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# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

RECEIVED

AUG 19 1957

DEAN SHAWNER



"I have it  
much easier . . .  
when I  
buy  
Storz Station  
cities."

## THE MEDIUM THAT MOLDS MARKETING

By pre-selling consumers and pushing new products into rapid national distribution, television has revolutionized marketing tactics

Page 27

## How to make each radio dollar work like ten

Page 30

## The "Freud" of Madison Avenue: Dr. Dichter

Page 33

## Tv Basics show sponsors, costs, net programming

Page 47

In each of these major markets it isn't even close: more radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . **WDGY = 1**

*Hooper, Trendex, Pulse - all day. See Blair or GM Jack Thayer.*

KANSAS CITY . . . **WHB = 1**

*Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. See Blair or GM George W. Ariston.*

NEW ORLEANS . . . **WTIX = 1**

*Hooper, Pulse. See Adam Young or GM Fred Berthelson.*

MIAMI . . . **WQAM = 1**

*Hooper, Pulse, Trendex. See Blair or GM Jack Sandler.*

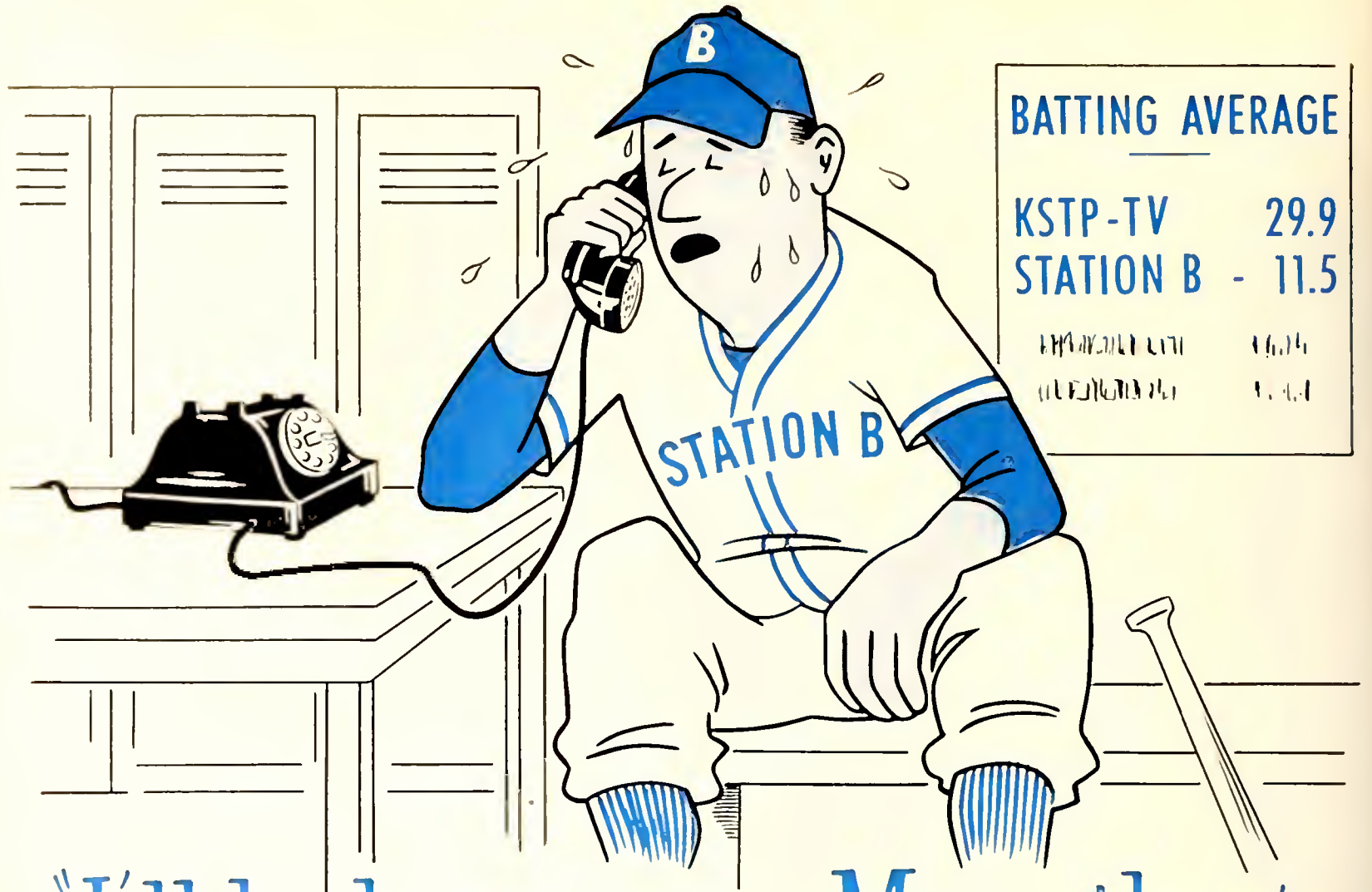
# STORZ STATIONS

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans

DAY'S RADIO FOR TODAY'S SELLING



"I'll be home soon, Ma... they're starting to throw curve balls!"

In the Twin City market you're facing real big league competition when you start swinging against the 10:00 p.m. offerings of KSTP-TV and its famous news operation (voted "Finest in the Nation" in national competition).

Last March, KSTP's competitor began identical News-Weather-Sports programming in this time period backed by a heavy promotion barrage. The midseason ratings (June ARB) show this has resulted in a 21% drop in their batting average compared with June, 1956.

At the same time, KSTP-TV is sporting a lusty gain with a 29.9 Monday-through-Sunday ARB average.\*

All of which proves that KSTP-TV... reaching its fans in more than 700,000 TV homes... is best equipped to make *your pitch* in this important, major market. For further information contact your nearest Petry office or a KSTP-TV representative.

\*ARB Metropolitan Area Report, June 1956, June 1957

# KSTP-TV

**MINNEAPOLIS • ST. PAUL**

*"The Northwest's Leading Station"*

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

**CHANNEL**

**100,000 WATTS**

5

**Basic NBC Affiliate**



America's longest running hit show  
Kraft Television Theater is seen by an average  
of 20 million people every week

## Television's first 10-year-old!

Now in its 11th year, Kraft Theater has been on television longer than any other show.

*It has produced more than 520 hour-long dramas.*

Last year it gained a bigger audience than any year in its history and now is seen by about 20 million people a week.

Last year, it produced more *big* shows—sold more scripts to the film

industry than any year in its history.

Television's first 10-year-old was the first commercial network show... the first weekly drama show to go on a color schedule.

It has presented such widely acknowledged television masterpieces as "*A Night To Remember*," "*Patterns*," "*A Profile in Courage*." It can make a new star overnight, as it did this year with "*The Singin' Idol*."

Kraft Television Theater productions are selected, cast, directed and otherwise wholly produced by Kraft and the J. Walter Thompson Company.

If you would like to discuss any aspect of television as an advertising medium, get in touch with the J. Walter Thompson Company office nearest you—or write, 120 Lexington Avenue, New York 17, New York

### J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco,  
Los Angeles, Hollywood, Washington, D. C., Miami and  
principal international markets.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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### American Gas Association case history

Here's how American Gas Association and Lennen & Newell turned 167 individualists into an informed democracy and effective network tv sponsor

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Sponsor Publications Inc.

# Speaking of BARGAINS . . .



You get Iowa's TOP radio bargain when you buy WHO. *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED\*!*

# WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,  
National Representatives

*\*Source: 1956 Iowa Radio Audience Survey*

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

News is a significant personal experience for viewers of WCCO Television's 10 O'Clock News every night. Twenty-two trained newsmen back Newscaster Dave Moore, Weatherman Bud Kraehling, Sports Expert Dick Enroth. The emphasis is on *Be There* and quality production. The result: Arresting scope and dimension. Ask Peters, Griffin, Woodward about the more than a million impressions available every week.

**WCCO television** MINNEAPOLIS  
ST. PAUL **Channel 4**  
*CBS TELEVISION IN THE NORTHWEST*



# NEWSMAKER of the week

*On 26 July at 2:15 a.m. a check for a six-figure sum changed hands at 1440 Broadway in New York and Mutual Broadcasting System, formerly headed by Thomas F. O'Neil as a subsidiary of General Tire and Rubber Co., became the property of a syndicate headed by Paul Roberts from L. A.*

**The newsmaker:** Paul Roberts, new president of MBS, is one man who's totally sold on the value of network radio today, and willing to put up cold cash to prove his faith in the medium. Convinced that MBS can be a good property, he persuaded a syndicate of Armand Hammer, president of Occidental Petroleum Corp., Los Angeles, and Roy Roberts, realtor and oil operator of Ojai, California, to help him back up the purchase, which, according to Roberts, involves over \$700,000.

"Hell, I organized an 11-station fm network on the Coast and made it pay," he told SPONSOR. "People are buying commercials on it. Besides, you see 3,000 or more stations on the air in the country and not going out of business, so they must be making money."

Other factors, beyond MBS's profit and loss sheets, which stimulated his interest are the growing numbers of car radios (35 to 36 million today) and the report of the set manufacturers for the first six months of 1957 which indicates that for the first time since tv, more radio than tv sets were sold during that period.

"Another thing that attracted us to this buy is the way MBS sells to the station," he told SPONSOR. He's referring to MBS's virtually continuous programing plan under which the network provides its programing to the stations but does not share the revenue from its network sale with them. The stations will have full rights to adjacencies to the "vigorous, new programing" Roberts intends to introduce.

"We plan to continue and improve the 'Triple Advantage Plan' under which Mutual recently signed new advertisers," he says.

Under this system, MBS has lined up such advertisers as L&M, General Motors, Pontiac, S. C. Johnson and others.

Former newspaperman Roberts has big plans for increasing Mutual's sales staff, promotional activities and stepping up the caliber of its programing with such tentative ideas as "getting big names for the news." The programing emphasis will be on special events "and that type of programing that not only gets peak audience, but thereby also benefits our affiliates." Working with Roberts as MBS executive v.p. will be Bert Hauser, former MBS v.p.

Says Roberts: "I've torn up my plane ticket to L. A. From now on, 1440 Broadway is headquarters for us."



Paul Roberts

# THE tower in Eastern U. S. (4th highest in the world) is being erected right now at Augusta, Ga.

1,292 feet tall  
1,375 feet above  
average terrain  
1,677 feet above  
sea level

will serve . . .  
1 1/2 million people

will cover . . .  
more of S. C. than  
any S. Carolina  
station, PLUS . . .  
more of Ga. than  
any station outside  
of Atlanta.

maximum power . . .  
100,000 watts  
low band VHF  
NBC & ABC networks



CHANNEL 6 AUGUSTA

Represented by Avery-Knodel, Inc

WE  
ST







# Smart customer...

Trust MAMA to spend money wisely. Her newly syndicated series is helping advertisers across the nation get the most for their dollars. Nationwide Insurance Company has bought MAMA in 32 markets in a ten-state region, and a number of other major areas have been sold, but your market may still be available. If you're a smart customer, you'll place your order now for 26 half-hours of MAMA (16 are brand-new). Because, as *Variety* notes, "MAMA is burning up the syndicated track!"\*

## **CBS Television Film Sales, Inc.**

*"...the best film programs for all stations"* 

*\*Here are three other typical press comments:*

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN:  
*"I wouldn't dream of going out and missing Mama.  
Here is television at the top of its form."*

BEN GROSS, N. Y. DAILY NEWS: *"Mama is one of the  
most entertaining series on television."*

TV GUIDE: *"Probably no other show in History has  
wormed its way more solidly into the affections of the  
viewing public."*

*Audiences agree. Mama averaged first in her time  
period during a four-year run on CBS Television,  
with an average 45.3% Nielsen share of audience.*



# SPONSOR-SCOPE

3 AUGUST  
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SPONSOR PUBLICATIONS INC.

**Timely hint to broadcasters:** Get the red carpet slicked up; you're in for a lot of visits from agency men.

Especially those with automotive accounts will be hitting the road in full force for personal contacts in behalf of their new spot campaigns. They want to:

- 1) **Insure satisfactory and amply-spaced spots** between car commercials.
- 2) **Personalize what the factory is doing** by informing local dealers of the dimensions, etc., of the air campaign on home ground.

