a 51.1 audience share.

*High Noon*, a film in NTA's *Champagne Package*, gained a 37.5 ARB rating for KENS-TV, San Antonio, on its first tv showing in the United States. A special ARB telephone coincidental gave the film a 65.0 share of audience. Compared to the last available rating, *High Noon*'s increased KENS-TV's rating by 282.7% and share by more than 120%. Sets-in-use figure increased by more than 70%.

KTVU, San Francisco, which starts operations this spring, purchased eight packages of Warner Brothers features, all first-run for the market—a total of 462 titles.

**Film Promotions:** KSLA-TV, Shreveport, kicked-off *Popeye and His Pals*, with a coloring contest.

It promoted for 10 days a 14-page book containing *Popeye* characters, which was the centerpiece of the contest.

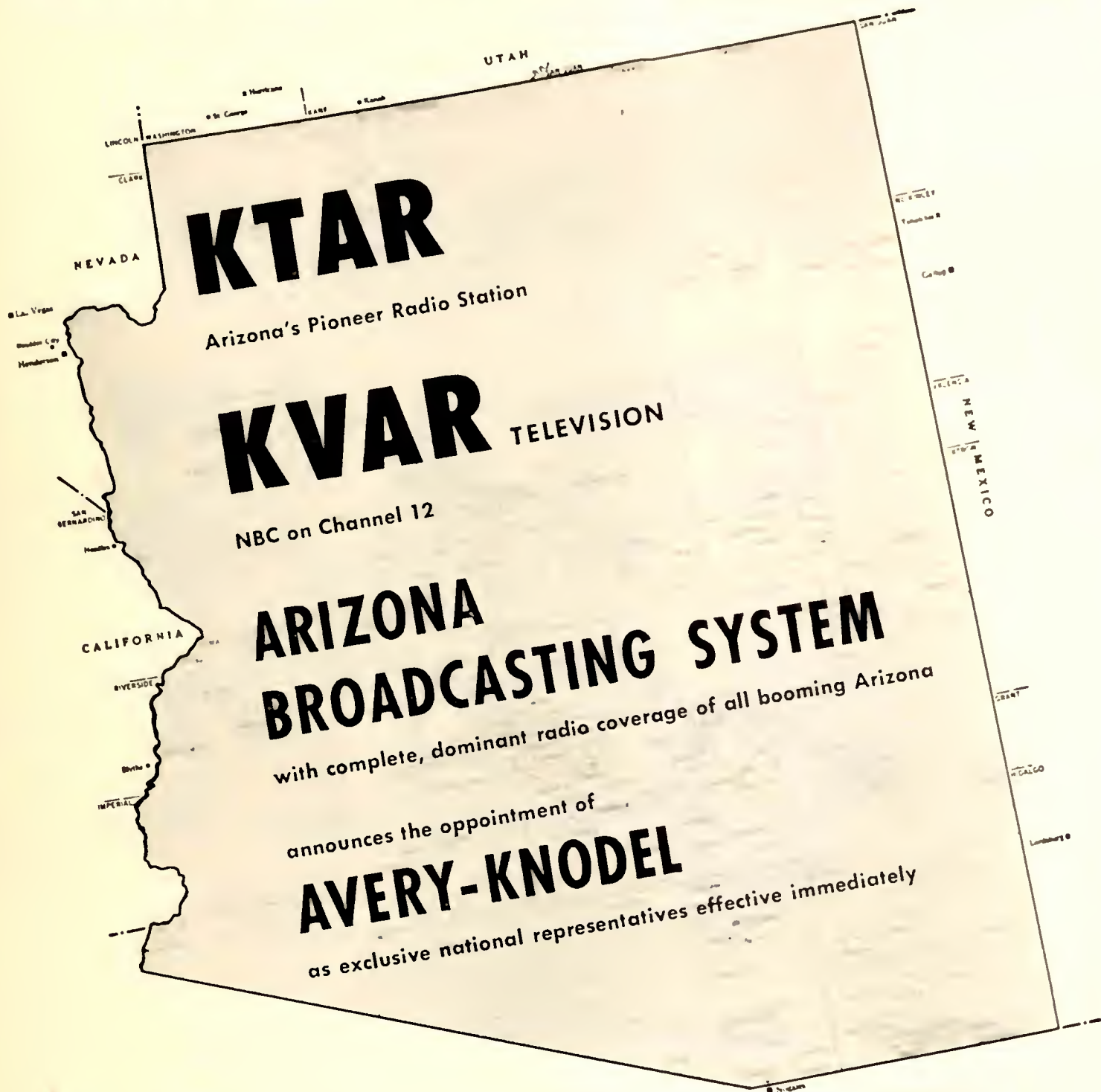
To date the station has received 11,588 requests for books and gotten back 8,000 processed books as contest entries.

WCAU-TV, Philadelphia, promoted *Frontier Doctor* by having a horse-drawn buggy driven through the city's streets.



# BULLETIN FROM PHOENIX

America's Fabulous 42<sup>nd</sup> Market



**KTAR**, 5000 watts on 620 kc, serves 199,450 radio homes (NCS #2)—16% more than KTAR's leading contender. KTAR is also key station of the Arizona Broadcasting System consisting of these stations: KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KGLU, Safford; KWJB, Globe; Miami; KCLS, Flagstaff.

**KVAR**, Channel 12, beams NBC network and top local programs to the fabulous Phoenix area . . . where Metropolitan population alone has jumped 66% in the last seven years. One of America's fastest growing markets, Phoenix ranks first in the nation in growth of total personal income — 171.4% greater than ten years ago.

**KTAR** and **KVAR**  
RADIO • PHOENIX TELEVISION • PHOENIX

NOW REPRESENTED NATIONALLY BY  
**AVERY-KNODEL**

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



**With these WKLO Air Salesmen  
you reach the heart-strings  
that control the purse-strings  
of Rich Kentuckiana.  
May we tell you more about  
their Proof Positive  
(PROFITABLE) Performance?**

Ask Bill Spencer, Manager, or Your JOHN BLAIR MAN

## CANADA

A new pattern in early morning broadcasting has begun on four CBC radio stations in Ontario and Quebec.

The new service, called *Preview*, runs from 7:00 to 9:15 a.m. It provides a basic framework of network news and "actuality" service within which each station can broadcast items of local interest.

