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SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



Where there's
Storz Station ...
there's

ENTHUSIASM!

enthusiasm of personalities
would glad to be alive ...
talk people, and show it ...
know how to get across
audience.

... in each of these
important markets ... more
people listen to the Storz
than to any other

- MINNEAPOLIS-ST. PAUL ... WDGY** is first ... all-day average. Proof: Pulse. To talk to the twins ... talk to Blair, or General Manager Jack Thayer.
- KANSAS CITY ... WHB** is first ... all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.
- NEW ORLEANS ... WTIX** is first ... all-day. Proof: Hooper (32.2%) — Pulse, too. See Adam Young or General Manager Fred Berthelson.
- MIAMI ... WQAM** is first ... all-day. Proof: Hooper (36.7%) ... Pulse (410 of 432 quarter-hours) ... Southern Florida Area Pulse ... Trendex. See Blair ... or General Manager Jack Sandler.

WILL NEW AIR STRATEGY JACK UP AUTO SALES?

Faced with a continuing sales drop, Detroit admen are betting on air media to pull sales up. Here's a preview of fall buying patterns

Page 31

How can you make the most out of merchandising?

Page 34

How radio killed a sales slump for Beech-Nut

Page 36

Spot television's \$1,000,000 brands

Page 49

DIGEST ON PAGE 2

STORZ STATIONS
DAY'S RADIO FOR TODAY'S SELLING
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.

ADAM YOUNG INC.

representing

modern radio stations exclusively

extends

Congratulations

to

The Todd Storz Organization,
the disc jockeys of America,
and everyone responsible for
the overwhelming success of

THE FIRST ANNUAL POP MUSIC D J CONVENTION

Kansas City, March 7-9, 1958

As announced at the Convention, we shall
release shortly a Pulse survey exploding once
and for all the myth that only young people
listen to modern radio music. Drop us a note if
you would like to receive a copy—no charge.

ADAM YOUNG INC.

3 East 54th Street, New York 22, New York, PLaza 1-4848

because

W P E N

programs live entertainers
who are salesmen 24 hours
a day, 7 days a week

and because

More people listen to

W P E N

than any other station
in Philadelphia*

More local and
more national advertisers use

W P E N

than any other station
in Philadelphia

W P E N

*Pulse: March-December, Monday thru Saturday

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Will new air strategy jack up auto sales?**
- 31** In Detroit's year of crisis, fall buying swings to more net tv specials, heavier use of spot as major auto firms fight to recoup earlier losses
- Are you making the most of merchandising?**
- 34** The time lag between air impression and point-of-sale can be dangerous. SPONSOR took a trip to watch local experts bridge it with merchandising
- Radio kills a sales slump**
- 36** For 10 years, Beech-Nut sales of chewing gum had been going down, but \$1.2 million in spot radio during 1957 has reversed the trend
- What's new in syndication for fall**
- 38** Distributors will peddle film this year specifically for first-run syndication. Here's what you'll be watching on the television screen this fall
- Daytime tv viewing is on the rise**
- 39** Nielsen figures, released by TvB, show morning audiences are growing faster (percentagewise) than rest of the day. Early morning is up 44%
- Spot tv's million-dollar brands**
- 49** Fifty of them accounted for that sum in gross time during 1957, new TvB figures show. TvB also lists top 100 spot tv corporate spenders
- SPONSOR ASKS: How effective are pr films on tv?**
- 60** Here's what three authorities in the field of film syndication had to say about the use of free films on tv, how they can be used to sell

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In Upcoming Issues

The new role of the radio/tv consultant

Does your agency need him? How important is he in client's media strategy? Answers to these questions in the next issue of SPONSOR

Sell gasoline via kids' shows?

Mom and Dad buy the gas and oil—but Junior gets the tv pitch from Union Oil Co. of Calif., third largest of the U. S. western oil outfits

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WHO-TV HEADS the BILL!

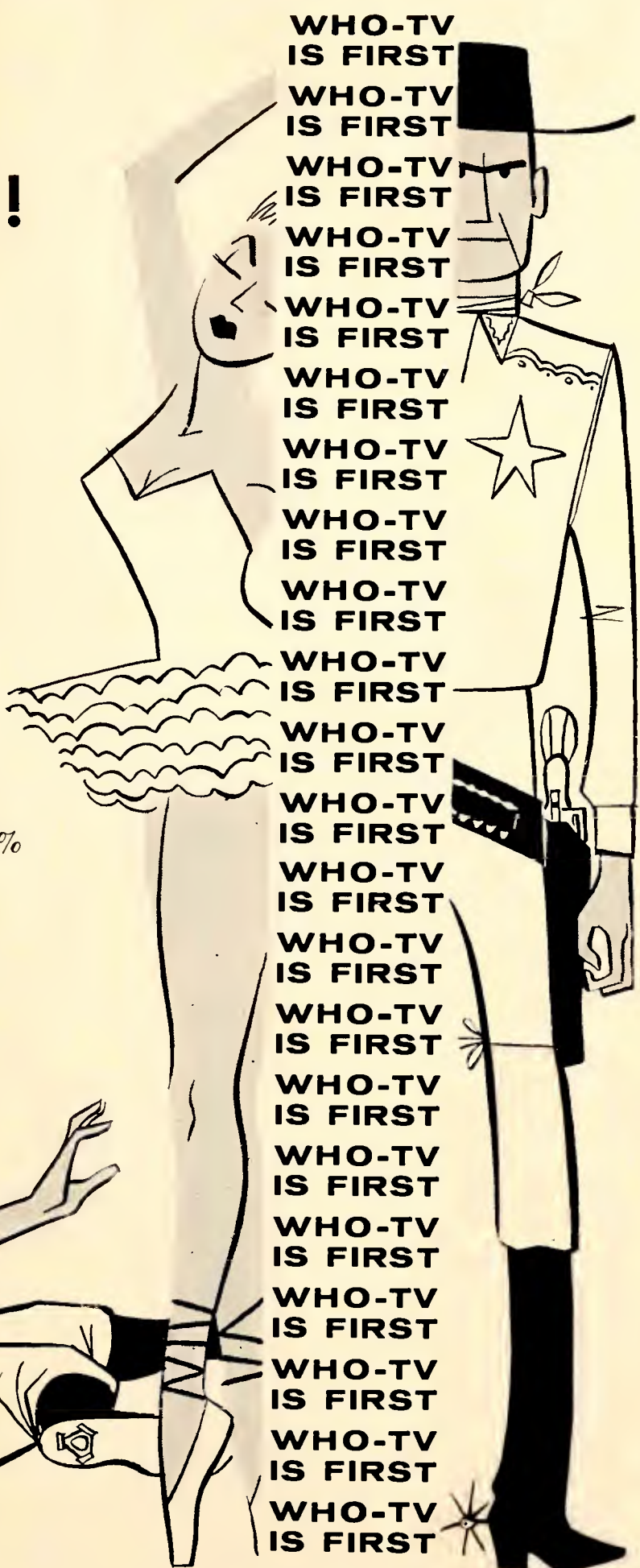
DES MOINES METROPOLITAN AREA SURVEY
 AMERICAN RESEARCH BUREAU
 NOVEMBER 20-26, 1957

	Number of First-Place Quarter Hours	Percentages of First Place Quarter Hours
WHO-TV	243	52%
Stotion "K"	158	34%
Stotion "W"	57	12%
Ties	8	2%

NOTE: At least TWO stations were on the air for all 466 quarter hours reported.

WHO-TV is the top star in Central Iowa. The November 1957 ARB Metropolitan Survey of Des Moines' 3-station market shows that WHO-TV is first in 52% more quarter hours than the second station . . . 326% more than the third station . . . 13% more than the second and third stations COMBINED!

WHO-TV's dominance is the result of decades of better programming, public service and highest integrity — a wealth of broadcast experience that has made WHO one of the great names in the radio-television industry. Ask your PGW Colonel for the full story.



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
 P. A. Loyet, Resident Manager
 Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
 National Representatives



Affiliate

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



DON'T
MONKEY
AROUND

WILLIAM BISHOP,
JIMMY DUNN AND
MICHAEL O'SHEA,
STARS OF
"IT'S A GREAT LIFE"

From a programming point of view, comedy is nothing to laugh at. It's a funny business that has to be taken seriously. Mainly because there are teeth in the old saw, "Laugh and the world laughs with you!"

Which is why it's such a good idea always to have a hearty laugh or two up your transmitter. Which, in turn, is why VICTORY PROGRAM SALES takes such pure and unadulterated delight in offering you its newest first-run-off-the-network acquisition, IT'S A GREAT LIFE.

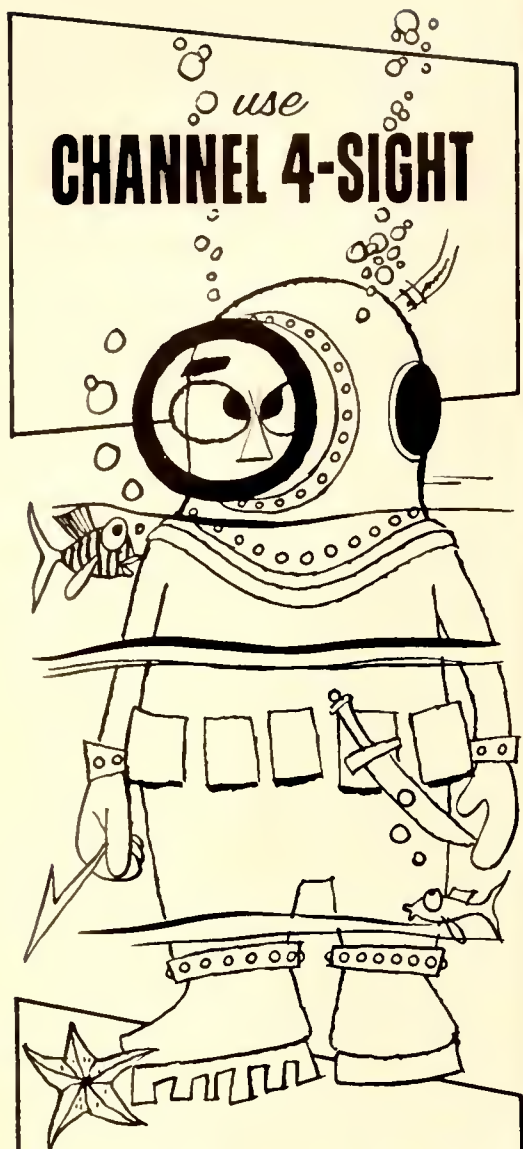
Lest you get the impression that the VPS product roster is longer on quality than on variety, let's check it against your programming needs. Westerns? HOPALONG CASSIDY, STEVE DONOVAN, FRONTIER. Mysteries? THE ADVENTURES OF THE FALCON, INNER SANCTUM. Documentary? VICTORY AT SEA. Drama? MEDIC. Adventure? Intrigue? You'll find them all in goodly number among the properties listed below.

Ready to help you make the most of this wide-ranging repertoire is the man from VPS, a specialist in Station Program Sales and Planning who, like our product roster, is good for much more than a laugh!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

IT'S A GREAT LIFE • MEDIC • ADVENTURES OF THE FALCON • CAPTURED • CRUNCH AND DES
• DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY • INNER
SANCTUM • PARAGON PLAYHOUSE • STEVE DONOVAN, WESTERN MARSHAL • THE GREAT GILDER-
SLEEVE • THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD



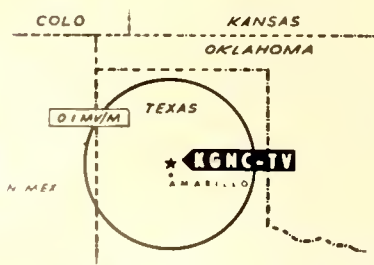
use
CHANNEL 4-SIGHT

You won't suffer that sinking feeling if you use Channel 4-Sight on 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

The American Broadcasting Co.'s executive echelon was beefed up this week with the appointment of James G. Riddell as executive v.p. Both network heads will report to him. A top administrator, Riddell made his reputation as head of ABC's o&o operation in Detroit, WXYZ and WXYZ-TV.

The newsmaker: Glasgow-born James G. Riddell has spent his entire working life with the WXYZ stations and has built up the pair—particularly the radio outlet—into top moneymakers. The talent which bloomed in Detroit will be put to use on a corporate level in New York, where Leonard Goldenson is betting that Riddell's ability will pay off in improved profit positions for AB-PT's other o&o's. Riddell will also pay close heed to the ABN set-up, particularly in the area of clearances, which, he believes, is the key to successful radio operations today.

In working to improve ABN clearances, Riddell hopes to convince affiliates on the basis of what he's been able to accomplish with WXYZ radio. The am outlet carries a full ABN schedule and has been able to combine with network shows the combination of personalities and block music programming which has done so much to bring radio independents to the fore. "As I told affiliates at a recent meeting in Chicago," Riddell said, "you can carry the networks and still make money."



James G. Riddell

Riddell has already had his baptism in handling ABC problems outside of Detroit. He's been in charge of three o&o conventions in recent years, two in Florida and one in Los Angeles.

The 45-year-old executive came to this country from Scotland while still young. He received his schooling in Detroit and went to work for WXYZ in 1931 as an office boy. He was, successively, traffic manager, sales manager and, when ABC bought the station in 1946, was made general manager. He won his presidential stripes in 1950. The ABC tv outlet in Detroit pioneered morning and afternoon programming. It was the first in the area to carry daytime tv.

Riddell will leave Detroit with a kind of monument to himself. A long-fought-for re-zoning in suburban Detroit, which has recently been approved, will finally enable ABC to put all its WXYZ properties under one roof. A \$4-million building operation, soon to start, will house tv and radio offices and studios behind Georgian façade.

On the personal side, Riddell presents a bouncy, natty appearance. True to his Scottish tradition, he is an avid golfer, belonged to two clubs in Detroit and was on the board of two regional golf associations. He brings to New York a wife, Fadellis, and two daughters, Suzanne, 18 and Sandra, 12.

FIRST—across the board—four straight months.

FIRST—in most segments of the afternoon and evening for the past year. More audience than any other Philadelphia station, “sign on to sign off.” Except that we don't sign off five days a week. And, during our ALL NIGHT SHOW we have ALL the viewers in an area of 8 million people. Join our happy advertisers today. WFIL-TV, the 24-hour station. Blair-TV.

Sources: ARB, March '57-Feb '58



Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-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



10th anniversary year

**for
America's
10th
TV Market**

WGAL-TV

Lancaster, Pa.

NBC and CBS

March 18, 1949, marked the initial WGAL-TV telecast. This date in 1958 brings to mind the steady advancements made by WGAL-TV. These are: significant programming, to entertain, inform, uplift and serve; steadily increasing audiences and advertisers; dramatically improved facilities and equipment for the finest in black and white and full color transmission. At the beginning of this tenth anniversary year, WGAL-TV confidently plans for the future and renews past pledges to furnish the best in television to the many communities it serves.

STEINMAN STATION
Clair McCollough, Pres.



Mr. Channel 8
316,000 WATTS

Representative:

The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

15 MARCH 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

The first 26 weeks of the 1957-58 network tv season is coming to a close, and there's no question it will be the shakiest for programing yet.

A recap of how the newcomers fared shows:

- More new sponsored shows went on the air, but the rate of casualty among the newcomers was higher than the year before.
- The casualty rate might even be worse if the networks hadn't kept some of the beginners alive when they had but one alternate sponsor.

Here's a comparison by SPONSOR-SCOPE of fateful figures at the 26-week-mark:

	1957-58 SEASON	1956-57 SEASON
Total number of shows started in fall	120	111
Total shows dropped	34	36
Casualty rate for all sponsored shows	29%	32%
Number of <i>new</i> shows that went on in the fall	45	34
Number of newcomers canceled	26	15
Casualty rate among new shows	58%	45%

Of the 45 new sponsored shows that took to the tv networks this season, how many would you classify as hits?

Check their ratings records, and see whether you agree with this listing of eight: **Have Gun, Will Travel; The Real McCoys; Perry Mason; Maverick; Restless Gun; Wagon Train; Tombstone; and Zorro.**

Note: (1) There isn't a vocalist among them; (2) four are westerns; and (3) network-wise they split up in this fashion: three for ABC TV, and two each for CBS TV and NBC TV.

What national spot radio lacked in number of newcomers this week it easily made up in size from two accounts: **Cities Service Oil and GMAC.**

The dimensions of these two campaigns:

CITIES SERVICE: 40 announcements a week for 34 weeks—prime morning and afternoon time—in about 30 markets via Ellington, starting 31 March.

GMAC: 15-20 announcements a week during peak traffic periods for 18 weeks in 170 markets via Campbell-Ewald, starting in April.

In the new tv spot business sector the week's gleanings included campaigns for **Bristol-Myers' Ban and Carter's Arrid Whirl-On.**

Ban (BBDO) will use three 20's a week in prime time for an initial run of eight weeks, take a three-week hiatus, then resume for 18 more weeks. Arrid's schedule (via SSCB): 2-3 announcements a week for six weeks.

Upper echelons at ABC and CBS TV underwent a status rejugling this week.

James G. Riddell became executive v.p. of ABC, with Ollie Treyz and Bob Eastman, president of the tv and radio networks, respectively, reporting to him. (See Newsmaker of the Week, page 6.)

Louis G. Cowan was named president of the CBS Television Network division and his predecessor in that spot, Merle Jones, was assigned to authority over the o&o's, tv spot sales, film sales, and other non-network departments.

Explained Frank Stanton: The growth and complexity of the tv division has made it necessary to divide it along functional lines and into two sections.

NBC Radio will raise its guaranteed level of clearances from 75% to 85% in April.

Said the network's operator, Joe Culligan: It will not in the traditional sense be either a rate increase or rate reduction. **The lifting of the guarantee will, however, automatically lower the cost-per-thousand.**

CBS Radio's pricing level is based on 100% clearance.

Admen have another guess coming if they think tv films turn up on the syndicated line only after efforts have been made to sell them for network sponsorship.

Note that eight of the 10 leading syndicated have earmarked for immediate syndicate sale a substantial share of this season's new product.

They figure there's ample potential in regional buys to warrant the "risk".

(For a rundown on what's available for syndication this fall, see page 38.)

The NTA Network's plans for expansion in the fall, as revealed this week, calls for the scheduling of two programing blocks per week.

BLOCK 1: A Twentieth Century-Fox feature back-to-back with three new half-hour shows (How to Marry A Millionaire, Man Without A Gun and This Is Alice). In four-station markets it will be a solid booking, 7:30-10:30 p.m. Fridays.

BLOCK 2: Will consist of 39 films from the Twentieth Century-Fox catalog, billed as The Tv Hour Stars and scheduled either early evening or as daytime strips.

The network's affiliates will also get 6 Shirley Temple features.

Look to April as the decisive month for measuring your prospects for air advertising the rest of this year.

Madison Avenue knowledgeable refer to April as the "decision month". Advertisers will then have to decide whether to plunge ahead or stand back and wait for the haze of the economic picture to blow away.

The belief continues in highly introspective agency quarters that during the remainder of the year spot will become the beneficiary of the stop-and-go strategy that may loom large for a while among many advertiser-companies.

Despite the business fog hanging over Detroit, you can expect the automotives to promote the spring buying season with some additional tv network specials.

The two customers of such added special that have already spoken up are Ford and Pontiac. Ford's would be an institutional exploit. The Pontiac show (CBS TV) would team Phil Silvers and Polly Bergen.

Also reported to be in the market for a special is Chrysler (via Y&R).

(See article on fall plans, strategy of automotives, page 39.)

Remember in mid-February when Geoffrey Wade told Chicago reps what the agency would henceforth expect from tv stations in new spot procedures and requirements?

This week SPONSOR-SCOPE's staffer in Chicago checked with the reps on what reactions they were getting from their stations and the indications were that the results would stack something like this:

52-WEEK RATE PROTECTION: About 85% of the stations will go along with the agency on this requirement on the theory that most ad budgets are set up on a 52-week basis.

CONTINUE THE DISCOUNT WITHOUT SHORT-RATING if contract runs into second year and is canceled: Approximately 85% of the stations say this is okay with them.

TRIPLE-SPOTTING: Looks as though Wade is running into stiff opposition here. The majority of stations say they will continue to triple-spot.

IMPROVE A 52-WEEK ADVERTISER'S POSITION IN PRIME TIME when spots become available: Most stations are for spot improvement and feel advertisers are entitled to it, but that it would be an immense job to set up any special record-keeping device to handle this for all advertisers.

(On triple-spotting issue, see SPONSOR 8 March, page 29.)

Many of the durable goods advertisers on network tv this season have racked up a cost-per-1000-homes-per-commercial-minute that's as low—if not lower—as the general level for cigarettes, drugs, and foods.

These are SPONSOR-SCOPE's calculations for the durables (other than automotive) based on January data:

ADVERTISER	NO. SHOWS PER MONTH	ESTIMATED TOTAL MONTHLY TIME PLUS PROGRAM COSTS	AVG. CPMHPCM (TOTAL SHOWS)
A/C Sparkplugs	2	\$150,000	\$2.20
Alcoa	2	190,000	3.80
Armstrong	2	280,000	3.60
Firestone	4	245,000	7.60
Frigidaire	4	360,000	9.10
General Electric	6	510,000	2.50
Goodyear	2	190,000	3.80
Libby-Owens-Ford	2	190,000	2.75
RCA-Whirlpool	4	470,000	4.65
Remington	3	255,000	2.55
Royal Typewriter	2	195,000	6.50
Singer Sewing Machine	2	190,000	3.90
Sylvania	4	280,000	2.05
Westinghouse	4	560,000	3.50
U. S. Steel	2	310,000	3.25

CPMHPCM averages by advertiser categories: Automotives, \$2.95; drugs, \$3.35; foods, \$3.10; durables, exclusive of automotives, \$4.10.

Here's one sign of the buyers' market that Hollywood producers won't like: **McCann-Erickson is talking about making its clients co-sharers of residuals in new film properties.**

This is the line of argument the producers can expect to hear from McCann-Erickson:

- **The basic investment of the producer is relatively small; he uses a bank loan to turn out the 13 or 26 episodes contracted by an advertiser.**
- **The advertiser is the actual sponsor for that bank loan; hence why shouldn't he be entitled to participate in all the residuals accruing from the contract?**

The residuals, of course, would include all **character merchandising.**

In retrospect: **General Mills** not so many years back tried to buy its air properties with the proviso that (1) each year it would own a greater portion of the property, and (2) at the end of five years it would have sole ownership.

California National Productions is currently engaged in a mammoth survey of the syndicate field.

Data being collected: Tv films available, estimated price, estimated costs, number of series, and number of episodes for each.

Reason for the undertaking: NBC's corporate-powers-that-be want to find out (1) CNP's **competitive position**, and (2) the **dimensions of the syndicate business.**

Leo Burnett and Y&R have their tv network responsibilities assigned them as far as their Chrysler acquisitions are concerned:

Burnett has moved in as supervisor of the next Shower of Stars, and **Y&R** will handle the special that Chrysler has coming up.

NBC TV this week picked up a couple more seasonal daytime plums:

The campaigners are **Dixie Cup** and **Johnson's Wax**, each scheduling the spring splurge for April and May.

For Dixie Cup it's participating in 13 different shows at a total price of around \$120,000; and for Johnson, 10 show participations at around \$150,000.

Watch for the tv networks to step up presentation pitches among institutional prospects as one means of cushioning a possible relaxed position in the fall.

CBS TV is girding itself for lots of activity in that direction, while TvB already has started the ball rolling by meetings with several steel manufacturers.

TvB found the response encouraging. Steelmen noted that it was imperative that the public become aware of steel's true status in the economy and that something be done to counter-balance the use of the medium by the steelworkers' union.

First signs of summer on Madison Avenue this week: The agencies were shopping around in earnest for replacements.

Two under consideration by General Foods as subs for Danny Thomas and December Bride: I Love Lucy and Too Young To Go Steady (live).

With the Lincoln account finally disposed of (it's back to K&E) the heartbeat and nervous system of Madison and Michigan Avenues were able to return to normal this week.

It's hard to measure the depths of disappointment into which many an agency was plunged by the reallocation of the Buick and Chrysler accounts; the aftermath of bitterness still lingered on this week.

Like this comment about the division chief for one of the big automotive migrants: "We told him that we didn't have the field offices and men his account required, but he kept encouraging us with assurances that we still had what it took to handle his division's advertising."

Television Programs of America, Inc., this week joined issue on the question: Which is a cheaper buy for the advertiser, half-hour films or spot announcements?

In support of syndication TPA released a study, covering 20 "typical markets," which in effect showed that the cost of film plus time averaged 40.5% less than spot.

Other advantages cited by TPA of syndication over spot announcements: better sponsor identification, commercial effectiveness, merchandising, promotion, and other follow-through techniques at the point-of-sale.

The cost comparison between a half-hour film program and spot announcements was made on the basis that: (1) The program allows at least three minutes of commercial; (2) the cost for 10:30 p.m. as the typical time rate; and (3) TPA's rate card for Charlie Chan as the typical program cost.

Pepsi-Cola will have to forego the network special it had planned for the spring because it hasn't been able to find a co-sponsor agreeable to the same date.

The beverage company had an April date in mind—which would mark the start of the major selling season—but those interested in the project favored some other occasion. Like Father's Day selling season, for instance.

Two shows Pepsi-Cola had under consideration (plus their talent-time costs): Peter Pan, \$750,000; and Wizard of Oz, \$500,000. Both would have been repeats.

Before turning to these shows Pepsi-Cola tried to do something about tying up with the Brussels World's Fair for a one-time shot, but Washington apparently wasn't excited about getting behind it.

If you want to hear an example of the Imagery Transfer concept put to dramatic use, tune in on the latest Chesterfield radio commercials.

Note the special sound effects for conjuring up the pictures of the rugged outdoor men you see in the brand's Men of America series on tv.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 66; News and Idea Wrap-Up, page 69; Washington Week, page 81; SPONSOR Hears, page 82; and Tv and Radio Newsmakers, page 88.

Omaha ARB* Proves KETV...

FIRST again...in quarter hours when all 3 Omaha stations compete!

KETV	114½
STATION A.....	111½
STATION B.....	86

FIRST...in share of audience, 6 PM — Midnight, Monday thru Friday!

KETV	33.6
STATION A.....	33.4
STATION B.....	33.0

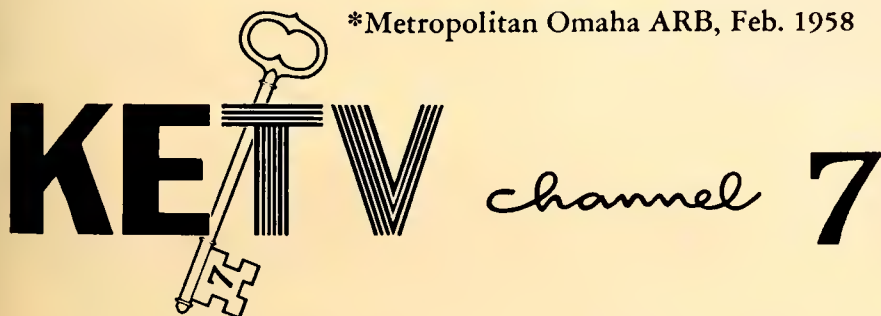
In this vital nighttime period KETV soared from third to FIRST place in less than 90 days!

Moreover, from sign on to sign off, seven days a week, KETV increased its share of audience 2.1% while station A increased 1.9% and station B lost 3.0%.

Here is additional evidence of KETV's growing stature and larger audience. Advertisers are buying KETV with confidence that they can receive maximum audience at lowest cost per thousand.

Call your H-R man for choice availabilities.

*Metropolitan Omaha ARB, Feb. 1958



OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.



Only a ZIV

FABULOUS

"SEA HUNTERS"

STARRING

LLOYD BRIDGES



James W. SEILER, Director of ARB. Supervised the compilation of the ARB rating facts shown in this ad. This data again proves that ZIV SHOWS RATE GREAT time after time in city after city.

ZIV'S NEXT BIG RATING WINNER

now shooting at ZIV Studios!

series could win such

FIRST RATINGS!

NEW YORK
WCBS-TV 10:30 P.M.

25.3

#1 AMONG ALL SYNDICATED SHOWS
outrating Wagon Train, \$64,000
Question, Maverick, Lawrence Welk,
Twenty One and others.

ARB Jan. '58

FLASH!

NEW YORK
2nd RATING!

25.8

AGAIN #1 AMONG ALL
SYNDICATED SHOWS

ARB Feb. '58

BALTIMORE

DENVER

BIRMINGHAM

MIAMI

PITTSBURGH

WJZ-TV 10:30 pm

KLZ-TV 9:00 pm

WBRC-TV 6:30 pm

WTVJ-TV 7:00 pm

KDKA-TV 6:30 pm

25.0

22.5

31.3

33.7

28.8

Studio One,
Steve Allen,
\$64,000
and others.

Outrating Groucho Marx,
To Tell The Truth, G. E.
Theatre, Price Is Right,
Wagon Train and others.

Outrating Groucho Marx,
Steve Allen, Twenty One,
Disneyland, Wagon
Train and others.

Outrating Wyatt Earp,
Twenty One, Steve Allen,
Phil Silvers, Ed Sullivan
and others.

Outrating Wagon Train,
Kraft Theatre, This Is
Your Life, Twenty One,
\$64,000 Challenge
and others.

ARB Feb. '58

ARB
Jan. '58

PULSE Feb. '58

ARB Feb. '58

ARB Feb. '58

SAN FRANCISCO
KRON-TV 7:00 pm

3.0

Outrating competing
programs: State Trooper,
and Andy Hardy Theatre
SPECIAL ARB RATING
Feb. '58

HOW GREAT CAN A SHOW RATE THE FIRST TIME ON TV?

Your answer is right here... in these
SEA HUNT first ratings... proof from an
impartial source that ZIV delivers high

ratings fast! Make your next TV show
a ZIV show and enjoy that happy spon-
sor feeling.

IT'S THE HOT, HOT, HOT NEW SHOW OF '58!

Pat O'Brien, Cesar Romero, Howard Duff, Bonita
Granville, Steve McNally, John Ireland, Lola
Albright, David Brian, Kent Taylor, Gene Barry,
Hans Conried and many more stars on exciting
ACTION impact shows on Target!

WITH **ADOLPHE MENJOU** HOST



Are You COVERING RURAL MARKETS at the LOCAL LEVEL?