The tv networks this week took the price wraps off their new daytime strips. Program costs quoted to agencies per gross quarter-hour segment are:

- **ABC:** Bandstand, \$1,500; Lady Luck, \$2,500; Do You Trust Your Wife, \$3,000.
- **CBS:** Hotel Cosmopolitan, Beat the Clock, and You Are the Jury, \$3,500 average.
- **NBC:** Arlene Francis show and Treasure Hunt, \$3,200 each.

**General Foods** will have about \$5 million riding on daytime network tv during the 1957-58 season (through Y&R).

The outlay represents a 400% increase in this category. **NBC** will carry four daily strips; **CBS**, two.

**For GF** the splurge marks quite a reversal of policy: It was only three years ago that the company deemed daytime network tv "too unrealistic" and concentrated on nighttime.

The **Canadian Bureau of Broadcast Measurement** this week updated its count of tv homes for the Dominion. The estimates show:

POPULATION	HOUSEHOLDS	TV HOUSEHOLDS	PERCENTAGE
16,503,100	4,051,600	2,657,300	66%

**Quebec and Ontario** account for 71% of all Canada's tv homes, each province being 76% saturated.

**Spot radio** now shares this phenomenon with the newspapers: **Thursday and Friday schedules have become top-heavy with grocery items.** This week the trend was emphasized when:

- **Flako (Quaker Oats)** stipulated that its bulky schedule of minutes and time signals be slotted on the two big food-shopping days.
- An upper New York state station informed its rep that to accommodate Flako's order its schedule would be loaded with a grocery store item about every 15 minutes during the day.
- **Meantime weekend spot radio** continues its march toward a sell-out. Buyers of saturation are getting in the habit of including Saturdays and Sundays.

**Tv spot** this week showed signs of snapping out of the summer doldrums. Requests for availabilities are starting to come in.

Consensus among the reps is that tv spot buying will move into high gear about the middle of this month. They base this on inklings from agencies.

Now that the tv networks are pretty well squared away with their fall nighttime commercial schedules, **an updating of time costs is possible.**

A check with each of the networks by SPONSOR-SCOPE this week shows that **the prices—minus discounts—that advertisers will be paying for their hookups this fall are:**

HALF HOUR ON	AVERAGE STATION LINEUP	MAXIMUM STATION LINEUP
ABC TV	\$42,000	\$60,000
CBS TV	60,000	68,000
NBC TV	65,000	68,350
ONE HOUR ON		
ABC TV	80,000	97,000
CBS TV	110,000	118,000
NBC TV	108,000	113,800

**Tv's costs and franchise expenditures are forcing the heavy network spenders to develop or acquire new products.**

For instance, Pharmaceuticals needed a summer product to fill in for Geritol; so it bought the J. B. Williams Co. and got Skol.

(For more on the influence that tv exerts on expansion see article, **The Marketing Medium**, page 28.)

Take it from Nielsen, **37% more homes listen to radio between 6-9 a.m. weekdays during the average minute than in 1948** (when there wasn't any tv competition).

These figures apply to January-February of this year and 1948. During this interval **listening homes per average minute rose from 4.3 to 5.9 million.**

The latest breakdown of the audience by time period shows: 6-7, 2.8 million; 7-8, 6.5 million; 8-9, 8.4 million.

In terms of sheer numbers, **toiletory products keep mounting as users of network tv.**

Twenty-seven appeared on the three networks during the first six months of 1957. **Food and food products alone had an edge over the self-prettyfying field:**

CLASS	ABC TV	CBS TV	NBC TV	TOTAL
Apparel	1	0	1	2
Appliances	2	4	4	10
Autos & Auto Products	6	5	5	16
Beer & Wines	3	2	0	5
Candy & Soft Drinks	2	1	2	5
Drugs & Remedies	5	3	10	18
Food & Food Products	12	17	10	39
Gasoline & Oil	0	2	1	3
Household Soaps, Cleansers	2	5	10	17
Industrial Material	0	1	5	6
Institutional, Misc.	4	6	8	18
Jewelry, Cameras	1	0	5	6
Tobacco	4	6	5	15
Toiletries & Toilet Goods	3	12	12	27
<b>TOTAL</b>	<b>45</b>	<b>64</b>	<b>78</b>	<b>187</b>

**Gulf Oil has \$3 million earmarked for tv this fall via Y&R**, but how the money will be used was still up in the air this week.

The agency, among other things, has been **mulling an evening half-hour on ABC TV.**

Last week, as the tv networks were revving themselves up for the final fall sales push, they got a rare windfall in a rare medium—the New York Times.

It happened when the Times, at great length and with some documentation, front-paged a story that network tv sales are rather "soft." That was all the networks and TvB needed to get in their side of the story for almost a solid week—duly printed by the Times in the interests of fair play. The gist:

- **ABC:** Already has sold 16½ hours of evening time, as against 15½ in mid-August last year. Late afternoon sales are up 20%.
- **CBS:** Better picture than a year ago. Only two half-hour evening periods available.
- **NBC:** As of 2 July, nighttime sales showed an edge of 1 hour and 45 minutes over the year before. Daytime sales are almost double—58¼ hours vs. 30 in July 1956.

Moral (if one is necessary): 1) It will be an enormous network tv season if the present pace holds (2) raw figures on hours sold (such as The Times used) are pretty flimsy statistics—you have to calculate size of hookup, too, and (3) unless you include the specials, one-shots, etc., you haven't got all of the pretty picture.

Reactions against comedy commercials are beginning to set in thick and fast along Madison Avenue.

The general complaint: The latest specimens tend to be corned up to the hilt and/or loaded with pointless dialogue.

So the trend toward the light-touch commercial—sparked for a while by imaginative characterizations and clever writing—could turn out to be a fairly brief one.

Predicted the head commercial writer for an agency loaded with radio billings to SPONSOR-SCOPE this week:

"They'll be going back to the jingle soon in hordes. Nothing sticks in the mind so effectively as a hatch of catchy words put to catchy music."

CBS Radio's big score this week was the sale of 10 five-minute news periods a week to Miles Laboratories (\$24,000 a week in time and talent).

The Miles order becomes effective in September and for 39 weeks.

Other CBS Radio sales were to Singer Sewing Machine, Nueco (Best Foods), Libby-McNeill & Libby, Bon Ami, and General Foods.

Women may become almost as rich a market for electric shavers as men.

The trade estimates that 2 million women's electric shavers will be sold in the next year (the field as a whole has grown 65% in four years).

Advertising note: All five of the top selling electric shavers—Remington-Rand, Schick, Norelco, Sunbeam, and Ronson—will be in air media this fall. Norelco is gearing for the Christmas trade with an eight-week tv spot campaign.

Don't expect the continuing attacks on filter-tip cigarettes to reverse the sales and advertising trend on this item. Here's why:

1) Once the consumer is sold on any built-in protective device, he hesitates to abandon the "improvement."

2) Cigarette makers are inextricably caught in the "homogenized" trend—recovering every speck of the tobacco leaf so that there's almost no waste. "Homogenized" is fine for filter-tips especially.

Meantime R. J. Reynolds' sales and profits for the second quarter set a new peak, and sales for the first half topped a year ago by \$52 million.

P. Lorillard's second quarter was 9.4% better than a year ago in sales and up 30.6% in profits. The filter brands—Kent and Newport—now account for 54% of all Lorillard cigarette sales.

Judging by the phone inquiries SPONSOR-SCOPE got from agencies the past week, the technique, problems, and prices of barter time continue to be of high-riding interest.

Here are a couple sidelights on barter methodology:

- The barter merchant isn't inclined to disclose the complete list of stations he can furnish until the deal with the agency or advertiser is closed.
- It takes about six months for the deal to get into full operation—since the barter operator must pick up station as the contract progresses.

You will find these opening gambits in general use among the merchants who barter film for time:

- 1) An offer of a big package of markets—perhaps 80 or 100—with the price about 20% below card rate. (This is the starting point for negotiations.)
- 2) Assurance of maximum discounts, even though the account may not earn them.
- 3) Rate protection for as much as five years.

A memo left with a Park Avenue agency this week by a barter operator listed these price comparisons for seven announcements a week for 52 weeks.

NO. MARKETS	SCHEDULE TIME	MAXIMUM DISCOUNT	CARD RATE	BARTER PRICE
100	Daytime	\$2,053,000		\$1,579,000
100	Late evening	2,382,000		1,762,000
80	Daytime	1,834,000		1,397,000
80	Late evening	1,971,000		1,579,000

(For timely opinion among station managements on the subject of barter, see new SPONSOR weekly feature, **FILM-SCOPE**, page 61.)

**CBS Radio** thinks there's a good chance of the segmentation trend reversing itself this fall: Sponsors may start a return to the "old-time religion" of buying half or quarter hours.

The cause of the network's sudden optimism is the interest of several advertisers in exclusive sponsorship of the **Jack Benny** and **Stan Freberg** shows.

Time and talent for the Benny half-hour is \$13,000; Freeberg, \$10,000.

Two more reasons why manufacturers must pre-sell their brands via stepped-up advertising:

- 1) **Food Fair**, considered a bellwether in the grocery chain field, is going in for discount appliances in its Florida operations.
- 2) **National Tea**, Midwest grocery chain, has made a deal with the mail-order house, **Alden's**, to sell via the latter's catalog.

**Colgate's** domestic sales for the second quarter continued to run under the 1956 mark, but earnings were over double the year before (the result of economies and deadwood-trimming).

The quarterly comparison: 1957 sales, \$68 million (profits, \$848,985); 1956 sales, \$78 million (profits, \$336,150).

Though their names weren't on the official list, **Y&R** had a substantial delegation on hand for **Henry J. Kaiser's** gathering in Hollywood two weeks ago to stir the promotional fires for his forthcoming **Maverick** series on ABC TV.

**Sigurd Larmon** himself headed the **Y&R** contingent, drawn from the N. Y., L. A., and San Francisco offices.

**For other news coverage in this issue**, see **Newsmaker of the Week**, page 5; **New and Renew**, page 63; **Spot Buys**, page 66; **News and Idea Wrap-Up**, page 70; **Washington Week**, page 79; **SPONSOR Hears**, page 82; and **Tv and Radio Newsmakers**, page 88.

THE BAY THAT TURNED  
INTO AN **OCEAN**

**...OF  
SALES**

*another **SPONSORED** success story of  
resultful advertising*

this is  
case history #2

of **SPONSORED** advertising

send for #1 — NOW!

watch for #3 — NEXT MONTH!



40 East 49th Street, New York 17, New York

Chicago, Illinois • Los Angeles, California • Birmingham, Alabama



# YOUNG & RUBICAM, INC.

## Advertising

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



### *Follow through!*

One way to get better results . . . not only on the tee . . . but on TV! . . . is to "follow through" on your spot commercials.

By personal visits to local markets and stations, Y & R's Local Service Representatives often find better ways to integrate the commercial into programs.

They gather new information on the value of

current time slots—bring about energetic, imaginative local merchandising—and return home with a picture of a client's spot activities all over the country.

What it all adds up to is this: making friends with the local TV market can be an important step in getting customers to make friends with the products you advertise.



NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.

The average audience rating of each  
of the other two networks decreased.



## SOUTHERN CALIFORNIA INTERURBIA



INTERURBIA . . . "a complex of cities, towns, suburbias which have grown together . . ." is startlingly illustrated in the solidly packed strip from Santa Barbara through Los Angeles and San Bernardino-Riverside to San Diego.

NCS #2 CONFIRMS individual city ratings . . . only 3 radio stations are popular and powerful enough to deliver complete this multi-million super-market.

OF THIS TOP TRIO, KBIG is

- the only independent
- the least expensive
- LOWEST in cost-per-thousand by one yard stick
- SECOND by the other.