The four stations are CBL, Toronto; CBM, Montreal; CBO, Ottawa, and CBE, Windsor.

Each station will also broadcast local weather reports, public service announcements and a daily calendar. Musical selections, while of the same type broadcast on the four stations, will be shorter to allow for added news and local service.

**Westerns plus strip programming make an effective blend in Canada.**

One of the biggest buys in recent years along that line was made recently by CJON-TV, St. John's, Newfoundland.

The station bought, through S. W. Caldwell, Ltd., all available westerns sold by CBS Film Sales.

The buy included *Annie Oakley*, *Gene Autry*, *Range Rider*, *Brave Eagle* and *Champion*.

**The uhf problem in the U. S. has no counterpart in Canada but a uhf outlet may soon be on the air.**

The CBC board of governors will consider an application for a uhf satellite station when it meets on 6 December.

Applicant is CJBR-TV, Rimouski, which asked for an okay to use channel 70 at Estcourt to rebroadcast shows aired by the parent station.

**Four stations were given awards by the Television Representatives Association in connection with the recently-celebrated Television Week, Canada's first.**

They are: CKMI-TV, Quebec City, for the most original merchandising idea in promoting TV Week; CKGN-TV, North Bay, for the best public service campaign; CHCT-TV, Calgary, for the most outstanding promotion by an English tv station; CKRS-TV, Jonquiere, for the most outstanding promotion by a French tv station.

**CBC Notes:** CBC's CBWT, Winnipeg, will move from Channel 1 to Channel



If you are interested in audience statistics:

# **WSB-TV**

## **ratings continue to climb!**

**In the 3-station Atlanta market**

**WSB-TV shows a 45.9%\* share of the total tune-in  
sign-on to sign-off Sunday through Saturday**

The impact of the NBC line-up of fall programs combines with strong local news coverage, the MGM film library and top local programming to heighten WSB-TV dominance in the Atlanta market. Get more for your television dollar. Get on Atlanta's WSB-TV— one of America's truly great area stations.



### **WSB/TV**

Represented by Edw. Petry & Co.  
Affiliated with The Atlanta Journal & Constitution  
NBC affiliate

\*ARB—October 1957



# TWO'S NOT COMPANY

When your announcement is aired back to back with another announcement two's not company and three's most definitely a crowd. To get the proper impact your announcement should stand alone. Demand adequate separation . . . Stamp Out Multiple Spotting.

**GUARANTEED SEPARATION**  
All Announcements Will Be Separated From . . .  
1. All other commercial announcements by time for one complete musical selection.\*  
2. All competitive announcements by time for one complete musical selection.\*  
\*Except 10 second, quarter hourly time signals.

**GUARANTEED SEPARATION**  
All Announcements Will Be Separated From . . .  
1. All other commercial announcements by time for one complete musical selection.\*  
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All Announcements Will Be Separated From . . .  
1. All other commercial announcements by time for one complete musical selection.\*  
2. All competitive announcements by time for one complete musical selection.\*  
\*Except 10 second, quarter hourly time signals.

**STAMP OUT MULTIPLE SPOTTING**

This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

**RATING for RATING . . .  
RATE for RATE  
in CENTRAL NEW YORK it's**

National Sales Representatives  
**THE WALKER COMPANY**



**SYRACUSE, N.Y.**

3 early next year to improve service southwest of the city by avoiding interference with KNJB-TV, Valley City, N. D., also Channel 4. The changeover will cost about \$60,000 . . . The largest cast ever assembled for a CBC-TV drama appeared in the CBC Folio production of *The Trial of James Whelan* 21 November. Total cast: 66.

**Appointments:** Rick Campbell has been named broadcast department director of Locke, Johnson. He held the same position with Breithaupt Milson and was once morning man on CHUM, Toronto . . . Bart Gibbs, sportscaster, whose experience included radio and tv service in Montreal and Edmonton, is now with Stephens & Towndrow, station reps . . . Keith Kearney, former commercial manager of CKOY, Ottawa, is a new addition to the Toronto sales staff of Radio & Television Sales, Inc. . . . John Griffiths has joined Y&R, Ltd., as a tv commercial producer. He has a background of tv, film and radio experience at agencies and private radio stations . . . John Nadon is acting manager of CJMS, Montreal. He left the Canadian Marconi Radio and Tv Sales Division . . . Hugh Spencer has been named creative art director of Robert Lawrence Productions (Canada) Ltd., Toronto. He is a former designer for the British Board of Trade, BBC and the Granada tv network in England.

## 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. 26 Nov.	Tues. 3 Dec.	Change
<i>New York Stock Exchange</i>			
AB-PT	13 <sup>3</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>3</sup> / <sub>8</sub>
AT&T	166 <sup>3</sup> / <sub>8</sub>	169 <sup>3</sup> / <sub>4</sub>	+3 <sup>3</sup> / <sub>8</sub>
Avco	5 <sup>3</sup> / <sub>4</sub>	6	+ 1 <sup>1</sup> / <sub>4</sub>
CBS "A"	24 <sup>3</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>2</sub>	+ 3 <sup>1</sup> / <sub>4</sub>
Columbia Pic.	14 <sup>1</sup> / <sub>2</sub>	13 <sup>3</sup> / <sub>4</sub>	- 3 <sup>1</sup> / <sub>4</sub>
Loew's	12 <sup>3</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Paramount	31 <sup>7</sup> / <sub>8</sub>	32	+ 1 <sup>1</sup> / <sub>8</sub>
RCA	29 <sup>1</sup> / <sub>2</sub>	32 <sup>1</sup> / <sub>2</sub>	+3
Stores	21	20	-1
20th-Fox	23 <sup>3</sup> / <sub>8</sub>	23 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>8</sub>
Warner Bros.	20	20 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Westinghouse	58 <sup>1</sup> / <sub>4</sub>	63	+4 <sup>3</sup> / <sub>4</sub>
<i>American Stock Exchange</i>			
Allied Artists	2 <sup>7</sup> / <sub>8</sub>	3	+ 1 <sup>1</sup> / <sub>8</sub>
Assoc. Art. Pro.	7 <sup>1</sup> / <sub>2</sub>	7 <sup>7</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>4</sub>
C&C Super	3 <sup>1</sup> / <sub>2</sub>	3 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>4</sub>
Dumont Labs.	31 <sup>2</sup> / <sub>8</sub>	33 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
Guild Films	25 <sup>5</sup> / <sub>8</sub>	23 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>4</sub>
NTA	7	6 <sup>3</sup> / <sub>4</sub>	- 1 <sup>1</sup> / <sub>4</sub>