The Greatest Success Story . . .

of Radio's resurgence is the astonishing growth in local radio billings during the last two years...to wit: 1955, \$272 Millions—1957, \$372 millions . . . an increase of \$100 millions or 37%

. . . and do you know that you can enjoy the tremendous advantages of local radio by utilizing KEYSTONE BROADCASTING SYSTEM which offers you local radio IMPACT over a network of more than 1,000 stations or any portion of that network that suits your special needs.

We'll be glad to tell you the whole exciting story!

Send for our New Station List . . . write

Send for our new station list

CHICAGO
111 W. Washington
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



Timebuyers at work

Joel Davis, Benton & Bowles, New York, media buyer, thinks that the timebuyer is becoming extinct. "No longer is the major portion of advertising directed either to print or to broadcast," Joel says. "Strong and clever competition have made clients think in terms of media combinations. The concept of media marketing strategy is coming up fast. Today, increased demand for the consumer's eyes, ears, and, eventually, dollars have forced national advertisers to focus on both print and broadcasting." Joel cannot see how the adman, schooled strictly in broadcast, can possibly visualize the broad scope of client marketing problems. He feels the person in most demand today is the media buyer, with his grasp of both time and space *plus* a firm hold on the marketing strategy and client objectives. "Could you, Mr. Timebuyer," Joel asks, "select a good test market for your client's products? Do you know what problems are created by outside media which distort your test? The answers require a well-rounded media expert. The media buyer is the man who can solve today's media problems."



Anita Wasserman, Lawrence C. Gumbinner Advertising Agency, New York, thinks that in these days of "formula" radio, it's too easy for a station to avoid public responsibility—in particular, getting excited and taking a stand over the air on important local issues. "Such measures give a station stature and integrity in the community and make it the kind of station you want your accounts to be on," Anita says. "Newspapers do it through editorials or front pages. But, even though taking an editorial stand on public issues is encouraged by the FCC, many stations are afraid to."



Anita gives one example of a healthy public stand—counteracting voter apathy on an important issue. 10- or even 60-second announcements starting a day or so before election will, produce and in some communities have produced, a record vote. "A station willing to identify itself with its community in this way," Anita says, "is the one that the people know is on their side, the one they believe in. This is the type of station buyers look for. Audience confidence in the station carries over to the product."

PROFILE OF YOUR KBIG AUDIENCE



61%	30%	4 1/2%	4 1/2%
Adult	Adult	Teens	Children
Women	Men		

MATURE

MALE & FEMALE . . .

COMFORTABLY WELL OFF

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

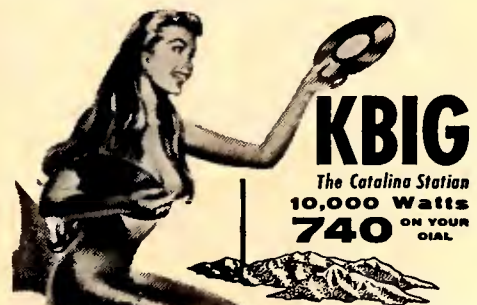
FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an *adult, able-to-buy* audience for KBIG.



RENTAL GROUPS

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

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



KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

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

ON SUNDAY, MARCH 16th.
Channel 4 in St. Louis becomes
*CBS Owned KMOX-TV**...
bringing new viewing pleasure
to more than 775,000 television
families in Mid-America: the
CBS Television Network roster
of entertainment, news and
information programs...*plus*
the great feature films of MGM
Warner Brothers, Columbia
and 20th Century-Fox...*plus*
local shows patterned to local
tastes and designed to enable
KMOX-TV to play an ever-large
role in the public affairs of
the St. Louis community.

K M



Without the "TV," these call
letters have meant fine radio
for the past 33 years. Now,
with "TV" added, they mark
the beginning of a new and
exciting era of great television
service for Mid-America.

*Formerly *KWK-TV*.

KMOX-TV

The new
KMOX-TV
Channel 4
St. Louis
CBS Owned
Represented by
CBS Television
Spot Sales

ANOTHER
REASON WHY . . .
COLUMBUS IS
A BETTER BUY!



"NIGHT EDITION"

NEWS • WEATHER • SPORTS

Average Rating Mon. thru Fri.

29.9

Source: Metro Pulse—Jan., 1958



Geographic loca-
tion of Columbus,
Ga., places 1/3
of the rich WRBL-
TV 53-County
Coverage in Ala-
bama . . . where
a 1-hour time
difference exists.

You Buy "Night Edition" at Class C
Rates and Receive 1/3 of the Coverage
in Class AA Time!

For participating minutes in
"Night Edition"

CALL HOLLINGBERY COMPANY

and find out why

WRBL-TV

IS
FIRST IN ALL 1/4 HOURS
6:30 PM TO SIGN OFF

Source: Metro Pulse—Jan., 1958



. . . AND WHEN YOU
TALK OF RADIO . . .

WRBL

LEADS IN

HOMES DELIVERED*

- DAY OR NIGHT MONTHLY
WRBL—Over 54,420
Station B—34,940
- DAY OR NIGHT WEEKLY
WRBL—48,810
Station B—31,940
- DAYTIME WEEKLY
WRBL—46,310
Station B—31,090
- DAYTIME DAILY
WRBL—29,960
Station B—19,400

*Source: NCS No. 2

WRBL

AM - FM - TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

Agency ad libs

The tv balance sheet

Television has grown so fast—and is still growing so fast—that there is little time for a broad analysis of tv's accomplishments and its failures. To coin a cliché, it's time to step back from the forest and get a better look at the trees.

It seems to me that there are 11 points on which television has been eminently successful, and nine others in which television's progress leaves something to be desired. This issue, we'll talk about the accomplishments.



Where tv has succeeded

1) *In providing mass entertainment.* Television has brought so much to so many in so many places: a new world of entertainment, a new world of magic, a new world of escape and realism. This, of course, is television's greatest achievement. It has brought untold hours of entertainment to untold millions.

Some say they do not feel that the *level* of entertainment on the television screen is high enough. Apparently, however, it is what we as a television audience want. Why else would television sets-in-use get up to 65% or 70% of an evening? Apparently enough of the public find the vicarious psychological release, the companion in television that so many *experts* do not.

2) *As an outlet and a spur to creativity.* The demand for creativity spurred by television is enormous. Perhaps that is one of the reasons why the great comics of the day have had difficulty with television. In vaudeville days, a comic could nurse a routine for years. In television, he needs a new routine *every week*.

Television turns out many more feet of film than did the Hollywood industry, pre-television. It creates a challenge for writers, for actors, and for the advertising people, who must be equally creative, to sell their wares.

3) *New wants, new living standards.* Television, as a new and enormous advertising medium, has played a major role in increasing our *wants*; thus helping to raise the standard and the level of American living.

Television, combined with the other great American channels of communication, has told more and more Americans what the good things in life are. It has told them what good things they should have, what good things they should strive for. It has *shown* them how they *can* live, has permitted them to inject themselves into living, breathing situations, to whet their appetites for a better life.

4) *A successful industry, contributing to the growth of the economy.* All periods of prosperity have been marked by the growth of at least one element of industry. At one time it was the railroads. After World War I it was radio. Since shortly after World War II, we have been living in the *television era*.

5) *Universal coverage.* Television knows no favorites. Perhaps not every home can afford a television set, but somehow most homes seem to find a way to get it. Tv cuts across all income classes, all



a good rule to follow...

"always buy Meredith stations to get your advertising home!"

Use a slide rule, use a rating, ask your dealers, or use any other time-buying aid . . . you'll probably arrive at the same answer . . . the Meredith Station in Kansas City, Syracuse, Phoenix, Omaha and Tulsa is your best buy. Advertising on The Meredith Stations gets results . . . your advertising gets HOME. The station managers or their representatives can give you the facts.



KANSAS CITY
 SYRACUSE
 PHOENIX
 OMAHA
 TULSA

KCMO
 WHEN
 KPHO
 WOW
 KRMG

KCMO-TV
 WHEN-TV
 KPHO-TV
 WOW-TV

The Katz Agency
 The Katz Agency
 The Katz Agency
 John Blair & Co. — Blair-TV
 John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

PICK YOUR SHOTS in
ST. LOUIS with
Specialized
SELL

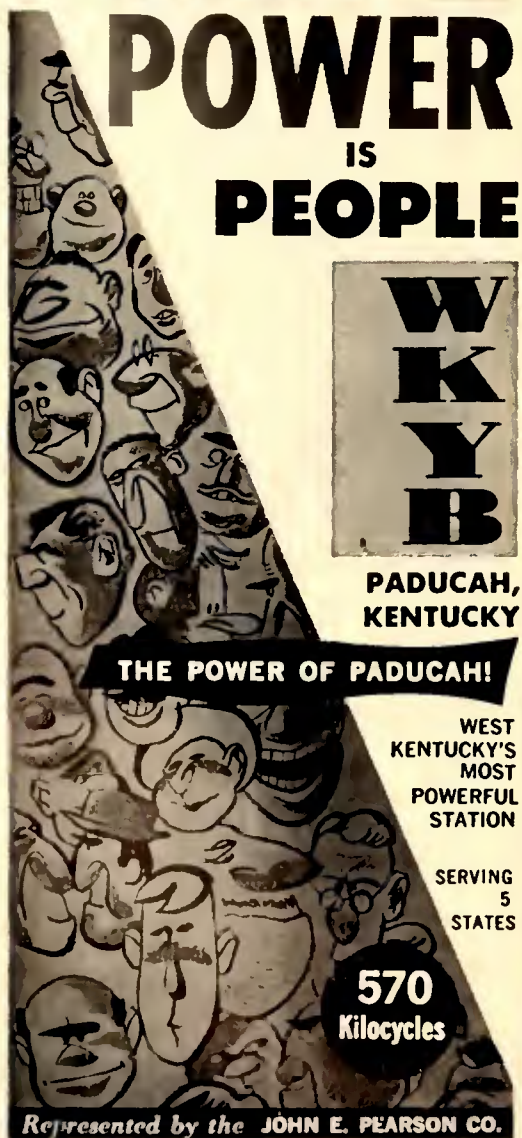
The only way to reach this vast Country and Western market



WUEW
ST. LOUIS
MISSOURI
770 Kilocycles
1000 WATTS CLEAR CHANNEL

Represented by THE BOLLING COMPANY

POWER IS PEOPLE



WKYB
PADUCAH, KENTUCKY
THE POWER OF PADUCAH!
WEST KENTUCKY'S MOST POWERFUL STATION
SERVING 5 STATES
570 Kilocycles

Represented by the JOHN E. PEARSON CO.

ages, both sexes, all races, all creeds.

When the president has an important announcement to make, he can reach millions and millions of people all in one fell swoop . . . They can *look* at him while he talks to them. Amazing!

6) *New areas of potential.* Television is not only wondrous in itself; it's wondrous in the mighty *new* and unthought of avenues for creative invention.

Black and white had hardly been national—certainly hadn't been universal—when NBC was broadcasting in color.

We have heard much about "smellavision". Many experiments have been conducted to bring food and other aromas into your home. To expand on the creation of buying incentive. None of them have been successfully developed.

But we can be sure—one day they will!

If three-dimensional movies can be developed, so can three-dimensional television. That, too, will come in time.

7) *Low cost advertising.* Television puts at the disposal of America's advertisers another way of putting their wares before the American public. And at low cost.

While intra-industry cost per thousand figures may not be too meaningful, they do say *something* about the cost of communicating. The cost of delivering a thousand messages with television is lower than it is with the principle print media. That must mean *something*.

8) *Motion and demonstration.* Television gives an advertiser the opportunity to reach great numbers of people all at once, with *motion and demonstration*. It combines both senses—sight and sound. Along with movie advertising, it is the only medium that permits these wonders to be combined in this way. Better than movie advertising, it brings the message into one's own home.

And to do all these things at lower cost-per-contact than newspapers or magazines certainly gives us pause.

9) *Audience flexibility.* Spot television, of course, provides wondrous flexibility in the *season* for the advertising, the *weight* of the advertising, and geographic area to be *covered*, the frequency to be obtained, and the duration of the campaign.

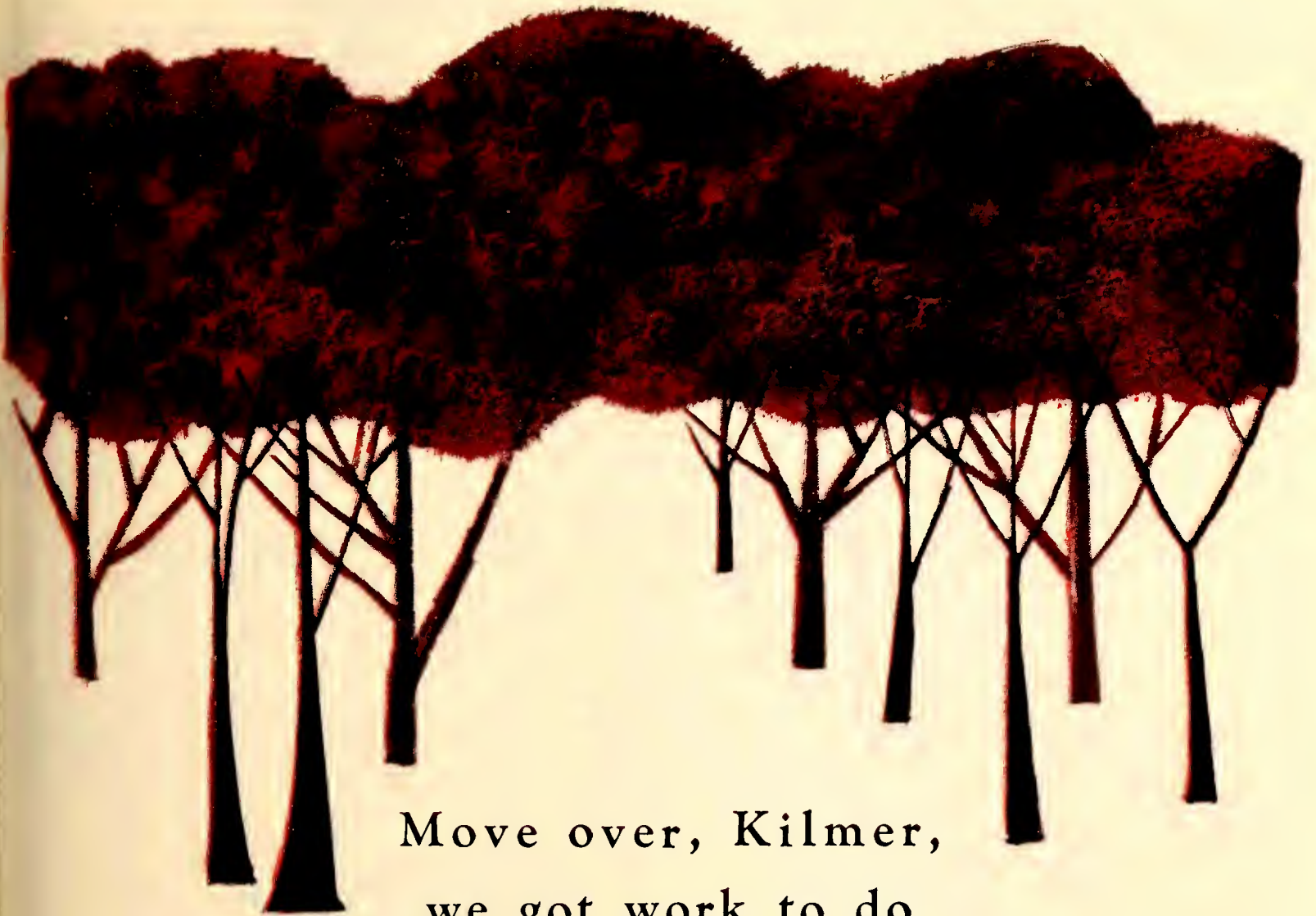
Even network allows a limited amount of audience flexibility. It is somewhat comparable to that of women's magazines versus general magazines. The audience reached by women's magazines is roughly comparable to that reached by daytime television. The audience reached by the general magazines is roughly comparable to the audience reached via evening television.

10) *Virtual national coverage.* There are television sets everywhere. Where there are television sets, there are television signals coming in. The cost is not negligible, of course—but an advertiser *can*, by buying enough stations, potentially reach all 40,000,000-plus television homes in America—over 80% of all homes in the country.

11) *Contribution to media competition.* The essence of America's growth and progress is *competition*. It is the essence of the American entrepreneurial way. It is the essence of the system that says "self-interest" will, in the long run, result in the greatest good to the greatest number in society.

Television is a new advertising medium, added on top of its predecessors. It creates a new form of competition for other media. It gets them that much more on their toes, makes them work that much harder to give their advertisers and readers that much better product.

So much for television's accomplishments. In two issues, we will resume this column with a discussion of tv's failures.



Move over, Kilmer, we got work to do

After all the poems are recited about individual trees (like cost-per-M's and top-shows-in-market and quarter-hour-wins and sets-in-use and coverage-area and merchandising-aids and total-homes-in-area and height-of-antenna and network-affiliation and mail-pull), you have to take a look at the forest.

In Eastern Iowa, WMT-TV is the fore-est* station.

WMT-TV • Channel 2 • Maximum Power
• CBS Television for Eastern Iowa

National Representatives: The Katz Agency

*This contorted figure comes to you through the courtesy of WMT-TV, whose national representatives will be delighted to show you oak trees, mahogany trees, strip trees and shoe trees, as well as the forest.

check KOSI's beautiful rating figures
in Denver!



Oct. Pulse totals KOSI No. 1 6 am - 6 pm overall

Every Pulse continues to add on more and more overall rating points for KOSI! This continuous trend places KOSI in the enviable No. 1 position in Denver. October Pulse reveals a big 5.1 average per quarter hour 6 am to 6 pm. Both Hooper and Pulse agree—KOSI is the favorite spot on the "Denver Dial"! And rightly so, for KOSI's modern adult music and news formula cut the corners off "square" programming and put the big round sound into Denver family radio!

KOSI - 5,000 watts

Denver is KOSI-land

SEE PETRY FOR KOSI, Denver
and KOBV, San Francisco's No. 1 family station
overall in Hooper, Pulse, and Nielsen

MID-AMERICA BROADCASTING CO.



It's
WGVM
Greenville, Miss.
#1 Nielsen—
#1 Hooper
Call Ed Devney

49th and
Madison

Out, damned triple spot!

I've just finished reading your article on triple-spitting (SPONSOR, 8 March). I want to commend you on covering what is obviously a touchy subject, but I wish you had gone a step further and taken a strong editorial stand on the dangers of the triple-spot.

The practice is dangerous to stations, to agencies, and to advertisers. Our agency has done some informal research on triple-spotting, and we have come up with the following:

1. Triple-spotting tends to stimulate dial twisting. The average viewer will watch two commercials during a break, but the third often prompts him to switch over—or off altogether.

2. Triple-spotting tends to detract from the impact of surrounding commercials. Viewers are already antagonized over multiple commercials (witness viewer reaction to NBC-TV's *Jack Paar Show*). The antagonism toward one too many commercials has its effect on other commercials.

3. The advertiser who buys into triple-spotting is getting less than his money's worth, regardless of which break he buys into, the surrounding shows or any other factors. Cost-per-viewer is no bargain if the viewer isn't viewing.

I think those agencies like Benton & Bowles and North Advertising which have taken a stand on triple spotting should be commended. I'd like to propose that NAB, 4A's and ANA look into the subject seriously with a view to advising its members of the dangers involved.

Like Lady Macbeth, I say, "Out damned spot!"

Name withheld
New York City

• What do other readers think on this matter of triple-spotting?

Correction

In your issue of 1 March you very thoughtfully carried a detailed story

(Please turn to page 26)

TOPS **WALB-TV** IN SOUTHWEST GEORGIA

22 COUNTY AREA EXTENDING TO WITHIN
20 MILES OF THE FLORIDA STATE LINE

***OVERALL SHARE OF AUDIENCE**

57.6%

HIGHEST NIGHTTIME RATING 44.8*

HIGHEST DAYTIME RATING 27.4*

TOP 15 ONCE A WEEK WALB-TV*

TOP 10 MULTI-WEEKLY WALB-TV*

TOPS **WALB-TV** IN SOUTHWEST GEORGIA'S ONLY METROPOLITAN MARKET

†MAXIMUM SHARE OF AUDIENCE

99%

HIGHEST NIGHTTIME RATING 75.0†

HIGHEST DAYTIME RATING 46.0†

YOUR ONLY BUY IS



WALB-TV



Raymond E. Carow
General Manager

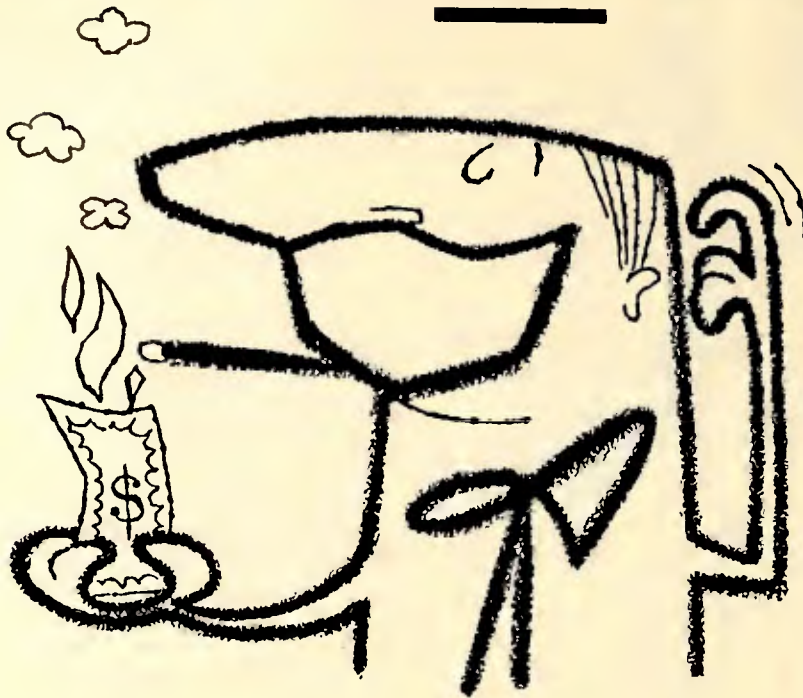
Represented by Venard, Rintoul & McConnell, Inc.
James S. Ayres, Co., Southeast

Hugh Barclay
Sales Manager

*(WALB ALBANY, GA. 22 COUNTY AREA TELEPULSE, DEC. 1-16, 1957)

†(ALBANY, GEORGIA TELEPULSE, DEC. 1-8, 1957)

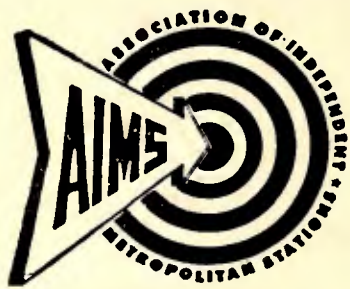
MORE for YOUR money!



* **75.9%** of HARRIS COUNTY FAMILIES LISTEN TO K-NUZ

*(Cumulative Pulse — November, 1957)

Put your product in K-NUZ top-rated time periods for sure-fire sales at the **LOWEST COST PER THOUSAND!**



No. 1 Buy in HOUSTON

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—

New York • Chicago • Las Angeles •
San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.—

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

49th & MADISON

(Continued from page 24)

featuring the announcement by the Storer Broadcasting Co. of 12-month rate protection on our network affiliate television stations in Detroit, Toledo, Cleveland and Atlanta.

In this article, mention was made that it was not our intention to allow plan advertisers this 12-month rate protection.

This apparently was a misunderstanding, because our stations have always considered our published plans as a part of our rate cards and it is our intention to allow continuous plan advertisers the same protection as frequency discount advertisers.

As you pointed out, this effects a considerable percentage of daytime advertisers. We felt you would want this matter clarified for all concerned.

M. E. McMurray
nat'l sales director
Storer Broadcasting Co.

• It was a misunderstanding, and we're happy to set the matter straight.

New radio neighbors

I was interested in reading about the new "neighbors" with whom traditional radio net clients now share the airwaves ("Those new radio clients," SPONSOR 1 March) but wondered whether the recent move into the "new neighborhood" was completely brought out.

For example, among the list of new type clients were Rustcraft Greeting Cards, Fred Fear Easter Egg Dyes, Irish Linen Guild. I happen to know that these clients are using network radio like spot because network is now selling like spot. Irish Linen Guild was in for a very short campaign just before Christmas to catch the shopper who had forgotten to buy some gifts with the pitch that he could solve the problem with handkerchiefs. Easter egg dyes are, of necessity, only advertised seasonally and I know that Rustcraft is in-and-out on a seasonal basis also.

If network were still selling on firm 26- or 52-week contracts as in the old days, then such accounts would not be in network radio but in spot where they rightly belong.

George McGinnis
Chicago, Ill.



ED MEATH

WITH HIS "MUSICAL CLOCK"

Gets a BIG hand IN ROCHESTER, N. Y.

* Rates tops in **EVERY ONE**
of his **13** competitive Quarter Hours.

TIME A. M.	SHARE OF AUDIENCE	TIME A. M.	SHARE OF AUDIENCE	TIME A. M.	SHARE OF AUDIENCE
6:00	26	7:00	29	8:30	28
6:15	28	7:15	29	8:45	29
6:30	30	7:30	30	9:00	26
6:45	29	7:45	31	9:15	24
		8:15	30		

* Rochester Metropolitan Area Telepulse Oct. '57

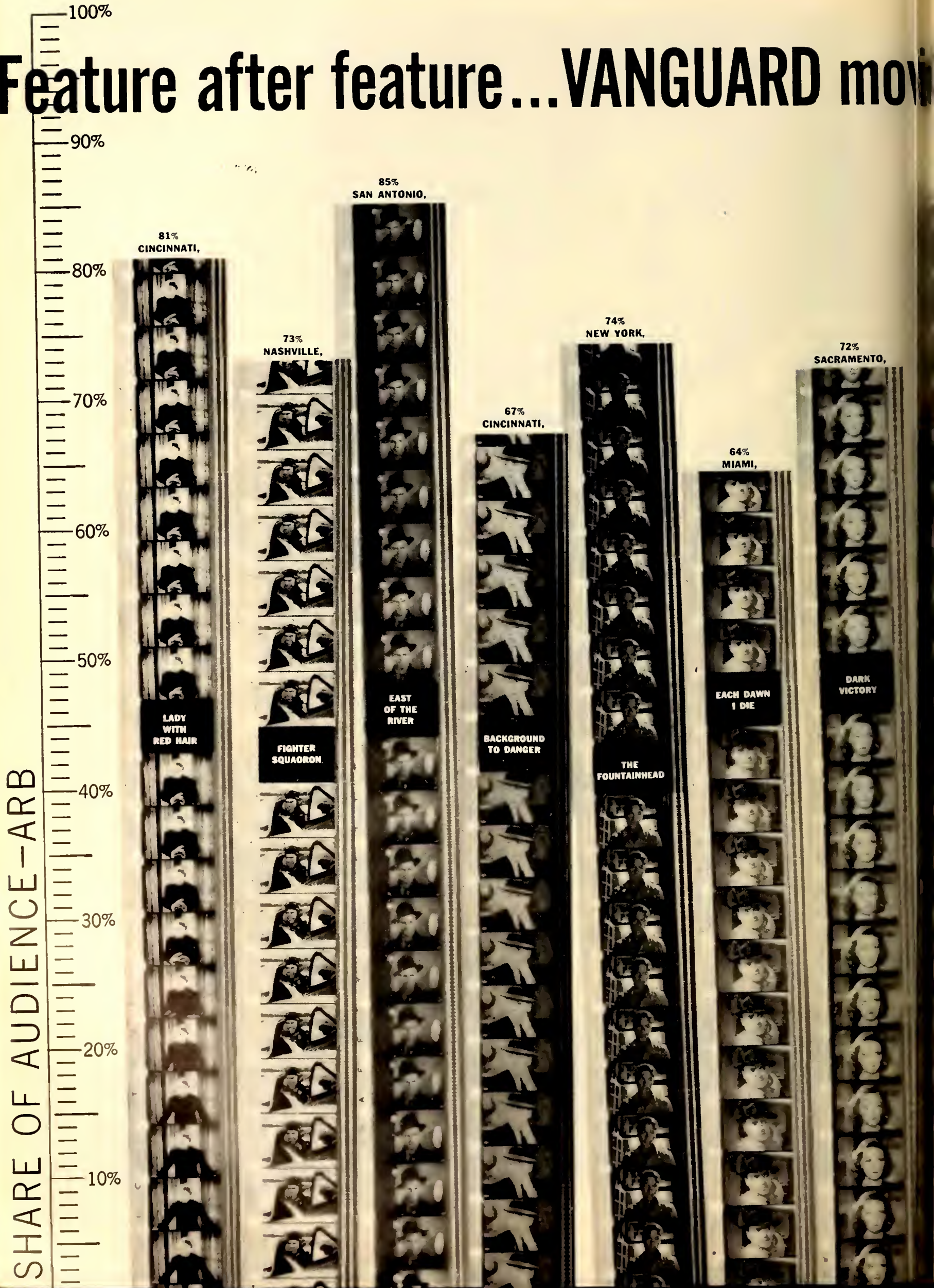
WHEC

of Rochester

AM-TV

Representatives: Everett McKinney, Inc. New York, Chicago, Los Angeles, San Francisco

Feature after feature... VANGUARD movie



at the audience!

Not just a few "big" pictures—but every feature a proven audience winner! AAP's 'Vanguard' group of Warner Brothers features is good to the last reel. 30 of Vanguard's 52 pictures have been rated in the past—and there's not a single share-of-audience below 41%. Many are way up in the 80's and 90's. Why not let Vanguard chart your course to bigger share-of-audience figures! Call, write or phone.

a.a.p. inc.

Distributors for Associated Artists
 345 Madison Ave., Murray Hill 6-2323
 75 East Wacker Drive, Dearborn 2-2030
 1511 Bryan Street, Riverside 7-8553
 9110 Sunset Boulevard, Crestview 6-5886
 Prices for individual pictures on request.

Productions Corp.
 NEW YORK
 CHICAGO
 DALLAS
 LOS ANGELES

43
M TO,

94%
PORTLAND, O

85%
PORTLAND, Ore.,

77%
ALTOONA,

61%
BOSTON,

55%
KNOXVILLE,

68%
SAN ANTONIO,

69%
CINCINNATI,

64%
SAN ANTONIO,

THE
SEA WOLF

HIGH
SIERRA

ESPIONAGE
AGENT

CEILING
ZERO

KISS
IN THE
DARK

SHINE ON
HARVEST
MOON

BROTHER
RAT

CHARGE OF
LIGHT
BRIGADE

O T M O S Y E T

O C T I V E

F I L M

1132

10

*Square miles don't buy
your product . . .*

People do



You need coverage AND audience

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, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday.) Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket.