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



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

## Timebuyers at work

Joan Stark, Grey Advertising Agency, New York, thinks that "too few people recognize timebuying as a profession." Like any other profession, she points out, skill is developed through knowledge, experience and practical application. Consequently, no definite formula or set rules can be prescribed. "Buyers must be flexible and learn to change their methods to fit the client and product,"

Joan says, "to allow for more creative planning and buying. In some instances, pure instinct and insight into a market alone can play the major role. That would happen, of course, only after the evaluation of the availability situation, cost-per-1,000, social and economic patterns in a market, work and travel hours, weather conditions, to mention just a few



of the factors that a good buyer considers." Joan feels that media will reach its highest professional level through sharing the responsibilities with copy for the success of campaigns. "Copy and media are interdependent," she says. "Neither can be effective without the other. The finest copy will fall flat without the proper exposure; likewise, a solid media plan will go askew when copy lacks punch."

Bill Harmon, Leo Burnett Co., Chicago, timebuyer for Charles Pfizer Co. (feed supplement and animal health division) and other accounts, says: "For Pfizer's Agricultural division, we have developed an interesting combination of marketing and media data, based on the animal population according to the United States Census



figures. We can't use 'people' presentations! We combine Nielsen coverage data for stations with Census figures on the animals and come up with the cost-per-1,000 hogs, cows or chickens. When plugging a poultry product, we'll want the leading counties in egg production or, perhaps, the number of chickens more than four months old on a county-by-county basis. We like to reach the farm housewife because she has an especially significant say in chicken raising. We have used network radio to introduce a new product, fast, and then supplemented in farm areas with spot radio. We favor radio farm directors' programs for news and market reports. Farm directors' endorsements and good local testimonials are added helps in selling our products. But advertising is basic and pretty much the same rules apply for all products."



# EDMUND PURDOM

stars in a  
new and exciting  
romantic adventure

## “Sword of Freedom”

FOR FIRST RUN SYNDICATION

Edmund Purdom, known to millions as the star of such great films as THE EGYPTIAN, THE PRODIGAL, THE STUDENT PRINCE and JULIUS CAESAR, now appears in his greatest role as MARCO — foe of the Medici and the Borgias!



**ARTIST** — painting the beautiful Florentine women



**PATRIOT** — fighting for a free Republic of Florence

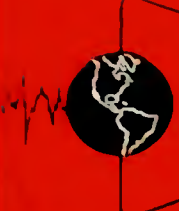


**LOVER** — wooing the loveliest women of Renaissance Italy

**SOLD!**  
NEW YORK, LOS ANGELES,  
WASHINGTON, D. C.  
for top market availabilities  
call “the man from Official”

Moving with the swiftness of a sword thrust from the pages of history, this thrilling new series is set against the background of Europe's most dramatic era — the Italian Renaissance — marked by men like Michelangelo, the Medici, the Borgias. This unusual and exciting production has been created for a discriminating audience. Your product will appear in a prestige showcase that offers unlimited exploitation. Make Sword of Freedom your basic sales tool for Fall.

Produced by the makers of ROBIN HOOD!



**OFFICIAL FILMS INC.**  
25 West 45th Street • New York 36, New York  
PLaza 7-0100

REPRESENTATIVES IN:  
Beverly Hills • Chicago  
Dallas • San Francisco  
St. Louis • Boston  
Minneapolis • Atlanta  
Philadelphia



OFFERING  
OUTSTANDING VALUES  
IN



The Columbus, Ga. metropolitan area ranks 11th in the nation in Per Family Income, 97th in Population, 98th in E.B.I.



TV  
COVERAGE

In our 53-county coverage area of 159,846 TV homes WRBL-TV ranked first in 92% of all Class AA ¼ Hours, first in 87.3% of all Class A ¼ quarter hours, and 68.8 in all Class B ¼ hours.—(March Telepulse)

RADIO PENETRATION

WRBL radio leads in homes delivered by 55% —day or night monthly. WRBL—over 54,420, Station B—34,940. Best buy day or night, weekly or daily is WRBL (NCS No. 2)



COMMUNITY  
PREFERENCE

Community confidence and sales results are proven by a continuously growing family of local advertisers. Your Hollingbery man has proof of local preference for WRBL.

**WRBL**  
AM - FM - TV

CALL HOLLINGBERY CO.

COLUMBUS, GEORGIA

## Agency ad libs

### The one-shot in tv advertising

Since the word "spectacular" connotes the flamboyant and today, in addition, what is excessive in cost and questionable in value, it will be carefully avoided in this brief but poignant discussion of the "one-shot" in television.

Infrequent or intermittent programming should not be considered advertising in the usual sense. Advertising per se is the *regular* use of commercial copy. Frequency of impression is as vital to its success as is the soundness of what appears or the size of audience reached.

The most effective advertising utilizes frequent impressions against its prospects. This applies whether the product advertised is in its introductory phase or is well along in years. Or whether it's an *idea* that is being advertised.

For the one-shot, of course, there is no frequency. There is little more, from an ordinary advertising standpoint, to the two- three- or four-shot. Hence what are the values of these intermittent broadcasts, if any? How can they be used, if at all? What shapes and sizes do they come in? Your jovial leader on these little excursions will attempt to provide some of the answers below.

#### It's used as a change of pace

First and foremost among the purposes of the one-shot in tv is as a sudden, attention-getting and effective pace-changer . . . a change of pace *on top of* the normal magazine schedule and weekly or alternate weekly television program . . . slotted on a date that ushers in a season, a new model, a sale, an important anniversary . . . a change of pace that alters the traditional approach being used by the advertiser.

Thus the newness of the effort and the shift in attack will kindle an awareness for the messages that perhaps had been dimming year after year. Such a change of pace will come to (if the effort is properly selected, produced *and promoted*) the happiest of conclusions in the trade or among employees or both.

In order to take full advantage of this change of pace, it is necessary to make the program itself different. It must be something of an event. It cannot be typical of those which fill the logs of the channels during the course of the week. This requires money. Usually carloads of it. Two hundred and fifty thousand dollars (time *not* included) might be considered par for the course. Though some types come for less, the biggest of extravaganzas are far more expensive.

How long a show? Well, usually it is necessary to program for at least an hour-and-a-half, this length being out-of-the-ordinary. However, by judicious selection of material, stars, and prayers, it is possible to do an hour-long one-shot that will be "an event;" i.e. documentaries such as *Project 20* productions so ably produced by NBC's Henry Salomon. In the dramatic form, it is difficult however



★

★

Storer  
Broadcasting  
Company

*announces the appointment of*

The  
Katz  
Agency  
*Inc.*

*as national representative for*

**WIBG**  
*RADIO 99, Philadelphia*  
Philadelphia's Most Powerful  
Independent

★

★

# KOBY

in San Francisco



KOBY dominates the nation's 7th largest market—May-June Pulse! weekends 6 a.m. to mid 11.7; Sat. 13.0; Sun. 14.3! May-June Hooper: weekdays 7 a.m. to noon 21.6;—noon-6 p.m. 24.0 . . . 22.8 all day average. Nielsen agrees—rates KOBY at 21,100 NSI 6 a.m. to mid. KOBY operates full time . . . 10,000 watts—the bay area's most listened to and most powerful independent. Contact Edward Petry & Company, Inc.

# KOSI

in Denver



All ratings are soaring sky high for KOSI—Denver's No. 1 station. May-June Hooper, 19.4 a.m.—22.1 p.m. share. February Pulse: 15.5 all day average. KOSI sells full time—to a big, big audience in the mile high Denver area. KOSI operates at 5,000 watts. . . Represented nationally by Forjoe.

MID - A M E R I C A  
B R O A D C A S T I N G C O .

in Greenville, Miss., WGVM

No. 1 in both Hooper & Nielsen

See: Devney & Co., Inc.

to give stature to an hour program. To do so requires special material and superb casting. It is my belief (as well as hope) that Rexall's *Pinocchio* will fall into the category of great "hours." With Mickey Rooney, Walter Slezak, Fran Allison, Jerry Colonna, Mata and Hari, Stubby Kaye, plus the most refreshing book as well as superb music and the choreography of Hanya Hobus, it can and should make its 60 minutes a real occasion.

Why then are there so many nursery tales scheduled as one-shots this year? You hear this question often. The answer is a simple and obvious one. With a single chance to pull an audience, familiarity is vital. During the early evening hours, when youngsters as well as adults are available, it is doubly important. The music, too, is helped if it is familiar. Few, if any, original scores will ever get the benefit of the months of pre-program plugging which was done for Richard Rodgers' Cinderella tunes. Once is all!

Which brings me to the last point of this tract. Promotion is essential. All the on-the-air plugs possible. Publicity in the magazines and newspapers. Merchandising to the trade. To home, office and factory personnel. To customers. Tie-ins with all other advertising running. Without these helps, the show can very well go unnoticed. With them, plus a good time period, a great cast and sufficient luck—your one-shot could make you a Big Shot!

## How to promote a one-shot show

Foreman says, publicity-promotion-merchandising campaign for a one-shot would fully exploit these four areas:

### A—Publicity

1. Direct mailings to tv editors
2. Telephone interviews for editors in key cities with cast
3. Complete coverage of all related media—house organs, religious, fraternal outlets and all publicity space that is off the tv pages
4. Unusual novelty mailings and unusual press party ideas\*

\*For *Timken Televant* "Eleven Against The Ice" it was suggested that they invite newspaper editors to spend a few minutes in a room with temperatures approximating Antarctica or that they send out such mementos as a plastic ice cube, souvenir thermometer, bottle of melted ice from Antarctica, etc.

### B—Station promotion

1. Trailers on the show, ad mats for local newspapers
2. Letters from stars of the show to station managers
3. Contest ideas and contest kits
4. Ready-to-use on the air announcements and briefs

5. Special promotion kits that will include recorded excerpts of show or other recorded announcements about the show

### C—Station merchandising

1. Product pix and stories
2. Window streamers, counter cards
3. List of district managers
4. Other Promotion pegs

### D—Internal promotion ideas

1. Special promotion kit to company salesmen
2. Weekly mailings on the show to client's customers
3. Novelty mailings to build excitement in shows
4. Personal appearances of show personalities at plants
5. Direct announcements to employees, stickers for cars, buttons for children, etc.
6. Letter from company president to stockholders announcing shows and questionnaire to invite comments
7. Copies of mailing pieces, newsletters and other promotion items to stockholders



COMING THIS FALL FROM MGM-TV

# THE THIN MAN

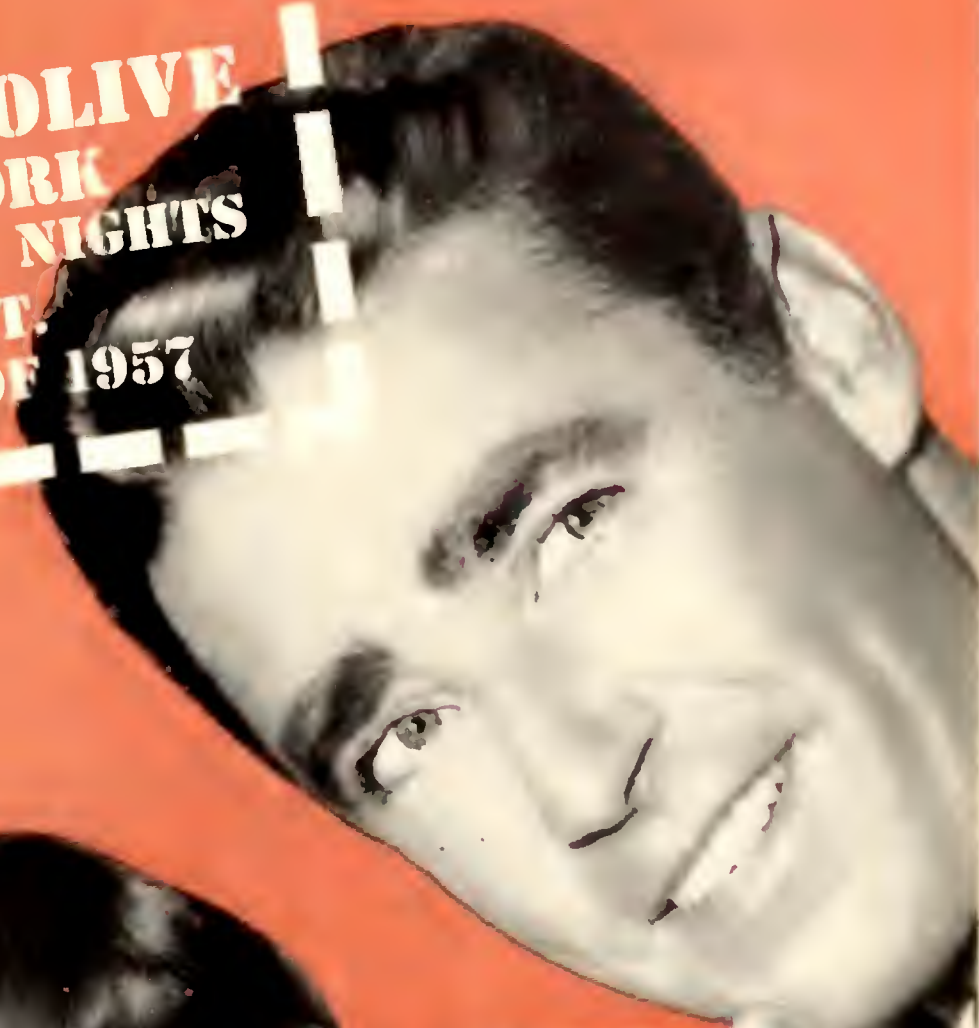
STARRING

PETER LAWFORD · PHYLLIS KIRK

AND ASTA

SOLD  
TO

COLGATE-PALMOLIVE  
NBC-TV NETWORK  
HALF HOUR, FRIDAY NIGHTS  
9:30 P.M. E.S.T.  
STARTING FALL OF 1957



Five more BIG MGM-TV series are now in preparation for production at the fabulous M-G-M Culver City Studios