**YOU MIGHT PITCH A RINGER 8 TIMES OUT OF 10\* —**

**BUT . . . YOU NEED WKZO RADIO**

**TO HIT PAYDIRT**

**IN KALAMAZOO-BATTLE CREEK**

**AND GREATER WESTERN MICHIGAN!**

Reach out and ring up the biggest share of the Kalamazoo-Battle Creek and Greater Western Michigan radio audience, with WKZO. Pulse figures at the left prove that WKZO delivers it—*morning, afternoon and night!*

Many of the most impressive ratings are for WKZO local shows—with several giving up to 40% Share of Audience! . . . *or over twice the share of the nearest competitor.*

Want more facts? Ask your Avery-Knodel man!

6-COUNTY PULSE REPORT KALAMAZOO-BATTLE CREEK AREA—MARCH, 1957 SHARE OF AUDIENCE—MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M.-12 NOON	35	20	9
12 NOON-6 P.M.	30	21	10
6 P.M.-12 MIDNIGHT	29	21	10

# WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**

**Avery-Knodel, Inc., Exclusive National Representatives**



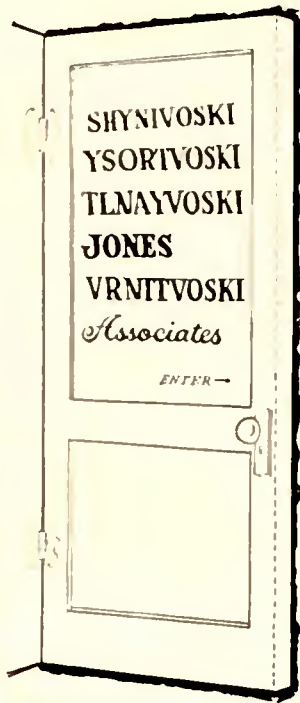
*The Felzer Stations*

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

*\*Ted Allen won the championship in 1955 with an .863 ringer average in 35 games.*





one always  
stands  
out



ABC

(Continued from page 31)

and better cowboy operas alive. Particularly dramatic has been *Maverick's* recent record against Ed Sullivan. In two recent special Trendex reports, 10 and 17 November, the Western took Sullivan's measure during the half hour in which they overlap 21.9 to 19.0 and 21.0 to 20.2, respectively. ABC has also done well with *Sugarfoot*, *Zorro*, *The Real McCoys* and *Colt .45*.

Half-hour Westerns are the top-rated nighttime program category, according to Nielsen. The average of 11 of them was 25.9 for the two weeks ending 19 October. Last year they also did well, with seven of the half-hour variety averaging a 23.3 during the corresponding period, just below the top-rated category, which was situation comedy in 1956. (These and the figures below are by average minute audience.)

The average for the latter type dropped off a little this year, though as a group they still do well. Situation comedy is one of four categories that dropped off in 1957. The other three are hour dramas, half-hour suspense dramas and half-hour adventure series.

Besides Westerns, the quiz and audience participation group has shown top audience appeal. The latter group is not only the second-rated program group but registered a substantial jump over last year from 20.5 to 25.1. Since the number dropped from 16 to 12 shows, it can be seen that part of this strength comes from the elimination of the weaker shows. Half-hour dramas and variety shows of both the 30- and 60-minute type improved in average ratings.

It is interesting to note that a tally of firsts by program category in the competitive Trendex cities shows a similar picture. Rated first is the Western with eight half-hours on top, second is variety with six half-hours, third is situation comedy with five half-hours and fourth is drama with five half-hours.

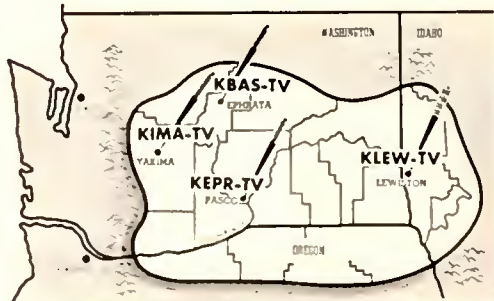
While a feel for shifting program patterns is a handy knack to have, there is, of course, no substitute for the knack of bringing in good shows, no matter what the type. It is significant that ABC has had more than a fair share of success in doing this by relying on the know-how of outside producers.

in Shreveport it's...  
**K-JOE**  
1480 KILOCYCLES • NON-DIRECTIONAL  
1000 WATTS • DAYTIME • INDEPENDENT  
529 1/2 Crockett St. — Shreveport, Louisiana  
REPS.: National FORJOE & COMPANY — Southern CLARKE BROWN COMPANY




I'm a patient man, Smidley.

Lord knows how long I've waited for just one Coscode order across this desk. But I've had it. I won't sit here and let an exclusive billion dollar market be ignored. If you can't spot the West's biggest TV buy—one of the nation's top 75, then Smidley, in my book, you're no time buyer. And heaven knows I've tried.