And, WHB is the dominant first among every important audience-type!

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.

Fall planning preview:

DETROIT BETS ON AIR MEDIA TO JACK UP AUTO SALES

**More network specials
followed by flurries of spot tv
and radio—that's the strategy
Detroit admen are betting on
in fall's dog-eat-dog race**

Detroit is currently fighting its biggest battle of brand survival, and fall air media strategy may cast the decisive vote.

By mid-March, as Detroit reviewed dismal January-February 1958 sales figures, it became apparent that the no-holds-barred battle shaping up for fall will dictate major shifts in tv and radio strategy.

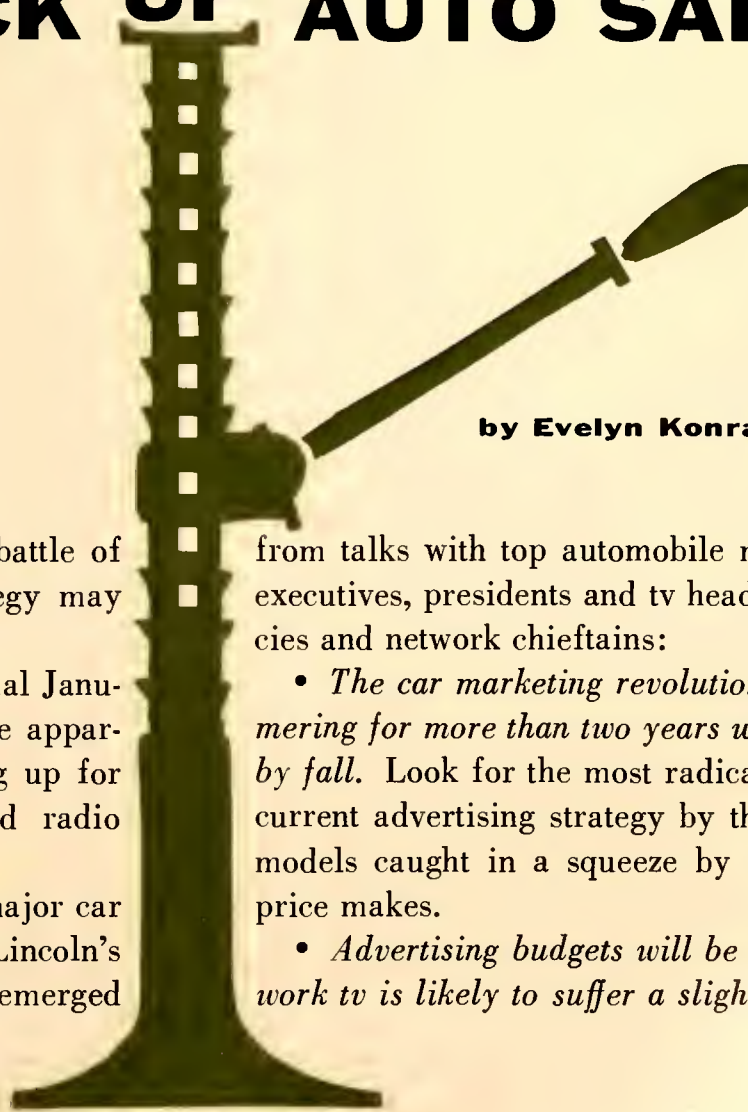
At SPONSOR's press-time, as the fourth major car agency shift in a month became official (Lincoln's return to K&E), these major fall trends emerged

from talks with top automobile marketing and ad executives, presidents and tv heads of car ad agencies and network chieftains:

- *The car marketing revolution that's been simmering for more than two years will come to a boil by fall.* Look for the most radical departure from current advertising strategy by the medium-priced models caught in a squeeze by expanding lower-price makes.

- *Advertising budgets will be trimmed, but network tv is likely to suffer a slighter cut than other*

by Evelyn Konrad



**Four major auto agency shifts
put focus on brands likely
to switch marketing approach**



Lincoln, last of the four shifting car accounts to announce new agency appointments, returned to K&E, agency for Mercury as well, under K&E president William Lewis



media. Although Detroit has traditionally keyed advertising expenditures to production, fall 1958 may be the first major departure from this pattern.

"It will be tougher competition this fall, and few brands can afford to cut back on tv weight," says Campbell-Ewald's new president, Thomas Brooks Adams.

"I believe the industry will advertise to the hilt, because the fight for share-of-market is tougher than it's been since end of World War II. Chevrolet's favorable sales position indicates a continuation of its network tv policy through fall. But for the industry as a whole, this coming fall may be the first time when Detroit will spend out of proportion to current production."

• *Look for more network tv specials, fewer regularly sponsored weekly shows.* The dollar volume may remain constant, but troubled brands like Buick, DeSoto may go to irregularly scheduled network extravaganzas to increase sponsor identification and get more promotion and merchandising mileage.

Those cars (Chevrolet, Ford, Mer-



Chrysler Corp. picked Leo Burnett for its net tv experience. Above (l. to r.) R. N. Heath, pres. of Burnett; R. E. Forbes, dir. Chrysler Corp. adv.; J. Cope, v.p. Chrysler Corp. marketing and planning



Chrysler Division, headed by E. C. Quinn, pres. (l.) will be handled by Y&R out of its Detroit office, under supervision of agency senior v.p. Frank Fagon (r.)

Buick's move set off chain reaction of car account shifts. Above, Ed Ragsdale, Buick general manager who picked McCann, firms contract with agency pres. Marion Harper

cury, Dodge and Plymouth) with valuable network tv franchises are likely to hold on to their properties. But money from doubtful renewals this spring may go into specials and heavy spot tv schedules for a concentrated new-car push.

Major reason for shift in strategy: "It's becoming increasingly difficult to get sponsor identification and stand out on regular sponsorship basis," says Mark Lawrence, tv-radio v.p. for MacManus, John & Adams, Pontiac agency. "In this dog-eat-dog market we've gotten more impact and dealer support out of specials. Pontiac, as such, is bullish on network tv. The specials it has had this year have been successful both in circulation and as top promotable vehicles."

Buick, whose sales problems led to the recent agency shift, may be one brand to go in for a combination of regular-plus-special tv sponsorship come fall. Says Glenn D. Wilson, Buick director of merchandising:

"Tv is an important segment of Buick's over-all advertising program
(Please turn to page 76)

Road map to Detroit

COMPANY & BRAND	NET TV 1957-1958
AMERICAN MOTORS 14250 Plymouth Road Detroit, Mich.	
Rambler 14250 Plymouth Road Detroit, Mich.	
CHRYSLER CORP. 341 Massachusetts Highland Park, Mich.	\$ 7,600,000 (half to & Plym)
Chrysler 12200 E. Jefferson Detroit, Mich.	(See C Corp.)
Imperial 12200 E. Jefferson Detroit, Mich.	(Occasion: mercial in ate net sh
DeSoto 6000 Wyoming Detroit, Mich.	\$ 2,700,000
Dodge 7900 Joseph Campau Ave. Detroit, Mich.	\$ 6,400,000
Plymouth 6334 Lynch Road Detroit, Mich.	\$ 6,300,000 (See C Corp.)
FORD MOTOR CO. The American Road Dearborn, Mich.	\$ 1,500,000
Edsel 3000 Schaeffer Dearborn, Mich.	\$ 1,500,000
Ford Rotunda Drive & Southfield Dearborn, Mich.	\$11,500,000
Lincoln 3000 Schaeffer Dearborn, Mich.	
Mercury 3000 Schaeffer Dearborn, Mich.	\$ 4,500,000
GENERAL MOTORS CORP. General Motors Building Detroit, Mich.	\$ 6,900,000
Buick Hamilton Ave. Flint, Mich.	\$ 4,600,000
Cadillac 2860 Clark St. Detroit, Mich.	
Chevrolet General Motors Bldg. Detroit, Mich.	\$16,400,000
Oldsmobile Townsend St. Lansing, Mich.	\$ 4,700,000
Pontiac Oakland Ave. Pontiac, Mich.	\$ 2,000,000
STUDEBAKER-PACKARD 635 S. Main South Bend, Ind.	
Packard 635 S. Main South Bend, Ind.	
Studebaker 635 S. Main South Bend, Ind.	
TOTALS	\$75,000,000

Production figures, tv spending and who's who in air media buying

PRODUCTION same week 1957	COMPANY AD MANAGER	AGENCY	ACCOUNT EXECUTIVE	TIMEBUYER
2,289	Fred W. Adams, dir. adv. E. B. Brogan, adv. mgr. automotive div.	Geyer 14250 Plymouth Road Detroit	J. F. Henry, v.p. & a/e A. D. Gage, a/e	Lewis Hatt, media dir.
2,110	Fred W. Adams, dir. adv. E. B. Brogan, adv. mgr. automotive div.	Geyer 14250 Plymouth Road Detroit	J. F. Henry, v.p. & a/e A. D. Gage, a/e	Lewis Hatt, media dir.
29,020	Rich. E. Forbes, dir. corp. adv. J. R. Barlow, mgr. prod. adv. Jas. Cope, v.p., corp. mkt. pln.	Leo Burnett Prudential Plaza Chicago	Wm. Diener, v.p., client serv. F. S. Cary, Jr., acct. superv.	Len Matthews, v.p., med. dir. Harold Tillson, med. superv.
3,062	Burton R. Durkee, dir. adv. H. L. Ault, adv. mgr. C. E. Briggs, v.p. sls.	Young & Rubicam 1600 Penobscot Bldg. Detroit	A. P. Butler, v.p., asst. superv. J. R. Bracken, a/e J. J. Seregny, a/e	R. C. Holbrook, med. dir. C. A. Nixon, T. R. Maynard, Clyde Smith, timebuyers
1,026	B. R. Durkee, dir. adv., sales H. L. Ault, adv. mgr. C. E. Briggs, v.p., sls.	Young & Rubicam 1600 Penobscot Bldg. Detroit 26, Mich.	A. P. Butler, v.p., asst. superv. J. R. Bracken, a/e J. J. Seregny, a/e	R. C. Holbrook, med. dir. C. A. Nixon, T. R. Maynard, Clyde Smith, timebuyers
3,553	J. L. Wichert, dir. adv. & sls. R. L. Goodwin, adv. mgr. J. B. Wagstaff, v.p., sls.	BBDO 1800 Penobscot Bldg. Detroit 26, Mich.	R. E. Anderson, v.p., gen. mgr. John McKee, v.p., acct. supvr.	A. J. Weinich, v.p., med. sup. W. B. Crouse, timebuyer
6,666	W. D. Moore, dir. adv., merch. A. C. Thomson, adv. mgr. Lee F. Desmond, v.p., sales	Grant Advertising 2900 Guardian Bldg. Detroit 26, Mich.	M. B. Cather, v.p., acct. supvr.	Albin F. Yagley, media dir. James Brown, asst. med. dir. David Balnaves, timebuyer
14,713	L. T. Hagopian, dir. adv., sls. William Hammond, adv. mgr. Jack W. Minor, v.p., sls. & adv.	N. W. Ayer & Son, Inc. 4100 Penobscot Bldg. Detroit 26, Mich.	Seymour Morris, v.p., acct. sp. William T. Lowe, a/e Ira Rothbaum, a/e	Les Farnath, med. dir., Phila. Helen Hartwig, med. sup. & timebuyer
42,641	B. R. Donaldson, dir. inst. adv. R. F. G. Copeland, dir. prod. adv.	Kenyon & Eckhardt 1500 Penobscot Bldg. Detroit	V. Armstrong, v.p., acct. supvr. C. M. White, a/e	Brendan J. Baldwin, med. dir. Jack Hickey, asst. med. dir.
0	Eldon E. Fox, adv. mgr. N. K. VanDerZee, sales mgr.	Foote, Cone & Belding 1060 National Bank Bldg. Detroit	Charles S. Winston Jr., v.p. Albert F. Remington, a/e David Jenkins, a/e	Leonard Hyde, media supvr.
33,879	John R. Bowers, adv. mgr. Walter G. Cooper, sales. Mgr.	J. Walter Thompson 2130 Buhl Bldg. Detroit	Henry M. Jackson, v.p., supvr.	R. E. Bachman, Jr., med. dir. Wm. Thurber, assoc. med. dir. J. O. Luce, asso. med. dir., N.Y.
1,080	Bruce E. Miller, adv. mgr. Jos. E. Bayne, gen'l sls. mgr.	Kenyon & Eckhardt 1500 Penobscot Bldg. Detroit, Mich.	Don Miller, acct. supvr.	Joe Braun, media dir.
7,647	H. L. Swan, adv. mgr. J. E. Bayne, sales mgr.	Kenyon & Eckhardt 1500 Penobscot Bldg. Detroit	David J. Gillespie, v.p. R. T. O'Reilly, sen. v.p. & a/e Gerald Martin, v.p., a/e	Brendan Baldwin, med. dir. Jack Hickey, asst. med. dir.
64,733	A. G. DeLorenzo, v.p., inst. adv. Howard E. Crawford, dir. sls.	Kudner 575 Madison Avenue New York	Lewis Dean, a/e, N. Y. Jack Sheldon, a/e, Det.	Hugh Johnson, med. dir. John Marsich, timebuyer
10,749	Paul L. Holt, asst. adv. mgr. Edward C. Kennard, sls. mgr.	McCann-Erickson 3546 Penobscot Bldg. Detroit	Myron C. MacDonald, v.p. Robert P. Leonhard, a/e Robert Ellis, a/e	Kelso M. Taeger, med. dir. Wm. J. Davis, asst. med. dir. Judy Anderson, timebuyer
3,503	W. T. LaRue, adv. mgr. F. H. Murray, gen'l sls. mgr.	MacManus, John & Adams N. Woodward Avenue Bloomfield Hills, Mich.	C. F. Adams, v.p., acct. supvr. A. R. Barbier, v.p., a/e	E. W. Froehlich, v.p., med. dir. John P. Hartigan, timebuyer Wm. A. Bushway, timebuyer
30,261	W. G. Power, adv. mgr. W. E. Fish, sales mgr.	Campbell-Ewald 4th Fl., General Motors Bldg. Detroit	Colin Campbell, exec. v.p.	Phillip L. McHugh, v.p. Carl Georgi, Jr., v.p., med. dir. R. H. Crooker, timebuyer
11,288	C. D. Barker, sup. adv. accts. Lloyd Grove, adv. mgr. V. H. Sutherl, sales mgr. M. J. Seaton, sales prom. mgr.	D. P. Brothers 4th Fl., General Motors Bldg. Detroit	Guy S. Warren Jr. exec. v.p. Val Corradi, v.p., a/e Sheldon Mayer, v.p., a/e	Watts Wacker, v.p., med. dir. Jack Walsh, timebuyer Richard Hoffman, timebuyer
8,932	Warren E. Schoon, adv. mgr. W. H. Taylor, asst. adv. mgr. Frank V. Bridge, sales mgr.	MacManus, John & Adams N. Woodward Avenue Bloomfield Hills, Mich.	Hovey Hagerman, senior v.p. James H. Graham, v.p., a/e	E. W. Froehlich, v.p., med. dir. John P. Hartigan, timebuyer Wm. A. Bushway, timebuyer
1,679	James W. Orr, merch. mgr.	Adams, Burke, Dowling 3 East 54 Street New York, New York	James H. Cobb, v.p., acct. sup. Gordon Baird, v.p., a/e	Ed Cummings, media dir.
301	James W. Orr, merch. mgr.	Adams, Burke, Dowling 3 East 54 Street New York, New York	James H. Cobb, v.p., acct. sup. Gordon Baird, v.p., a/e	Ed Cummings, media dir.
1,378	James W. Orr, merch. mgr.	Adams, Burke, Dowling 3 East 54 Street New York, New York	James H. Cobb, v.p., acct. sup. Gordon Baird, v.p., a/e	Ed Cummings, media dir.
280,510				

Source: This directory of advertising and media executives responsible for car spending was compiled for SPONSOR by William H. Cartwright, manager of Edward Petry & Co., Detroit. January-February 1957 and 1958 production figures are Automotive News estimates. Network tv figures are based on SPONSOR's talent cost estimates plus network net time charges.

ARE YOU MAKING THE MOST OUT

“No sale is completed until the product is bought by the ultimate consumer,” says Crosley-WLW’s Bob Dunville, “and it’s merchandising that must fill the gap between air impression and point-of-sale.” Here’s how clients use it —free—to make sales and influence dealers and salesmen

by **W. F. Miksch**

Once the hunting grounds of the early Indian tribes Cincinnati, Ohio, today serves as a hunting ground for national air media advertisers—especially those who put a high value on local level merchandising.

This is the headquarters for one of the pioneers of merchandising—the Crosley-WLW stations which currently budget more than \$100,000 annually for the specific job of bridging that vital gap between an aired commercial and the point-of-sale. There was a time when this budget stood at roughly a \$1¼ million, but by now the cooperation of dealers and trade associations with the WLW stations in their various communities (WLW and WLW-T, Cincinnati, WLW-T is currently observing its 10th anniversary; WLW-D, Dayton; WLW-C, Columbus; WLW-I, Indianapolis and WLW-A Atlanta) has brought an efficiency to the operation that has more than halved the outlay.

To find out just how efficient such an operation can be, how much it does for the radio/tv client in actual sales, and who pays what, SPONSOR went to Cincinnati for an adman’s-eye view of this much discussed—though not always fully understood—subject of merchan-

dising; found it to have many facets.

The Crosley-WLW concept of merchandising dates back to 1937 when Robert E. Dunville, now president of Crosley Broadcasting, came to WLW as assistant to James D. Shouse, now Crosley’s chairman of the board. Dunville, who at 21 was ad manager for Gardner Motor Car Co., had formed strong ideas on advertising and these dovetailed perfectly with Shouse’s. In radio, they felt, the broadcaster’s obligation to the client went far beyond air facilities.

In the two decades since, this concept was developed until now the 16-man merchandising arm of the stations conducts about 200 local merchandising campaigns for a string of clients whose billings in Crosley-WLW stations totaled slightly less than \$12 million in 1957 (about \$1.5 million of this was in radio). Backbone of these campaigns is the station group’s P.O.P. (Point-of-Purchase) Plan.

Through contractual agreements with such grocery chains as A&P, Albers, Kroger, Royal Blue, Colonial, etc., and with such drug chains as Hy-Pure, Gray’s, Flocks, Jacobs, etc., the WLW tv stations have access to floor,

counter or window displays for air advertisers in some 638 supermarkets and about 100 drug stores within their coverage areas in Ohio, Indiana and Georgia. In addition to the point-of-purchase displays, the cooperating stores also feature the displayed products in their newspaper ads.

In exchange for display space, the stores receive air-time from the WLW stations (but which they may use only to advertise their own brands and not national brands which might compete with tv/radio clients). A staff of seven WLW merchandising field men, most of whom have had short but intensive courses in marketing and store man-



MERCHANDISING?



Displays like these for WLW advertisers go into more than 600 supermarkets

agement at Ohio State, prowl the stores arranging for and checking on displays. In addition to the chains, many independent dealers cooperate with the stations on tie-in displays. The posters, bulls-eyes, shelf-talkers and other printed pieces that mark the displays are printed by Crosley-WLW, some on their own offset press which was installed in its Cincinnati studio basement four years ago.

Beyond point-of-purchase, the merchandising extends to many areas:

- Trade-mailers to retailers and wholesalers informing them of air campaigns on WLW stations and eliciting their cooperation.

- Regular monthly publication of the station group's merchandising newspaper *Buy-Way*, carrying news of programs and products advertised and circulated to more than 10,000 in the grocery and drug trades, including dealers, chains, brokers, wholesalers and manufacturers. *Buy-Way* was begun nearly 20 years ago by the first merchandising staff member that Bob Dunville hired—Beulah Straway, now merchandising manager for *Life*.

- Marketing guidance. Jack Frazier, director of merchandising and sales promotion, came to WLW in 1952 from General Foods where he had been
(Please turn to page 84)

Introducing client ad and sales executives to local retailers and wholesalers is the purpose behind frequent trade parties held at studios, hotels, even outdoors



WLW RADIO AND TELEVISION MERCHANDISING QUESTIONNAIRE

PLEASE FILL OUT AS COMPLETELY AS POSSIBLE. DETAILED INFORMATION IS NEEDED IF MERCHANDISING OPERATIONS IS TO BE EFFECTIVE

PRODUCT _____
 MANUFACTURER _____
 ADDRESS _____
 CONTACT _____
 TITLE _____
 WLW FACILITY _____
 DATE _____
 AGENCY _____
 ADDRESS _____
 CONTACT _____

PRODUCT _____
 USES _____
 SIZES _____

WHAT IS RETAIL _____
 PRICE RANGE _____

Crosley Broadcasting Corporation
 WLW COLUMBUS, OHIO



Questionnaire: When client comes on air, he fills out above four-page inquiry into distribution, special product problems to aid stations in planning

Results: Bill Best (l), district manager Maxwell House Div., General Foods, gets *Client Report* from Fred Wilson, WLW merch. dir.

Strategists: Final plans for a point-of-purchase campaign are discussed by a pair of veterans in sales and marketing: Bob Dunville (seated), Crosley-WLW president, and Jack Frazier, his director of merchandising and sales promotion. Last year, nearly 200 such campaigns were staged for clients under stations' P.O.P. Plan

HOW RADIO ENDED A BEECH-NUT SALES SLUMP

For the first time in a decade, Beech-Nut Gum sales didn't drop in 1957. The reason? \$1.2 million in spot radio. The strategy: Use humor commercials with continuity and frequency (all timebuying is done on a 52-week basis); hit the teen-age market



1958 radio campaign will push Beech-Nut flavors—and packages have been redesigned to give flavor prominent identity (lower pack); old packs (upper photo), carried flavor identification in small-size type at an off-center location on the label. A new term, "flavorific," also will be used in the new Beech-Nut radio commercials

PORT CHESTER, N. Y.

Sales have gone steadily downward for 10 years—the advertising budget is limited—the company is undergoing a merger. How do you stop the sales drop—fast?

Those were the problems Beech-Nut gum faced in October, 1956. But 1957 ended with the gum sales curve on the way up.

What changed the picture? Company admen bought spot radio—220 stations to broadcast 50-115 spots per week in the nation's top 52 markets. Cost: About \$1.2 million for 1957, according to SPONSOR estimate.

These were the basic elements of the campaign:

- Humorous commercials hitting consistently at the same copy point—Beech-Nut flavor lasts—and all based on well-known historical incidents.

- Use of 10-second announcements exclusively.

- Timebuying designed to hit the nation's huge teen-age market, as well as adults.

The only other advertising during the radio campaign was eight full-page ads in *Life*, costing \$280,875 according to PIB figures.

Beech-Nut gum had been on the market since 1891 as a product of Beech-Nut Packing Corp., a firm that also sold baby foods, junior foods, coffee—both regular and instant—and peanut butter.

All these products now are marketed under a new corporate banner—Beech Nut Life Savers Inc. Beech-Nut merged with the latter firm, manufacturers of Life Savers mints and drops and Pine Bros. cough drops, in August, 1956.

Beech-Nut's stick chewing gum and its Beechies candy-coated gum were major sales problems to the new corporation. The firm's executives will not reveal past sales, and no breakdown figures on Beech-Nut products are available from other sources. But the 10-year gum sales decline was classified as "slow but steady" by a Beech-Nut spokesman visited in Port Chester by SPONSOR.

Beech-Nut and gum: Beech-Nut today is third among the big three chewing gum sellers, with about 16% of the market. Industry sources estimate Wrigley with about 45% and American Chicle with 24%.

About \$300 million is spent annually by U.S. gum chewers. As Bill Geeslin, Y&R account executive for



RAB "golden disk" award for Beech-Nut commercials is presented to Edward J. Noble, Beech-Nut Life Savers, Inc., board chairman, by Mrs. Patti Thiebaud, RAB account exec.

Beech-Nut gum, phrases it: "Believe me, nobody's crying the blues about the gum market!"

In 1956 the national average was estimated at 168 sticks per person. Beech-Nut, along with other manufacturers, hopes to see this figure rise to 500 sticks per capita.

Fantastic? During World War II, American GI's chewed a total of 620 sticks per capita!

Beech-Nut's gum at the start was sold at a premium price as a quality gum—a product that was "chewier" than others because of a higher chicle content. In recent years some gum-makers have marketed "softer" chews to reduce jaw fatigue.

Today, most gums are not based on chicle, but on synthetic plastics, particularly polyvinyl acetate. With synthetics manufacturers can more easily control chewing quality and costs than they could in dealing with the sapodilla tree—source for chicle.

The pre-1956 Beech-Nut sales problem is being solved today with increased weight and consistency in advertising—meaning more money.

Only about 1% to 2% of sales used to be allotted for advertising, a company spokesman said. Today, he says the percentage is "considerably higher than that."

In its media history, Beech-Nut gum had been in and out of magazines, newspapers and even tv before the switch to concentrated and continuous use of radio.

Radio dominance: "We had to get into a medium and dominate it with our advertising, as opposed to our competitors'," says Jim Parker, advertising manager for gum and candy at Beech-Nut Life Savers.

The medium Beech-Nut could afford to do this in was radio—"we felt it could reach more people more often for less money. But frequency and continuity were the keys. That's why, right from the start, we opened up with heavy schedules on over 200 stations. And we've stuck with that pattern," Parker told SPONSOR.

Ten-second announcements were used exclusively because "we could almost double our frequency with them, as opposed to 20's," says Bill Geeslin. "But now that the 10's have registered Beech-Nut in a clever and memorable way, we are going into 20's for a depth-selling job in 1958."

Unusual commercials keyed the 10-second campaign. They're based on historical events that virtually every schoolboy is familiar with, e.g. Columbus' voyage, Custer's last stand. Commercials capitalize on the known his-

torical figure and event to effectively, yet humorously, get across the idea that Beech-Nut gum's flavor is long-lasting. For example:

Sound: *Old-time airplane motor.*

Wilbur Wright: *Hey, Orville, how long are we gonna fly?*

Orville: *Wilbur, I'm not talking while the flavor lasts.*

Wilbur: *What are you chewing?*

Orville: *Beech-Nut gum.*

Wilbur: (awed) *Nobody'll ever fly THAT long, Orville!*

This is the second time Beech-Nut has relied on humorous radio commercials to do a selling job. The firm last year used a series of minute spots in several markets to push its coffee. They were built around the trials of Penelope Gunch, browbeaten sweetheart of Stacy Randolph, and enter-

(Please turn to page 86)

"*Nobody's crying* the blues about the gum business," says Bill Geeslin (center), account executive for Beech-Nut Gum at Y&R, with Bill Dollard (left), Y&R timebuyer, and Jim Parker, advertising manager for gum and candy at Beech-Nut Life Savers Inc. U. S. average gum consumption in 1956 was 168 sticks per capita



NEW TREND IN SYNDICATION ?

As the selling season gets underway, production of new tv films specifically for syndication is shaping up as the hot 1958 trend with big film marketers.

Eight of the 10 leading distributors report readying series now for fall syndication. Reason: The big regional film buys made by advertisers in recent months. In addition, there'll be plenty of off-the-network availabilities

The fall selling season is young, but there's evidence of a new trend shaping up: film series produced strictly for first-run syndication.

The majority of the series will still be pitched first to the networks. But the growing interest among advertisers in large regional film buys is bringing more of the first-run product straight into the syndicated market.

Eight of the leading 10 distributors this week had definite plans to syndicate series this fall. Adventure films will be the rage, but every category is represented in pilots slated. Here's a rundown on coming series:

CBS TV Film Sales: Specifically for syndication are five shows: *Colonel Flack*, comedy adventure; *Exploring Space*, documentary adventure; and three unnamed series: an historical adventure, a straight adventure, and a mystery.

In addition, there'll be several off-the-network. Among them: *Eve Arden*, *You Are There*.

CBS also has three series being readied for network sale, but any one of them might end up in syndication. They are: *The Diplomat* (with Claire Booth Luce); *Border Patrol*, an Everglades adventure; and *Fire Fighters*.

ABC Film: At least two new shows neither titled—are slated for fall syndication.

CNP: The only film distributor to concentrate all its selling in the syndicated marketplace, CNP will have five new shows. Included: *Union Pacific*, already released; *Danger Is My Business*, documentary adventure; a newspaper comedy, tentatively titled *Press Time*; an unnamed international intrigue series; and *Captain Courage*, historical adventure to be filmed abroad.

CNP will also offer several shows off-the-network. Definite plans call for *Gumby*, animated children's series, and *It's a Great Life*.

Guild: Three new shows are being pitched to the networks, but at least one will end up in syndication. The series: *Sabotage*, international intrigue; *Dock Crime*, a waterfront crime series; and another English-produced series.

MCA: In addition to *Mike Hammer*, currently available, MCA plans two new series for syndication: an adventure series and a mystery.

NTA: Three series are definitely planned for first-run syndication: *George Jessel's Show Business*; *U. S. Marshall*, adult western; and *Grand Jury*, based on the files of the Los Angeles Grand Jury.

Official: All five of its series will be peddled first to the networks and na-

tional advertisers, but several official series will undoubtedly end up in syndication. New series: *Calamity Jane*, western; *Western Union*, adventure; *Big Foot Wallace*, adventure of an Indian trapper; *Arrest*, detective adventure on location in New York City; and *Adventures of the Invisible Man*, an adventure series being filmed in England with U.S. stars.

Screen Gems: Only one show is slated for fall syndication release: *Dial 116*, adventure based on the files of the Los Angeles Rescue Squad. There's also a possibility that the historical adventure, *Ivanhoe*, will be released late next season.

Screen Gems will also distribute *Showcase 39*, an off-the-network Ford Theater series.

TPA: *Adventures of Tugboat Annie*, comedy based on the Saturday Evening Post series, is now being sold. For fall syndication, TPA plans *New York Confidential*, new on-location crime series, and *Lassie*, first-run off-the-network.

In addition, any one of these could find its way into syndication: *Johnny Cordes*, *Airline Hostess*, *Thunder Ridge*, *Cannonball*, *The Homesteader*, *The Mask* and *Blandings Way*.

Ziv: *Target*, Ziv's most recent release, is the only one currently being planned. Other product will be aimed at network sales.