'NORTHWEST PASSAGE'

'THE FEMININE TOUCH'

'MIN & BILL'

'YOU'RE ONLY YOUNG ONCE'

'GOODBYE, MR. CHIPS'

Boreham Wood Studios,  
London, England)

For more information about this great programming opportunity write, wire or phone Charles C. "Bud" Barry, Vice President, 1540 Broadway, New York City 36, JUdson 2-2000

**MGM-TV**

A Service of  
Loew's Incorporated

.. it's a growing  
market!



- MIDLAND
  - ODESSA
  - BIG SPRING
- IN**

"OIL-RICH" WEST TEXAS

with a continuous  
population growth.

	Midland	Odessa	Big Spring
'40	9,350	9,550	12,600
'50	21,700	29,500	17,300
'57	58,800	74,700	31,000

\*CSI PER HOUSEHOLD

MIDLAND	\$7,403
ODESSA	\$7,102
BIG SPRING	\$5,920

\*SRDS

**YOU GET ALL  
THREE ON . . .**

**KMID-TV**

CHANNEL 2



100 KW



Represented by  
Venard, Rintoul & McConnell, Inc.  
South—Clarke Brown Company

## Women's week

**Business parties:** More and more wives of admen are eager to join in their husbands' business-social activities to the point where a number of exurbanite young wives have bought commutation tickets to Manhattan simply to attend business cocktail parties.

Their rules for being an asset rather than liability at these times:

1. Generally, make your appearance at the party casual, or it looks as though you're butting in. In fact, several wives mention offhandedly at parties that they're joining their husbands for dinner, to make appearance seem less specifically tied to the party.

2. If husbands get involved in business discussion, move discretely away to avoid distracting talk.

3. Dress conservatively.

4. Do not discuss children, maids or cooking except with other wives.

5. Unlike strictly social cocktail parties, don't make an effort to meet other people, but wait until they're introduced to you.

6. If left alone, sit down at a table and quietly sip your drink. There's no such thing as a wall-flower at a business party, just a discrete wife who's reluctant to interrupt business talk.

7. Follow your husband's cue on making future invitations or engagements at a business party, or you might get too chummy with his toughest competitor.

**Programing needs the woman's touch:** As Myrtle Tower, program director of WABC, New York, points out, Patti Searight of WTOP, Washington, D. C., isn't the only gal whose talents in programing for a radio station have been recognized.

"Sorry, Patti, but here I am," she says. "And since there's no claim like a new claim, I'm staking that I'm the only woman program director of a 50 kw. *owned-and-operated* station in the U.S."

In the New York market, where Myrtle's bailiwick extends to 135 program hours a week, there are 28 other program directors (all male). 10 on am outlets, nine on am-fm stations, seven on tv and two on fm. Four years ago, when Myrtle first became WABC program director, her responsibility was for 85 show hours weekly.

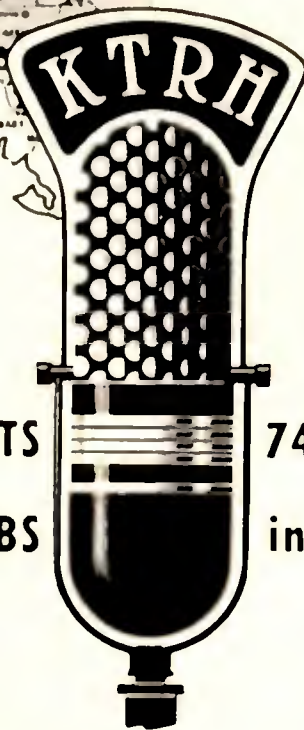
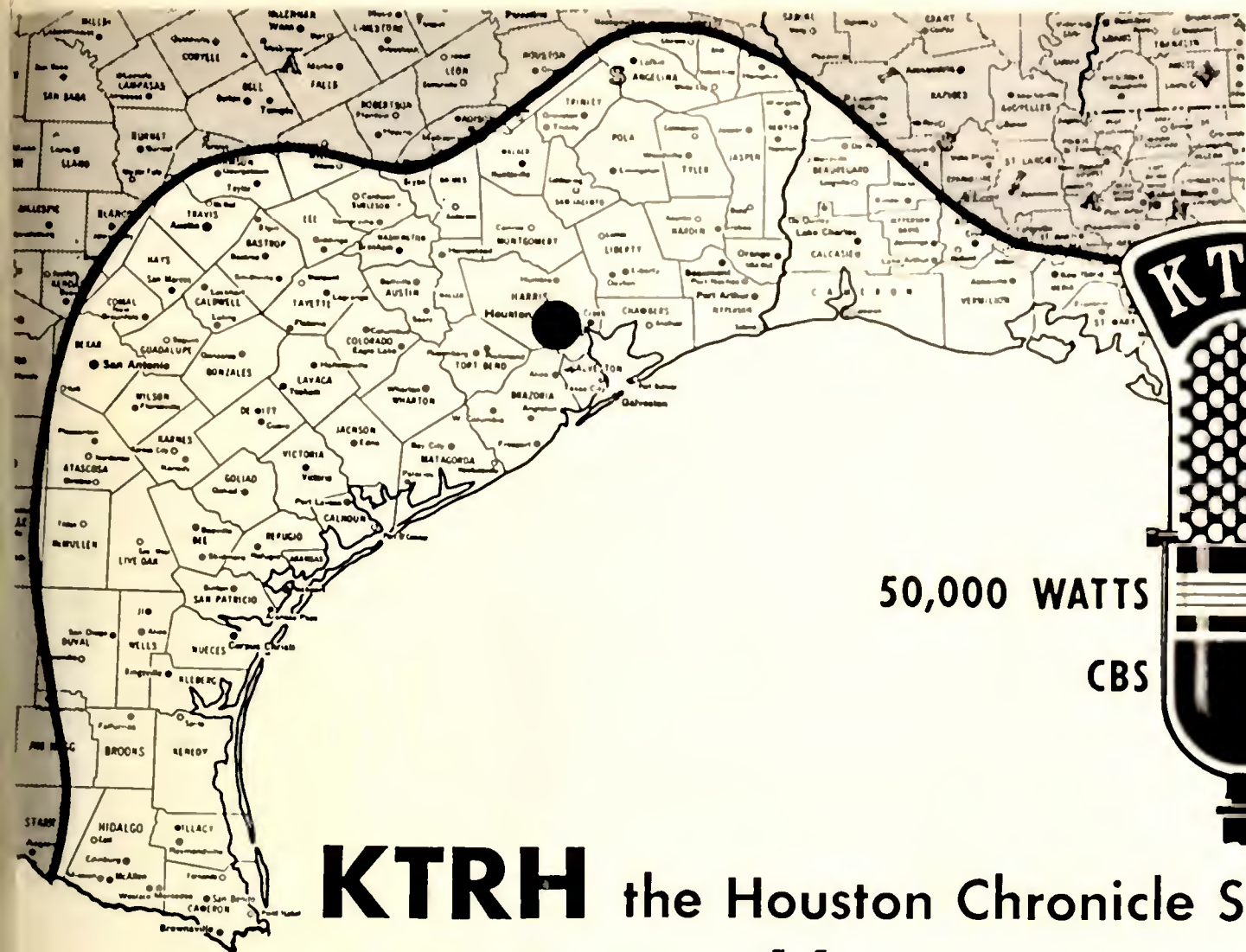
Myrtle worked her way up from the ranks to become New York operations supervisor, then director of program operations. She decided on a radio career in 1945, starting at ABC as a typist.

Myrtle Tower maintains there is no single formula for women in finding careers in broadcasting, recalling, "I got my job through the *New York Times*."

**"Sell, Smile, Sing":** A new slogan for happiness in the home and in a radio or tv station comes from Virginia Atter, staff announcer and lady m.c. of *Open House*, Mondays through Fridays 4:00-5:00 p.m. on WMBR, radio and tv, Jacksonville, Fla.

"Sell, smile and sing, if you have to," she says, "but major in sell."

Ginny, who's a beautiful, unattached female with earnings well in the five figures, has parlayed the "three S's" into a daily show that's sold-out where future clients are concerned.



50,000 WATTS

740 KC

CBS

in Houston

**KTRH** the Houston Chronicle Station  
*now represented by...*

PETERS, GRIFFIN, WOODWARD, INC.  
*Pioneer Station Representatives since 1932*

**KTRH first in HOUSTON**

57 County-Area Pulse in and out of home—Spring—1957

• **first in the Morning**  
 (23 out of 24 quarter hours—6 AM to Noon)

• **first in the Afternoon**  
 (23 out of 24 quarter hours—Noon to 6 PM)

• **first at Night**  
 (23 out of 24 quarter hours—6 PM to Midnight)  
 (Mon.—Fri.)



NEW YORK  
 10 Park Avenue  
 Ukon 6-7900

CHICAGO  
 2 Prudential Plaza  
 FRanklin 2-6373

DETROIT  
 Penabscot Bldg.  
 WOadward 1-4255

ATLANTA  
 Glenn Bldg.  
 MUrray 8-5667

FT. WORTH  
 406 W. Seventh St.  
 EDisan 6-3349

HOLLYWOOD  
 1750 North Vine St.  
 HOLlywood 9-1688

SAN FRANCISCO  
 Russ Building  
 SUtter 1-3798

# AN Essential BUY IN WASHINGTON STATE



# KPOQ

## WENATCHEE

The AA STATION

The MIDDLE of Washington State, growing economy based on diversified agriculture\* and metal industries.†

\* The Apple Capital of the World, plus 1,000,000 new acres of irrigated farm lands.

† Alcoa, Keokuk Electro, and other metal industries have selected Wenatchee plant sites due to low-cost hydropower from the Columbia River dam system. More are coming!

### That's AUDIENCE APPEAL:

We program to our audience, with SELECTED top network programs plus local color . . . music, news, farm shows, sports — the things people call about, write in for, and participate in.

# 5000 WATTS

# 560 KILOCYCLES

KPOQ's 5000 W, 560 KC combination gets way out there, covering Central Washington, parts of Oregon, Idaho, and Canada. We know because of our regular mail from those areas. Then too, we have no TV station here, we're separated from Seattle by the high Cascade mountains, and we're many miles from Spokane. YOU CAN'T COVER WASHINGTON WITHOUT GETTING IN THE MIDDLE, AND THAT'S KPOQ Wenatchee, Wash.