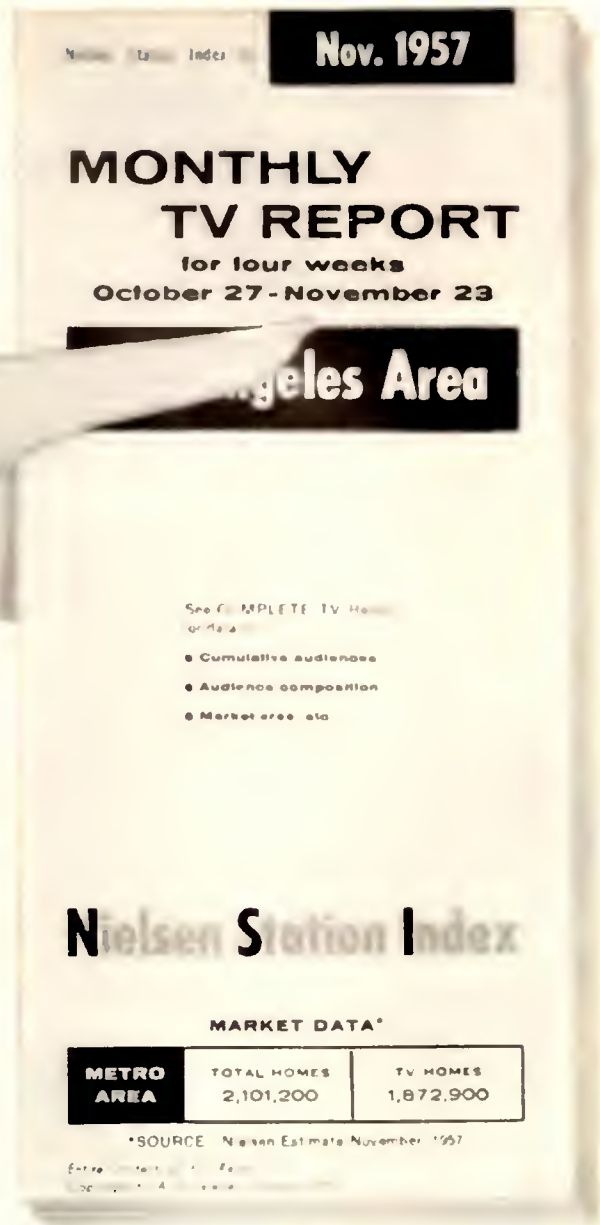
**CASCADE**  
BROADCASTING COMPANY

NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES



To give you tv facts faster and oftener . . .



THE NIELSEN STATION INDEX  
NOW PROVIDES

# MONTHLY TV REPORTS ON EACH MARKET!

For each quarter hour, 6 A.M. to midnight, you can now have—

**Per-Broadcast Station Totals**  
*to reflect the full reach of each station*

**Per-Broadcast Metro-Area Ratings**  
*to measure "inner area" campaigns*

These station time-period facts are now reported separately for each measured month. You get important facts faster . . . and more frequently . . . in the new . . .

## NSI MONTHLY TV REPORTS

For the full eight-week seasonal averages which you also need, NSI provides bi-monthly Complete TV Reports. These give you the four-week cumulative audiences . . . number of times reached . . . viewers per set . . . Audience Composition . . . and complete station and time-period appraisals.

## Nielsen Station Index

*a service of A. C. Nielsen Company*

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7896

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MENLO PARK, CALIFORNIA  
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*when it's a question of*  
**BUDGET**

WVNJ will deliver 1000 families for just 31c.  
 That's by far the most economical buy you can make in this market.

You'll get blanket coverage, too, because WVNJ delivers almost twice the listeners of the next two radio stations broadcasting from New Jersey.

\*Source—Hooperatings Jan. - Feb.—New Jersey.

Chances are it will be even less than 31c as time goes by because WVNJ is attracting more listeners than any other radio station in the area. It's no secret how we do it. Superb new programming (we play just Great Albums of Music from sign on to sign off) plus the heaviest consumer advertising schedule of any independent radio station in America.

When it's a question of budget—your money buys the most on WVNJ.



Represented by:  
 Broadcast Times Sales  
 New York OX 7-1696

**WVNJ** Newark, New Jersey  
 RADIO STATION OF *The Newark News*



# WASHINGTON WEEK

7 DECEMBER  
Copyright 1957

SPONSOR PUBLICATIONS INC.

The FCC scratched its head over "subliminal perception" at great length this week, then issued a statement which indicates that the Commissioners still have an open mind.

The method of flashing commercials on a TV screen so fast that they can't be seen consciously (and perhaps finding some way to use the split-second method on radio) has been called illegal by various groups.

Basis for this view is that section of the Communications Act requiring identification of sponsors. Apparently the Commissioners are not convinced that this opinion is accurate.

The Commissioners say, however, that their study will continue. They point out that there is no urgency about it, in view of the statement by the networks that they have not used the new selling method, and have no plans for using it, and in view of the NARTB code board holding that stations shouldn't use it pending a full review.

The Commissioners hope to take advantage of an offer by Subliminal Projection, Inc., to witness an actual demonstration of the technique.

Note: All three tv networks have taken official positions against transmission Subliminal perception.

The FCC has refused to reshuffle its UHF TV channel assignments in New England to permit WWLP, Springfield, Mass., to build a chain of satellites on channel 72 in southern Vermont, southwestern New Hampshire, and northwestern Massachusetts.

Only a week before, the Committee for Competitive Television had engineered a junket to WWLP, its satellite WRLP in Greenfield, and its translators at Claremont, Newport and Lebanon, N. H. The Commissioners were much impressed with the job which was being done through use of UHF.

The decision on the WWLP petition held, however, that the entire job could be done through translators and that it would be unnecessary to revamp the table of allocations so drastically.

Brown & Williamson has denied Federal Trade Commission charges of discrimination among B&W customers in the granting of promotional allowances.

The company says the challenged allowances were made to meet competition.


The Barrow Report, outgrowth of the work of the FCC's Network Study Committee under Dean Roscoe Barrow, is causing considerable anguish among the Commissioners. The FCC must consider all of the recommendations and pass along its own ideas to Congress.

Heading the committee were three commissioners, chairman Doerfer, plus Hyde and Bartley. The original plan was to have these three come to preliminary conclusions before passing the report on to the full Commission.

The three have surrendered and now all seven commissioners must grapple with the lengthy document. It appears doubtful at this time whether the Commissioners can reach any sort of agreement for some time to come. The report probably will be transmitted to the House and Senate Commerce Committees, with a promise that FCC comments will come later.

# 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 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.  
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**



See front cover of this Sponsor for details

# Look at the record:

## **W F I L - T V**

PHILADELPHIA, PA.

**Last year**—9.1% MORE quarter-hour firsts, 2 PM to sign-off Monday-Friday, than station B; 88.2% MORE than station C.

**THIS YEAR**—MORE AUDIENCE THAN ANY OTHER STATION IN PHILADELPHIA, SIGN-ON TO SIGN-OFF, SEVEN DAYS A WEEK!

## **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 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 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! Hurry! Rates go up January 1, 1958.

## **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!

Sources: ARB, Philadelphia, November 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, November 1956 and June 1957/Television Magazine, September 1957



# SPONSOR HEARS

7 DECEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

The latest euphemism that's catching on in the business of selling time: **The charter client.**

Translation: A fellow who will take a chance on something new or untried at a price that's under the ratecard.