DAYTIME LEADS HIKE IN VIEWING

TvB report based on Nielsen figures for January, 1958 show a general gain of tv sets-in-use, with a marked increase in early morning viewing. Web weekend daytime up

Television home viewing is continuing its steady climb, with the daytime audience increasing at a rate faster than evening.

A Nielsen average minute audience comparison of January 1958 and January 1957 shows the greatest percentage increase, in viewing took place during the morning hours on weekdays. Here's a look at some of the hourly breakdowns: from 6:00 to 7:00 a.m. 44.1% more homes viewed tv; from 7:00 to 8:00 a.m., there's a 20.9% increase; from 10:00 to 11:00 a.m., the increase was 22.3%.

Lower noon and late afternoon sets-in-use figures bring the daytime average increase down to 9.8% over 1957.

The evening hourly viewing picture is basically a steady one—averaging an 8% increase. The biggest gain was the 7:00 to 8:00 p.m. period, reaching 9.7%.

These figures are part of a review of television put together by TvB and dubbed *Report To The Press* (see page 49 for further details).

The same general picture is true of network viewing, too, with the average daytime weekend tuning level about

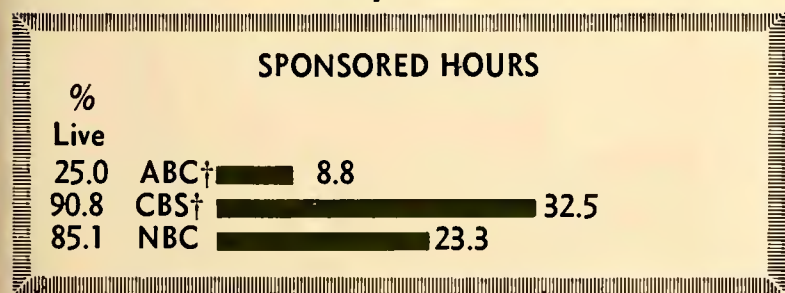
double that of the evening increase. The percentage change, January 1958 over January 1957, is 14.7% gain in average weekend daytime viewing; 11.5% gain during the weekdays; 6.9% rise in the evenings.

From these figures, it is apparent that the hours and minutes spent viewing television per home per day are also rising. Here's how the years 1955 through 1957 compare on a 12-month's Nielsen average: 1955—4:51 hours spent watching tv; 1956—5:01; 1957—5:10.

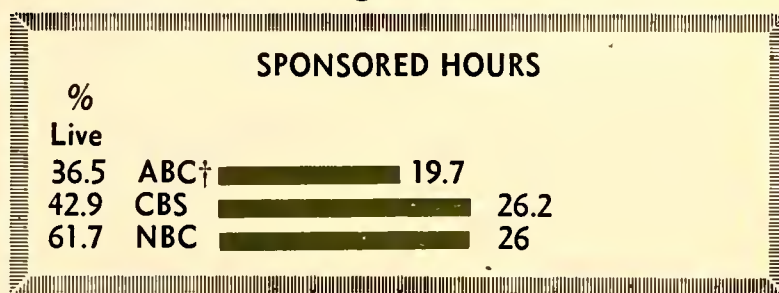
1. THIS MONTH IN TELEVISION

Network Sales Status Week Ending 15 March

Daytime



Nighttime



† Excluding participation shows.

AVERAGE COST OF NETWORK SPONSORED PROGRAMING

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Hour drama		Half-hour drama		Situation comedy		Hour music-variety	
\$54,000	5	\$34,909	11	\$37,295	18	\$101,917	6
Half-hour music-var.		Half-hour adventure		Quiz		Half-hour western	
\$42,545	11	\$31,818	11	28,327	13	\$36,591	11

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

2. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGEN
Adventures at Scott Island: A-F	38,000	R. J. Reynolds, Esty	Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Bro
Adventures of McGraw: MyA-F	33,000	P&G, Benton & Bowles	*Eddie Fisher: V-L	115,000 (alt wks)	LGM, Mc-E
Alcoa-Goodyear Theater: Dr-F	38,000	Alcoa, FSR; alt Goodyear, YGR	Tennessee Ernie Ford Show: V-L	38,000	Ford, JWT
*Steve Allen Show: V-L	108,000	S. C. Johnson, Needham, Louis & Brorby; U. S. Time, Peck; Greyhound, Grey; Pharma-Craft, JWT	G.E. Theatre: Dr-F	47,000	Gen Elect, BBDO
Eve Arden: Sc-F	36,500	Lever, JWT; alt Shulton, Wesley (L 3 25)	*George Gobel: V-L	115,000 (alt wks)	RCA & Whirlpool, KGE
Armstrong Circle Theatre: Dr-L	43,000 (alt wks)	Armstrong Cork, BBDO	Godfrey's Scouts: V-L	32,000	Lipton, YGR; Toni, North
Bachelor Father: Sc-F	38,500 (alt wks)	Amer Tobacco, BBDO	Gunsmoke: W-F	38,000	LGM, DFS; Sperry Rand (1 w YGR)
Jack Benny: C-F	65,000 (alt wks)	Amer Tobacco, BBDO	Have Gun, Will Travel: W-F	36,000	Whitehall, Bates; alt Lever, J
Polly Bergen: Mu V-L	47,000	Max Factor, DDB	Hitchcock Presents: My-F	36,000	Bristol-Myers, YGR
*Big Record: Mu-L	50,000	Oldsmobile, Brother	Robin Hood: A-F	29,000	Johnson & Johnson, YGR; V pos BBDO
Bold Journey: A-F	8,500	Ralston Purina, GBB	I Love Lucy: Sc-F	35,300	Gold Seal, Campbell-Mithu Pillsbury, Burnett
Pat Boone: V-L	45,000	Chevrolet, Campbell-Ewald	I've Got a Secret: Q-L	24,000	R. J. Reynolds, Esty
Jim Bowie: W-F	32,000	Amer Chicle, DFS	*Kraft Tv Theatre: Dr-L	53,000	Kraft, JWT
Broken Arrow: W-F	31,000	Miles, Wade; Ralston Purina, Gardner	Lassie: A-F	34,000	Campbell Soup, BBDO
Burns & Allen: Sc-F	40,000	Carnation, EW,RGR; Gen Mills, BBDO	Leave It To Beaver: Sc-F	36,000	Remington Rand, Compton; open
Caesar Invites You: CV-L	40,000	Helena Rubenstein, Ogilvy, B & M	*Life of Riley: Sc-F	30,500	Lever Bros, BBDO; alt wk ope
The Californians: W-F	37,500	Singer Sewing, YGR; Lipton, YGR	Line-up: My-F	34,000	P&G, YGR; Brown & William, Bates
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Love That Jill: Sc-F	37,000	Max Factor, Anderson-McCon
Cheyenne: W-F	78,000	Gen Elect, YGR, BBDO & Grey	M Squad: My-F	28,000	Amer Tobacco, SSCGB; alt H. the Spector
Circus Boy: A-F	34,000	Mars, Knox Reeves; alt Kellogg, Burnett	Gisele MacKenzie: V-L	46,000	Schick, Warwick & Legler; alt JWT (L 3/29)
Dick Clark: V-L	14,500	Beech-Nut Lifesavers, YGR	Make Me Laugh: C-L	17,500	American Tobacco, Gumbinne (3/20 S)
*Rosemary Clooney: V-L	42,000	Lever Bros, JWT	Perry Mason: My-F	40,000 (1/2 hr.)	Purex, Weiss; alt Libby-Owe For FGS&R; alt Bristol-Myers, Y
Climax: Dr-L	59,000	Chrysler, Mc-E	Maverick: W-F	35,000 (1/2 hr.)	Kaiser Companies, YGR
Club Oasis: V-L	58,000	LGM, Mc-E	Meet the Press: I-L	7,500	Pan American Airways, JWT
Colt .45: W-F	37,000	Campbell, BBDO; Mennen, Mc-E	Millionaire: Dr-F	34,000	Colgate, Bates
*Perry Como: V-L	140,000	Kimberly-Clark, FCB; Noxzema, SS C&B; RCA & Whirlpool, KGE; Sunbeam, Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Mr. Adams & Eve: Sc-F	41,000	R. J. Reynolds, Esty
Country Music Jubilee; Mu-L (1/2 hr.)	8,000 (1/2 hr.)	Williamson-Dickie, Evans & Assoc.; Carter Prod. Bates; General Foods, YGR	Patrice Munsel: MuV-L	55,000	Buick, Kudner; Frigidaire, Kud
Court of Last Resort: Dr-F	28,000	Lorillard, L&N	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, E
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty; alt Chesebrough-Ponds, Mc-E	Navy Log: Dr-F	38,500	U. S. Rubber; F. D. Richards
John Daly News: N-L&F	6,000††	Bristol-Myers, YGR; 3 days open	Original Amateur Hour: V-L	23,000	Pharmaceuticals, Parkson
December Bride: Sc-F	29,500	Gen Foods, B&B	Ozzie & Harriet: Sc-F	37,000	Kodak, JWT
Richard Diamond: A-F	35,000	Lorillard, L&N	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, Ne
Dick And The Duchess: Sc-F	33,500	H. Curtis, G. Best	People's Choice: Sc-F	34,000	Borden, YGR; Amer Home Plect YGR
Disneyland: M-F	75,000	Derby, Mc-E; Gen Mills, Tatham-Laird; DFS; Gen Foods, YGR; Reynolds Metals, Buchanan; Frank	Person To Person: I-L	34,000	Florists Delivery Assn., Gra Time-Life, YGR
Dragnet: My-F	35,000	LGM, DFS; General Foods, B&B	Playhouse 90: Dr-L&F	39,000 (1/2 hr.)	Amer Gas, L&N; Bristol-Myers BDA Philip Morris, Burnett; Klench Clark, FCG&B; Allstate, Burr
Wyatt Earp: W-F	30,000	Gen Mills, DFS; P&G, Compton	*Price Is Right: Q-L	21,500	Speidel, KGE; alt RCA, KGE
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; American Can, Compton	The Real McCoys: Sc-F	35,000	Sylvania, JWT
			Restless Gun: W-F	37,500	Warner-Lambert, SSCGB; alt st
			Rin Tin Tin: A-F	36,000	Nabisco, KGE
			Sally: Sc-F	41,500	Chemstrand, DDGB; alt Royal Typo writer, YGR
			Schlitz Playhouse: Dr-F	38,000	Schlitz, JWT

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

15 March-11 April. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (O) Comsdy, (D) Documentary, (Dr) Drama, Interview, (J) Juvenile, (M) Misc., (Mu) Music, (My) Mystery, (N) News, Quiz, (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western

Listing continues on page 42

Now get the complete Network picture!

SPONSORED and SUSTAINING

Largest available scientific sample
26 top markets

IN-HOME

OUT-OF-HOME TOTALS

- Ratings per Quarter Hour
- Audience Comp per program
- MEN, WOMEN, TEENS, CHILDREN

With the tremendous upswing in radio now more than ever you need *total* tune-in—*outside* listening correctly additive to in-home. (Auto share is only *part* of out-of-home!)

No guesstimates—this scientific, accurate sampling has established Pulse radio data leadership since 1941. *Standard* in broadcasting. A logical development from Pulse individual markets now totaling over 175!

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Write for free copy on your business letterhead, mentioning this magazine. \$50 a month for established subscribers—\$100 otherwise. Get the *complete* network picture!

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takes the
place of
INTERVIEWS
in the
home

P

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THE ONLY SERVICE SUPPLYING *all* THE FACTS
ABOUT *all* THE RADIO LISTENING

NETWORK RADIO RATINGS
VOL. 2 NO. 3
MARCH
1, 2, 3, 4, 5, 6, 7, 8, 1958

IN HOME AND OUT OF HOME LISTENING

Network
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EVERY MONTH you get Pulse validated data from...

- 10,000 *different* families per 5-day strip
- 4,000 *different* families per once-a-week program
- Metropolitan areas totaling 18,555,000 *families*

Individual Programs Networked in 10 or More of 26 Major Markets



3. NIGHTTIME

COMP A

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00									
6:15		The Last Word sust	Meet The Press Pan Amer Airways Hemo-Magnif. Bell Telephone (3/16; 5:30-6:30)						
6:30			Outlook sust						
6:45		20th Century Prudential (3/30 only; 6-7)	Shirley Temple's Storybook Nat'l Dairy, Hill		D Edwards Brown & Wmson	News sust		No net service D Edwards Whitehall	News sust alt Carter
7:00									
7:15	No net service	Lassie Campbell Soup	Bros., Breck (3/23; 6:30-7:30) My Friend Flicka sust	Sports Focus sust	No net service D Edwards Brown & Wmson (repeat feed)	News sust (repeat feed)	Sports Focus sust	No net service D Edwards Whitehall (repeat feed)	News (repeat feed)
7:30				John Daly News Bristol-Myers			John Daly News sust		
7:45	Maverick Kaiser Companies (7:30-8:30)	Bachelor Father alt Jack Benny Amer Tobacco	Sally Chemstrand alt Royal Typewriter	O.S.S. sust.	Robin Hood Johnson & Jhan alt Wildroot	Price Is Right Spedel alt RCA	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Treasure Hunt Hazel Bishop alt Glamorene
8:00									
8:15	Maverick	Ed Sullivan (8-9) Mercury alt Kodak	Steve Allen S. C. Johnson alt Greyhound U.S. Time Pharma-Craft	Love That Jill Max Factor	Burns & Allen Carnation alt Gen Mills	Restless Gun War.-Lambert	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Luden's, Colgate-Palmol.	Mr. Adams & Eve R. J. Reynolds	George Gobel (alt wks 8-9) RCA & Whirlpool
8:30									
8:45	Adventures at Scott Island Reynolds	Ed Sullivan	Steve Allen	Bold Journey Ralston-Purina	Talent Scouts Lipton, Toni High Adventure Deico (3/24 8-9)	Wells Fargo Amer Tobacco alt Buick	Wyatt Earp Gen Mills alt P&G	Eve Arden Lever-Shulton Wingo Toni (4/1 S)	Eddie Fisher (alt wks 8-9) L&M
9:00									
9:15	Sid Caesar Invites You Helena Rubinsteln	G. E. Theatre Gen Electric	Dinah Shore Chevy Show (9-10) Chevrolet	Voice of Firestone Firestone	Danny Thomas Gen Foods Ball-Arnez Show Ford (4/7) (9-10)	Twenty-One Pharmaceuticals	Broken Arrow Ralston-Purina alt Miles	To Tell The Truth Pharmaceuticals	Adventures of McGraw P&G
9:30									
9:45	You Asked for It Skippy Peanut Butter	Hitchcock Theatre Bristol-Myers	Chevy Show	Welk Top Tunes New Talent Dodge-Plymouth (9:30-10:30)	December Bride Gen Foods	Alcoa-Goodyear Theater Alcoa alt Goodyear	Telephone Time Bell	Red Skelton Pet Milk alt S. C. Johnson	Bob Cummings Reynolds alt Chese-Ponds
10:00									
10:15	Scotland Yard Gen Foods alt Bristol-Myers, partic	\$64,000 Challenge Revlon alt P. Lorillard	Loretta Young Show P&G	Welk Top Tunes	Studio One In Hollywood Westinghouse (10-11)	Suspicion (10-11) Philip Morris	West Point Bristol-Myers Phillips-Van Heusen	\$64,000 Question Revlon	The Californians Singer alt Lipton
10:30									
10:45	No net service	What's My Line Remington Rand alt H Curtis	No net service	No net service	Studio One In Hollywood	Hall of Fame Hallmark (3/24; 9:30-11)	No net service	No net service	No net service

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

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

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
*Dinah Shore Chevy Show: Mu-V-L	150,000	Chevrolet, Camp-Ewald	Tales of Wells Fargo: W-F	36,000	Amer Tobacco, SSC&B; a Kudner
Phil Silvers Show: Sc-F	42,000	P&G, Burnett; R. J. Reynolds, Esty	Telephone Time: Dr-F	31,000	Bell, Ayer
Sgt. Preston: A-F	32,000	Quaker Oats, WBT	The Thin Man: My-F	40,000	Colgate-Palmolive, Bates
Scotland Yard: My-F	8,600	General Foods, Y&R; Bristol-Myers, YGR	This Is Your Life: D-L	52,000	P&G, B&B
Frank Sinatra: V-L&F	67,500	Chesterfield, Mc-E	Danny Thomas: Sc-F	47,500	Gen Foods, B&B
\$64,000 Challenge: Q-L	35,000	P. Lorillard, Y&R; Revlon, BBDO	*Tic Tac Dough: Q-L	23,500	Warner-Lambert, Lennen G. Howe RCA, KGE
\$64,000 Question: Q-L	39,000	Revlon, BBDO	To Tell The Truth: Q-L	22,000	Pharmaceuticals, Parkson
*Red Skelton: CV-L&F	52,000	Pet Milk, Gardner; alt S. C. Johnson, FCB	Tombstone Territory: W-F	42,500	Bristol-Myers, YGR
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curtis, E. H. Weiss	Top Dollar: Q-L	24,000	Brown & Wmson, Bates (3/25)
Studio One In Hollywood: Dr-L	55,000	Westinghouse, Mc-E	Trackdown: A-F	33,500	Amer Tobacco, BBDO; al Mobil Oil, Compton
Sugarfoot: W-F	40,000 (1/2 hr.)	Amer. Chicle, Bates; Luden's, Mathes; Colgate-Palmolive, Bates	Treasure Hunt: Q-L	22,000	Hazel Bishop, Spector; Com Product Services
Ed Sullivan Show: V-L	79,500	Mercury, KGE; alt Kodak, JWT	Truth or Consequences: Q-F	23,000	Sterling Drug, DFS
Sunday News Special: N-L	9,500	Whitehall, Bates; alt Carter Prod- ucts, Bates	20th Century: D-F	45,000	Prudential, Reach McClinton
Suspicion: My-L&F	79,500	Philip Morris, Ayer; alt hr open	Twenty-One: Q-L	30,000	Pharmaceuticals, Parkson
			U.S. Steel Hour: Dr-L	60,000	U.S. Steel, BBDO
			Voice of Firestone: Mu-L	28,000	Firestone, Sweeney & James
			Wagon Train: W-F	25,000 1/2 hr.	Drackett, YGR; Lewis-Hew Edsel, FC&B; General Food
			Mike Wallace: I-L	15,000	Philip Morris, Ayer

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
News sust		D Edwards Whitehall		News sust		D Edwards American Can		News sust		
	Sports Focus sust	No net service		Sports Focus sust	No net service					
News sust (repeat feed)	John Daly News sust	D Edwards Whitehall	News sust (repeat feed)	John Daly News Bristol-Myers	D Edwards American Can (repeat feed)		News sust repeat feed			
Wagon Train (7:30-8:30) Drackett, Lewis-Howe Edsel, Gen. Foods	Circus Boy Mars alt Kellogg	Sgt. Preston Quaker Oats	Tic Tac Dough RCA alt Warn-Lambert	Rin Tin Tin Nabisco	Leave-Beaver Remington—sust (L 3/21) Dick-Duchess Curtis (3/28 S)	Truth Or Consequences Sterling	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:30-8:30) Lib-Owens-Ford alt Purex	People Are Funny Toni alt R. J. Reynolds	
Wagon Train	Zorro AC Spark, 7-Up	Richard Diamond Private Detective P. Lorillard	You Bet Your Life DeSoto alt Toni	Jim Bowie Amer Chiclé	Trackdown Am Tobac alt Socony	Court Of Last Resort Lorillard	Country Music Jubilee (8-9) Williamson, Dickie Carter Prod., G.F.	Perry Mason Purex alt Bristol-Myers	Perry Como (8-9) Kimberley-Clark RCA & Whipod	
Father Knows Best Scott Paper alt Lever Bros	The Real McCoys Sylvania	Climax Chrysler (8:30-9:30) (3 out of 4 wks)	Dragnet L&M alt General Foods	Colt .45 Campbell Soup alt Mennen	Zane Grey General Foods alt Ford	Life of Riley Lever alt sust	Country Music Jubilee	Dick-Duchess Curtis (L 3/22) Top Dollar Brn. & Wmson (3/29 S)	Sunbeam, Noxzon Amer Dairy Knomark	
Kraft Theatre Kraft (9-10)	Pat Boone Chevrolet	Show of Stars Chrysler (8:30-9:30) (1 out of 4 wks)	People's Choice Borden alt Amer Home Prod	Frank Sinatra Chesterfield	Phil Silvers P&G alt R. J. Reynolds	M Squad Amer. Tobac. alt H. Bishop	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Helene Curtis	Polly Bergen Max Factor alt Club Oasis L&M	
Swing Into Spring Texaco (4/9) (9-10)	Navy Log U. S. Rubber	Playhouse 90 (9:30-11) Amer Gas alt Bristol Myers	The Ford Show Ford	Patrice Munsel Buick alt Frigidaire	Schlitz Plyhse Schlitz	The Thin Man Colgate	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Gisele MacKenzi Schick, Scott Bob Hope Johnson Motors (4/5) (9-10)	
This Is Your Life P&G	Make Me Laugh Am. Tobacco (3/20 S)	Playhouse 90 Philip Morris Bristol Myers Kimb-Clark Allstate	Rosemary Clooney The Lux Show Lever	Walter Winchell File Revlon	The Lineup P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10-concl)	Mike Wallace Philtp Morris	Gunsmoke L&M alt Sperry-Rand	Original Amatec Hour Pharmaceuticals	
Academy Awards Academy of Motlor Pic. Arts & Sci. (3/26; 10:30-12:15)	No net service	Dupont Show of the Month Dupont (3/27) (9:30-11)	Jane Wyman H. Bishop alt Quaker	No net service	Person To Person Florists Delivery Assn. alt Time	Comment sust	No net service	No net service	Your Hit Parade Amer Tobacco alt Toni	

PROGRAM	COST	SPONSORS AND AGENCIES
Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
Lawrence Welk: Mu-L	14,500	Dodge, Grant
Week Top Tunes: V-L	19,000	Dodge & Plymouth, Grant
What Point: A-F	12,000	Bristol-Myers, YGR; Phillips-Van Heusen, Grey
What's My Line: Q-L	29,500	Helene Curtis, Ludgin; Remington Rand, YGR
Why White: CV-L	38,000	Plymouth, Grant
Walter Winchell File: Dr-F	39,000	Revlon, BBDO
Wingo	37,000	Toni, North (4/1 S)
Why Wyman: Dr-F	36,500	H. Bishop, Spector; Quaker Oats, NLGB
Why Asked For It: M-F	18,000	Skippy Peanut Butter, GBB
Why Bet Your Life: Q-L	51,750	DeSoto, BBDO; Toni, North
Why Ma Young: Dr-F	42,000	P&G, B&B
Why Your Hit Parade: Mu-L	49,000	Amer Tobacco, BBDO; alt Toni, North
Why Grey Theatre: W-F	45,000	Gen Foods, B&B; Ford, JWT
Why o: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT

Specials and Spectaculars		
PROGRAM	COST	SPONSORS AND AGENCIES
Academy Awards	\$225,000	Academy of Motion Picture Arts & Sciences—3/26
L. Ball-D. Arnez Show: CV-F	200,000	Ford, JWT—4/7
*Dupont Show of the Month: Dr-L	275,000	Dupont, BBDO—3/27
*Hallmark Hall of Fame: Dr-L	165,000	Hallmark, FCGB—3/24
*Hemo The Magnificent: D-F	300,000	Amer. Tel. & Tel., C&W—3/16
*High Adventure with Lowell Thomas: D-F	250,000	Delco (GM), Camp-Ewald—3/24
Bob Hope Show: CV-L&F	267,000	Johnson Motors, JWT—4/5
Omnibus: M-L	115,000	Union Carbide, Mathes; Aluminium Ltd., JWT—3/23, 4/6
*Shower of Stars: CV-L	200,000	Chrysler, Mc-E—3/20
*Shirley Temple's Storybook	225,000	J. H. Breck, Ayer; Hill Bros. Coffee, Ayer; National Dairy, Ayer—3/23
*Swing Into Spring: MuV-L	200,000	Texaco, C&W—4/9
Wide, Wide World: M-L	210,000	Gen. Motors, McM, J&A—3/16, 3/30



The lady's not for yearning

Certain renowned opinion molders tell us this charming lady spends her day before the glowing screen longing to escape an unrewarding round of dishes, diapers and drudgery.

Much as we hate to dispute these savants, we are forced

to conclude that this is so much mish-mash, at least insofar as our young Central Ohio mothers are concerned.

Our heroine enjoys the stimulating program fare of WBNS-TV, not to evade her domestic responsibilities, but to enrich their meaning. It did our hearts good, on a recent check-up, to find ourselves mailing out as many as 6,500 booklets on such "escapist" subjects as "Feeding Little



olks", "Three Minute Cook Book" and "How to Care for
house Plants."

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WBNS-TV's selling power. This television station, born
and raised in Central Ohio, produces results which prompt
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4. DAYTIME

C O M P A

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00		Lamp Unto My Feet sust			Garry Moore sust Lever alt sust	Dough Re Mi sust		Garry Moore Gerber alt Gen Foods Florida Citrus alt Vick Chem	Dough Re Mi sust
10:15									
10:30									
10:45		Look Up & Live sust			Arthur Godfrey sust Stand Brands	Treasure Hunt Sterling Drug alt sust P&G alt sust		Arthur Godfrey sust	Treasure Hunt sust Brillo alt Chese-Ponds
11:00									
11:15		Eye On N. Y. sust			Bristol-Myers Singer	Price Is Right Lever Bros alt Ches-Pnds Sandura alt Mentho (L 3/24)		Pharmacraft alt sust sust	Price Is Right Lever alt Sterling Chese-Ponds
11:30									
11:45		Camera Three sust			Dotto Colgate	Truth or Consequences Sterling alt Lever sust		Dotto Colgate	Truth or Cons. sust Lever alt sust
12N									
12:15		No net service			Hotel Cosmopolitan sust Love of Life Amer Home Prod	Tic Tac Dough P&G alt Church & Dwight Toni alt P&G		Hotel Cosmo. sust Love of Life P&G alt sust	Tic Tac Dough Stand Brands P&G
12:30									
12:45		Wild Bill Hickok Kellogg			Search for Tomorrow P&G Guiding Light P&G	It Could Be You Menthol alt Pharmaco Ches-Pnds alt P&G		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Chese-Ponds alt sust Brillo alt P&G
1:00									
1:15			Watch Mr. Wizard sust		No net service News (1:25-1:30) sust	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op
1:30									
1:45			Frontiers of Faith sust		As the World Turns P&G sust	Howard Miller co-op		As the World Turns P&G Vick Chem alt Van Camp	Howard Miller co-op
2:00									
2:15			NBC Opera "Cosi Fan Tutte" sust (4/6) (2-4)		Beat The Clock sust Bristol-Myers	Howard Miller		Beat The Clock sust	Howard Miller
2:30									
2:45			Wisdom sust		Art Linkletter Stand Brands alt Lever Campbell Soup alt Stand Brands	Kitty Foyle sust		Art Linkletter Swift alt Toni Kellogg	Kitty Foyle sust
3:00									
3:15	Johns Hopkins File 7 sust		Youth Wants To Know sust	American Bandstand partie & co-op	Big Payoff Colgate	Matinee P&G alt Libby (3/17) Chese-Ponds alt sust	American Bandstand partie & co-op	Big Payoff sust	Matinee (3-4) P&G sust
3:30									
3:45	Dean Pike sust	No net service	Look Here sust	Do You Trust Your Wife? sust	Verdict Is Yours Stand Brands Bristol-Myers	Matinee sust P&G	Do You Trust Your Wife? sust	Verdict Is Yours Van Camp alt sust Swift alt Toni	Matinee sust P&G
4:00									
4:15	Bowling Stars Am Machine & Foundry (L 3/16)	No net service	Wide World (4-5:30, alt wks) Gen Motors	American Bandstand Corn Products	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Chese-Ponds alt Mentho Toni alt Sandura (L 3/24)	American Bandstand Welch Grape Juice	Brighter Day P&G Secret Storm sust	Queen for a Day Stand Brands
4:30									
4:45	Paul Winchell Hartz Mtn	Face-Nation sust	Omnibus (4-5:30, alt wks) Union Carbide Aluminium Ltd.	American Bandstand	Edge of Night P&G Stand Brands	P&G Modern Romances Sterling Drug alt Libby (3/17)	American Bandstand	Edge of Night P&G Florida Citrus alt Vick Chemical	P&G Modern Romances Brillo alt Sterling
5:00									
5:15	Texas Rangers Sweets Co.	Great Challenge sust (5-6) See It Now sust (3/30) (5-6)	Wide World alt Omnibus	Superman Kellogg alt Sweets Co.		Comedy Time sust P&G alt Pharmaco	Sir Lancelot Kellogg alt Wander Co. (L 4/1) Corn Prod (4/8 S)		Comedy Time Chese-Ponds alt sust P&G alt sust
5:30									
5:45	Lone Ranger Gen Mills Colgate-Palmol. Cracker Jack partie	Masters Golf Tournament sust (4/6) (5-6)	M. Saber Hemo-Magnif. Bell Telephone (3/16; 5:30-6:30)	Mickey Mouse Club B. F. Goodrich Am Par			Mickey Mouse Club Mars alt Armour		

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

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (42, 43) includes regularly scheduled programming 15 March to 11 April, inclusive (with possible exception of change made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1:00

GRAPH

15 MAR. - 11 APR.

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY		
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Dough Re Mi sust		Garry Moore Nestle alt Libby Nestle alt Gen Foods	Dough Re Mi sust		Garry Moore Sunshine Bisc alt sust Gerber alt Libby	Dough Re Mi sust		Capt Kangaroo (9:30-10:30) Luden (9:45-10) Brown Shoe (10:15-10:30)	Howdy Doody Continental Baking
Treasure Hunt Drackett alt Sterling Corn Prod. alt P&G		Arthur Godfrey Gen Foods Armour	Treasure Hunt sust P&G alt sust		Gen. Mills alt Pittsburgh Paint Lever alt sust	Treasure Hunt sust Corn Prod alt Sterling		Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Gen Foods alt sust
Price Is Right Lever alt Sterling Starkist alt SOS		Gen Foods Gen Foods alt sust	Price Is Right Alberto Culver alt Lever Bros S. C. Johnson alt Miles		Sun Bisc alt Florida Citrus Gen Mills alt Vick Chem	Price Is Right Lever alt Corn Prod Drackett Menthos (L 3/31)		Heckle & Jeckle sust	Fury Gen Foods alt Borden
Truth or Consequences sust alt L & Fink Amer Home alt sust		Dotto Colgate	Truth or Cons. sust alt Lever Alberto Culver alt Miles		Dotto Colgate	Truth or Consequences Gen Foods alt sust Lever alt sust		Saturday Playhouse sust	Andy's Gang Minn. Mining alt sust
Tic Tac Dough Gen Foods alt Starkist P&G		Hotel Cosmopolitan sust Love of Life P&G	Tic Tac Dough Kraft (L 3/27) P&G (4/10 S) Minnesota Mining alt P&G		Hotel Cosmopolitan sust alt Swift Love of Life Amer Home Prod	Tic Tac Dough Gossard alt SOS P&G		Jimmy Dean (12-1) Armstrong alt sust	True Story sust Sterling Drug
It Could Be You Gen Foods alt Chicken of Sea Lehn & Fink alt Corn Prod		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Alberto Culver alt Miles P&G alt Brown & Wmson		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Am Home alt Drackett P&G alt Corn Prod		Jimmy Dean	Detective Diary Sterling Drug sust
Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		Lone Ranger Gen Mills alt Nestle	No net service
Howard Miller co-op		As the World Turns P&G Pillsbury	Howard Miller co-op		As the World Turns P&G Swift alt sust	Howard Miller co-op		No net service	No net service
Howard Miller		Beat The Clock Nestle alt Libby Johnson & Johnson alt Purex	Howard Miller		Beat The Clock G. Mills alt Kodak Sunshine Bisc alt Vick	Howard Miller		No net service	No net service
Kitty Foyle sust		Art Linkletter Kellogg Pillsbury	Kitty Foyle sust		Art Linkletter Lever Bros Swift alt Staley	Kitty Foyle sust		No net service	
Matinee P&G Corn Prod alt sust	American Bandstand partic & co-op	Big Payoff sust	Matinee (3-4) Kraft (L 3/27) P&G (4/3 S) P&G (L 3/27)	American Bandstand partic & co-op	Big Payoff Colgate	Matinee P&G Whirlpool alt sust		No net service	
Matinee sust P&G	Do You Trust Your Wife? Gen. Foods	Verdict Is Yours sust Johnson alt sust	Matinee sust P&G	Do You Trust Your Wife? Gen. Foods	Verdict Is Yours Libby alt sust Gen Mills alt sust	Matinee Drackett alt sust P&G		No net service	
Queen for a Day Drackett alt Chicken of Sea Amer Home alt Corn Prod	American Bandstand Carter Prod Peter Paul Lever Bros.	Brighter Day P&G Secret Storm sust	Queen for a Day Brn. & Wmson alt Minn. Mining Miles alt Al Culver	American Bandstand Gen. Mills, Eastco. Inc., Lever Bros., Welch Grape Juice	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day SOS alt Welch Amer Home Prod alt Corn Prod	All-Star Golf (4-5)	Nat'l Hockey league games co-op (2-concl)	NCAA Football Ntl. games (var. times)
P&G Modern Romances Sust alt Sterling Drug	American Bandstand partic & co-op	Edge of Night P&G Pillsbury	P&G Modern Romances Kraft (L 3/27)	American Bandstand	Edge of Night P&G Florida Citrus alt Vick Chem	P&G Modern Romances Sterling Drug alt sust	Miller Brewing Wildroot	(See above)	NCAA Football Bris.-Myers, Libby- Owens-Ford, Sun- beam, Zenith, R. J. Reynolds
Comedy Time sust alt P&G (L 3/26) SOS alt P&G	Woody Woodpecker Kellogg		Comedy Time Kraft (L 3/27) Miles alt sust	The Buccaneers Kellogg alt Sweets Co. (L 4/4) Corn Prod (4/11 S)		Comedy Time sust Gen Foods alt Menthos		(See above)	NCAA Football Regional games Sunbeam, Phillip Morris, AMF
	Mickey Mouse Club Bris-Myers, Pills alt Gen Foods			Mickey Mouse Club Gen Mills alt sust				(See above)	Football Scoreboard Kemper (15 min. pgm.— follows Football)

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

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

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 40.