**GUARANTEE**  
TO OUTPULL all other  
North Central  
Washington media  
**TWO to ONE**

National Reps: FORJOE AND CO., INC.  
Portland and Seattle Reps: ART MOORE & ASSOCIATES  
One of the Big 6 Forjoe Represented Stations of Washington State

49th and  
Madison

### Pretty good at figures

Your issue—13 July 1957, page 10, paragraph 6 (SPONSOR-SCOPE):

"With the average bra retailing at \$3.00. Exquisite will have to sell 800,000 to break even. That adds up to \$24 million (in a trade whose total is about \$200 million)."

According to the way we uns in the deep South figure it, 800,000 times \$3.00 worth of anything comes out \$2,400,000, not \$24,000,000. If the party who did that calculating is available. I'd like to have them do my accounting on everything but taxes.

Am I among the first to call this to you'lls attention?

Clarence Feibelman, Partner  
Galenol Co., Atlanta, Ga.

### Radio silence isn't soothing

I have been in the radio broadcasting industry for many years. I have seen quite a few changes take place. Program formats, music styles and personalities have changed. I have also seen a marked increase in the use of "gimmicks." Gimmicks come and go and, if worked cleverly, can be very effective while they last. Let's face it, we'll always have gimmicks of one kind or another in radio broadcasting.

The one gimmick (and I use this word for lack of a more appropriate one) that does radio no good is the use of a period of silence in place of a commercial. Of all the ridiculous ideas, this is it. How much more of an admission can a radio station make that their commercials are presented in an unfavorable manner.

If commercials are written intelligently and read pleasantly, how can they be annoying? Everyone in radio knows that a few seconds of silence preceding a commercial is an attention-getter. For a moment the listener, unaccustomed to silence, is startled into thinking that his electricity has been cut off or his radio has gone dead and listens intently for some sound to come through.

Then the commercial starts taking advantage of his attention. That's an old, tried and proven gimmick, but

can't be used too often. But to "sell" silence and explain it in such a way does nothing but make the station appear puerile. If the listener really wanted silence, a flick of a switch would accomplish this.

John T. Clayton  
*director, public affairs*  
*WILL, Hempstead, Long Island*

#### Over-commercial restraints

KSFO deserves the accolade of your June 3 Sponsor-Scope for restraints against over-commercialization, including a maximum of 3-minutes commercial in a half-hour and no double-spotting of a minute announcement. KSFO's Bill Shaw and Bert West are bringing to San Francisco the high principles which made them so liked and respected among their fellow broadcasters here in Los Angeles.

At the same time I'm sure neither you nor they intended the impression that this clean policy is a newsworthy "first." Many fine radio stations have operated with even stricter restraints for years. Here at KBIG we've had a 3 $\frac{1}{2}$ -minute commercial maximum per quarter-hour, plus no doubling of minute spots the entire five years of our existence. The policy book is frustrating to salesmen and rep, but we believe it's good business for the long haul.

Robert J. McAndrews,  
*vice-president,*  
*KBIG, Hollywood*

#### Alaskan television

I certainly want to thank you for the wonderful job your magazine has done over the years for radio and television. I have never known your publication to be biased or to show favoritism—I'm sure it never will.

However, Mr. Bob Foreman's column July 20, 1957 consisted of a pitch and recommendation for KENI-TV, Anchorage, Alaska.

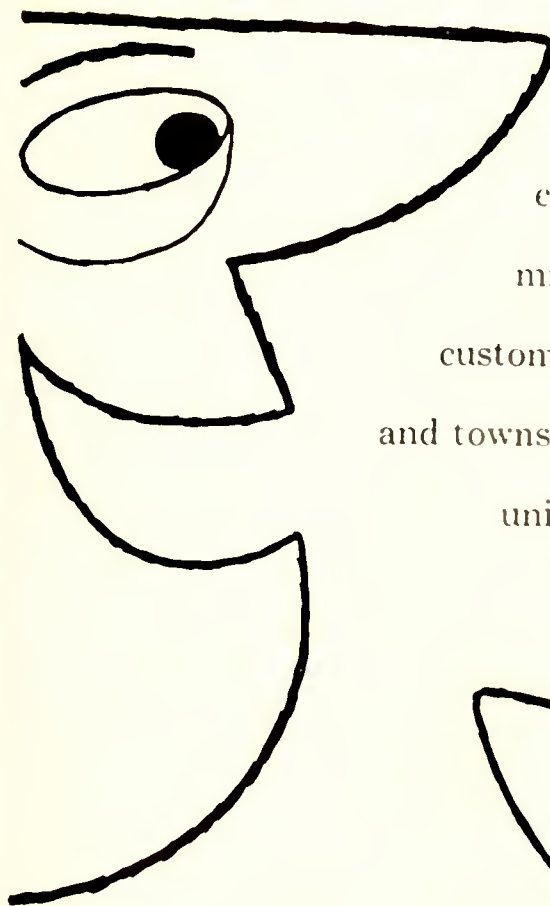
As you know I represent KTVA, Anchorage, Alaska, the CBS TV affiliate, which not only was the first and pioneer television station in Alaska but a completely locally owned station by citizens and businessmen of Anchorage. KENI is owned by the Midnight Sun Broadcasting, a branch of the Lathrop Corporation, but KTVA has every bit as much ingenuity, skill, unflagging devotion as KENI.

Roy V. Smith  
*Roy V. Smith Associates*  
*New York City*

# GREATER SALT LAKE

Yes, Greater Salt Lake!

It's a big and booming  
one hundred and eleven  
county market! It's over a  
million and a half potential  
customers in thousands of cities  
and towns! It's a gigantic audience,  
unified, reached and sold by  
50,000 watt KSL radio!



## KSL radio

50,000 WATTS  
CBS for the Mountain West  
Represented by CBS  
Radio Spot Sales

*Reaches and sells a GREATER SALT LAKE!*

**Twin habit in  
the Twin Cities:**

1. *Listening to first  
place WDGY*
2. *Buying WDGY—  
advertised products*

**WDGY**

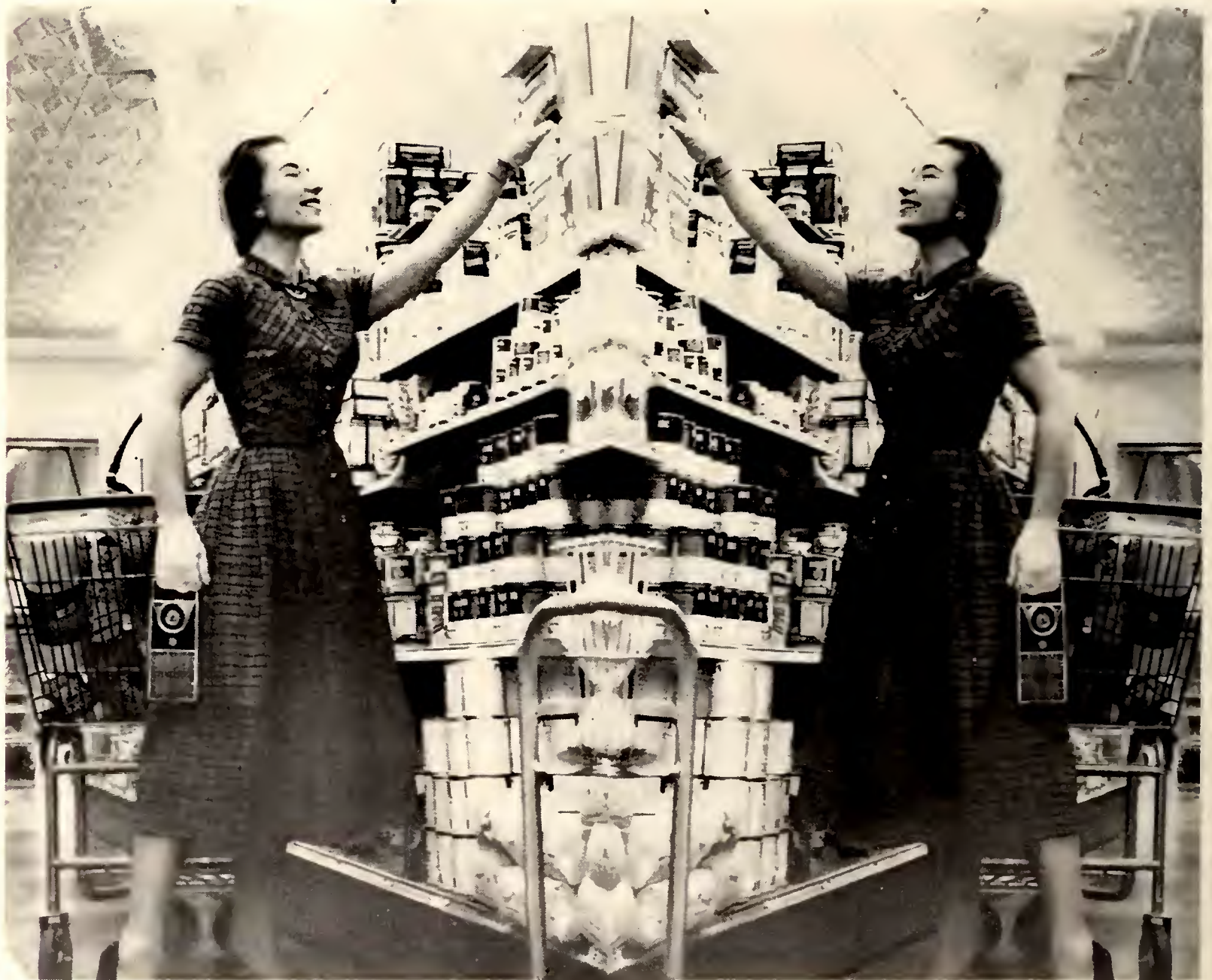
50,000 watts  
MINNEAPOLIS-ST. PAUL

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter hours, against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation. See your Blair man . . . or talk to WDGY General Manager Jack Thayer.



**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*

WHB *Kansas City*

WQAM *Miami*

REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX *New Orleans*

REPRESENTED BY ADAM YOUNG INC.



## THE MARKETING MEDIUM

Television is revolutionizing business by literally spawning new products, creating company mergers, changing products. It's the first medium whose function goes beyond merely delivering messages

**T**elevision will achieve the ultimate in impact on the American economy when viewers can order merchandise from the screen by pushing a button. But this fantasy-gadget of the future is no more startling than the impact television has already worked on marketing in just seven years.

On the basis of extensive interviewing among manufacturer and agency executives SPONSOR concludes that television underlies and bolsters many of the trends which make business in the

1950's different from the way business has ever been. To wit:

1. **More new products** have been spawned during the last seven years than at any time previous. A substantial number of these have been introduced because (a) the availability of television meant there was opportunity to launch and profit from the product quickly; and in many cases (b) the company's commitments for television time virtually made the creation of new products necessary in order to amor-

tize the tv investment. (See list of new products next page.)

2. **Companies have even merged** to get new products for television. The most recent example: Pharmaceuticals and J. B. Williams whose nuptials were announced this month. Pharmaceuticals with \$12 million invested in tv needed a product with strong summer sales potential to balance its winter-oriented line of tonics and nostrums. J. B. Williams had Skol a sun-tan oil. (See details later.)

**Many clients are rushing new products out of laboratories to capitalize on mass audience and sales effectiveness of their costly tv shows**

3. **Products themselves** have been affected. Product engineers will tell you they start thinking of tv—and ways to give products demonstrable characteristics—back in the laboratory.

4. **Self-service retailing** has accelerated in the tv era. Cause and effect? No one can know for sure. But it's an accepted assumption that tv in many cases is making up for the vanished sales clerk—and even the salesman of higher-priced items like appli-

ances and automobiles. Who can say but that the discount house with its drastic effects on distribution could not have grown without a medium which brought Betty Furness into millions of homes and made the clerk on the floor superfluous.

5. **Manufacturer sales forces** have been affected. In some cases they have been virtually eliminated, made unnecessary because of television. In other cases they have been expanded

to keep up with company growth which television has stimulated. Everywhere salesmen in major companies are more aware of advertising, particularly tv, are better trained to talk about it and use it.