The practice among some stations of shoving the cream of their feature crop into "rating weeks" often means **this corollary for reps:**

Urgent wires to scour the field for business from buyers who are anxious to cash in on such an opportunity.

The old wheeze about being careful not to step on a fellow because you might some day meet him coming up neatly fits the **imminent shift of an eastern oil account.**

The present agency overlooked the niceties when the current ad manager was doing the company's house organ not so long ago (at \$7,000 per).

The New York Mirror's Nick Kenny thinks that adult—or "problem"—westerns are nothing but "soap operas in cowboy trappings."

Kenny tells SPONSOR that the tone of his mail indicates readers prefer the old-fashioned gunplay to the "corral couch."

It may have been without top-brass sanction, but a Pontiac executive invited a New York agency to submit a pitch. Chances of the invite being followed up are practically nil, though.

Reason: The account, with a \$5-million air media budget, is at MacManus, John & Adams.

A satellite-minded Park Avenue agency was scouting around this week for an advertiser to sponsor United Artists' Destination Moon as a network special.

Suggested for host, Orson Welles; for commentary, Wernher von Braun, V2 specialist, now on a missiles project in Alabama, who recently envisioned the moon as a sort of Las Vegas.

Agencymen scanning the economic horizon predict that, if history repeats itself, the agency loaded with mass consumer products will be in an advantageous position.

Back in the '30s it was comparatively easier sailing for the agency that specialized in items that sold for less than \$1 and went up in smoke or down the drain.

Acting on Pepsi-Cola's instructions, K&E asked the 180 stations carrying the Annic get Your Gun special to refrain from scheduling "competitive beverages" like coffee, tea, or milk—within a half hour on either side of the show.

What puzzled the stations most about this unusual request: The omission of beer from the list. K&E's explanation: **Plain oversight.**



# Another Award for KCMO Radio NEWS



Medill School of Journalism (Northwestern University) and the Radio-Television News Directors Association have awarded KCMO-Radio their annual Distinguished Achievement Award for the "outstanding radio news story broadcast" of 1957.

The story was one of the most important in Kansas City history: the May 20 tornado which struck the Ruskin Heights-Hickman Mills area.

This is the third major award for KCMO-Radio news in six years. In 1951 both the Distinguished Achievement Award for "overall radio news operation" and the Sigma Delta Chi Award for radio reporting went to KCMO-Radio.

So it's no lack of modesty that leads us to tell our listeners: "You're in the know on KCMO."



KCMO-Radio's full-time news department is staffed by professional radio-journalists, every one of them journalism-school trained: (L to R) Don Brewer, Howard Neighbor, Bill McReynolds, Allen Smith, Jim Walsh, Harold Mack, Joe Kramer, and news director Jim Monroe.

**KCMO • Television • Radio • Kansas City** Basic CBS  
Radio & TV

Affiliated with Better Homes & Gardens and Successful Farming Magazines

# ANNOUNCING

THE FORMATION OF

# SPEREFE

(SOCIETY TO PRESERVE AND ENCOURAGE RADIO ENTERTAINMENT FOR EVERYONE)

**We** FEEL WE AT WGAR are fulfilling our obligation to you as an advertiser by providing radio entertainment for everyone.

*That's why we take real pleasure in announcing our current series of Cleveland originated weekly concerts by the world-famous Cleveland Orchestra on Saturday evenings at 7:05 o'clock E.S.T.*

These broadcasts are also available to more than 200 other CBS radio stations across the nation. Adult interest? Last year more Americans bought tickets to symphony concerts than baseball games!

Regular WGAR listeners have learned to expect fine radio entertainment on 1220 ke. . . . the best in popular music and jazz, interesting news programs, penetrating news analyses, variety shows, outstanding drama, and, of course, the top performers from among the many CBS stars.

This policy has been paying off for our customers.



# WGAR

AM-FM

CLEVELAND, OHIO

REPRESENTED BY

HENRY I. CRISTAL CO., INC.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA



## NATION WIDE

(Continued from page 34)

car and correspondence labels promoting *Mama* for use on letters and envelopes.

- A form letter for mailing to customers. The letter features a photo of Peggy Wood, *Mama* star, with the line: "Meet a good friend of Nationwide!" The agent fills in the channel and time, signs his name and the letter is ready for mailing.

- A folder specifying the promotions agents can expect from the local *Mama* station; they are urged to check with the station for *specific* promotions it will be conducting.

In the special promotion category, "Mama of the Month" competitions are sought from stations, the insurance company advises its agents.

So far, one station, WBNS-TV, Columbus, Ohio, is holding such contests, "and five or six more are lined up to start soon," Pitts told SPONSOR.

The station selects contest winners. The Ohio winner, a well-known figure in the community, was presented to viewers on a local news program and awarded a corsage and a silver plate. Naturally, both *Mama* and Nationwide received on-the-air mentions as well as newspaper publicity.

**Stations take the vow:** The intensive station merchandising didn't happen by accident. It was carefully planned from the beginning by Hunter, Pitts and Bob Glatzer, Sakheim time-buyer.

Over 100 stations were considered—and merchandising support was a prime topic of conversation with the reps. A special form was even devised by the agency for the interviewing stint. It not only included the normal market, time and rate information, but probed deeply into *precisely* what the station offered in the way of program merchandising.

A filled-out form which Glatzer says is typical shows a station promising to do all of the following:

- Five spots per day for six days before *Mama's* opening; 15 spots the first day of the show; 10 per week after that for the entire 52 weeks.

- A 20" ad in the local Sunday paper's tv section the Sunday immediately preceding the show opening; 20" ads every month in two local dailies.

- Six half-page ads per year, plus a half-page before show openings in

Delivering  
**MORE  
MORE  
MORE**

on channel

4



Your Katz Representative  
will tell you more  
about channel

4  
WWL TV

NEW ORLEANS



IN THE  
CRESCENT CITY

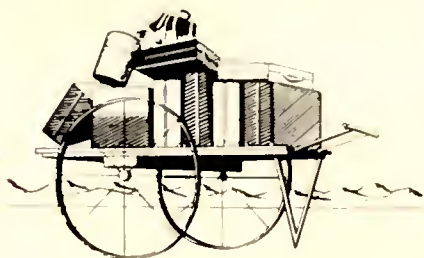


MUSIC  
MUSIC  
MUSIC

Gets Sales on

**WD** *OK*  
1260 KC

CLEVELAND'S STATION FOR MUSIC & NEWS



## GOING WEST ?

### Have a good time-buy!

If you plan to advertise throughout the big wide West... send your sales message to KOA-RADIO, the only station you need to reach and sell the entire rich Western Market!