YOU MIGHT TRACK DOWN THE ABOMINABLE SNOWMAN* —

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: Survey based on sampling in the following proportions — Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%)

BUT... You'll Find WKZO-TV Leads To Sales Records In Kalamazoo-Grand Rapids!

When you're on the track of greater sales in Kalamazoo-Grand Rapids, you need the market dominance of WKZO-TV. Want proof? Look at this! ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station — 327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

**No one has yet captured or photographed this creature, reputed to live in the eternal snows of the Himalayas.*



The Fetzer 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
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

THE MILLION-DOLLAR BRANDS IN SPOT TELEVISION: WHO THEY ARE

TvB figures for 1957 show that 50 brands accounted for \$1 million or more in gross time spending. P&G has nine of them, but the biggest two brand spenders are Brown & Williamson's Viceroy and Kool, with Alka Seltzer close behind. In 1956 there were 43 million-dollar brands in spot television

Fifty brands spent over \$1 million in gross time on spot tv last year.

This was revealed today (15 March) in the second installment of TvB's report on spot spending last year. The new figures follow the TvB disclosure that total gross time purchases in spot tv last year came to \$488.7 million, up about 13% over 1956. (For details on spot as well as network tv spending in 1957 plus trends in both media, see the six pages of charts which follow.)

In addition to the 50 brands accounting for more than \$1 million each in spot tv during 1957, 22 of them spent over \$2 million. This compares with 43 brands spending over \$1 million and 17 spending over \$2 million during 1956.

Biggest single brand spender, according to TvB estimates, was Brown and Williamson's Viceroy, which alone accounted for \$6.3 million in gross time purchases. The filter cigarette was top spot tv spender in 1956 also, the figure then being \$5.4 million. Second place last year also went to a E&W brand—Kools—followed closely by Miles Labs' Alka Seltzer.

Kingpin corporate spot tv spender, P&G, which jumped its spot tv investment from \$17.5 in 1956 to \$25.9 last year, spent over \$1 million in 1957 on nine brands compared with six the year before. It is indicative of P&G's flexible marketing strategy that only one of the 1957 spot tv million dollar

brands—Gleem—accounted for that sum in 1956. P&G's other blue chip brands last year were Big Top peanut butter, Cheer, Clorox, Comet, Duz, Prell, Tide and Zest.

On the other hand, here are the P&G million-dollar brands in 1956 which dropped out of that charmed circle in 1957's spot tv roster: Crest, Dash, Ivory Flakes, Joy and Lava.

During the 1957 list of the other big brand names in spot tv: Continental Baking's Wonder and Profile breads, Bayer aspirin, Maxwell House coffee, Colgate Dental Cream, Arrid, Anahist, both Coca and Pepsi Cola, Bulova, L&M filters, Ford cars and Hit Parade.

Spot tv's top 10 corporate spenders in 1957 did not differ much from the top 10 in 1956. All of the '57 top 10 were among the top 13 the year before. P&G and B&W took first and second rank, respectively, again. Continental Baking jumped from 8th to 3rd place, Lever jumped from 13th to 7th place and Carter jumped from 12th to 8th place. On the other hand, Warner-Lambert dropped from 7th to 11th place while Philip Morris dropped from 5th to 12th place.

TvB's spot tv estimates for the last quarter of 1957 showed the highest quarterly figures ever reached by the medium: \$119,835,000. This peak is 11% above the corresponding quarter in 1956. However, a greater number of stations reported to the N. C. Rorabaugh Co. (which collects spot

tv data for TvB) during the 1957 final quarter, so TvB compared figures for 279 stations which reported during both quarters. The increase for these stations was 12%.

The 13% spot tv increase for the full year does not represent that much additional time purchased. Part of the jump is due to rate increases, though exactly how much cannot be pinned down. However, a Katz Agency study of rate trends in 60 markets (see SPONSOR, 1 March 1958, pages 30 and 31) showed that prime time rates for 20-second announcements went up 9.5% between 10 September 1956 and 10 September 1957.

The first part of TvB's year-end roundup of spot and network tv, released at the end of last month, showed that 25% of 450 reporting tv stations said they had raised rates during 1957. This compares with 53% in 1956 and 52% in 1955.

TvB's network figures, culled from PIB, revealed a gross time total for 1957 of \$516.2 million, compared with \$488.2 million in 1956. Like the spot tv figures, these are based on the one-time rate and do not include programming or commercial costs.

The network totals for product categories showed cosmetics in first place. This is the first year that food has not been the leading product group in network spending, an indication not only of shifting media patterns but new brand proliferation. ▀

WHAT EACH BRAND OF THE TOP 25 SPOT TV CLIENTS SPENT*

1. Procter & Gamble

Company.....	\$25,916,840
American Family	
Detergent	372,860
American Family Soap....	27,210
Biz Liquid Detergent.....	121,170
Big Top Peanut Butter	1,212,220
Camay Soap	452,000
Cascade Detergent	2,820
Charmin Paper Products	373,330
Bonus Granulated Soap ..	980
Cheer	1,498,170
Clorox	1,930,720
Comet	1,326,580
Crest	141,080
Crisco	603,030
Dash Detergent	936,330
Dreft	148,670
Drene Shampoo	90,300
Duncan Hines Canned	
Foods	4,620
Duncan Hines Mixes	699,520
Duz/Blue Dot Duz	2,938,000
Fluffo	148,390
Gleem	1,400,650
Ivory Flakes	608,700
Ivory Snow	247,210
Ivory Soap	153,070
Jif Peanut Butter	547,760
Joy	236,300
Lava Soap	136,680
Lilt Home Permanent	355,310
Liquid Ivory	105,830
Oxydol	382,610
Pin-It Home Permanent..	215,500
Prell Shampoo	1,307,320
Secret Cream Deodorant	124,900
Shasta Shampoo	2,170
Spic & Span	972,660
Tide	1,130,510
Velvet Blend Shampoo....	75,120
Winter Set	276,590
Zest Beauty Bar	4,609,950

2. Brown & William-

son Tobacco Co...\$12,988,920	
Du Maurier Cigarettes	556,320
Kool Cigarettes	5,031,830
Raleigh Cigarettes	1,130,730
Tube Rose Snuff	10,250
Viceroy Cigarettes	6,259,790

3. Continental Bak-

ing Co.....\$10,190,060	
Buttermilk Bread	73,810
Certified Bread	19,410

Continental Baking (continued)

County Fair Bread	68,010
County Fair Triplette	
Cake	20,760
Daffodil Farm Bread	2,920
Hostess Cakes	1,869,530
Morton Frozen Foods	1,049,550
Profile Bread	2,817,220
Staff Bread	536,500
Trim Bread	430
Twinkies	53,930
Wonder Bread	3,659,060
Wonder Brown & Serve	
Rolls	5,490
Wonder Buns	8,770
Wonder Rolls	4,670

4. Sterling Drug, Inc...\$8,635,890

Bayer Aspirin	3,005,670
Bayer Children's Aspirin	76,580
Bayer Nasal Spray	8,220
D-Con Rat Poison	17,640
Dr. Caldwell's Laxative ..	207,490
Dr. Lyon's Dentifrices....	307,330
Double Danderine	193,010
Energine Lighter Fluid....	332,340
Fizrin	1,314,920
Fletcher's Castoria	217,920
Haley's M. O.	767,160
Instatine	318,030
Ironized Yeast	167,210
Molle Shaving Soap	1,220
Pepsomar	183,060
Phillips' Milk of	
Magnesia	1,405,850
Phillips' Milk of Mag-	
nesia Toothpaste	3,900
Z.B.T. Baby Powder	108,340

5. General Foods

Corporation.....\$8,447,900	
Angel Flake Cake Mix	9,750
Baker's Instant Choco-	
late	900
Birdseye Frozen Foods ..	296,590
Bireley's Soft Drinks	3,420
Bliss Coffee	41,840
Dream Whip Topping	34,850
Go Ironing Aid	5,680
Jello Gelatin Dessert	62,150
Jello Pudding/Pie Filling	558,360
Kool Aid	168,160
Kool Shake	130,770
Maxwell House Coffee	4,892,140
Minute Potatoes	3,780
Noveltee	5,740

General Foods (continued)

Perkins' Lemonade Mix ..	920
Post's Dry Cereals	1,710,260
Sanka Coffee	86,960
Swansdown Cake Flour ..	80,550
Swansdown Cake Mix	173,690
Tang	19,210
Yuban Coffee	162,180

6. Colgate-Palmolive

Company.....\$7,739,080	
Ad Detergent	690,320
Ajax Cleanser	32,120
Brisk Dentifrice	34,300
Cashmere Bouquet Soap..	320
Colgate Bar Soap	122,680
Colgate Dental Cream	3,088,580
Colgate Lustre Net	5,550
Colgate Shave Cream	650,600
Colgate Shave Lotion	1,600
Deodorant Beauty Soap ..	173,330
Fab Detergent	415,710
Floriant Aerosol Air	
Deodorant	207,730
Halo Shampoo	908,890
Kan-Kil	2,440
Lustre-Creme Shampoo....	50,620
Merry Detergent	5,410
Palmolive Shave Cream..	358,900
Palmolive Shave Lotion..	79,510
Palmolive Soap	54,500
Rapid Shave Cream	29,010
Vel Beauty Bar	737,280
Vel Detergent	88,810
Veto Deodorant	870

7. Lever Bros. Co.....\$7,642,980

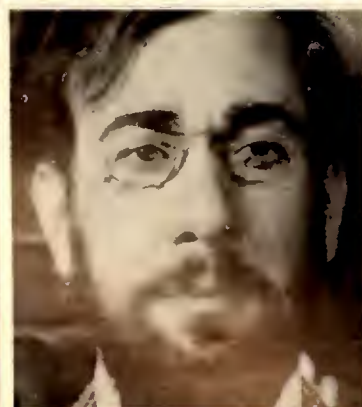
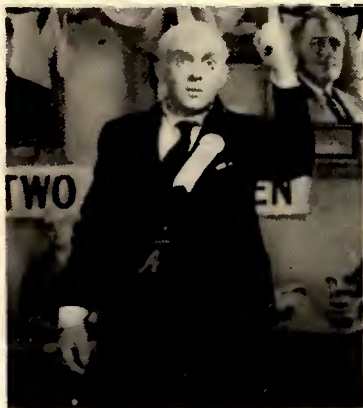
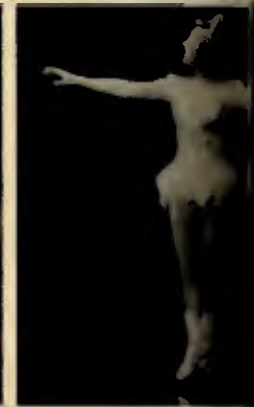
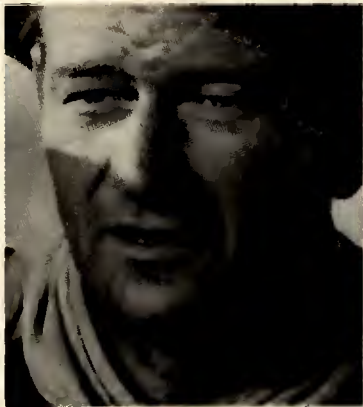
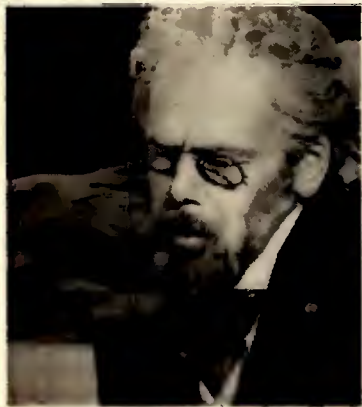
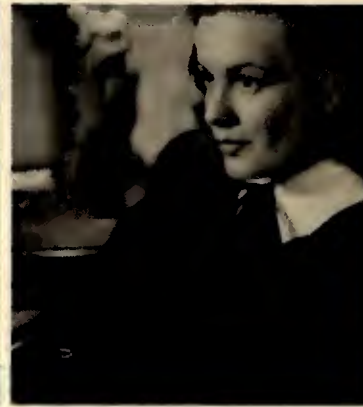
All Detergent	13,950
Breeze	119,430
Dove Toilet Soap	1,963,660
Gayla Toilet Soap	26,920
Good Luck Margarine	272,890
Hum Detergent	84,710
Imperial Margarine	411,180
Lifebuoy	25,690
Lipton Tea	1,603,840
Lucky Whip	222,510
Lux Liquid Detergent	189,350
Lux Toilet Soap	284,120
Pepsodent	297,660
Praise Toilet Soap	27,970
Rinso	199,070
Shield Toothpaste	11,730
Silver Dust	34,480
Spry	81,990

*Whole year 1957; figures are gross as estimated by TvB.

Lever Bros. (continued)	
Stripe Toothpaste	5,680
Surf Detergent	14,380
Wish-Bone Salad Dressing	55,320
Wisk	1,696,450
8. Carter Products, Inc.\$6,995,260	
Arrid Deodorant—All Types	3,766,280
Carter's Lactesia	400
Carter's Little Liver Pills	1,242,910
Colonaids	224,280
Crew Hair Tonic	6,600
Effisan	18,390
Nair	695,980
Perspray	20,190
Rise Shaving Cream	1,020,230
9. Miles Laboratories, Inc.\$6,392,640	
Alka-Seltzer	5,003,540
Bactine	855,460
Nervine	9,740
One-A-Day Brand Vitamins	468,430
Tabcin	55,470
10. National Biscuit Co.\$5,822,320	
Cookies & Crackers	3,372,700
Dromedary Cake Mix	288,050
Dromedary Dates	2,920
Home Town Bread	174,160
Master Plan Bread	252,760
Milk Bone	19,600
Millbrook Bread	68,410
NBC Bread	105,740
Pal Dog Foods	19,200
Ranger Joe Cereal	14,500
Uneda Instant Fizz Drink	11,880
Various Dry Cereals	1,492,400
11. Warner-Lambert Pharmaceutical Company, Inc.\$5,690,870	
Anahist Cold Remedies	3,846,710
Antiyme Toothpaste	23,320
Beauty Curl	243,370
Bliss Home Permanent	121,570
Bromo Seltzer	423,740
DuBarry Light and Bright	4,760
Fizzies	293,690
Hudnut Home Permanent	49,660
Listerine Antiseptic	106,290
Listerine Dentifrice	85,530
Pin-Quick Home Permanent	4,870
Prophylactic Tooth Brush	8,740
Quick Home Permanent	330,450

Warner-Lambert (continued)	
Richard Hudnut Cosmetics	41,830
Richard Hudnut Creme Rinse	33,170
Richard Hudnut Shampoo	1,410
Sportsman Toiletries	20,160
3 Flowers Brilliantine	6,440
Virisan	45,160
12. Philip Morris & Company\$4,941,470	
Bond Street Tobacco	690
Marlboro Cigarettes	1,452,410
Parliament Cigarettes	1,770,990
Philip Morris Cigarettes	1,717,380
13. Robert Hall Clothes\$4,928,930	
Clothes	4,928,930
14. International Latex Corp.\$4,722,660	
Athlete Foot Treatment	92,050
Isodine	1,058,240
Playtex Baby Pants	732,670
Playtex Bra	1,096,290
Playtex Girdles	1,150,500
Playtex Gloves	592,910
15. Coca-Cola Co./Bottlers\$4,207,890	
Coca-Cola	4,207,890
16. Adell Chemical Company\$4,109,800	
Lestoil Liquid Detergent	4,109,800
17. Bulova Watch Company\$4,050,400	
Bulova Electric Razors	57,910
Bulova Watches	3,992,490
18. Liggett & Myers Tobacco Co.\$4,001,840	
Chesterfield Cigarettes	127,160
L & M Cigarettes	3,857,720
Oasis Cigarettes	16,960
19. American Chicle Company\$3,726,800	
Adams Clove Gum	64,790
Beeman's Gum	599,210
Certs	138,230
Chiclets	268,430
Clorets	704,520
Dentyne	689,250
Rolaids	1,262,370
20. American Home Prod. Corp.\$3,589,680	
Anacin	2,044,370
Bisodol	8,570

American Home Prod. (continued)	
Buffered Anacin	30,250
Drial Nasal Mist	13,740
Dristan	8,820
Emberstick	11,740
Freezone	3,300
Heet	9,400
Outgro	6,400
Preparation H	749,270
Primatene	40,290
Soothol Antacid	11,930
Chef Boy-Ar-Dee Quality Food	408,670
Chef Boy-Ar-Dee Ravioli	5,680
Chef Boy-Ar-Dee Sauces	2,650
Dennison's Foods	104,150
Aero-Shave	53,250
Aero-Wax	30,610
Antrol-Snarol Ant Poison	5,430
Black Flag	6,370
Easy-Off Oven Cleaner	19,880
Wizard Deodorizers	14,910
21. Ford Motor Co.\$3,436,050	
All Ford Motor Company Cars	510,390
Edsel Cars	56,860
Fords Cars	2,100,040
Ford Jet Engine	150
Ford Tractors	4,790
Ford Trucks	704,770
Lincoln Cars	24,250
Mercury Cars	34,800
22. American Tobacco Company\$3,145,930	
Herbert Tareyton Cigarettes	592,020
Hit Parade Cigarettes	2,092,750
Lucky Strike Cigarettes	123,860
Pall Mall Cigarettes	337,300
23. Antell, Charles, Incorporated\$3,066,630	
Charles Antell Cosmetics	1,758,360
Charles Antell Spray Net	495,710
Formula #9 Hair Cream	348,160
Formula #9 Shampoo	373,710
Sando Reducing Aid	2,010
Slim Magic	2,080
Super Lanolin Liquid Makeup	7,760
Vita-Yum	78,840
24. Pepsi-Cola Co./Bottlers\$3,038,650	
Pepsi-Cola	3,038,650
25. Lorillard, P., & Company\$3,018,660	
Kent Cigarettes	1,568,430
Newport Cigarettes	389,870
Old Gold Cigarettes	1,060,360





GRAND MARCH

Just look at this calendar of stars appearing this month on The Late Show!

This month, any month, you won't find anywhere a greater galaxy of stars in so many box-office hits as appear night after night on television's most famous feature film program. For WCBS-TV's vast library from M-G-M, Warner Brothers, 20th Century-Fox, United Artists and Columbia has more major-studio releases than are programmed by New York's six other channels combined!

The Late Show audience, an average of 1,320,000 viewers nightly, is assured of top entertainment every time (not just an occasional good picture, or one repeated several nights a week). No wonder Nielsen, the only four-week rating service, finds The Late Show far ahead not only as New York's favorite late-evening entertainment but also as the area's most popular multi-weekly feature film program series.

Right now, at television's peak viewing season, here's a unique opportunity for you to reach bigger New York audiences at lower cost-per-thousand on The Late Show. Contact CBS Television

Spot Sales today. **WCBS-TV**

CBS Owned—Channel 2 in New York—Represented by CBS Television Spot Sales

ESTIMATED SPENDING OF TOP 100 SPOT TV CLIENTS DURING 1957

1. Procter & Gamble Co.....	\$25,916,840	51. Grove Laboratories, Inc.....	\$ 1,688,460
2. Brown & Williamson Tobacco Co.....	12,988,920	52. U. S. Borax & Chemical Corp.....	1,653,640
3. Continental Baking Co.....	10,190,060	53. Heinz, H. J., Co.....	1,621,790
4. Sterling Drug, Inc.....	8,635,890	54. Wesson Oil & Snow Drift.....	1,618,070
5. General Foods Corp.....	8,447,900	55. Standard Oil Co. of Indiana.....	1,597,460
6. Colgate-Palmolive Co.....	7,739,080	56. Piel Bros., Inc.....	1,594,130
7. Lever Brothers Co.....	7,642,980	57. General Motors Corp.....	1,552,630
8. Carter Products, Inc.....	6,995,260	58. Pabst Brewing Co.....	1,480,060
9. Miles Laboratories, Inc.....	6,392,640	59. M. J. B. Co.....	1,473,340
10. National Biscuit Co.....	5,822,320	60. Peter Paul, Inc.....	1,458,710
11. Warner-Lambert Pharmaceutical Co.....	5,690,870	61. Hamm, Theo., Brewing Co.....	1,453,340
12. Morris, Philip, & Co.....	4,941,470	62. Interstate Bakeries Corp.....	1,452,080
13. Hall, Robert, Clothes.....	4,928,930	63. Seager, Helaine, Co.....	1,427,250
14. International Latex Corp.....	4,722,660	64. Burgermeister Brewing Corp.....	1,421,040
15. Coca-Cola Co./Bottlers.....	4,207,890	65. Minute Maid Corp.....	1,414,570
16. Adell Chemical Co.....	4,109,800	66. Hills Bros., Coffee, Inc.....	1,404,070
17. Bulova Watch Co.....	4,050,400	67. Phillips Petroleum Co.....	1,387,820
18. Liggett & Myers Tobacco Co.....	4,001,840	68. Standard Brands, Inc.....	1,308,750
19. American Chicle Co.....	3,726,800	69. Curley, Robert, Ltd.....	1,304,080
20. American Home Products Corp.....	3,589,680	70. Milner Products Co.....	1,296,950
21. Ford Motor Co.....	3,436,050	71. Glamorene, Inc.	1,280,540
22. American Tobacco Co.....	3,145,930	72. Tea Council of U.S.A., The.....	1,280,080
23. Antell, Charles, Inc.....	3,066,630	73. American Bakeries Co.....	1,232,170
24. Pepsi Cola Co./Bottlers.....	3,038,650	74. Carling Brewing Co., Inc.....	1,231,440
25. Lorillard, P., & Co.....	3,018,660	75. Maybelline Co.....	1,168,860
26. Shell Oil Co.....	2,993,100	76. Pacific Tel. & Tel. Co.....	1,158,090
27. Esso Standard Oil Co.....	2,933,060	77. Socony Mobil Oil Co., Inc.....	1,139,720
28. Reynolds, R. J., Tobacco Co.....	2,887,630	78. Best Foods, Inc.....	1,124,940
29. Kellogg Company.....	2,829,510	79. Quaker Oats Co.....	1,123,470
30. Anheuser-Busch, Inc.....	2,792,410	80. United Vintners, Inc.....	1,113,880
31. Food Mfgs., Inc.....	2,781,640	81. Great A & P Tea Co.....	1,066,120
32. Nestle Co., Inc.....	2,530,320	82. Plough, Inc.....	1,059,920
33. Corn Products Refining Co.....	2,477,860	83. Ralston-Purina Co.....	1,059,010
34. Block Drug Co.....	2,347,400	84. General Cigar Co.....	1,056,760
35. Factor, Max, & Co.....	2,290,850	85. Borden Co.....	1,049,160
36. Avon Products, Inc.....	2,287,750	86. Rayco Mfg. Co.....	1,037,940
37. Falstaff Brewing Corp.....	2,196,180	87. Pepper, Dr., Co./Bottlers.....	1,031,720
38. Folger, J. A., & Co.....	2,194,020	88. Reily, Wm. B., & Co., Inc.....	1,025,840
39. Beech-Nut Life Savers, Inc.....	2,180,520	89. Sardeau, Inc.....	1,023,340
40. Nehi Corp./Bottlers.....	2,154,430	90. Sunshine Biscuit Co.....	991,960
41. Bristol-Myers Co.....	2,131,010	91. Safeway Stores, Inc.....	990,700
42. Texas Co., The.....	1,992,030	92. Pharmaceuticals, Inc.....	940,150
43. Wrigley, William, Jr., Co.....	1,968,000	93. Ward Baking Co.....	939,110
44. Gillette Co.....	1,888,790	94. Associated Products, Inc.....	919,230
45. Ritchie, Harold F., Inc.....	1,885,110	95. Kroger Co.....	905,290
46. Ballantine, P., & Sons.....	1,814,930	96. Proctor Electric Co.....	902,410
47. Schlitz, Jos. E., Brewing Co.....	1,752,250	97. General Mills, Inc.....	901,190
48. Marathon Corp.....	1,749,690	98. Langendorf United Bakeries.....	891,260
49. National Dairy Products.....	1,743,450	99. Gold Seal Co.....	868,240
50. Seven-Up Co./Bottlers.....	1,712,270	100. Simmons Co./Dealers.....	864,270



CISCO

goes big in **BUFFALO**

'cause he's seen on **WBEN-TV**

Typical of the WBEN-TV leadership in the Western New York market is THE CISCO KID — seen every Monday, Wednesday and Friday on WBEN-TV 6:15 to 6:45 P.M.

CISCO goes big in Buffalo! More than half the homes viewing television at this time follow the daily adventures of THE CISCO KID. In this 3-station market, this gives you better than 2 chances out of 3 that your TV message will be seen if it's spotted on Channel 4.

And that goes for every TV dollar you have to spend in the rich Western New York market dominated by WBEN-TV coverage. Of the forty-four 15-minute segments between 8 A.M. and 7 P.M., WBEN-TV leads in 26 of them!

You can reach THE CISCO KID'S early-evening family audience very conveniently, very economically. How conveniently? *Call our national representatives, Harrington, Righter & Parsons, or our sales department.*

They'll show you how — morning, noon or night — your TV dollars count for more on Channel 4.