6. **Strategy in marketing**, all told, has changed drastically for many products. The time needed to launch a new product is much shorter now. The time in which a company can find itself dumped out of product leadership is similarly shorter. While the American economy was always dynamic, there has been nothing like this ever before. Companies have literally changed their methods of ad budgeting so as to allow for rapid tv decisions.

Television has not been the only major force at work in reshaping U. S. business during the 1950's. This is, after all, the decade in which the need to achieve distribution became the primary problem of an economy which had solved its production problems.

The stimulus of war-developed technology, the spread-out from the cities, the hunger for homes and conveniences have all played their massive role. But if there had been no television during this period, many of the trends in marketing would have been muted.

For television, through no particular genius of those who organized it, is by its nature a different kind of advertising medium. It is actually a *marketing* medium. It achieves not just "impressions" on its audience. It frequently achieves sales decisions because it substitutes for the process of standing at the counter and examining products.

It is this simple factor of sales impact, the many who have experienced its results will tell you, which underlies all else that has happened because of television. It is this which makes it possible for television to open up distribution channels for a product in anticipation of demand—faster than anything else ever could. It is this that allows television to play a role in many phases of the marketing process over and beyond the classic function of advertising which has been merely to deliver a message.

Here are some specifics:

**Distribution:** Many products that are household words today were virtually unknown one year ago. A partial list of outstanding newcomers shows that each of these is a heavy tv advertiser from Lestoil to Jet Bon Ami to Lever Brothers' Wisk and Dove to such new

**These 50 are among new products which used heavy tv advertising \***

Alcoa Wrap  
Ban  
Big Top Peanut Butter  
Campbell's frozen soups  
Chem-O-Cell Sponges  
P&G's Comet  
Dove  
Esther Williams pools  
Flav-R-Straws  
Johnson Wax's Glade (air freshener)  
P&G's Gleem (toothpaste)  
Block Drug's Greenmint Mouthwash  
Charles Antell's Hair Curlers  
International Latex's Iso-Aspirin  
International Latex's Isodine  
Jet Bon Ami  
Corn Products' Kasco (dog food)  
Helene Curtis' King's Men After-shave Lotion  
Lestoil  
Mennen's Electric Pre-Shave Lotion  
Carter's Nair  
P. Lorillard's Newport  
Pharmaceuticals' Niron  
Noxzema's Nozain (medicated cream)  
Corn Products' Nusoft (for washing clothes)  
Block Drug's Nytol

Liggett & Myers' Oasis  
Johnson Wax's Off (insect repellent)  
Profile Bread  
Rath Chopettes  
Pharmaco's Regutol  
Revlon's men's line  
5-Day Roll-On Deodorant  
Salem  
Charles Antell's Sando Reducing Aid  
Max Factor's Sebb (hair shampoo)  
Block Drug's Sentrol  
Charles Antell's Slim Magic  
Mennen Skin Magic  
Pharmaceuticals' Sominex  
Staff Bread  
Charles Antell's Star Nail  
Bristol-Myers' Theraban (dandruff remedy)  
Fabron's Tipette  
General Mills' Trix Cereal  
International Shoe's Weather-Bird shoes  
Wisk  
Wonder Buttermilk Bread  
Wonder Poppyseed Brown & Serve Rolls  
Pharmaceuticals' Zarumin

\* Products were introduced in last two years.



cigarette brands as Salem, Oasis and Hit Parade.

"The rule of thumb in drugs used to say that you expected a dollar for dollar relationship in the first year, that is one dollar sold for every dollar spent," George Abrams, marketing v.p. of Revlon told SPONSOR. "You didn't expect to show real profit until the third year. Now in the case of a company with an established sales force, you can expect to get national distribution right off the bat. But even there tv has its effect in terms of the penetration of your distribution. Or when a company doesn't have the strength to push distribution strictly through its other products, tv has been a huge wedge with wholesalers."

Perhaps the most telling result in terms of distribution has been on products that are not directly related to the consumer. Take shoe soles as an example. Certainly few men, women or children buy shoes because of the brand of soles on them. Yet when one company put its shoe soles on tv, the brand became so well known nationally that, according to the agency account supervisor, "Retailers were more willing to stock up because of the pressure from consumers coming into stores as a result of the commercials and asking for the product."

Says John Rees, senior v.p. and director of Compton: "Television can be as important, if not more so, to the company that sells through wholesalers and jobbers rather than directly to retailers. Wholesalers get the reaction from the trade and as long as retailers are made aware of a product through tv stimulated consumer demand, the wholesaler can get faster and bigger orders. Tv has helped open up new markets for companies whose products had previously never sold there."

**New products:** Examples of tv-induced new products abound, but perhaps the clearest and most recent case of a major management decision implemented by tv is the late-July purchase of J. B. Williams Co. by Pharmaceuticals. It's no secret that Pharmaceuticals' main product, Geritol, was built on tv. Pharmaceuticals media director, Fredric Apt, is quick to give credit to the medium. "About 90% of our total advertising budget is tv and mainly network," he told SPONSOR.

In the past three years, the firm has added three new products (Zarumin, Sominex and Niron) to its three orig-

inal items (Geritol, Scrutan and RDN). The bulk of the sales still come from Geritol which sells best during the winter when people are more likely to think about their health.

At the same time, Pharmaceuticals has been hip-deep (to the tune of \$12 million this year) in network tv, with three major year-round properties. The choice was obvious: You either ride with the big tv investment and figure that it pays out during the peak winter season, or you try to capitalize on show popularity and vast circulation by adding another summer product or several products. J. B. Williams Co., with Skol suntan preparation as its main product, was a natural.

**Packaging:** Without question, packaging has been most drastically affected by television, and this refers not only to the design and color of new packages, but also the trend toward combination packages for price promotions or new product introductions and visual, demonstrable gimmicks.

The new Marlboro, Salem and Newport packages are only a few of those designed with tv advertising as a major influence on color, lettering, shape and visual gimmick. But in many instances, the demonstrable feature is even more clearly incorporated into the product as well as the package, as in the case of Jet Bon Ami.

"People are designing products with  
(Please turn to page 83)

## MARKETERS (AND THE FACTS) REFUTE "TIMES" TV STORY

The nation's marketers apparently disagree with *The New York Times*, which, on 25 July 1957 stated in a front-page story that tv for the first time in its history is experiencing difficulties in selling nighttime network time. As TvB stated in a reply, far from suffering such a decline, the medium as a whole, including daytime, network and spot, has shown continued growth over 1956. Said TvB: "ABC, CBS and NBC have more dollar sales firmly contracted for the 1957-1958 season than ever before. SPONSOR last year reported 18 half-hour nighttime network availabilities and, in contrast, its Tv Radio Basics will show 15 half-hour opportunities this year." As the article in these pages states, tv is unique in the number of marketing functions it performs. It's also unique in the degree to which it is spotlighted by printed media. TvB and others contend front-paging a media story by the *Times* is unprecedented.

(See editorial, page 90)

### *Poor Demand for Time Besets TV; 'Toughest Season' in Ten Years*

By JACK GOULD

The television industry, which available one and one-half hours for ten years has thought in weekly; the National Broad at terms of continuing boom, ising Company, three hours, an experiencing the "softest" de- the American Broadcasting Com- mand for air time that it has pany, five and one-quarter hours ever known.

Inflationary forces in the na- is the greatest invention of an- tional economy, the spiraling said evening hours that they costs of shows and changing ever been, an ex- lative ap- conditions within the indus- served.

were held responsible for what. Network officials and with a network official described a being agreed, agreed that the be toughest selling season via, the world's largest of a or b

# HOW TO MAKE EVERY RADIO DOLLAR WORK LIKE TEN

When North American Van Lines and its Hoosier ad agency put heads together on investing a \$250,000 budget, they stretched it to many times its face value. Using network radio show spearhead, they wound up with about \$530,000 worth of publicity and bonus of \$260,000 in local radio

**G**etting the most mileage out of its rolling stock is one aim of any public carrier, but North American Van Lines, Inc., a long-distance moving organization with world headquarters at Fort Wayne, Ind., has gone a step farther. It knows how to get maximum mileage from its radio advertising budget.

NAVL, to use its trade name, does not have a multi-million advertising appropriation. But in its network ra-

dio program, begun last November, every dollar of its relatively modest \$250,000 outlay for broadcasting worked overtime.

As a result of this \$250,000 time-talent-promotion investment, NAVL agents invested another \$260,000 in local spot radio, and all of this together, the company estimates, has produced some \$350,000 worth of publicity and about \$180,000 worth of plugs on network and individual stations.

Applegate Advertising Agency, Inc., of Muncie, Ind., which has served NAVL since 1949, developed the campaign. Its job was to create nationwide public acceptance for NAVL among two types of prospects: (1) individual families and (2) business firms. Since long-distance moving is ordered on the basis of confidence, both in the local mover and the van line he represents, North American's president, James D. Edgett, felt that a

## Any sponsor can profit by using North American's check off list for radio success

*While you are reading this article, 2,500 families are moving via the vans of North American. Much of this success is due to their intelligent use of radio in which they parlayed a \$250,000 budget into many times that value in accrued advertising through individual spot radio agent tie-ins with the parent company's show amounting to \$260,000; through state salutes that brought roughly \$530,000 worth of publicity in the press and on the air across the nation.*



### ✓ Tailored programing

Alex Dreier (r) on NBC's Monitor for NAVL, interviews van lines president, James Edgett. Dreier was natural for theme "Man on the Go for Van on the Go"



### ✓ Built in publicity

Governor Williams of Michigan records greeting for Dreier's "Salute" to his state. Salutes got one million lines of publicity

dignified yet friendly radio program was needed, one to build prestige rather than merely amuse or entertain.

A news or commentary type of program was indicated. Numerous commentators were considered, but one had a natural advantage. Alex Dreier, veteran NBC war correspondent and news analyst, had been known for years as "Man on the Go," a title tied perfectly to a moving business theme. John Lukens, former NAVL ad manager and now account executive with Applegate, suggested the slogan, "Man on the Go for the Van on the Go"—and that was it.

Beginning last November, Dreier was presented in a series of five-minute segments every weekend on NBC Radio's *Monitor*. One segment was scheduled for Saturday morning to reach homemakers, one for Saturday evening, another for Sunday afternoon aimed at the auto traffic audience. The main feature was a 10-minute (two five-minute segments) show on Sunday evening that consisted of a "Salute" to one of the 48 states.

One of the factors that led NAVL and its agency to spearhead its 1957 campaign with *Monitor* was the increase in the popularity of radio as a local advertising medium among its 1,100 agents across the U. S. A survey three years ago showed that only 8% used radio; in 1956, 30% were using radio. This year the percentage is well over 50. A special analysis

among NAVL's agents who produce the most business revealed that 81% of them advertise on local radio stations. The Alex Dreier programs gave these agents a fine tie-in opportunity and accounted for a large part of this year's increase in their use of local radio.

These tie-ins were accomplished in this way: NAVL and Applegate Agency had Dreier record a series of special five-minute programs and made them available to NAVL agents for use on local stations of their choice. These programs were prepared at the rate of three a week, and offered at a nominal cost. Agents who signed up for NAVL's co-op advertising fund could have 50% of the cost refunded, making their net charge for talent per program minimal.

These programs had the same newsy flavor of the *Monitor* shows, but contained no spot news so that they could be used locally at any time. Some 150 NAVL agents signed up for these local shows, and on an annual basis it is estimated they will invest more of their own money on time charges than the parent company does on *Monitor*.

While these local shows are aimed at long-range growth rather than at immediate orders, many agents are reporting direct results. One NAVL agent in Virginia pinpointed eight local and three long-distance moves within the first month (On long-distance moving contracts, agents receive

a commission from NAVL). Another agent in the Midwest found his storage business had gone up 100% since he began using the Dreier recordings. One California agent wrote the parent company saying: "Our phone-ins have increased. Company-paid moves are going up. Our salesmen are being welcomed in the home to make estimates."

How has this double-edged radio campaign worked for the over-all business of North American Van Lines? Since the start of the *Monitor* show less than a year ago (it will be resumed in September after a summer hiatus) business volume has increased more than 20%. Since May, bookings on long-distance moving jobs have stood at near-capacity and continue solid through August. By year's end, William L. Sueltes, NAVL's vice president in charge of sales, foresees an all-time high gross of well over \$30 million.