With the welcome 50,000 watt voice of KOA-RADIO, your sales message is sold to 4 million people in 302 counties of 12 states!

Represented by  
Henry I. Christal  
Co., Inc.



**KOA**  
DENVER *Radio*

One of America's great radio stations

50,000 Watts

850 Kc

TI Guide in the local program list.

- Placement of advertising cards on taxis one week before show debut, plus one week every other month.

These station promises all became legal commitments when contract-signing time rolled around because Glatzer included them as a part of the purchase agreement.

How did the station representatives react to these stringent merchandising requirements? Glatzer says "they were very cooperative, but at first they didn't seem to know what their stations could do merchandising-wise. They were glib and general—the 'oh yes, we'll give full merchandising support' approach was common. When we made it clear this didn't mean anything to us, they had to do some fast legwork to find out exactly what they could promise."

SPONSOR contacted two reps who worked on the Nationwide deal to get their personal reactions to the merchandising demands.

Both said the volume of merchandising sought by Nationwide was far above average. Stations went along with it because they wanted to get insurance advertising on their outlets, the reps stated.

The salesmen were apprehensive about the future if these merchandising demands become the rule rather than the exception. "If every advertiser made these requests stations would be in the publication and meeting-hall business," said one rep. "To a degree I think it's dangerous," said the other, "because it's creating added expense and in some instances requires extra personnel time."

One rep said his stations' expenditures for merchandising were only about 25% out-of-pocket; the rest was through time exchange arrangements locally. The second rep estimated 50% out-of-pocket for his stations.

Glatzer credits CBS TV Film Sales with an assist in station selection. "For example, Willard Block, account exec, was able to give me some first-hand knowledge he had gained through personal experience in several markets. This led to my selection of a uhf station in one market," the timebuyer states.

All of the stations bought by Nationwide are network affiliates, except in

New York and Wilmington where the show had already been purchased by the stations, WPIX-TV in New York, WVUE-TV in Wilmington. The network breakdown: NBC-14, CBS-13, ABC-7.

Nationwide has full sponsorship of *Mama* on 28 stations. In the other eight markets sponsorship is split—in Toledo with Welch Grape Juice, in Pittsburgh with the Giant Eagle Foods chain and in five with spot buyers. In Plattsburgh, N. Y., the local Nationwide agents are the alternate sponsors.

The show is on every night of the week somewhere in Nationwide markets. Principal times are 6:30, 7:00, 7:30 and 10:30 p.m. Three stations carry *Mama* at 5:30 p.m. Sunday.

"These times were bought," Glatzer says, "to avoid competition with the earlier children's programs and at the same time grab the parents for a half-hour either before or after the prime-time network shows. We are also aiming for the man of the house—he's the one who buys insurance," Sackheim's timebuyer states.

The October Pulse report for the New York market shows 61 adult males per 100 sets for *Mama*. Showtime is 7:30 p.m.

Except for its contributions under the 50/50 plan and limited newspaper advertising in agent areas where *Mama* is not carried, Nationwide is relying solely on the tv film feature for advertising.

Next year, however, about 15% of the annual advertising budget will be put into newspapers.

In discussing merchandising of a program property Bill Pitts told SPONSOR, "many sponsors are overlooking its potential as a means of building audience."

He had words of caution, however, for those seeking merchandising success. "Volume is not the answer—it's the kind of merchandising—especially in an organization with sales personnel," he said. "It's important that the merchandising material involve the salesmen in such a way that they feel there is personal benefit for them in its use."

He sums it up: "avoid a lot of con-fetti and have a function for every piece of merchandising." ▀



*T*  
**WKXP** •  
*Television*



*FULL TIME IN LEXINGTON, KY.*

Almost 100,000 television homes in the expanding Lexington 20 county area have given us a rousing welcome! Industry is beginning a billion dollar spending program and *you* need this market *now!* Hit 'em with WKXP-Television . . . the first, the favorite, the *only full time* Television Station in the booming bluegrass!

**WKXP Television**

Broadcast — Telecast Central  
177 North Upper Street  
Lexington, Ky., Telephone: 3-2727

Contact Miller ("Mill") Welch, Commercial Sales Manager in Lexington or get hold of John E. Pearson Company representative closest to you.

# MOST SEEN SCREEN

## WRAL-TV

NBC CHANNEL 5  
RALEIGH, N. C.

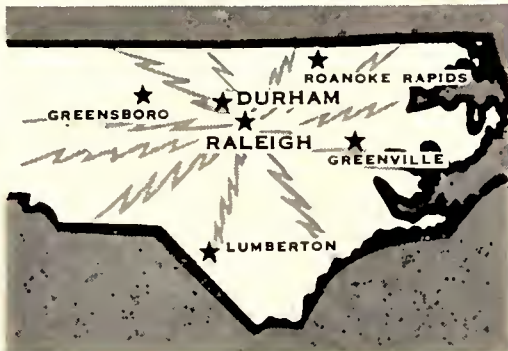
*No. 1*

in every ARB survey of the  
Raleigh-Durham area

*Plus*

far-reaching, sales effective

### COVERAGE




... a total of more than  
**2 Million Population**

From Greensboro to the Coast,  
from Virginia to the  
South Carolina line

Get the full picture  
on

## WRAL-TV

TOP POWER CHANNEL 5  
RALEIGH  N. C.

Represented by H-R

## Tv and radio NEWSMAKERS



**John S. Hayes**, a nationally prominent broadcast executive, has suggested in an open letter to Pres. Eisenhower that Freedom Sphere be the name of the first U. S. satellite to be launched in outer space. Hayes is president of the Washington Post Broadcast Div. (WTOP and WTOP-TV, Washington D. C., and WMBR and WMBR-TV, Jacksonville, Fla.). In the letter he suggested that the name of the satellite be one "which truly represents the American spirit typified in our freedom of inquiry, freedom of expression, and freedom of action—which will bring about the very creation of the satellite. Because it will renew the confidence of the people everywhere in the creative ability of our free society, I respectfully suggest that you title the satellite The Freedom Sphere." The proposal has been receiving favorable comment.