WBEN-TV
CBS in Buffalo

4



THE PIONEER STATION OF WESTERN NEW YORK

Gross spot television time sales by product groups

Comparison of spot tv spending by categories of products during 1956 and 1957 shows 21 categories went up in spending, while nine went down. Among those with the biggest increases were groceries, cosmetics and clothing

PRODUCT GROUP	1956 (000)	1957 (000)
<i>Food & Grocery Products</i>	\$107,615	\$119,683
<i>Ale, Beer & Wine</i>	34,345	38,483
<i>Cosmetics & Toiletries</i>	34,240	48,500
<i>Drug Products</i>	32,026	38,195
<i>Tobacco Products & Supplies</i>	30,390	33,387
<i>Confections & Soft Drinks</i>	21,576	26,668
<i>Household Laundry Products</i>	16,286	22,347
<i>Gasoline & Lubricants</i>	16,030	22,259
<i>Dental Products</i>	13,202	7,446
<i>Automotive</i>	12,912	9,745
<i>Consumer Services</i>	12,545	12,640
<i>Clothing, Furnishings, Accessories</i>	8,688	11,295
<i>Household Equipment - Appliances</i>	7,735	5,610
<i>Watches, Jewe'ry, Cameras</i>	7,066	6,334
<i>Household Cleaners, Cleansers, Polishes, Waxes</i>	6,863	9,376
<i>Household Paper Products</i>	5,329	4,968
<i>Pet Products</i>	4,658	4,744
<i>Household Furnishings</i>	3,805	3,865
<i>Building Material, Equipment, Fixtures, Paints</i>	3,422	2,857
<i>Household, General</i>	3,075	2,793
<i>Transportation & Travel</i>	2,866	2,890
<i>Tv, Radio, Phonograph, Musical Instruments</i>	2,360	1,482
<i>Sporting Goods, Bicycles, Toys</i>	1,440	1,915
<i>Publications</i>	1,366	1,148
<i>Agriculture</i>	1,225	1,333
<i>Amusements, Entertainment</i>	560	660
<i>Notions</i>	456	461
<i>Garden Supplies & Equipment</i>	413	606
<i>Hotels, Resorts, Restaurants</i>	290	357
<i>Stationery, Office Equipment</i>	239	378
<i>Miscellaneous</i>	4,583	6,301
Total	\$397,606	\$448,734

PRODUCT GROUP	1956 (000)	1957 (000)
<i>Food</i>	\$ 89,055	\$ 96,629
<i>Toiletries</i>	85,572	102,268
<i>Soaps</i>	60,559	68,376
<i>Automotive</i>	56,730	53,018
<i>Smoking Materials</i>	40,747	49,085
<i>Drugs</i>	39,428	46,353
<i>Household Equipment</i>	34,526	19,838
<i>Radios, Tv Sets</i>	11,470	4,377
<i>Industrial Materials</i>	11,245	13,482
<i>Candy, Soft Drinks</i>	8,742	7,581
<i>Beer, Wine</i>	7,680	8,071
<i>Jewelry, Cameras</i>	6,383	7,774
<i>Insurance</i>	4,924	6,920
<i>Gasoline, Oils</i>	4,198	2,861
<i>Office Equipment</i>	4,154	3,814
<i>Apparel</i>	3,489	3,662
<i>Miscellaneous</i>	3,278	5,386
<i>Building Materials</i>	3,267	3,572
<i>Household Furnishings</i>	3,039	3,038
<i>Political</i>	2,556	—
<i>Consumer Services</i>	2,601	4,837
<i>Publishing, Media</i>	2,047	2,035
<i>Sporting Goods, Toys</i>	938	1,225
<i>Travel & Resorts</i>	650	1,775
<i>Agriculture</i>	499	—
<i>Horticulture</i>	211	102
<i>Entertainment</i>	84	111
<i>Freight, etc.</i>	—	10
Total	\$488,168	\$516,202

Gross network television time sales by product groups

PIB figures for 1956 vs. last year disclose that spending went up in 17 categories, went down in nine, remained about the same in two. Note that toiletries top food as biggest spender—the first time food is in second place

TV'S GROWTH AND CURRENT STATUS: A REPORT BY THE TvB

Along with its release of spot tv figures for 1957 and the last quarter of that year, TvB has put together some facts about how far video has progressed in nine years. The next two pages contain highlights of this report, which covers both net and spot.

How has number of advertisers using tv network & spot risen?

Figures from PIB (for network) and N. C. Rorabaugh (for spot) show dip for 1957. Station figures are January each year. Stations in 1958: 495

YEAR	NO. COMM'L TV STATIONS IN OPERATION	NO. NETWORK TV ADVERTISERS PER YEAR	NO. SPOT TV ADVERTISERS PER YEAR
1949	48	98	530
1950	96	156	970
1951	106	214	1540
1952	108	225	1632
1953	123	257	2009
1954	342	295	2789
1955	413	300	3355
1956	441	321	4399
1957	471	293	4154

Year	DAY (000)	% of total	NIGHT (000)	% of total	TOTAL (000)	% of total
1951	\$ 34,529	27.0	\$ 93,460	73.0	\$127,989	100
1952	51,861	28.7	128,934	71.3	180,795	100
1953	68,063	29.9	159,524	70.1	227,587	100
1954	102,240	31.9	217,915	68.1	320,155	100
1955	127,140	31.2	279,759	68.8	406,899	100
1956	153,794	31.5	334,374	68.5	488,168	100
1957	156,971	30.4	359,231	69.6	516,202	100

Network tv spending daytime & nighttime

Day and night share of network billings have remained fairly level, as figures to the left show. The source is PIB and the figures are in terms of gross time costs before network discounts, not including production costs

What percent of all advertising spending has tv accounted for since 1949?

Television's share of total advertising expenditures continues to rise, though as these McCann-Erickson estimates show, there was a leveling off last year. Spending data includes discounted time, programing and commercial costs

Year	TOTAL ANNUAL ADVERTISING EXPENDITURES (000)	TELEVISION ADVERTISING EXPENDITURE (000)	TV % OF TOTAL
1949	\$ 5,202,200	\$ 57,800	1.1
1950	5,710,000	170,800	3.0
1951	6,426,100	332,300	5.2
1952	7,156,200	453,900	6.3
1953	7,755,300	606,100	7.8
1954	8,164,100	809,200	9.9
1955	9,194,400	1,025,300	11.2
1956	9,904,700	1,209,900	12.2
1957	10,432,000	1,315,000	12.6

. . . by
time of
day

	GROSS TIME EXPENDITURE	% OF TOTAL
Day	\$145,038,000	32.3%
Night	259,320,000	57.8%
Late Night	41,376,000	9.9%
Total	\$448,734,000	100.0%

Spot tv expenditures in 1957

. . . by
type of
buy

	GROSS TIME EXPENDITURE	% OF TOTAL
Announcements	\$199,879,000	44.5%
ID's	49,856,000	10.9%
Participations	112,549,000	25.1%
Programs	87,450,000	19.5%
Total	\$448,734,000	100.0%

Source: TvB

Network program audience trends by year

YEAR	Average weekday daytime program			Average weekend daytime program			Average evening program		
	NO. OF SHOWS	RATING	HOMES (000)	NO. OF SHOWS	RATING	HOMES (000)	NO. OF SHOWS	RATING	HOMES (000)
1955	47	8.2%	2,325	19	14.2%	3,453	134	21.3%	6,035
1956	51	8.5%	2,743	19	14.9%	4,276	135	21.8%	7,073
1957	56	8.4%	3,060	21	13.7%	4,409	123	22.4%	8,364

Increase in homes reach for average network program from 1956 to 1957 is 12% for weekday daytime, 3% for weekend daytime, 18% for evening. Figures are from Nielsen, cover January through December each year. Rating is based on homes able to receive each program

Network audiences by months of the year

	Average weekday daytime program	
	1956	1957
January	3,780	4,004
February	3,180	3,553
March	2,899	3,318
April	2,662	3,211
May	2,292	2,557
June	1,998	2,361
July	2,222	2,628
August	2,415	2,568
September	2,223	2,474
October	2,915	3,055
November	3,231	3,373
December	3,074	3,756

	Average evening program	
	1956	1957
January	7,467	9,195
February	7,779	9,098
March	7,536	9,052
April	7,350	9,025
May	6,855	7,817
June	6,115	7,053
July	5,426	6,244
August	5,383	6,751
September	6,436	7,942
October	7,400	8,890
November	8,077	9,387
December	8,378	9,222

Extent of the winter peak and summer dip for network tv programs is shown above by Nielsen figures on the number of homes reached during the day (on weekdays) and at night. All figures are in thousands. January 1958 figures are: daytime, 4,463; nighttime, 9832

THE DAY THE MOUSE MOVED



They told us one day that the mouse was moving.
But were we dismayed?
On the contrary, it created the kind of challenge
that KSLA-TV personnel absolutely
thrives upon. They could take the mouse but
by golly, *we'd keep the 27.9 rating!*

So we created a show of our own by wrapping
a Salt named Captain Holly around
POPEYE and Looney Tunes Cartoons. And
to let the kids know that POPEYE AND HIS PALS
were coming to town we staged a contest and
promotion *the success of which
nearly blew us all down!*

The ratings? 27.9 for
POPEYE 15.4 for the mouse,
and we haven't even eaten our spinach yet!

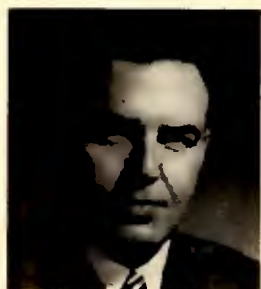
KSLA
TV
basic  **channel 12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

How effective are pr films on tv ?

Here's what three authorities in the field of film syndication had to say about use of free films on tv, how they can be used in selling.

Rollo W. Hunter, vice president and director of tv and radio, Erwin Wasey, Ruthrauff & Ryan, Inc.



It will help if film is well done

This specialized adjunct to advertising has enjoyed healthy growth in the past few years. Risk dollars have become increasingly scarce during the same period. Ergo, these efforts on the fringe of the direct pitch, variously known in their own trade circle as "sponsored business films," "institutionals" or "industrials for tv" must be paying off. But the path from telecast to cash register is far more devious than for paid commercials. Certainly this approach is no substitute for direct television advertising. It would seem to be a worthwhile corollary—if the budget will stand it and if it is appropriate for the product or service.

To build a hypothetical (yet reasonably typical) case in point: let's say a furniture manufacturer engages a producer to make a 10-minute picture titled "How to Furnish a Home." It's entertaining and has some educational value as well. Somewhere in the middle of it is some soft sell for his line, the trade-mark visible in close-ups maybe, a few identified models of his chairs and divans or some such, but all subtle—no overt vending whatever. Then he contracts with a distribution firm to feed prints to tv stations, guar-

anteeing him a certain number of showings. The film gets programed as a fill, strictly sustaining and usually in poor time, but in aggregate, lots of people see it. This doesn't ever trigger any land office retail business. It *does*, however, engender some good will. It promotes awareness of the trade name. It probably also builds stature for the client. In the long, long run it can be expected to help sales. A qualification would seem valid in this connection: while stations currently use an average of five hours of these public relations films per week, the supply of available free films is increasing constantly. Stations naturally are becoming more selective and entertainment value is the key to getting bookings. If you're going to make them, you must make them good.

Stanley Wynett, sales promotion manager of Modern Talking Picture Service, Inc., which distributed almost 300 of these films to tv last year, says, "They don't solicit orders, but they do inform and entertain, and ultimately exert influence on buying."

Among the hundreds of excellent films in this field are "The Petrified River" for American Cyanamid, "Working Dollars" for The New York Stock Exchange and "Formal Fisticuffs" for After-Six Formal Wear.

This route to public attention may not be measurable in rating points or easily traceable in receipts, but it must surely give its own gentle lift to sales.

Dick Randall, president, Network Film Corporation, New York



If they entertain the viewer

In general, they are not too effective. Of course I'm excluding our company's experience. We believe that the basic function of a film for a mass medium such as television, is to entertain. (Have you ever bought anything from a salesman who bored or irritated you?) This is especially true of television where there is a multiple choice of channels. In other words, to give a sales pitch, you must first hold your audience and then get the message across in small doses. So many films fail, very expensive ones I might add, because the subject matter is dull or annoying or hard-sell even though they are perfect technically.

We believe in entertainment first; from this stems the sell. For example we did a job for a company that makes a curtain hook. Earth shattering? Breath taking? Hardly. However, when the film was properly promoted on television to interested women's groups all over the country and they saw what an asset these hooks were to their everyday problems of decorating, the results were spectacular. Of course we stressed many home decorating hints and showed the living rooms of several famous people to remove the commercial stigma, but the viewers certainly knew who made the curtain hooks.

Another film we did recently for the Baldwin Piano Company could have been a bore had we not interjected a piano recital on a Baldwin with two leading classical jazz pianists to liven up the story of how a piano is made.

So, I say entertain the people; then sell them. There's nothing new about this. The medicine men of yesterday had it down to a fine art.

Another question a firm might ask of its economist is: Do pr films on television sell enough merchandise to warrant the expenditure of producing the film? The answer is very basic—yes, (Please turn to page 62)

HUNTINGTON CHARLESTON

is the

32nd*

TV MARKET

and only

WSAZ-TV

COVERS IT . . . and


You Get HIGHEST RATINGS at LOWEST COST

	Share of Audience**	Quarter Hour Win**	CPM Home Nighttime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)

**SOURCE: COMPUTED FROM ARB. Nov. 1957

***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY



WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency

SPONSOR ASKS

(Continued from page 60)

but make the film as inexpensively as possible without losing the quality of content. We at Network specialize in inexpensive documentaries, towing the budget line by eliminating whatever is not absolutely essential. Most documentary film outfits spend months in research, preparation and planning before shooting. We storyboard the job in one or two days. Usually there are half a dozen extraneous people behind the scenes while filming is underway.

Our crews usually consist of a cameraman, assistant, electrician and director; all are long and hard workers. Yet it is completed for less than \$500 a finished minute when most film makers charge from \$1000 to \$1500 per completed minute of footage in color. Naturally the sales value of a film of this nature is three times more than one made for three times the budget. The proof is evinced by the fact that we have shot approximately 350 documentaries in the past two years. I am sure that is more than practically any

other documentary film producer in the business. Eighty per cent of the jobs were for firms who had never had a film made previously; firms who realized the sales value of a "subtle commercial" because it was well within their budget, and the amount of free television time gleaned from free showings of their picture was usually five to 10 times the cost of the picture. Pr films can be an effective sales tool if they are properly made.

Richard H. Depew, television program coordinator, *Cunningham & Walsh, Inc.*, New York



They help create product demand

Public relations films on tv do indeed help company sales. Were this not so, industry would have stopped making such films years ago. Fortunately business leaders have seen that by telling a product or industry story through the use of television they are able to realize a certain amount of institutional advertising, educate the public, and create product demand.

A film telling the "steel story" will not only promote steel sales for the film's "sponsor," but will also promote sales for manufacturers using steel in their finished products such as kitchen utensils, lawn mowers, automobiles, etc.

A cosmetic company may make a public relations film for school, club, and tv use telling the proper hand-care story. Such a film obviously cannot be one long commercial for a company making only one product. Rather it must demonstrate all facets of hand care, particularly if the film is to be shown on television. It will therefore probably promote hand lotions, soaps, scissors, cotton, gloves, jewelry, etc.—thereby giving public service to other manufacturers as well.

Knowing that tv viewers watch public relations films, it is reasonable to expect that they will be more apt to look over the hand care displays next time they go shopping. It doesn't take very many sales motivated by these films to more than pay for producing and distributing them.

WMBD's continuing leadership in the rich Peoria market for 31 years is graphically shown in the latest PULSE REPORT (November, 1957).



Station	6am-12Noon	12Noon-6pm	6pm-12pm
WMBD	35	33	37
a	12	15	26
b	19	17	27
c	21	21*	—
d	6	5*	—
misc.	7	9	10

*Daytime stations... sign off time 4:45 p. m.

YOU CAN DOMINATE THIS LARGEST MARKET IN ILLINOIS (outside Chicago) WITH RADIO PEORIA, WMBD

CBS RADIO WMBD PEORIA, ILLINOIS



Reflections on "tourism"— or, "two cities in one"

From the time he's a school kid, every American has his heart set on seeing the Jefferson Memorial and like landmarks in his nation's capital. And somewhere along the line—either as a tourist or a conventioneer—he usually makes it. Item: 6,246,729* visitors to Washington in 1957—*triple* the Metropolitan Area's population. Item: 345* major conventions in Washington last year. In a holiday mood, they swell the sales of your products—and *that's* an item, too!

In this market of 2,000,000-plus "regulars" and 6,000,000-plus "nomads," WWDC Radio is as popular as finding a friend away from home. Item: we have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWDC radio Washington

*Economic Development Committee, Washington Board of Trade REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



Type BK-1A Pressure Microphone—High-fidelity "Commentator" pressure microphone, non-directional in character. An ideal announce mike for speakers. It assures clear, crisp speech and is well suited for remote pickup.



Type BK-5A Uniaxial Microphone with Desk Stand—Standard of the television industry, highly directional, with high front to back ratio. Unidirectional characteristic simplifies microphone and camera placement. (See boom-type below.)



Type 77-DX Polydirectional Microphone—Excellent for both voice and music. Standard of the broadcast industry. Variety of directional characteristics, with high sensitivity over entire frequency range, assure high quality reproduction.

A Microphone

Immediately Available from RCA



Type BK-5A Uniaxial Microphone with Boom Mount. Specially engineered for the television industry to reduce camera noise and interference. Newly designed boom mount combines superior mechanical isolation with rugged durability. Also available with wind screen for outdoor use.

Whatever your special microphone requirements, RCA can meet them exactly.

Look at the variety of models now offered. You can get pressure-type microphones—such as the BK-1A, SK-45, or BK-6B—and velocity-types—the BK-5A, 77-DX or SK-46. There are microphones for radio or TV station use; for intercom, paging, or PA use. Also mikes for announce, music, or both; for desk, boom, personal use—unidirectional, bidirectional, polydirectional.

Also A Complete Line of Microphone Accessories...



TYPE "P"
MICROPHONE PLUG
MI-4630-B

CORD CONNECTOR
MI-4620-B

MICROPHONE RECEPTACLE (MALE)
MI-11087-B

TYPE "XL"
RECEPTACLE
MI-11069
MICROPHONE PLUG (MALE)
MI-11089-A

WALL RECEPTACLE
MI-4624-A

MICROPHONE PLUG (FEMALE)
MI-11088-B

MICROPHONE ADAPTORS
MI-12055

MI-12051
MI-12053



Type SK-45 Pressure Microphone—Rugged, announce microphone of the dynamic type, suitable for talk-back or cue-in purposes. Economical, light in weight, small in size. Designed for high or low impedance use.



Type BK-6B Miniature Microphone—Small but tough, this new personal microphone is easily concealed in hand or clothing. Only half the size and weight of previous models. Offers excellent speech balance when talking "off mike." Wide range frequency response.



Type SK-46 Velocity Microphone—Good low-cost studio velocity microphone for speech or music. Provides bidirectional characteristic over wide frequency range. Designed for high or low impedance use.

For Every Need...

For the finest microphones that money can buy, or for quality, low-cost, utility microphones... when you come to RCA, you know the microphone will be right—whatever the type. It has to reflect the standards for which the RCA symbol has long been famous.

... available for immediate delivery. All represent today's greatest microphone values. For information concerning any of the microphones illustrated, write today for descriptive literature. Bulletins describing desk stands, floor stands, and booms, also available.

Ask your RCA Broadcast Sales Representative



RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

National and regional spot buys
in work now or recently completed

SPOT BUYS

RADIO BUYS

Continental Oil Co., Houston, is preparing a campaign for its Conoco gasolines and oils in its areas of distribution: the Midwest, Southwest, Rocky Mountain states and parts of the South. Schedules start 1 April and run for six weeks. With spring driving in mind, minute announcements are being purchased for traffic hours; frequency depends upon the market. Buying is not completed. Buyer: John Nuccio. Agency: Benton & Bowles, New York. (Agency declined to comment.)

The Welch Grape Juice Co., Westerfield, New York, is buying new schedules as it expands its markets for its new grape soft drink, Welchade. New schedules to introduce the product will run in six-week flights in selected major markets. Daytime minutes are being placed, with saturation frequencies. Buyer: Robert Kilbrick. Agency: Richard K. Manoff, Inc., New York.

National Biscuit Co., New York, is entering various markets to push its Premium Saltines. Short-term campaign runs this month. 20- and 30-second announcements are being used, frequencies varying. Buyers: Sal Agovino and Ted Kelly. Agency: McCann-Erickson, Inc., New York. (Agency declined to comment.)

TV BUYS

National Association of Insurance Agents, New York, is planning a spot campaign to promote insurance buying, to supplement its 130-market schedule on NBC TV's *Today* show. The schedule kicks off 1 April in 40 markets and runs for nine to 13 weeks, depending upon the market. Minutes during prime time are being purchased; frequency will vary from market to market. Buying is not completed. Buyer: Vince Coryell. Agency: Doremus & Co., New York.

E. I. duPont de Nemours & Co., Polychemical Division, Wilmington, Del., is scheduling announcements in various markets for its Tynex bristles. The short-term schedule starts 24 March. Minutes during daytime periods are being placed; frequency depends upon the market. Buying is not completed. Buyer: Trow Elliman and Jackie Moore. Agency: BBDO, New York. (Agency declined to comment.)

The Procter & Gamble Co., Cincinnati, is scheduling announcements in various markets for its Oxydol. The campaign begins this month, runs for 52 weeks. Minutes during late night periods are being slotted, with frequencies varying. Buyer: Walter Teitz. Agency: Dancer-Fitzgerald-Sample, Inc., New York. (Agency declined to comment.)

Bristol-Myers Co., New York, is preparing schedules in various markets for its Ban deodorant. The 26-week campaign starts 16 March. The advertiser is seeking nighttime chainbreaks, prime and fringe slots; frequency varies from market to market. Buying is not completed. Buyer: Ed Fleri. Agency: BBDO, New York. (Agency declined to comment.)

Ad libs are fine but...

It's a fact—quick quips, spontaneous gestures, are best caught on film. Then you are in control. A quick snip here . . . a laugh highlighted there—and you have a better show . . . one you can be proud of. That's because you see it before you show it on film. What's more, a very important "more," you're in control, too, of time and station. Use black-and-white—or color. There's an Eastman Film for every purpose.

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 Film
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

**Be sure to shoot
in COLOR . . .
You'll be glad you did.**



PICTURE WRAP-UP



Grass roots spot tv presentation is made by Peters, Griffin, Woodward v.p. G. C. Castleman to Cincinnati audience of ad and selling execs, related field reps. Seen (l. to r.) L. Hummel, PGW, Detroit; W. J. Sanning, ad mgr., Kroger Co., W. W. Oliver, radio/tv mgr., Kroger Co.; C. Eustace, pres., Clifford Eustace Co., and Castleman



Most promising students, Judith Justice, violinist and Arthur Herndon, vocalist receive \$500 scholarship awards to further their music education from George Kuehnle, v.p. and dir. of community relations, Cincinnati Gas & Electric Co. Presentations made at WLW-TV studios during telecast of *Kingdom of the Sea*—sponsored by CG&E



Double the value for your money was keynote of recent WGH promotion. Incredulous listeners heard periodic announcements, lined up at two major shopping centers in Newport News, Va., to buy dollar bills at 50¢ each. Station sold \$5,000 to happy listeners



Miniature explorer revolving around an 18-inch Earth is checked by its designer, Thomas L. Stutts, engineer, WBT & WBTB, Charlotte, before going on display in N. C. city. Station will also bring high school science classes to its studios to see the "satellite" in orbit

Kid stogie! Rubber faced comic Linn Sheldon of KYW-TV, mugs it to promote station's "Kutest Kiddie Kontest." Entries consist of photos of local kids, plus a minimum 10¢ contribution for the "Society For Crippled Children." Total of 75 prizes will be awarded



News and Idea WRAP-UP

ADVERTISERS

Swift this week named **Leo Burnett** as the agency for a portion of the business resigned by **JWT** a week ago.

The brands going to Burnett are Allsweet Margarine, End-O-Products weed killers, and Vigoro Fertilizer.

New products:

- **Bristol-Myers** is introducing via its network tv programs and print media a new men's deodorant called Trig. Copy will not make use of the word "deodorant" because of its feminine connotations — even though one-third of users are women.

- **Revlon** has just introduced nationally its first toiletry for men—Top Brass Hair Dressing. The drive is all-out, in all media.

- **Snider's** is debuting on spot tv in behalf of a new chili pepper sauce called Hotter Catsup. The 500 spot commercials will appear in 90 cities in 23 states.

- **Remington** has announced a new line of electric shaving accessories, the first complete line of its kind. The initial announcement on tv will be the 22 March *Gunsmoke* show.

Promotions:

- **Success story:** Pet Milk's introductory campaign for instant non-fat dry milk achieved national distribution two months ahead of the time planned.

- **Dumas Milner Corp.**, which makes Pine-Sol, Perma Starch and other household products, will establish a new non-profit organization called Working Women's Forum. The Forum, which will supply hints and ideas useful to working women, is financed by Milner's \$2 million advertising budget, and will function via the company's eight shows on network radio and on spot tv.

- **Dodge**, having set itself a break-neck promotion-a-month campaign schedule for 1958, is well along in its

March drive. This one, built on the theme "Get all the car you're paying for," is featured via tie-in commercials on the Welk shows.

AGENCIES

K&E this week recouped that **Lincoln** account, which until 1955 they'd held for seven years.

Probable factor in the decision: K&E's well established national service organization and Detroit office.

Lincoln, dropped by Y&R in the contest for Buick, brings billings of \$4.5 million. K&E also handles Mercury and Ford institutional advertising, for a total of some \$25 million.

Who will make over \$15,000 in advertising?

"For every \$25,000 exurbanite account exec, there are twenty living in Kew Gardens or Stuyvesant Town working in small agencies at \$7500 to \$10,000 a year," so Edwin B. Stern, advertising personnel counsel to the NIAA, told CCNY's Baruch School advertising seniors.

What makes the difference?

"Sometimes it's creative ability, sometimes pure slot machine luck. Most often, it's those intangible vagaries known as personality and emotional structure that determine a man's fitness for the over-\$15,000 empyrean."

Agency notations: **Crim-Thomas Agency**, was formed 1 January in Birmingham, Ala., now handles a number of food and industrial accounts . . . **Tracy-Locke Co.**, Houston, Tex., is constructing a second floor addition to its headquarters, to be ready in June, 1958 . . . **N. W. Ayer, Philadelphia**, is bringing together all its writers and artists in a reorganized creative department that will handle all media—tv, radio, publications, outdoor, promotional material and direct mail. . . **Farson, Huff & Northlich**, Cincinnati, has established a radio-tv department, appointed Charles A. Black as its director.

NOW! FROM WHBF-TV
IN THE QUAD-CITIES . . .

NEW 1000 FT.
TOWER

BIG 100 KW
POWER

EXPANDED REGIONAL
COVERAGE



bring a new
era of
television
to prosperous
Western Illinois
and
Eastern Iowa

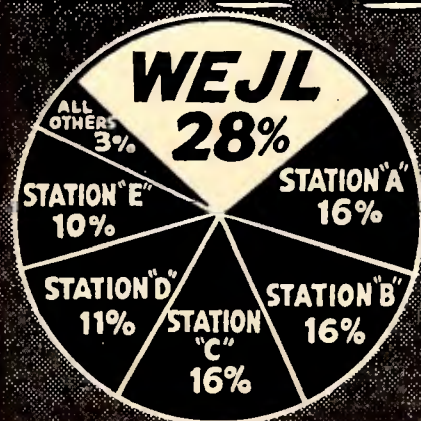
WHBF-TV

CBS FOR THE QUAD-CITIES

REPRESENTED BY AVERY-KNODEL

BILL PIERCE Show

SCRANTON'S TOP MORNING SHOW
BY NEARLY TWO TO ONE!



PULSE-NOV. 1957: CHART BASED ON AVERAGE
SHARE OF AUDIENCE FOR 12 QUARTER HOURS,
6:00 TO 9:00 AM, MONDAY THRU FRIDAY!

• Ask Meeker



SCRANTON, PENNSYLVANIA

Named by Western States Advertising Agencies Association: James Dean, of Boylhard, Lovett & Dean; and Earl Culp, of the Earl Culp Co., to its board of directors.

Directors and v.p.'s: John Elliott Jr., v.p. and account supervisor, New York, and Thomas C. Dillon, v.p. and L. A. office manager, elected to the board of BBDO . . . John D. Hayes, manager, international department, now v.p., Erwin Wasey, Ruthrauff & Ryan . . . John Coulson, manager, research department, and Guy Saffold, account supervisor, elected v.p.'s, Leo Burnett.

Ann T. Janowicz and Clifford A. Botway, media supervisors, Ogilvy, Benson & Mather . . . Terry Cowling, account executive, Jerome O'Leary Advertising, Boston . . . Peter James Prince, account executive, Donald Cooke, Inc., N. Y. . . Jack Davis, production supervisor, Grey Advertising . . . Alice Hausman, to the copy department of D'Arcy, New York . . . W. H. Millard, assistant to the president, Applegate Advertising, Muncie, Ind. . . Jerome H. Gordon, account executive, Kenyon & Eckhardt . . . Alfred F. Calabro, general manager, and Mort Reiner, media supervisor, Product Services, New York . . . M. James Robertson, assistant account executive, Anderson & Cairns.

CHICAGO REPORT

by GWEN SMART

To give you a picture of how things have been on Michigan Avenue this week, here are a couple signs of the times:

1) An agency receptionist relates that **reps who haven't made calls in person** for several years are now **back in the reception room**, seeking out time-buyers, media directors and accountmen—really pitching big for business.

2) The **grinding of tv commercial cameras** has slowed down perceptibly, but mostly because the agencies are waiting to see what happens in the **Screen Actors Guild negotiations**. Talent is feeling the pinch in a big way.

There seems to be a **big swing to culture** out this way among radio and tv stations.

The signs:

- **WGN radio**, a top disc-jockey

station has cut out all rock and roll as well as d.j. chatter. The new slogan at WGN in programing: "Say something or play something"—anything but rock and roll, that is.

- **WMAQ radio**, likewise, has turned to featuring a few light classics on its early morning d.j. time. Listener reaction has been very encouraging.

- **WBBM radio** features a weekly show, entitled **Impetus**.

Covers the most influential books of the Century, featuring such things as Freud's books on psychoanalysis and Marx's *Das Kapital*

- **WBKB-TV** is starting a series—*Science 58*, dealing with latest lab developments from cancer research to nuclear physics.

Keyes, Madden & Jones is on the rebound—this week acquiring another chunk of the **Pablum** business (Bib orange juice for babies) and the **Dr. West's Push-Button Toothpaste** account.

NETWORKS

CBS Radio this week gathered about **\$200,000** worth of new business and renewals.

The new buys involved National Selected Products, Inc. (Hilton & Riggio); Nestle Decaf (DFS); Gillette, the Kentucky Derby, Preakness and Belmont Stakes (Maxon).

The renewals were from Milner Products and Comstock Foods (Gordon Best); Campagna (ER-R&R) and Hudson Vitamin (Pace).

The three tv networks in January jointly grossed \$49.5 million in time billings—14% better than it had been for the like month of 1957.

The figures by network as released through TvB:

NETWORK	GROSS
ABC TV	\$ 9,134,917
CBS TV	22,072,167
NBC TV	18,387,128
TOTAL	\$49,594,212

NBC TV and ABC signed for the NCS #3 this week, making it unanimous among the networks.

The tv coverage survey will be made available in August.

CBS has made a record album of its "Big News of '57" radio broadcast of 29 December, 1957.

Station WCBS is sending the recording to schools in the New York area.