The parent company's \$250,000 budget has been stretched in all directions through intelligent merchandising and promotion of its *Monitor* spearhead. The "State Salutes" segments on Sunday nights are one example of the Hoosier savvy that went into the whole campaign. First, public officials in the state to be saluted are contacted for background data, and arrangements are made for the governor of the state to introduce the "Salute" with a recorded greeting. Among prominent governors who have sent such greet-



Alex Dreier, the radio voice of North American Van Lines, reports on the war people feel about North American moving service.

"The words of America's homemakers... women who have had a North American 'Wife Approved' move... tell the story best!"



Author and Staff Writer, members of national press and in service, national.

## EXTRA! HOT NEWS FLASH!

FOR NORTH AMERICAN AGENTS

# ALEX DREIER, "MAN ON THE GO TO STAR FOR "VAN ON THE GO"

Famous News Commentator to Head 4 Radio Shows Weekly on NBC *Monitor*

FIRST BROADCAST NOVEMBER



### ✓ Merchandising star

"Man on the go" meets the "van on the go" when NBC's Alex Dreier chats with driver of NAVL van. Van signs advertise the program

### ✓ Print support

Color spreads in *Saturday Evening Post*, *Lite* and *Fortune* feature editorial material signed by Dreier and also advertise the radio show

### ✓ Agent promotion

This tabloid was just one of several pre-show promotion pieces sent to NAVL agents who tied in to campaign with local radio buys

**Nothing was left to chance in developing this campaign that gave long mileage to relatively low budget**

ings to "Man on the Go and Van on the Go" are Knight of California, Lausche of Ohio, Herter of Massachusetts, Leader of Pennsylvania, Harriman of New York.

Next, news releases describing the upcoming program are sent to every daily, weekly and Sunday paper in the state. Pictures of Dreier are included. A follow-up story is mailed to arrive in time for Monday papers covering the show. In the first six months, an estimated 500 pages of clippings were received, totaling about a million lines, boosting the show and in most cases mentioning North American. Requests for reprints of the "Salutes" have poured in and publicity has spread well beyond the daily press. Georgia's Department of Commerce Bulletin carried Dreier's "salute" to that state in full. Connecticut used their "Salute" as the lead article in its brochure, "Connecticut Holiday."

Meanwhile, NAVL and the Applegate Agency have been merchandising the show to its own agents through its house organs and through special promotion pieces. Personal appearances are made by Dreier from time to time at regional meetings of NAVL agents. Large decals have been sent to each agent to spot on his trucks. These bear the slogan: "Tune in 'Man on the

Go!' Alex Dreier on *Monitor*, NBC Radio," thus turning several thousand trucks into rolling billboards advertising the radio campaign.

But they didn't even stop selling the show there. Tying in with its *Monitor* series, North American has used several full-color double spread ads in *The Saturday Evening Post*, *Life* and *Fortune*. These advertisements are in the nature of editorial pieces with the by-line of Alex Dreier. Each also promotes the "Man on the Go" series.

To help its agents promote the Alex Dreier broadcasts in local newspapers, NAVL has available for them mats advertising both the *Monitor* programs and the agents' own local shows. The sheets for ordering these mats were just part of a promotion package that went out in advance of the show's start. It also included a record that carried a typical Alex Dreier broadcast along with a recorded message to the agents from NAVL's president, James Edgett. Also in the package was a tabloid newspaper explaining the purpose of the campaign, how agents could take full advantage of it and a biography of Alex Dreier. Finally, there was a question-and-answer sheet explaining such things as the fact that although the *Monitor* series was on NBC, agents were free to use, for their own local

shows, any stations they felt would do the best job.

The commercial copy theme of both the *Monitor* programs and the agents' own shows is built around the NAVL trade-mark slogan, "Wife-Approved Moves." This appeal was chosen after extensive research showed that in family movings the wife is the most influential factor in the selection of the van line in 86% of all cases.

In the coming radio season, NAVL plans for Dreier include extending the Sunday night "State Salutes" to pay tribute to Canada, Alaska, Hawaii (North American has 100 agents around the world) and what states remain to be saluted. After that, a different format may be adopted.

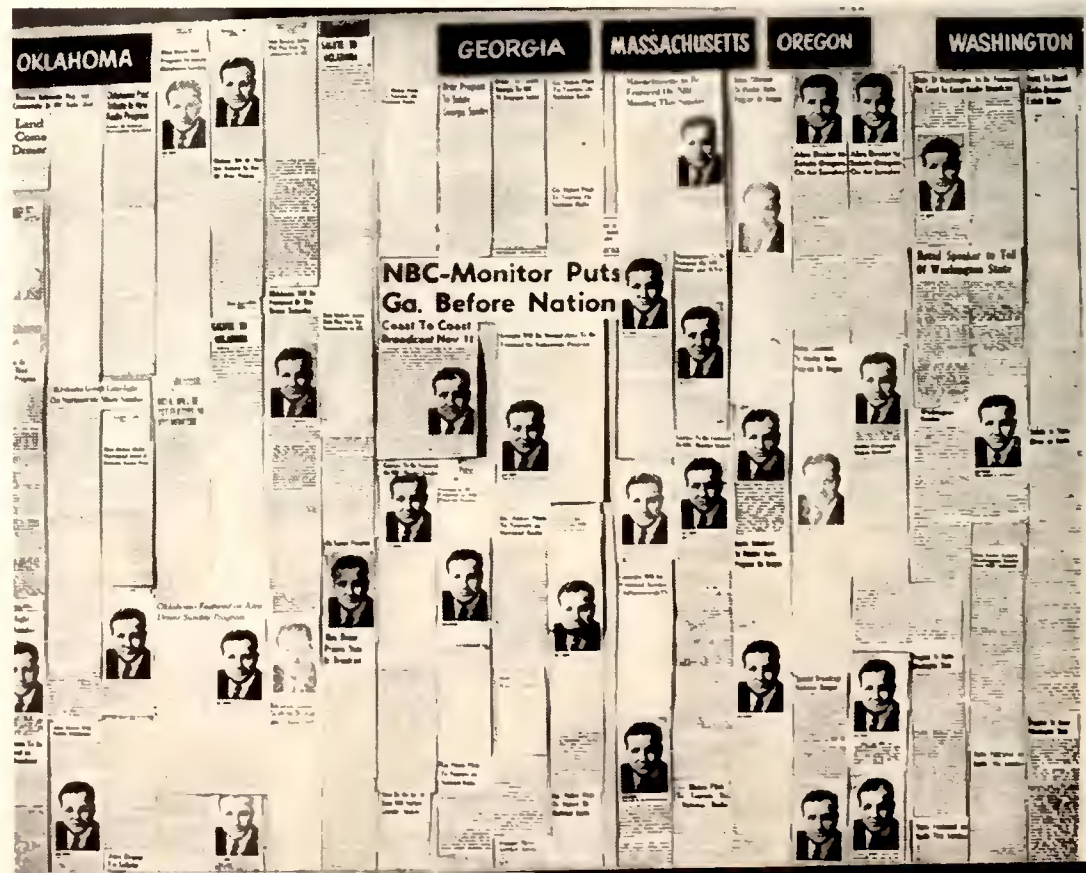
The agency that developed the NAVL campaign and correlated all the arms of promotion and merchandising that stretched the \$250,000 budget into one with many times that valuation is headed by M. Ray Applegate. Harry L. Bird is its vice president in charge of radio. It also is one agency that in recent years bought its own airplane for the use of executives.

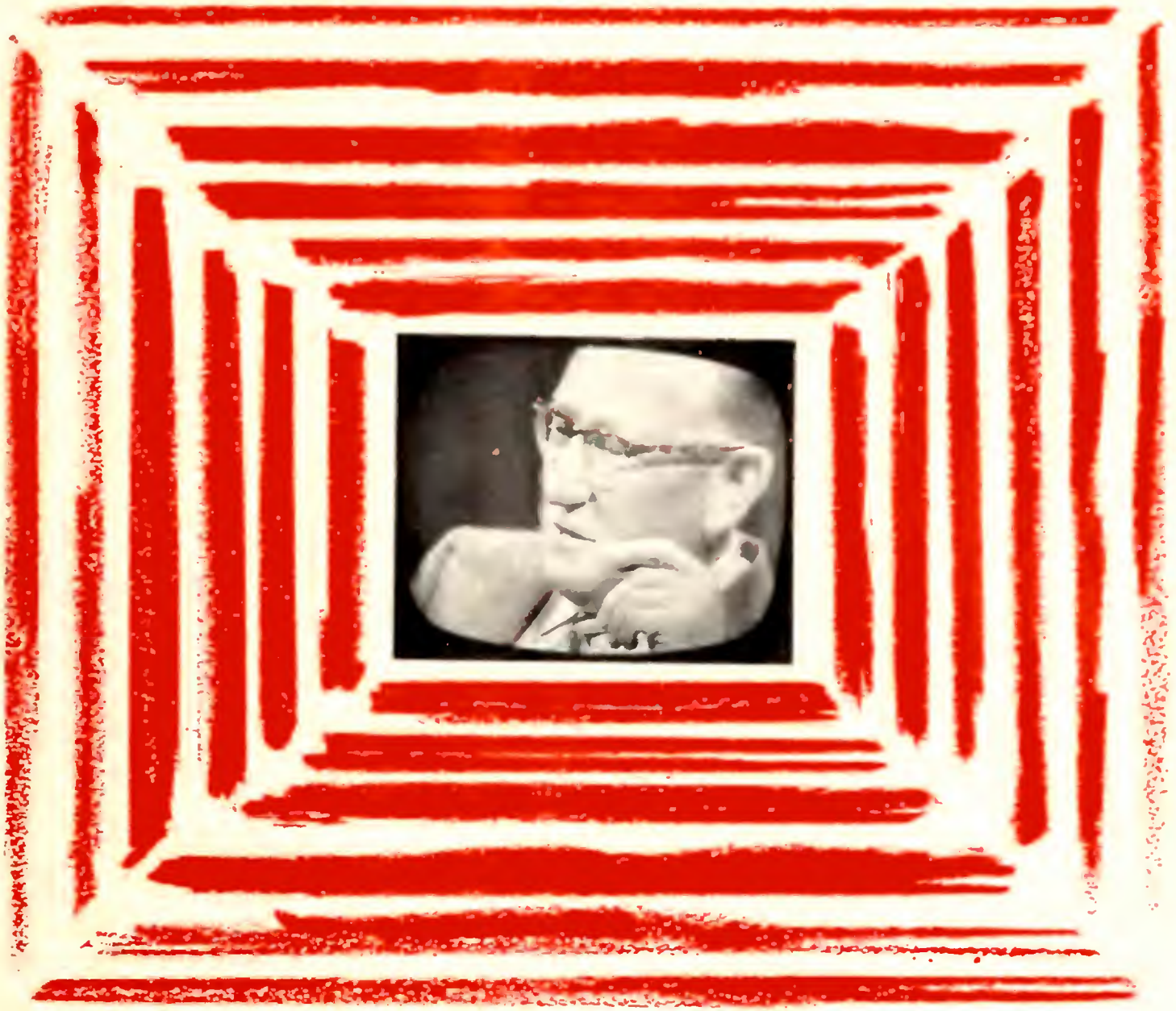
The Applegate handling of North American Van Lines budget in order to get the maximum mileage for its radio dollars demonstrates once again that Madison and Michigan Avenues do not have a monopoly on ingenuity and progressive advertising techniques. Main Street, U.S.A., is strong in this department, too.