**Roger C. Bumstead** has joined Campbell-Mithun, Inc. as a media planner. In the agency's recently expanded and reorganized media department, media planners are responsible for recommending basic media strategy on all accounts to which they are assigned. They "straddle" the gap between media research and timebuying on one side and the account contact group on the other. Bumstead was formerly media director in the New York office of MacManus, John & Adams where his accounts included Noxzema Shaving Products, White Rock Beverages, Good Humor Ice Cream, Virginia Dare Wines, and Regent Cigarettes. Previously he was media director at David J. Mahoney, Inc., and timebuyer at Maxon, Inc. Bumstead joins Campbell-Mithun's 45-man Minneapolis home office media department. He attended Syracuse University.



**Si Lewis** has been appointed national sales manager of All Tele-Broadcasters' Stations. This group includes WPOP, Hartford, Conn.; WPOW, New York; KUDL, Kansas City, Mo.; KALI, Pasadena-Los Angeles.; KTIX, Seattle; and NEGM, San Diego. In addition to the above duties, Lewis has been appointed general manager of WPOW. This station went on the air in May of this year, and Lewis is in the process of reorganizing its format. Formerly he spent 11 years with Harry Goodman Productions, and four and a half years with WPIX, New York; he was most recently with WINS, New York. He is a member of RTES.





Photo courtesy the MILWAUKEE SENTINEL

# AMERICA'S 14<sup>th</sup> MARKET

...and the city a certain yankee team mistakenly termed the "bush league"

**THIS IS MILWAUKEE** City of 362,400 families

**THIS IS MILWAUKEE** With an effective buying income of \$2,248,671,000

**THIS IS MILWAUKEE** With a tally of \$1,451,481,000 in total retail sales

**THIS IS MILWAUKEE** ... THAT'S SOLD ON WISN-TV with a plus coverage of 418,000 families beyond the metropolitan area

**THIS IS BUSH LEAGUE?**



John B. Soell, Vice President and Station Manager  
 Represented by Edward, Petry & Co., Inc.  
 Basic ABC Affiliate



# SPONSOR SPEAKS

## Diminishing tv satisfaction?

Is tv in trouble with its audience?

On the surface, the answer would seem to be "no" for sets-in-use are up over last year (see page 29).

But meanwhile disquieting reports flow in.

The 10th annual Videotown study, out this week, warns viewers are no longer as enthusiastic even though they continue to watch in large numbers (see page 35).

A nationally syndicated tv writer arrives separately at the same conclusion (see Sponsor Asks, page 52).

It's clear that what lies behind these reports of viewer frustration is over-reliance on those program types which get the best rating. Before the point of diminishing ratings is reached, apparently many viewers reach a point of diminishing *satisfaction* at which they are willing to watch but not satisfied enough to feel the time spent was justified.

If enough people feel this way, it will eventually become harder to maintain the tremendous audiences around which tv's economy and to a degree the economy of the nation is built.

We see this solution:

1. More creative programing—bolstered by . . .
2. Greater reliance on qualitative instead of quantitative research alone.

What programers need from research is a measure of when the viewer is becoming tired of programs which are still high-rated. This can save programs by indicating change is needed; it can also warn off those who are about to imitate a show.

The programer also needs to know how some of the currently weaker program types (like live drama) can be revived if we are to have a more varied program diet.

These are difficult research assignments and in the end we will probably have to rely on the creative man for most of the answers. But unless qualitative research as well as other forces are harnessed to provide guidance and stimulation, raw numerical ratings will continue supreme and lead the industry around in the same potentially dangerous circle.



**THIS WE FIGHT FOR:** Progress is being made in providing data on what clients spend (for latest tv step, see page 6). Net radio still has no dollar data; spot radio has limited data. We urge radio to fill the gaps in 1958.

## 10-SECOND SPOTS

**Depth:** Latest research-in-depth story to hit Madison Avenue is this description of an MR study: "First we conditioned a flea to hop over a pencil at the command, 'Jump.' Then we removed the flea's two front legs. 'Jump,' we said and he jumped over the pencil. We removed the middle pair of legs from the flea, and again, on command, he jumped over the pencil. We finally removed the two hind legs from the flea, but although we shouted at him again and again to jump, he did not do so. Conclusion: A flea with all legs removed can no longer hear."

**Sniff:** Headline from *N.Y. Times*—Odors Added to Films and Video, Even Those of Oranges or Ham. *Smell that Gunsmoke!*

**L.A. ff:** Promotion ideas run wild on the West Coast. Fran Harris, creative director of Harris-Tuchman Productions, Los Angeles, is sending out cans of "Genuine Los Angeles Smog." Says the label: "No pollutants or irritants removed. This is the Smog used by famous Hollywood stars."

**Ad lib:** A talking macaw, featured in an RCA Victor tv commercial for Grey Advertising, upset the shooting over at Transfilm the other day when it suddenly ad libbed, "For the people, awwrk." Turned out a Transfilm crewman had been trying between takes to teach the macaw to say, "This motion picture business is for the people."

**Catch-up program:** From WEBR, Buffalo, comes word that on 4 December it held "The World's First Outer-Space Cocktail Party." *That ought to give Comrade Khrushchev something to think about.*

**Natural:** NBC TV's *Annie Get Your Gun* was seen by an estimated 60 million people. *How could it miss? A Western with Mary Martin!*

**Gift guide:** Letter received from J. Llewellyn Brooks, II, Prop. of Sunny Pastures, Norwalk, Conn.—

Fellow Nature Lover

This Christmas remember your friends with a present they'll never forget . . . "Toujours Manure," the provocative gift for gracious living.

Toujours Manure, the famous 100% pure cow manure from our happy herds, comes in a sparkling white-and-gold foil fashion award Holiday Pack ready to spread . . . Sounds like just the gift to gladden some timebuyer's Christmas.