Network appointments: David C. Adams, elected to the board of directors, NBC . . . Simon B. Siegel, ABC financial v.p. and treasurer named with James G. Riddell to ABC board of directors . . . B. Lowell Jacobson, now director of personnel, elected v.p. personnel, NBC . . . George H. Gallup, account executive, CBS Radio . . . William F. Fairbanks, national sales manager; Harry E. Hobbs, eastern sales manager; Murray Heilweil, marketing director, a new post, NBC Radio . . . Raymond F. Eichmann, director of sales presentations and promotion, television network sales, NBC . . . Anthony C. Krayner, Jr., business manager, NBC owned stations and NBC spot sales . . . John Finley, account executive, MBS.

ASSOCIATIONS

WBC, holding its second public service conference at Johns Hopkins 5-8 March, drew some 325 broadcasters in attendance. Some highlights of the meet:

- Host and keynoter **Don McGannon**, asserting that broadcasting must translate space age complexities to the understanding of all citizens, plumped for an end to restrictions barring broadcasters from courtrooms and legislative chambers, urged a return, via broadcasting, to a town meeting approach to government.

- A panel on how to sell public service programing, headed by McCann-Erickson's **William Dekker**, maintained that public service need not mean red ink on the ledgers.

- Senator John F. Kennedy pointed out a question facing politicians and broadcasters alike: "Will the politician's desire for reelection—and the broadcaster's desire for ratings—cause both to flatter every public whim and prejudice—to put public opinion at all times ahead of the public interest? He concluded: In the long run, the American people will "honor a politician for his conscience and a broadcast for its quality, and will reward both with approval."

- **WBC's David Partridge** advised stations to keep the public aware of public service programs just as they do commercial programs. "If you don't," he warned, "there isn't very much service because the public will

Alabama's Oldest Station

ALABAMA'S NEWEST PROGRAMS



Owen Spann — "The Morning Man"

His trigger-fast wit and sparkling imagination make Owen Spann's popularity inevitable.

And when you combine Spann's personality with the finest in recorded music, gag lines delivered by Spann's alter ego—John Q. Pixie, and weather information discussed by another Spann character—LaRue Coldfront, you've got top-flight entertainment with a *personal* touch . . . you've got Spann "The Morning Man"—an ideal sales vehicle for *your* clients' products.



Witty Leland Childs is host to "The Early Risers' Club" and greets the vast early morning audience with music and news on "Hi Neighbor."



Attractive Barbara Bender chats with the ladies and sings sweetly as co-emcee and vocalist on "Breakfast At The Tutwiler."



Personable Jim Lucas charms the ladies having "Breakfast At The Tutwiler" and entertains all on "The Jim Lucas Show."



Incomparable Dave Campbell airs listeners' quips and comments on his popular, award-winning program, "The People Speak."



RADIO fans know Tom Hamlin as the fellow who calls the Auburn football and basketball games and reports on "Spectator Sports."

Represented nationally by
HENRY I. CRISTAL

WAPI Birmingham

The **NEW** Voice of Alabama

sister station to **WABT**, Alabama's **Best** in Television

not be paying any attention to your program."

• WBC bestowed its 1957 Paul Revere Award for excellence in the use of local radio and tv on the **National Tuberculosis Association**, named the **American Heart Association** for a citation.

Elected to the AFA: Air Trails Network, Dayton, O., and KWKC, Abilene, Tex.

Association dates: AFA will sponsor a **National Institute for Advertising Management**, for executives in advertising departments, advertising media, and agencies, 18-23 August, at Michigan State University, East Lansing, Mich. . . . **Alabama Broadcasters Association** will hold its 12th annual convention 10-12 April in Mobile . . . **AFA's 54th Annual Convention** will be held in Dallas, 8-11 June . . . National Academy of Television Arts & Sciences will originate its **10th Annual Emmy Awards Ball** telecast from New York's Seventh Regiment Armory and L. A.'s Cocoanut Grove on 15 April, 10-11:30 p.m. . . . **Inside Advertising Week** of the Association of Advertising Men and Women is scheduled for the week 6-11 April. Twenty-one organizations are participating . . . **RTES' Annual Peabody Awards Luncheon** will take place 2 April at the Hotel Roosevelt, New York . . . **Advertising Women of New York** have set their 46th Anniversary Ball for 21 March in the Grand Ballroom of the Hotel Sheraton Astor.

REPS

Salesmen for NBC Spot Sales are vying with each other these days for two 1958 Corvette sports cars, offered as prizes in a five-week company drive to boost spring sales.

Winners will be selected from the high point men of 25 daily "heats" being conducted till 31 March.

Item: Fred Brokaw, executive v.p. of Paul Raymer Co., has again established his base of operations at the Chicago office.

Primary purpose: Keep the company in closer touch with its midwest and western stations.

Reps appointed this week: **Everett McKinney**, for WDDT, Greenville, Miss. . . . **Devney**, for KRSD-TV, Rapid City, Ia. and WHRV, Ann Arbor, Mich. . . . **George P. Hollingbery**, for WMBV and WMAM, Green Bay — Marinette, Wisc. . . . **McGavren-Quinn** for Triangle radio stations WFBC, Altoona, Pa; WNHC, New Haven, Conn.; and WHGB, Harrisburg, Pa. . . . **Joe Harry**, San Antonio, Tex., regional rep and National Time Sales & Harlan G. Oakes, national reps for KCCT, Corpus Christi, Tex.

Added personnel: **Warren Tomasene**, to the Chicago sales staff of Adam Young. . . . **Harold A. MacFadden**, account executive, Simmons Associates, New York.

FILM

Ralph M. Cohn's election to presidency of Screen Gems equates the title with the job he's held since the company's inception.

Cohn's been head of Screen Gems since his Pioneer Films became a Columbia Pictures subsidiary in 1949, with three employees. Title until now has been v.p. and general manager.

As a result of its recent acquisition of 203 post-'48 features, Hollywood TV Service has expanded its sales force in five areas.

Named to head the territorial divisions are: Richard G. Yates, eastern; John V. Forsyth, southern; H. P. Long, western; Richard Hill, southwestern; and Leo Turtledove, midwestern.

Sales: **Theisen-Clemens Co.**, Michigan Cities Service distributor, has bought Ziv's Harbor Command for 52 weeks on WKZO-TV, Kalamazoo . . . Screen Gems' Showcase 39, last season's Ford Theatre series, released this week for syndication, has been sold to WFIL, Philadelphia . . . 77th Bengal Lancers was sold to Trancontinent TV, for three stations, bringing its total markets to 23.

Re new series: A new, non-fiction science - adventure show — *Exploring Space*—was released this week by CBS TV Film. The series of 39 half-hours will trace the history of man's conquering of outer space.

Tele-studios is showing two pilots: (1) A 5-minute anecdote series with

John Cameron Swayze Notebook, offered at 40% of the B time rate; (2) *Penny Theatre*, a series of live animation kiddie show inserts (varying lengths).

Another series of 26 kiddie show inserts — *Texas Little Buckaroos* — has been readied by Medallion Pictures.

Ratings: High Noon came up with the highest ARB rating ever recorded in Philadelphia, 49.5. WCAU-TV was the station.

Feature data: Small, select feature packages were acquired this week by two distributors: ABC Film and NTA. ABC's *Galaxy 20* highlights *Red Shoes, Lavender Hill Mob, Odd Man Out*. The NTA package—26 Enterprise Pictures—includes *One Touch of Venus, Body and Soul, A Double Life* . . . Screen Gems' *Triple Crown* group (112 films) has been sold to a total of 50 stations. Latest sales are to WTVJ, Miami, WALA-TV, Mobile, WEAT-TV, Palm Beach, and KMGM-TV, Minneapolis . . . AAP's sales of its Warner features have passed the \$40 million mark.

Use of features in station programming is discussed in NAB's new booklet, "Film Manual, 1957-58."

Merchandising: CPN will introduce 35 new games, toys, puppets, dolls and other items, tied in with CPN and NBC series, at the Toy Fair this week in New York. Among the CPN-franchised items will be *Boots and Saddles* guns, board games, cavalry hats, plastic figurines and bugles; and *Silent Service* plastic puzzles and books.

Re foreign markets: CBS Newsfilm manager **Howard L. Kany** is in Amsterdam attending the European Broadcasters Union meeting. He'll also visit other European tv networks and stations . . . **Marvin Rothenberg** MPO Production v.p., off to Mexico for a three-week tour of studios and location sites.

Strictly personnel: **Jason Rabonovitz**, assistant treasurer of Loew's, named general manager, MGM-TV . . . **Milton J. Salzburg**, to NTA as sales executive . . . **Julian Ludwig**, appointed supervisor and west coast sales representative in newly-opened Hollywood offices of Flamingo Telefilm.

TV STATIONS

KTLA, Los Angeles, which announced in January it would soon begin flashing subliminal perception messages, has now called off the experiment.

Why the change of plan? Station cited: (1) failure of FCC to take a clear position on subliminal transmission, (2) a heavy mail response, mostly negative, from the public.

Previously NAB warned subscribers to its Television Code that "experimentation or use of the process should not be permitted pending review and consideration (by the Television Code Review Board)."

Should stations run editorials?

The decision is up to individual broadcasters, FCC general counsel Warren Baker told broadcasters attending the Baltimore Conference on local public service programming.

"It is not our (FCC) responsibility to devise your programming. It is yours," he stated. The Commission demands only that stations "attempt to be fair."

One more entering wedge: After two and a half weeks of remote broadcasting from the corridor, Omaha stations **WOW AM-TV, KFAB and KMTV** were allowed into the courtroom to cover live the reading of the verdict in the murder trial of Daniel Jones.

Following the verdict, stations were also allowed to interview witnesses and key trial figures.

RCA is making commercially available a device to "erase" magnetic tape and film recordings for reuse. The unit can process an entire reel within thirty seconds. Price: \$1,375.

The power of tv: Here's what one 1-minute live commercial broadcast at 6:30 a.m. over WMBR-TV, Jacksonville, Fla. did for the advertiser:

Sold \$6,898.50 worth of air conditioners (some 30 over \$200) for a time cost of \$200.

Station doings: WJBK-TV, Detroit, showed off the advantages of its new Ampex Videotape recorder to more than 200 agency and press people, in their studios, 24 February . . .

WFMY-TV, Greensboro, N. C. has published a 68-page history of the station and review of the tv industry. 2500 copies have already gone free to schools and public institutions.

Contest ideas:

• **Name the Cubs. KSTP AM-TV, Minneapolis-St. Paul** got 5,000 replies to its contest to name three tiger cubs born at the local zoo. Nine-year old Gary Grim won the bicycle for his monikers: "Genghis," "Kubla," and "Khan."

• **WBOY-TV, Clarksburg, W. Va.** asked for names for its trademark, a freckle faced boy. Agency man Raymond E. Jones, Y&R media buyer, won with the name Clark Fairmore, descriptive of Clarksburg, Fairmont and Morgantown, cities in WBOY's coverage area.

• **Noon-time audience survey. KELO TV, Sioux Falls, Ia.,** offered its farm audience chances on an electric range if they would send in post cards telling the size of their farm and the hours they spent watching tv per day. The noontime spots pulled 15,319 answers from five states. Results showed farm families spend an average viewing day of 8 hours, 25 minutes.

• **KYW-TV, Cleveland,** is searching for the "kutest kid in Kleveland" in a promotion to help the Society for Crippled Children. All kinds of prizes are offered to the winning photograph entries, which must be accompanied by a 10¢ donation.

• **"Happy hideaway." WWTW, Cadillac, Mich.,** is offering viewers a fully equipped north woods cabin, with merchants donating the furnishings and tying in their spot advertising to the promotion. Viewers must identify photos of area homes which are flashed on the screen at intervals.

Station notes: Construction began on 15 February on Utah's fourth commercial tv station, **KLOR-TV, Provo,** owned by Beehive Telecasting Corp. . . . **Storer** seeks for FCC authority to build an experimental tv station in Wilmington-Philadelphia. The station will test the effectiveness of a directional antenna . . . **WSJV-TV, South Bend-Elkhart,** has changed from Channel 52 to 28 . . . **KTVU, Bay Area** station of San Francisco Oakland Television, went on the air 2 March as an independent . . . **WHTN-TV, Charleston, W. Va.,** will move into new studios early in April . . . **KWK-**

TV, St. Louis, was purchased 28 February by CBS for \$4. million. Call letters will be changed to **KMOX-TV.**

Anniversaries: It's the 10th for **WLW-TV, Cincinnati, Ohio . . . WWJ-TV, Detroit,** observed its 11th on 4 March.

New on the job: Jack Wartlieb, production manager, **WBBM-TV, Chicago. . . Alan G. Roberts,** eastern sales manager, **Interstate Television Corp., New York . . . Donald E. Campbell,** business manager, **WROC-TV, Rochester, N. Y., and Eugene Kirchenstein,** business manager, **WGR-TV, Buffalo . . . Lawrence J. Pollock,** director of research and sales development, **WABC-TV, New York . . . Glenn G. Griswold,** manager, **KOMU-TV, University of Missouri** station at Columbia . . . **Gene Wilkey,** general manager; **Charles McAbee,** general sales manager; **Leon Drew,** program manager; **Harry Harvey,** manager of technical operations; and **Tom Stanton,** director of promotion and publicity, **KMOX-TV,** new CBS station in St. Louis, Mo.

RADIO STATIONS

Radio station revenues for 1957 from national spot advertising increased 26.5% over 1956, according to an estimate released by SRA this week.

Total estimated revenue was \$183,987,000; the figure for 1956: \$145,461,000. The breakdown by quarters:

1st quarter:	\$44,409,000
2nd quarter:	\$42,359,000
3rd quarter:	\$44,626,000
4th quarter:	\$52,593,000

The SRA estimated figures generally coincide within a fractional percentage with the actual figures to be released later by FCC.

Re promotions:

• **KFWB, L.A.,** has introduced "Lucky Matchbook" to the host of local giveaways. It works this way:

1) 1 million matchbooks, each containing a different number, are distributed in the area.

2) Every hour a different number is broadcast, followed by the d.j. spinning a wheel numbered 5-10-50-100-500 to determine the amount of money that number is worth.

3) Person having that "Lucky Matchbook" has 24 hours to appear at station and collect his prize.

• **Listener survey, 2-5 a.m.** WDRC, Hartford, Conn., tested its new all-night programming with a free offer of a pair of kitchen tongs to all listeners who phone during the broadcast. The first night almost 500 phone calls came in, many accompanied by comments and program suggestions.

• One station does its station breaks this way: "Ladies and gentlemen, this is WDMF radio in Buford, Ga. 1460 on your dial. Your happy family station. Today WDMF salutes Mr. & Mrs. John Doe and Family." Each day the station names a different family on its station breaks. Station says it's swamped by families applying for the spotlight.

In the public interest:

• **WMGM, New York**, has launched a Ban Teen Age Weapons drive. Station personalities are asking citizens to send in signed post cards reading "Ban teen age weapons" to go as a giant petition to President Eisenhower, Governor Harriman and Mayor Wagner.

• **Donated in '57:** Some \$235,000 in free time for 628 public service programs by WHLI, Hempstead, Long Island.

TERRE HAUTE,
Indiana's 2nd Largest
TV Market



251,970
TV Homes

BOLLING CO.
NEW YORK
CHICAGO



• **Life insurance:** WTTM, Trenton, N. J., met an upsurge of incidents involving hitch hikers with a "Hitch hikers are pikers campaign" warning drivers to pass 'em by.

• **Forty-five Oklahoma stations** cut that state's accident rate in half the weekend of 22 February with a "traffic watch" series of broadcasts. The 2-minute warnings came at 15-minute intervals to keep drivers constantly aware of traffic enforcement.

• **WLOF, Orlando, Fla.**, has offered a \$500 reward for information leading to the apprehension of whoever is responsible for the series of bomb scares which closed six Orlando schools 26 February.

Keystone Broadcasting has added 10 new stations to its affiliate list which now numbers 1,027.

The new ones: KVNC, Winslow, Ariz.; WFDR, Manchester, Ga.; WEND, Baton Rouge, La.; WTYM, Springfield, Mass.; WAHL, Hastings, Mich.; KRSN, Los Alamos, New Mex.; WKOK, Wellston, O.; WGTN, Georgetown, S. C.; WALD, Walterboro, S. C.; KZOL, Muleshoe, Tex.

Station buys: DuMont has purchased WHK, Cleveland, fourth oldest station in the U.S., for \$700,000. DuMont now owns four stations . . . KIDD, Monterey, has been sold to Mr. and Mrs. Robert Sherry, Greenwich, Conn., for \$185,000 . . . KVSM, San Mateo, Cal., has been sold for more than \$600,000 to Scott Killgore.

Station notes: WWHG, Hornell, N. Y., has upped its power from 1,000 to 5,000 watts, with official ceremonies to take place 19 March . . . KCMJ, Palm Springs, Cal., has upped power to 5,000 watts . . . OK stations WFCR, Fairfax, and WEER, Warrenton, Va., have applied to FCC for 24-hour air time . . . KOBV, San Francisco, will move into new \$100,000 studios on 1 May of this year.

Anniversaries: Nelson K. Thomas this week celebrated his 31st year as broadcaster of the live grain market report on KFEQ, St. Joseph, Mo. . . Charles Parker, WDRC account executive, will observe his 14th anniversary with the station this month . . . It's the 35th year of radio broadcasting for WMC, Memphis, Tenn. . . Charles Day, WGAR's news director,

on 21 February completed 15 years with the Cleveland station . . . And it's 10 years, now, for station KNUZ, Houston.

Named this week: Bob Chasteen and Stan Nelson, d.j.'s; and Jim Wooddell, newsman, WCPO, Cincinnati, O. . . Gordon Mason, director of sales development, KNX-CRPN, Hollywood, Cal. . . Gilbert H. Thompson, account executive; Al Snyder, account executive. and William McCadden, sales service manager, WCAU, Philadelphia . . . Bert Carman, account executive, WBZ-WBZA, Boston-Springfield . . . Pat Hayes, news, sports and special events director, KIRO, Seattle . . . Marian E. Knight, promotion and publicity director, WSAI, Cincinnati . . . Peter McGovern, managing director, WMEX, Boston, Mass. . . Roy H. Philson, account executive, KDKA, Pittsburgh, Pa.

RESEARCH

ARB this week will publish its fourth annual report on tv station tune-in and reception — the 1958 "A-to-Z" Metropolitan Area Coverage Study.

This year's report, covering 209 markets, incorporates two new features: county-by-county coverage for all of California and information on community antenna reception.

Gunsmoke heads ARB's rating list for the third time this February as the top-rated U.S. program. Here is the list, compiled during the week 1-7 February:

Program	Network	Rating
1. Gunsmoke	CBS	48.9
2. Lucille Ball-Desi Arnaz	CBS	46.0
3. Perry Como	NBC	45.5
4. Shirley Temple's Storybook	NBC	40.0
5. I've Got a Secret	CBS	39.9
6. Maverick	ABC	38.5
7. You Bet Your Life	NBC	38.0
8. Danny Thomas	CBS	37.9
9. Person to Person	CBS	36.8
10. Wyatt Earp	ABC	36.2

Politz' latest radio audience study, part of a series conducted for the Henry I. Christal Co., contains the first nationwide data on the out-of-home audience based on measurement of listening where it occurs.

Herewith its data on the car radio audience, expressed in terms of individuals:

Hour	In car, while driving
5-7 a.m.	1,350,000
7-10 a.m.	5,100,000
10 a.m.-1 p.m.	1,800,000
1-4 p.m.	4,250,000
4-7 p.m.	5,400,000
7-10 p.m.	1,400,000
10-12 p.m.	1,250,000

Qualitatively, the Politz findings show that the radio audience is highly selective and aware of the differences between stations, based on programing and operating policies.

TvB has employed some well-spelled-out statistics to assess tv's place in the American scheme of things. For example:

In 1958, an estimated \$1.4 billion will be spent in tv to provide the 42½ million American tv homes with complete tv programing . . . this measures out to roughly \$4 million spent by U.S. advertisers a day, every day . . . to nine cents a day to bring tv into each and every tv home.

What does advertising cost the consumer? TvB continues: a half-cent for a gallon of gas; a quarter-of-a-cent for a dozen oranges, a can of soup, a pack of cigarettes; a third-of-a-cent for a bar of soap. And advertising has reduced the original cost of refrigerators by 50% . . . electric irons, 51% . . . canned soup 29% . . . vacuum cleaners 19%.

News Data: Audits and Surveys has moved its New York headquarters to 640 Fifth Avenue . . . **A. J. Wood**, Philadelphia, will expand its Chicago client liaison office into an operating division and establish a new division for media research . . . **Pulse** has opened a Chicago office to service Midwest clients, with George Herro in charge . . . **ARB** has toted up the reports it completed in 1957: 568 of them in 157 markets.

People: Charles D. Winders, production director in charge of all printing and related operations for SRDS . . . **Simon O. Lesser**, associate, Louis Harris and Associates, New York . . . **J. P. Napier**, vice-chairman and managing director, A. C. Nielsen Co., Ltd., Oxford, England . . . **Harold J. Graham** and **Harry Schroeter**, directors, ARF.

FINANCIAL

Annual reports continued to be issued by major advertisers this week. Among them:

• **DuPont** reported 1957 sales of \$1.96 billion—4% above 1956. Total earnings stood at \$397 million compared to \$383 million in 1956. Earnings per share were \$8.48 as compared to \$8.20 in 1956.

• **Philco's** 1957 sales of products and services totaled \$372,629,000—5% over 1956 sales of \$356,568,000. Net income after taxes was \$4,363,000 or \$1 per common share, compared to 5c per share in 1956. The company's net worth increased \$3,832,000 during the year.

• **Gillette Company's** net sales of \$194,929,175 stood second to 1956 sales of \$200,714,707—a 3% decrease. Per share earnings of \$2.25 were the same in 1957 and 1956.

• **Thomas J. Lipton** net sales reached \$103,471,000 in 1957—10% above the 1956 figure of \$93,739,000. Net earnings after taxes were \$5,460,000 and \$27.50 per share of common stock against \$5,015,000 net earnings and \$25 per share in 1956.

RCA has declared quarterly dividends of 25¢ per share on common stock payable 28 April for the period ending 17 March, and 87½¢ per share of preferred stock, payable 1 July for the period 1 April to 30 June, 1958.

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

Stock	Tues. March 4	Tues. March 11	Change
<i>New York Stock Exchange</i>			
AB-PT	13⅞	14⅞	+1½
AT&T	172¾	172½	-¼
Avco	6¼	6⅛	-⅛
CBS "A"	25⅞	26	+⅞
Columbia Pic.	15⅛	15⅞	+¾
Loew's	14	13⅞	-⅜
Paramount	33⅞	34½	+⅞
RCA	33	33⅞	+⅞
Storer	21⅞	22⅞	+1¼
20th-Fox	24¾	25¼	+½
Warner Bros.	17⅞	18⅞	+½
Westinghouse	61¼	63⅞	+2½
<i>American Stock Exchange</i>			
Allied Artists	3¼	3⅛	+⅞
Assoc. Art. Prod.	9⅛	9⅛	
C&C Super	7⅞	7⅞	
Dumont Labs.	3⅞	3⅞	
Guild Films	3	2⅞	-⅞
NTA	6	6	



"JAXIE" SAYS, IT'S PAAR FOR THE COURSE 'TONIGHT!'"

"PAAR-TICIPATION" is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
 Jacksonville, Florida
 FLORIDA'S COLORFUL STATION

AUTO SALES

(Continued from page 32)

because of its comparatively low cost-per-viewer. At the present time, Buick is working with a new agency; as a result, we're in the early planning stages. However, we definitely will be in heavily this summer and next fall."

• *Earlier new-model introductions would favor heavier spot spending.* While rumors of early new car intros run wild during an off-year in Detroit, indications are that the Big Three will try to pull up the 1958 sales curve by pushing introductions up to October.

"This is a down-year, so total advertising appropriations are likely to be cut unless spring pulls up beyond current predictions," a top-level General Motors sales executive told SPONSOR.

"Tv is frightfully expensive and it stands to reason that high-cost media will be more vulnerable to cuts. But since tv has become an integral part of car marketing, this will probably mean a shift in strategy—to shorter-term commitments and greater emphasis on local use—rather than a drastic cut in use of tv."

• *Money now being held out of air media may go into heavier schedule for 1959 model advertising.* Spot business forecasts for spring and summer indicate stepped-up use of spot radio (up between 10 and 15% over January-March 1957).

For the first 10 weeks of 1958, spot tv spending from Detroit has lagged seriously behind the comparable period in 1957. Reasons:

1. A drop in sales so drastic that the industry has revised its early-year predictions from 5.7 million unit sales in 1958 down to 4.8 to 5.0 million.

2. The union negotiations and threat of a strike. (Industry sources peg Ford as the likeliest victim of such a strike. Reuther would be unlikely to pick GM because of the high cost of supporting the vast number of GM workers who would be affected. Chrysler, on the other hand, could be critically damaged by a walk-out at this point.)

"All divisions seem to be holding off in approval of spring plans because of this threat," a top agency media executive for one of the troubled medium-priced cars told SPONSOR. "There's something of a 'wait-and-see' attitude."

Money saved from such spring cancellations as Ford's drop of *Suspicion*, Oldsmobile's March cancellation of *The Big Record* may go toward an in-

tensified early fall tv push to pave the way for the new models.

"The same strategy that favors specials next fall also favors more use of spot tv by the factories," a JWT media executive told SPONSOR. "The move is away from long-term commitments and toward greater flexibility."

• *Corporate network tv budgets may be diverted to troubled brands.* This trend became apparent early in 1958 when Chrysler Corp. devoted an increasing amount of commercial time on *Climax* and *Shower of Stars* to specific division advertising rather than to its institutional "Forward Look." Nonetheless, this particular corporate tv buy is on the doubtful list for next fall. Hard-hit by the lagging market (see latest production figures on page 32), Chrysler Corp. may not be able to afford such corporate spending in October and may divert these budgets to product selling entirely.

Such a shift in Chrysler's corporate advertising strategy (now directed by Leo Burnett) would not affect network tv approach of individual divisions.

"In tv, we're still very strong for network," says Plymouth advertising director Lou Hagopian. "We get more out of a good property than out of announcement schedules. Our radio strategy is the direct opposite. But we were also satisfied with our Bob Hope specials in terms of circulation and dealer support. So for new car announcements, we may use network specials rather than spot."

General Motors' corporate buys, such as *Wide, Wide World* on NBC TV, are currently being used to support GM dealers by stabilizing current new car prices against used-car dealers and undercutting. Earliest indications are that this strategy will continue, although some of the corporate money again might be shifted to trouble brands by fall.

• *Network show choice will be dictated by car's price range and shifting competitive problem.* As the so-called lower-priced models have infringed increasingly on the medium-priced cars' market, pressure has been on the mediums to "stand out" through their choice of tv programming. This recent marketing problem again favors buying of irregularly scheduled important vehicles by the medium-priced cars.

"It's become too tough to stand out among other brands with just another weekly Western or quiz," a top BBDO

executive on DeSoto told SPONSOR.

Meanwhile, the lower-priced cars are likely to tailor their programming choice and commercial strategy to their position in the market. Leaders Chevrolet and Ford have hit winning formulas with Chevvy's *Dinah Shore Show* on NBC TV particularly and Ford's *Tennessee Ernie* on NBC TV, *Zane Grey* on CBS TV. Plymouth's aim with ABC TV's Lawrence Welk is a concentrated push for the second-car market: the woman.

• *Agency reshuffle underlines increasing importance of network tv and new interest in marketing planning by top car brands.* In picking McCann for its marketing know-how, Buick's Ed Ragsdale reversed his thinking of two years ago, when he told SPONSOR that "the agency's prime job is placing and creating of advertising. Marketing is our responsibility." The big appeal of McCann, according to Buick executives, was its experience in car marketing research as well as network tv.

Chrysler Corp.'s choice of Leo Burnett, on the other hand, was based primarily upon that agency's network tv rather than car marketing background. Said Chrysler v.p. of corporate market planning James Cope:

"In view of the importance of our television shows, *Climax!* and *Shower of Stars*, a significant factor in the selection was Burnett's success in all types of television programming."

Most drastic air media strategy changes are likely by fall among the car accounts involved in the recent agency reshuffles: Chrysler's through Burnett and Y&R; Buick through McCann; Lincoln through K&E.

• *The current marketing revolution will have long-range effect on 1959 air media strategy.* Small cars, today only a fractional part of the total car market (with 300,000 unit sales in 1957) may become a more important factor in fall 1959, when GM and Ford tentatively plan to introduce a new domestic small-car line.

Changing dealership patterns and the price squeeze on the auto retailer began affecting spot spending as far back as 1956, when the factories dropped their co-op budgets. However, car dealers have continued to be the biggest promoters of tv, both through pressure on the factories for heavy network spending and through their own local spot radio/tv budgets. ▀

AN **ADULT** AUDIENCE THAT IS

KFABULOUS



NOW... in a new and larger Pulse Survey of some half million homes, KFAB's audience is bigger and better than ever.

And... according to Pulse, 90% of KFAB's audiences are ADULTS... adults who buy your products.

It's KFABulous! You can buy minutes in combination of 6 per week

morning and 6 per week afternoon between 7:30-9:00 a.m. and 3:00-7:00 p.m. and reach 1000 of these homes for an average cost of only 45c.

Is it any wonder KFAB is *by far* your best buy in the Big, Growing Omaha Market. A Petry man or KFAB's General Sales Manager, E. R. Morrison, will be glad to tell you more.



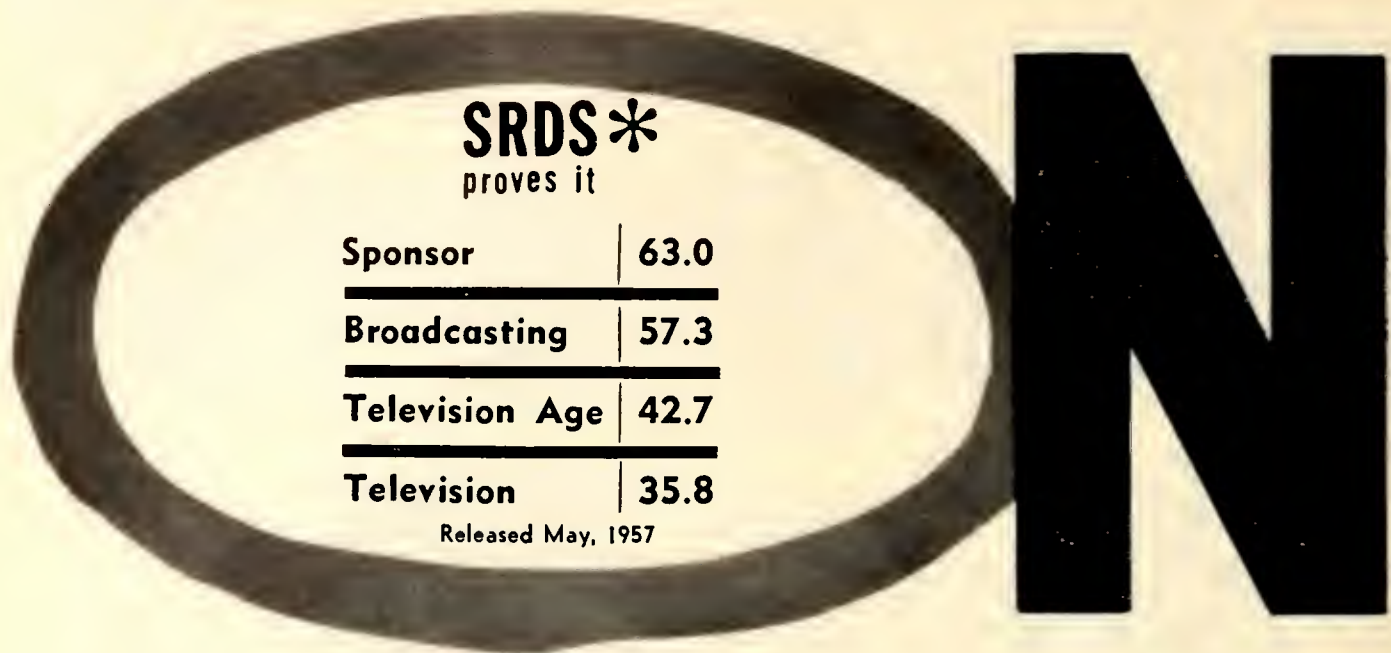
OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER

Represented by EDWARD PETRY & CO., INC.





SRDS*
proves it

Sponsor	63.0
Broadcasting	57.3
Television Age	42.7
Television	35.8

Released May, 1957

every re

*favorite with decision makers in
over all other editorial publications in the broadcast field
it has delivered more of these teams for the
field as well. (SRDS survey) It reaches every
time from the bottom rung of the ladder*

* The question asked was—"What magazine do you read with fair regularity?"

* The question asked was—"What magazines do you read every issue—every other issue—less frequently?"

In both cases every respondent was validated as a decision-maker in the broadcast field.

pendent survey SPONSOR is the overwhelming
vertiser and agency categories consistently preferred
teams that buy time buy SPONSOR. Year after year
y than any publication in the general advertising
ber responsible for the purchase of

every

TOP

WRCV *	
proves it	
Sponsor	73.4
Broadcasting	66.6
Television Age	59.9
Television	55.5

Released Oct., 1957

Before you finalize your budgets get to know the complete story of trade papers and what they can do for you. We've prepared a 50 page color slide presentation outlining how to get the maximum out of every dollar spent. It's a must viewing for every station manager. We'll be happy to show it to you at your convenience.

SPONSOR sells the **TEAM** that buys the **TIME**

**IN WASHINGTON,
FROM 4 TO 7:30 PM,
WRC IS THE
SPEAKER OF THE HOUSE**

In the nation's capital, WRC sets the listening pattern during the late afternoon weekday hours. During this time, WRC wins a 23.1% average share of audience . . . a 19.8% greater share than the second station and a 36.8% greater share than the third station! This impressive lead over all of Washington's 16 other radio stations reflects listeners' high regard for WRC's winning personalities in this period: Ed Walker, Tippy Stringer, Bill Sprague, Bryson Rash, Jim Simpson and Al Ross. Just as WRC Radio sets the pattern for listeners, you can set the pattern for buying in Washington on WRC. A call to WRC or NBC Spot Sales will start you off immediately!

WASHINGTON, D.C.

WRC • 980

SOLD BY NBC SPOT SALES

Source: NSI Report - Washington, D.C., Area - Dec.-Jan., 1958



WASHINGTON WEEK

15 MARCH 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Missing this week were the emotional currents that have marked Congressional contemplation of FCC behaviorism.

In what looked like a temporary quiet these things happened:

- John S. Cross, of the State Department's Telecommunications Division, was nominated by President Eisenhower for the FCC post of the departed Commissioner Richard Mack. Cross is an Arkansas Democrat who years back served the Interior Department. His term would run until 1 July 1962.

- Rep. Oren Harris, chairman of the House Commerce Committee and also of its Legislative Oversight subcommittee, noted that the **choice of Cross was a good one**. Other members of the subcommittee who helped force Mack's resignation were not so sure. They had nothing against Cross but held that in view of recent events great care **should be exercised before confirming the replacee**.

- The subcommittee's probe of the FCC practically went **into suspended animation**. The new counsel, Robert W. Lishman, was just getting his feet planted under the desk. To the industry he's completely unknown. As an assistant corporation counsel in New York City (1934-42) he often appeared before such regulatory agencies as the ICC and the CAB. In his Washington practice of law he never handled communications cases.

- The Federal grand jury sifting the cases of Mack and others named during the subcommittee's probe has many of the investigators' files. However, the grand jury's intervention had not been expected by Harris and his associates.

The jury's power takes in all regulatory agencies. That something hot is afoot is evidenced by the Justice Department's assignment of four lawyers to the jury.

The only other comment from the Department: Something other than the Miami channel 10 matter was under scrutiny.

- One witness before the grand jury, accused fixer Thurman Whiteside, refused to appear again before the subcommittee. Harris may subpoena. Mack himself may delay returning for quizzing on the plea of continued illness. The probers would like to question Whiteside about its discovery that Mack garnered \$41,000 more than his salary during the two years on the FCC.

The FCC's own hearings on the Barrow network study report continue.

The stories of ABC, CBS and NBC were pretty identical.

All three strongly opposed all recommendations of the FCC's study staff.

The record as it stood this week might be summed up thuswise: The present system of network operation was basically best to serve the public, and to tinker with it, as proposed by the study committee, would only serve to weaken a sound and stable structure.

NTA had itself moved up as a witness just behind NBC on the ground that it also was a network.

A Senate Judiciary subcommittee was considering legislation aimed at making attempts to influence officials of government regulatory bodies a criminal offense.

The bill grew out of last year's CAB "leak" scandal, rather than the current FCC probe. Introduced by Sen. Henry Jackson (D., Wash.), the bill was backed by five of the six regulatory agencies.

Last year, then FCC chairman McConaughy told the subcommittee the FCC did not suffer from pressures and didn't need the bill.

SPONSOR HEARS

15 MARCH 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Some of the ad agencies are beginning to wonder what effect remote control gadgets on tv sets are having on commercial viewing.

JWT, for one, is mulling some research on the matter.

Ask the hep tv sales manager for a rep firm what he thinks is the key to selling in 1958 and you'll get an answer that can be summed up like this:

A thick-soled pair of shoes and a knack for creative pitches.

To distinguish themselves from their rock-n-roll brethren, some of the formula radio stations are now referring to their programing as rock-n-billy.

Another term that's come into popular use: middle-of-the-road music.

The bars in Detroit's automotive society—described as stricter than they were in the heyday of the 400—keep breaking down.

People representing air media now are acceptable to the plush country clubs.

Timebuyers who notice that the salesmen from one of the networks aren't so chipper and eager as usual should bear this in mind:

They've just been put back to a flat salary base.

An old-line household cleanser (and a veteran of spot) again is finding the financial going somewhat rough.

Its agency—which has gone away out on the line in credit—is pondering this form of rescue: Acquisition of the client company—or even a merger.

Fishing-in-troubled-waters note: Stations unhappy with their lot in national spot are getting much attention from competing reps.

The latter are making more and more road trips, hoping to find a quarry here or there in a receptive mood for a change.

All the changes going on at NBC have this objective (aside from reducing overhead):

Streamlining the operations so that (1) there are fewer organizational lines to cross, and (2) communication between the executives and the decision-maker will be smoother.

Westinghouse may not know it, but CBS TV has plans for installing a Garry Moore variety show in the Monday spot that's housed Studio One for eight years.

Studio One's rating has drooped since the switch to Hollywood, and the network has ventured the thought the period could be hypoed with variety.

participation

"sharing
in common
with others"

Webster's New Collegiate Dictionary



Bartell Family Radio keeps audiences alert for constant **participation** by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

BARTELL FAMILY RADIO

participation creates a favorable conditioned response to an advertising message.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FOR-TUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.

**BARTELL
FAMILY
RADIO
COAST TO COAST**

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

* Pending FCC Approval

MERCHANDISING

(Continued from page 35)

sales manager first for Jello then Post Cereals. Frazier heads up the merchandising program for all the stations. often advises on local marketing and distribution problems. For the old client with a sales problem, he may check distribution and other factors; for the new client coming into one of the markets. he may pave the way to brokers or explore the chances of the product. In most cases, it is Frazier who makes the final decision on what merchandising support is needed to "put out the fire" or get something new "off the ground."

• Sales meetings. "Probably the toughest job in merchandising," says Frazier, "is to steam up the individual salesman about his company's advertising buy." Consequently when a client buys WLW. off to its sales meeting is likely to go Fred Wilson, director of merchandising under Frazier, complete with printed brochures for the salesmen and a flip-card presentation. At these presentations, Wilson is often accompanied by one or several of the

show personalities involved in the buy.

• Sales Contests. Another strategy designed to whet client salesmen's enthusiasm over the company's air-time buy and get them talking it up as they make their calls on retailers and wholesalers is the contest. WLW frequently sets up and judges such contests for advertisers; recent example of such a contest was one they did for Post Cereals Div. of General Foods where winning salesmen got, among other prizes, color tv sets. (WLW is a prime mover of color sets; it originates in its own studios about 18 of its 30 color hours a week.

• Trade relations. What WLW terms "trade parties" (actually business meetings plus entertainment) are fairly commonplace, may be anything to a studio gathering to an outdoor barbecue. Here WLW plays host while client ad managers and other executives get to meet the local retailers and wholesalers who handle their products. WLW show stars are on hand in keeping with Dunville's old belief that "when 10 or more grocers get together, there had better be WLW talent there."

What does all this cost the client? The answer is startling: *nothing*. Exceptions to this policy might be: the client who wanted to avail himself of a housewife survey research project to be conducted by the station; a client's own promotion that might entail more printing than WLW merchandising men felt was necessary. In such cases he might be able to get this service at cost, or even on a shared basis with the stations.

At the same time, WLW never guarantees merchandising to any client. Frazier and his staff, with an almost medical approach to marketing, diagnose each product's problem and prescribes. With no station buy comes a cut-and-dried commitment of so-many-displays for so-many-dollars-in-air-time. The small air client may often get heavier support than a large client because he needs it more.

Here are the reasons that usually determine when and how much of a merchandising campaign: (1) New client buys show; object—identify show with product; (2) New product coming into market; (3) All-out campaign by a client; (4) Trouble—client lost distribution or has share-of-market problem. To keep this service working smoothly, WLW belongs to practically all the trade associations in its areas, has even been instrumental in starting some of them.

Why this emphasis on merchandising? "A sale is never completed," explains Dunville, "until the product is bought by the ultimate consumer. Between the air impression and the consumer purchase there is a time lag that must be filled by some kind of reminders if a consumer's buying or taste habits are to be changed to the advertised product. This reminder is merchandising. Advertising is the device that brings people to the product. But it is merchandising that brings the product to the people."

In stations all across the country, hard-hitting merchandising men who agree with Dunville's idea are out doing similar jobs for every type of client. Although grocery and drug products are among those who rely most heavily on such support, merchandising takes many forms and there is no product or service, Dunville points out, that cannot be benefited by it. ▀

REACH 2 GREAT INLAND EMPIRES



KXO

El Centro - Imperial Valley
Over **50%** of Valley
Audience for 31 Years
(Every Survey)
Nation's 7th Farm County

KXOA

SACRAMENTO

1ST PULSE OCT. 1957
more quarter hour firsts
6:00 a.m. to midnight
51st Market population*
45th Market Retail Sales*
22nd Market Sales Per Hsld*
*SRDS

KXOA


Rep—McGauren-Quinn or
Howard Haman, V.P.

KXO


Rep—Roymer or
Riley Gibson, Pres. KXO-KXOA

Meet Morie Pierce



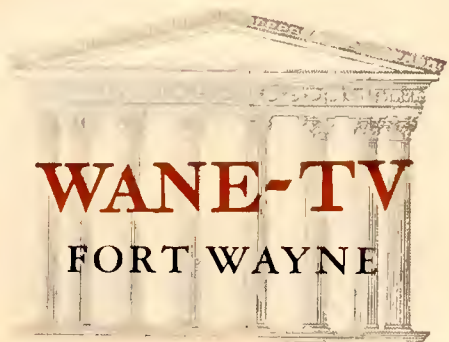
32 years of broadcasting . . . important contributor to the technical growth of the industry . . . builder of WANE-TV  . . . keen businessman.

Active in civic affairs and, like WANE-TV, a vital part of community life, Morie Pierce knows Fort Wayne and how best to serve it.

Morie is one of the important reasons why more families watch WANE-TV  than any other station in the million-dollar all-UHF Fort Wayne market.*

Represented by Petry.

*Area ARB, 11/57



A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

BEECH NUT

(Continued from page 37)

tainingly told a product ingredient story on the coffee.

The new gum announcements earned industry recognition recently via three awards. Radio Advertising Bureau selected them as among the eight most effective radio commercials of 1957, (see cut page 37).

Response from the listening public was overwhelming. The admen report hundreds of people have written to Beech-Nut praising the commercials—and backing up their praise with promises to buy Beech-Nut. One woman even enclosed two Beech-Nut wrappers to prove her brand loyalty.

Sample letter: "We're a family of five radio-conscious individuals who appreciate good, clever, entertaining, truthful commercials. We've taken such a fancy to your little 'spots' we've switched from Wrigley's to Beech-Nut. It's a real boost to your sales because I buy gum by the carton. Would have written sooner, but I wasn't sitting myself down at this typewriter while the flavor lasted."

"We decided on the historical series for two reasons," says Jim Parker. "First, it has impact, and secondly it appeals to the teen-agers. We have a tremendous franchise with older adults because of our long reputation . . . now we have to build ourselves up with the youngsters. They constitute a tremendous potential market—both at present and for the future. The more gum-chewers we create in the

teen years, the more adults we'll have as customers later on."

This factor also dictated timebuying. Beech-Nut buys time from 7:00 to 9:00 a.m. to reach the whole family. But it buys heavily in the 4:00 to 6:00 p.m. timeslot to pick up the teen-age after-school crowd—heavy listeners of d.j. shows.

The schedule is split about 50% between these two time periods, and about 50% between participations and adjacencies. Naturally, participations on personality d.j. shows are a prime aim—the unique commercials stimulate plenty of ad lib comment from these radio performers.

"But where there aren't availabilities on these music and chatter shows, we just have to try and get as close as possible to them via participations," says Geeslin. Principal morning fare: Wake-up and news shows.

The availabilities problem is not too tough, however. The gum account buys on a 52-week basis—"something of a rarity in radio today," says Bill Dollard, Y&R timebuyer. "Consequently, stations do their best to find good participations for us."

Flavor push: The 1958 Beech-Nut radio advertising is designed to sell by flavor. For years the yellow Beech-Nut package of peppermint stick gum has been the leading seller in the line. Now, Beech-Nut is going to push its spearmint (green pack) and fruit gum, (red and white pack).

These same three flavors, and two more, (pepsin and chlorophyll) are

available in the candy-coated form. Chlorophyll, termed a "novelty" by Geeslin, "is dropping fast in popularity—very little of it's being sold today compared to a couple of years ago," he told SPONSOR.


New Beech-Nut packaging is designed to help the radio push on specific flavors. Old packages (see cut, page 36), featured the Beech-Nut logo, with flavor identified in small type.

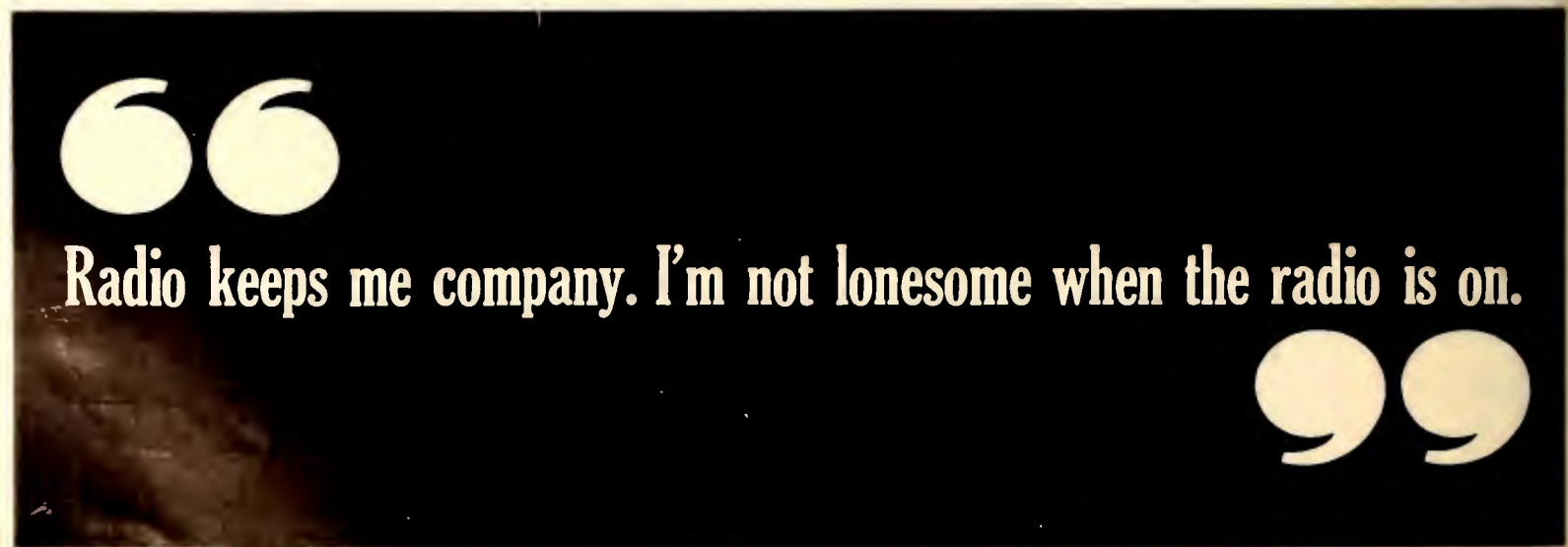
New packs still show the logo plainly, but identify the flavor in large type directly across the package center. And the pack colors will get prominent mention in the radio commercials, e.g., "fruit gum—in the red and white package."

A new term, "flavorific," also is used in all the new 20's—regardless of which flavor is being pitched.

Questioned on station merchandising activity, adman Parker said stations do conduct "the standard post-card mailings to dealers and buyers. But how much good does that really do?" he asked.

"Actually," he says, "these mailings merchandise the station first—then the product. Merchandising would be valuable if there was a way to promote heavily—with concentration from every station in every market—on a coordinated basis. Then you'd have something—genuine retailer awareness."

Is tv in Beech-Nut gum's future? "Probably so," says Parker, "I can see possible tv use today more than in the recent past because the medium's more fluid now. Availabilities aren't so hard to come by." 



Listener's quote, from a study by Motivation Analysis, Inc. of C-O and Independent listening attitudes. C-O fans regard radio as a friend, and consequently pay more attention to their station than do Independent listeners.

C-O

WEI, Boston
WBBM, Chicago
KNX, Los Angeles
WCBS, New York
KMOX, St. Louis
KCBS, San Francisco

CBS-OWNED RADIO STATIONS

MUSIC
AFTER DARK
 with
ROGER CARTER
 WEEK NIGHTS 10³⁰ PM

**Radio for
 Grown-Ups
 ...of ALL AGES**

**WGAR DIAL
 1220**

LORAIN CLEVELAND PAINESVILLE
 AKRON
 WOOSTER CANTON
 NEW PHILADELPHIA STEUBENVILLE

We offer you a large share of Northeastern Ohio's buying audience

You reach Northeastern Ohio's buying audience through WGAR. Because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups... of all ages.

For example, WGAR presents "After Dark," a program of the finest in popular and semiclassical music, each week night from 10:30 p.m. to 1:00 a.m. It's one of Northeastern

Ohio's most popular nighttime shows... hosted by Roger Carter, who stacks his records with discriminating taste—for those who appreciate top-notch musical programming.

WGAR maintains this policy in all its programming... variety shows... complete news coverage... good music... drama... featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

**Radio for grown-ups
 ... of all ages**

**WGAR
 DIAL 1220**

HEAR YE



More listeners hear
WSJS
 RADIO
WINSTON-SALEM
 NORTH CAROLINA

than the other three city
 stations combined

AM-FM **NBC** 5000 W-600 KC

AFFILIATE FOR
 WINSTON-SALEM/GREENSBORO/HIGH POINT
 CALL HEADLEY-REED

ARB Survey
 (JANUARY '58)

PROVES
WNEM-TV
 CHANNEL 5
is FLINT!
 ...IN MICHIGAN

★

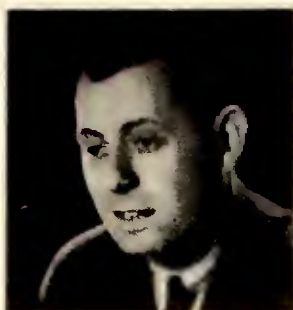
ASK YOUR PETRYMAN
 OR CALL

WNEM-TV

NBC GENERAL OFFICES & STUDIOS
 GERITY BROADCASTING CO.
 BISHOP AIRPORT-FLINT
 CE 5-3555 **abc**

SAGINAW OFFICES
 201 N. WASHINGTON
 PL 5-4471  BAY CITY OFFICES
 WENONAH HOTEL
 TW 3-4504

Tv and radio NEWSMAKERS



Murray Firestone has been elected executive vice president in charge of the new Philadelphia office of W. B. Doner & Co. For the past three years he has been an account supervisor at Ralph A. Hart Advertising. Opening of the Philadelphia office will mark the launching of the Doner agency's fourth branch office and is part of an expansion program by the agency which billed over \$11,000,000 in business last year. Doner said that the firm will begin a sales campaign in this market, with emphasis on packaged goods companies in the food field. "Our good fortune in getting Firestone cannot be stressed enough," he continued, "because he is a specialist in packaged goods." The new Doner branch will open with radio and tv accounts for: Penn Fruit Co.; Wilen Wines; Montco Coffee; C. F. Simonin Co. for Yolanda Oil; and others.

Sherman Gregory will head ABC Film Syndication's newly created New York City Sales Division. He launched his 32 year broadcasting and advertising experience with Westinghouse Radio Stations, Inc. in 1926 where he advanced to assistant general manager. In 1938 he became general manager of KDKA, Pittsburgh; in 1940, manager of NBC owned and operated stations. Gregory transferred to Schenley Industries, Inc. as manager of radio advertising in 1943, where he planned and administered an annual \$2 million radio advertising budget. In 1947, he became assistant advertising manager for the Campbell Soup Co. He entered tv as a sales representative for Tele-Spots, Inc. Since 1954, Gregory has been sales manager at WFIL-TV, Philadelphia.



George R. Oliviere has been named vice president and general manager of radio station WIIN, Atlanta. Before this appointment, he held the post of executive director of WGST, Atlanta. Oliviere's background in this field began in 1944, when he worked on the advertising staff of the *Washington Post*. In 1948, he became merchandising representative for General Foods Corp. Two years later, Oliviere entered broadcasting as commercial manager of KALE, Pasco, Wash. The next three years were spent in Norfolk as local sales manager, WTAR-TV. In 1954 Oliviere joined Ziv Television Programs as an account executive. From 1955-1957 he was sales manager of WXEX-TV, Richmond. During the war he served with the Army Counter Intelligence Corps.

the cold facts about WXLW RADIO the hottest buy in Indianapolis



During 1957, WXLW's national business increased 275%

... thanks to 44 of the nation's leading advertising agencies who took advantage of WXLW's sizeable lead in share-of-audience (PULSE-April, 1957), to reach a vast, captive market of product-hungry Hoosiers. And for this vote of confidence, WXLW is indeed grateful.

Unique programming delivers the majority of the ADULT audience

... more of the people who actually do the buying. WXLW's exclusive music-and-news format—a combination of pleasant music, popular air personalities, and live, on the spot news broadcasts—captures and sells the adult age group.

PULSE again reveals WXLW is the most preferred station in Indianapolis

... with a 22% share-of-audience! Here is conclusive proof in black-and-white, that WXLW's exclusive music-and-news format has further strengthened its hold on first place in popularity! So, if you're looking for the hottest buy in Indianapolis radio, let the facts speak for themselves ... and they'll say WXLW, time after time!

SHARE OF AUDIENCE			
INDIANAPOLIS METROPOLITAN AREA—NOVEMBER 1957			
Sun. thru Sat.	6 A.M.-12 Noon	12 Noon-4 P.M.	6 A.M.-4 P.M.
WXLW	23	21	22
Sta. B	19	19	19
Sta. C	17	17	17
Sta. D	16	17	17
Sta. E	12	12	12
Sta. F	9	11	10
H.U.R.*	20.4	24.0	21.8

* Homes using radio

Rating Source: The Pulse, Inc.

950
ON YOUR DIAL

WXLW

INDIANAPOLIS
5,000 WATTS DAYTIME

Indiana's *FINEST* approach to HIGH FIDELITY sound!

CONTACT YOUR NEAREST JOHN E. PEARSON REPRESENTATIVE

SPONSOR SPEAKS

Shall a station editorialize?

The privilege that once belonged exclusively to newspapers and magazines (the privilege of editorializing) is fast becoming a standard with radio stations as well.

And even a few television stations are testing its possibilities.

Everywhere that station operators, especially radio station operators, meet these days they discuss editorializing. Those who don't still far outnumber those who do. But it's a hot subject and hundreds of station managers are thinking about it.

Because editorializing, wherever it is employed, is an important ingredient in the programing structure and a vital factor in the advertising acceptance that each station creates for itself, SPONSOR finds itself more than casually interested in the subject. After talking to scores of station managers who practice editorializing, and scores who don't, we've reached these conclusions:

1. Editorializing, properly done, gives a station a big plus. The properly done editorializing must be handled with excellent judgment, double-checked facts, and a keen nose for local improvements.

2. Improperly done, it can do a station grave injury. When a station's prestige is impaired, advertising values are impaired also.

3. Unless you have a man at your station who can do a top editorializing job, it's best to stay away from it completely.

4. By background and training, newspapermen develop a sense of editorial judgment which makes many of them top-notch editorial writers.

5. Fundamentally, sound editorializing enables a station to perform a better service for its public. And, since radio and television have proven themselves unusually adept at influencing public opinion, well done editorializing is in line with the public interest. But editorializing carries with it a special responsibility. What we're saying is—*editorialize if you can handle it creditably*, especially in the area of community improvements and problems. But *don't jeopardize your station, your standing, your advertisers, and, most of all, your audience unless you're sure you can do the job that needs doing.*



THIS WE FIGHT FOR: *A realistic appraisal of talent costs in the light of their threat to price certain types of shows out of the market. Tv needs the variety a wide choice of talent can give it. Let's fight to keep talent costs down.*

10-SECOND SPOTS

Understatement: A Madison Avenue firm in reply to a gentle reminder that one of its accounts was in arrears received the following note, hastily scribbled on a sheet of memo paper: "Our little office has had since November the following: a bookkeeper on vacation; a partner hospitalized for a month with a stroke; a secretary on vacation at same time partner became ill; the bookkeeper now out with the flu; the aforementioned secretary still out with a broken wrist. Obviously, we're not operating normally. . ." *Obviously!*

Logic: A Kansas station manager feels it is unnecessary to ask Kansans what station they are listening to. "If they are listening to K--, they'll tell you. If they're not, don't embarrass them!"

Live: Phone operators at Pittsburgh's KQV were swamped with calls in response to a recent station promotion campaign. Gimmick was an ad series addressed informally to "Joe", or "Helen", giving only station's telephone number and signed "The Live One." 25,000 Joes and Helens dialed the number. *Just what every cemetery needs—a good phone booth!*

Tv Vocabulary: A professor at Harvard, after a two-year study has announced that television has added 2500 words to the average viewer's vocabulary. *Including those used when the damn thing won't work?*

Tv Impact: The second day a mid-Western bank went on the air with a tv show, it experienced the first hold-up in its history—\$50,000. One of the men behind the mask, however, took time to tell the cashier, "We enjoy your show." *Now that's sponsor identification for you!*

Commuter: A favorite ad-gal reports this sight on Madison Avenue the other morning—Pedalling along on a British made bicycle was a young woman wearing black suede oxfords, a black wool skirt, red scarf and a three-quarter length mink coat. Our gal, aware of New York's railroad crises, decided that the Westchester/Connecticut commuter is not only hardy but adaptable.

Soooo-ee: For its new regional spot radio campaign, Merkel, Inc., N. Y. meat packers (Blaine-Thompson Agency) held a hog-calling contest, the winner to do his calling for the commercials. *Yes, sir, radio's sure got a new sound!*

NORTH CAROLINA'S

INTERURBIA



Leading all metropolitan markets in the two Carolinas in furniture, household & appliance sales!

Dominated by

wfmy-tv

GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)
 Greensboro-High Point—Gulford County—Map Location F-3
 Winston-Salem—Forsyth County—Map Location
 See SRDS consumer market map showing the State Area

INTERURBIA . . . the largest metropolitan market in the two Carolinas: the heart of the mighty industrial Piedmont where furniture, household and appliance sales exceed \$120,631,000. Only WFMY-TV delivers Interurbia and the Piedmont so completely. Call your HRP Man today.

wfmy-tv

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York • Chicago • San Francisco • Atlanta • Boston



THE

KLAC

"SUPER-MARKET"

Six million customers drive three million automobiles to shop in Southern California supermarkets. A KLAC Big Five schedule may bring you special displays, selling stacks and ad participations.

This is the "KLAC Super-Market" Get the complete plan from your KLAC or Adam Young representative.



PETER POTTER

DICK HAYNES



JACK SMITH



EARL McDANIEL



GENE NORMAN



M. W. HALL, PRESIDENT

FELIX ADAMS, VICE-PRESIDENT

MORTON SIDLEY, GENERAL MANAGER