# Rock 'n Roll Ratings or RESULTS?

...the ADULT audience  
is tuned to WCFL



**SUCCESS STORIES** of WCFL clients who sell to adults would fill a station log . . . and usually does. Many use commercials where results are instantly measurable. That's why four\* leaders in different fields place at least 70% of their local radio advertising with WCFL. Why don't you let WCFL's powerful 50,000 watts of balanced programming go to work for you, as they have for the many furniture, beer, finance, auto, appliance, drug, food, cigar, department store, and other sponsors catering to adult audiences who BUY!

\*Names furnished on request

Sure, we like 15 year olds, too, but your products' best customers aren't the teenagers—so why direct your sales message to them?

WCFL's Balanced Programming (no rock 'n roll music before or now) is slanted to an audience with buying power.

A recent survey made by the Midwest Research Bureau showed 83% of WCFL's audience composition to be adults—as against an average of 52% among 5 other Chicago independent stations.

Isn't it smart to place your sales message where the listening audience *can* do and *does* do something about it?

# WCFL

*the Voice of Labor—Chicago*

Marty Hogan, Station Manager

Thomas E. Haviland, Commercial Manager

**666 LAKE SHORE DRIVE**

**MOhawk 4-2400**

Burke-Stuart Co., Inc.,  
60 E. 56th St., New York 22, N. Y.  
PL 1-4646

NEW YORK • CHICAGO • DETROIT  
LOS ANGELES • SAN FRANCISCO



**50,000 WATTS 1000 ON THE DIAL**



# Audience Dominance

proved 10th consecutive time

NOVEMBER, 1957

the SACRAMENTO

television audience

STATION SHARE OF SETS-IN-USE SUMMARY

	KCRA (NBC)	Sta B	Sta C	Other
<b>MONDAY THRU FRIDAY</b>				
Sign-on to 9:00 AM				
9:00 AM to 12:00 Noon	40.1*	60.1		
Sign-on to Noon	62.8	36.5		
Noon to 3:00 PM	56.0*	43.6		0.7
3:00 PM to 6:00 PM				
Noon to 6:00 PM	72.1	27.3	3.0*	0.6
6:00 PM to 10:00 PM	62.1	27.7	9.6	0.6
10:00 PM to Midnight	66.2	27.5	8.9*	0.6
6:00 PM to Midnight	47.2	37.1	14.8	0.9
	31.6	59.4	8.4*	1.4
<b>SATURDAY</b>				
Sign-on to 6:00 PM				
6:00 PM to 10:00 PM	44.0	41.7	13.6*	1.0
10:00 PM to Midnight				
Sign-on to 6:00 PM	56.5*	35.0	22.7*	5.9
6:00 PM to 10:00 PM	38.7	47.3	11.7	2.3
10:00 PM to Midnight	17.7	75.9	5.7*	2.4
<b>SUNDAY</b>				
Sign-on to 6:00 PM				
6:00 PM to 10:00 PM	33.3*	42.1	3.1*	24.3
10:00 PM to Midnight	48.3	40.4	9.7	1.6
	41.3	55.9	2.4*	0.8
<b>SUNDAY THRU SATURDAY</b>				
6:00 PM to 10:00 PM	46.1	39.0	13.7	1.2
10:00 PM to Midnight	30.0	62.3	7.2*	1.5
6:00 PM to Midnight	42.7	44.0	12.4*	1.2
<b>SIGN-ON TO SIGN-OFF</b>				
	48.8	40.4	11.4	2.7

Shares are based on time periods when the station was on the air. An asterisk is used when all stations are not telecasting for the same length of time.

Every rating report published since KCRA's initial broadcast more than two years ago has shown KCRA-TV in top overall position. The October and November ARB reports confirm it again, for the tenth consecutive time . . . Channel 3 is your big-audience buy in the prosperous Sacramento valley. Ask your Petry man for details and low-cost-per-thousand availabilities.

And look at the ratings

### 10 TOP NET

(KCRA has 7)

- |                      |      |          |
|----------------------|------|----------|
| 1. Gunsmoke          | 48.8 | Sta. "B" |
| 2. Wells Fargo       | 46.5 | KCRA-TV  |
| 3. Wagon Train       | 45.3 | KCRA-TV  |
| 4. Restless Gun      | 45.0 | KCRA-TV  |
| 5. Groucho Marx      | 44.6 | KCRA-TV  |
| 6. People are Funny  | 42.7 | KCRA-TV  |
| 7. Bob Cummings      | 42.3 | KCRA-TV  |
| 8. Schlitz Playhouse | 40.8 | Sta. "B" |
| 9. Perry Como        | 39.3 | KCRA-TV  |
| 10. Shower of Stars  | 39.0 | Sta. "B" |

### 10 TOP DAYTIME

(KCRA has 9)

- |                         |      |          |
|-------------------------|------|----------|
| 1. Popeye & Skipper Stu | 21.3 | KCRA-TV  |
| 2. Queen for a Day      | 17.9 | KCRA-TV  |
| 3. Matinee Theatre      | 14.8 | KCRA-TV  |
| 4. Valley Playhouse     | 14.1 | KCRA-TV  |
| 5. Price is Right       | 13.8 | KCRA-TV  |
| 6. Tic Tac Dough        | 11.6 | KCRA-TV  |
| 7. It Could be You      | 11.0 | KCRA-TV  |
| 8. Art Linkletter       | 10.5 | Sta. "B" |
| 9. Modern Romances      | 10.4 | KCRA-TV  |
| 10. Comedy Time         | 9.8  | KCRA-TV  |

### 10 TOP SYNDICATE

(KCRA has 9)

- |                         |      |          |
|-------------------------|------|----------|
| 1. State Trooper        | 37.1 | KCRA-TV  |
| 2. Silent Service       | 36.5 | KCRA-TV  |
| 3. Whirly Birds         | 34.8 | KCRA-TV  |
| 4. Gray Ghost           | 32.9 | KCRA-TV  |
| 5. Sheriff of Cochise   | 31.9 | KCRA-TV  |
| 6. Highway Patrol       | 31.2 | Sta. "B" |
| 7. Search for Adventure | 29.0 | KCRA-TV  |
| 8. Annie Oakley         | 26.5 | KCRA-TV  |
| 9. Waterfront           | 26.0 | KCRA-TV  |
| 10. Little Rascals      | 21.2 | KCRA-TV  |

# KCRA-TV

CLEAR  
**3**  
CHANNEL

SACRAMENTO, CALIF.

Highest-rated **NBC** station in the West

Call your Petry man