**Star meets admen:** NBC's Dreier visits Louis E. Hoffman, NAVL ad manager (r.), Herbert A. Carlson, v.p. of Applegate Agency

**Press clips aplenty:** Some of the more than 500 clips collected in the first six months of Sunday night "Salute to States" on *Monitor*. About one million lines in the press resulted from this series. NAVL estimates this newspaper publicity was worth at least \$350,000





# INSIDE DR. DICHTER

What is he like—this man who has become synonymous with Motivational Research and who may be remembered as the Freud of Madison Ave.? How does his Institute test a tv commercial? What makes a commercial work?

by Bill Miksch

"Naturally I was impressed by the great inventive genius of the guy," said an intimate business acquaintance of Dr. Ernest Dichter who remembers him in the years between his arrival in America and his founding of the Institute for Motivational Research. "But what impressed me more strongly," this friend recalls, "was Dichter's own great feeling of insecurity.

"Maybe it was because he left school as a kid to support his family, then

nearly starved to death in Paris and finally made it to the United States just a hop, skip and jump ahead of der Fuhrer's invasion of Austria. Anyhow, he never could be involved in too many money-making projects at once. He had to run faster and think quicker than anybody else."

How correct this layman's analysis is of one of the great mass psychoanalysts of our era is anyone's guess. But it well may have been a lack of secur-

ity that drove Dr. Dichter, in less than 20 years, to such a lofty position that the industrial giants of the world come to him for marketing guidance. It may also explain why Dichter chose, for the site of his Institute, the highest peak (elevation 536 feet) in Croton-on-Hudson, New York. If anything can motivate a sense of complete security, the Doctor's view of the Hudson River Valley should do it.

From this aerie, ruddy-complexioned,

rusty-haired Dr. Dichter directs the activities of some 75 staffers and clerical workers "in residence" (actually they do not live at the Institute but in such nearby places as Peekskill, Ossining, Harmon and Croton), a corps of 1,000 trained interviewers scattered across the U. S. and in Mexico, as well as staffs of branch Institute offices in Canada, France and Switzerland. He will shortly add branches in Germany and England.

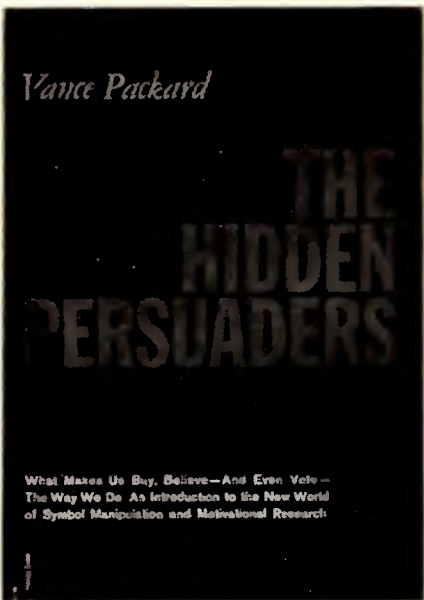
Out of this vast web of research come five basic services to clients and advertising agencies: (1) complete and pilot studies; (2) testing services, including the new Motivating Response

frightening." Advertisements for it carry the provocative heading: "What are they doing to YOU?" Since Dr. Dichter is mentioned on 50 pages of this book, about three times oftener than is any other practitioner of MR, it is often referred to as "That Dichter book."

Yet there is nothing "frightening" about Dr. Dichter. Peppery, yes. A fast-rising, quick-cooling temper—product perhaps of Viennese temperament and red hair—is the closest he comes to inspiring "fright." Offsetting this is a lode vein of good humor and understanding reflected in an infectious grin and twinkling blue eyes behind horn-

MR," one adman told SPONSOR. "It is as simple as the guy who runs the corner grocery store trying to understand his customers."

MR. Dichter explains, does not impose the will of a manufacturer upon the consumer in order to force him into buying a certain product. It is rather the tailoring of the product and its advertising to meet the real wants of the consumer. Since Dichter has always stressed the "emotional" factor in advertising ("To women, don't sell shoes—sell lovely feet"), and because he has pointed out that the public's swing away from its old "puritan complex" has made the desire for comfort



"Frightening" is NY Times description of book on MR. Ads ask "What are they doing to YOU?"



"Not frightening," is reply of Dr. Ernest Dichter, founder of Institute for Motivational Research. "MR is simply the application of psychological and social scientific techniques to the study of consumer buying habits. I'm no 'hidden persuader'; I can't even persuade my kids"

Patterns testing of tv commercials; (3) continuous services for long-range guidance; (4) creative research memos on specific questions, and (5) creative consultations on sales and advertising problems.

Innocuous as these services sound, they have lately been hauled out into the public square and branded as "terrifying." Perhaps the phrase that Dr. Dichter himself coined to describe his techniques—"Motivational Research"—and its subsequent shortening to "MR" has a vaguely ominous and bureaucratic ring that suggests the American consumer is being manipulated into buying, voting or living as "Big Brother" thinks he should.

"The Hidden Persuaders," a best-selling book on MR by free-lancer Vance Packard, now in its sixth printing, has been described by the *New York Times* as "Fascinating . . .

rinned glasses. The brain behind it all might well be capable of forcing its will on others, but it won't. It would rather let you make up your own mind, meanwhile anticipating exactly how you're going to do it.

"A lot of research looks back over its shoulder," says George Huntington, vice president of Television Bureau of Advertising, for whom Dr. Dichter did a study on the impact of media on women in super markets. "But Dr. Dichter always looks ahead."

Nor is Motivational Research "frightening." It is nothing more than the psychological and social scientific techniques applied to the study of consumer buying habits.

"I'm not a 'hidden persuader,'" said Dr. Dichter. "If I was, I could more often manage to persuade my kids to do what I tell them."

"There is nothing terrifying about

and luxury and prestige the major sales appeals, the question of the morality of MR has been raised.

It has probably been raised again since the July-August issue of Dr. Dichter's monthly marketing magazine, *Motivations*, which baldly stated that "The trouble with American advertising today is that the power of real, unadulterated sex is almost completely lacking." This was based on an analysis of 100 tv commercials and 200 magazine ads. "Put the libido back into American advertising," *Motivations* advises.

This does not mean that Dichter advocates replacing tv commercials with French postcards. It is simply a recognition of the truth that sex has a pretty basic appeal.

"Dr. Dichter always came through with truthful answers," says Monroe Greenthal, president of Monroe Green-

thal Co., New York, who was one of Dichter's first clients and went on to use his services in the years since. "He never tried to get you the answers you wanted to hear; whatever his findings, that's what you got.

"Another thing that struck me," Greenthal said, "was the intelligent way he tackled a problem. Most market researchers want guidance and more guidance from the client. But Dichter gave the guidance. He told us what questions should be asked."

In speaking to a number of other Dichter clients past and present (His institute has completed more than 300 studies—many ranging from \$20,000 to \$30,000—in almost every field of consumer research), the words most frequently used to describe him were "dynamic," "vital," and "stimulating."

Langdon Littlehale, advertising director and sales manager for Mosler Safe Co., for whom Dichter has been conducting several studies in the past years, told SPONSOR, "The Doctor does more to stimulate your own thinking than anyone else you're ever likely to deal with. He can spout ideas faster than you can keep up with them and always comes up with a fresh approach." Mosler Safe advertising has traditionally used the fear approach ("What if you are robbed or wiped out by fire?"). Now it is switching to a more positive tack ("You'll never have to worry if you have a Mosler Safe") because Dr. Dichter found that, in these troubled times, it's better not to frighten people.

"He's really at his best when he's free-wheeling with ideas," another ad-man said of Dichter. "It's a tremendous experience sitting in a conference room with him."

"The earlier Dichter's in on a problem," says another client, "the better the chances for a quick solution."

But not everyone in advertising has unqualified praise for "Mr. Mass Motivations." Some, although unanimous in admiration of Dichter's personal bounce and brilliance, question the wisdom of complete reliance on MR. Since its foundation is the "depth" (long and exploratory) interview of a sometimes small group rather than the less "deep" questioning of greater numbers, they feel that it may not adequately present the feelings of the masses.

"If any weakness lies in MR," one researcher told SPONSOR, "it is this business of looking at the public as a single patient lying on the psychiatric



**Misery of Choice:** MR turned up fact that customers agonize before too many brands. Here a boy member of Institute's control group acts out "Misery" in Living Lab



**On the air:** Dichter's Institute sponsors weekly MR program on WJVA, Peck-kill



**Living Laboratory:** Children from Croton, N. Y., express feelings they get from ads

**Tv testing:** As relaxed as in their own living rooms, members of Institute consumer panel watch tv commercials, express reactions that point up weak and strong ad points





When Saran-Wrap was introduced, Dichter conducted studies of the product and its tv commercials. Findings resulted in improvement of the wrap and changes in commercial

couch. We're too complex for that."

For a well-rounded market survey, this researcher along with many of his confreres feels you need to count more noses than MR is prone to do. "Maybe the difference is the Atlantic Ocean," he went on. "The American psychologist is strong on proof; the European psychologist is strong on insight."

Dichter is a European psychologist. He was born in Vienna in 1907, left school at 15 to help support his family by working as a window decorator, sign painter and sales clerk in a Vienna department store. Through a special government test for impecunious but deserving youngsters, he was later able to enter the University of Vienna, then went on to the Sorbonne in Paris. His Parisian sojourn was a lean one, and he was forced to work at all sorts of jobs simultaneously to make ends "nearly" meet.

In Paris, Dichter found his "first love"—a girl psychologist. But the whirlwind romance got suddenly star-crossed when the girl up and fell in love with another fellow. Dichter returned to Vienna without the girl but with a greater interest in psychology than ever.

After his doctorate from the University of Vienna and his *Licencie es lettres* from the Sorbonne, he established a psychoanalytic practice in Vienna on Berggasse, directly across the "gasse" (street) from Freud. "I only used to see him," Dichter recalls. "I never met him. He was an old man then and no longer practicing." In addition to his psychological work with individu-

als, Dichter also did commercial market research. MR was getting underway.

During this period, Dichter fell in love again, this time with a concert pianist—a pretty brunette named Hedy. They married, and it is Hedy who today serves as treasurer and interior decorator for the Institute at Croton, manages the Dichter resort-art colony estate at Montrose, N. Y., looks after their two children (Tommy, age 16 and Susan, 14) in the Dichter home at Ossining, N. Y., and still finds time to give piano lessons.

Whatever plans the Dichters might have had for remaining in Vienna were short-lived. Storm clouds were gathering across the border as Hitler eyed Austria. "Friends began advising me to get out of Vienna," says Dichter, whose name had begun turning up with uncomfortable frequency in the Nazi press. That was all the motivation he needed.

They made it to Paris a few months before the Austrian invasion and applied for visas to the U. S. The vice consul was concerned about Dichter's ability to support himself and his wife if they came to the U. S. Dichter unfolded his dream for Motivational Research, and the vice consul gave him his personal affidavit. The Dichters arrived in America in 1938.

Three days after landing in New York, Dichter had a job with Market Analysts, a small research organization. He stayed long enough to try to interest them in MR, then struck out for himself. His first assignment on his own was from Ed Battey, now vice

president and director of research for Compton Advertising; the client was Ivory Soap. In typical fashion, Dichter eschewed statistics and numbers in favor of "the psychology of bathing." As a tv advertising executive recently said: "Dr. Dichter has always been the exact opposite of an IBM brain."

His big break came in 1939 when he interested Chrysler and its agency, J. Stirling Getchell, in motivational research for Plymouth. The results of this survey, which showed motorists were far more wrapped up in the thrill of the open road than in how many nuts and bolts were in the engine, brought Dichter national recognition by *Time* and other magazines. Getchell gave him a secretary.

"What do I do with her?" asked Dichter, who had become accustomed to operating solo.

For the next four years, Dichter remained with Getchell, conducting more than 30 surveys. Then, at the suggestion of Dr. Frank Stanton, he joined CBS as a research psychologist, made the first full-scale study of tv programs and commercials in 1945. A year later, he founded his Institute for Motivational Research on his 20-acre farm at Montrose, N. Y.

The Montrose farm represented Dichter's only deviation from market research. Indulging a whim for farming, Dichter stocked it with a herd of cattle and 2,700 chickens. When half the chickens suddenly died, the Dichters turned the coops into bungalows and started a summer colony on the theme, "Vacation From Yourself." It was, in Dichter's words, the "psychological equivalent of a Catholic retreat." The first ad he prepared stressed only the benefits to one's psyche, ignored the facilities offered—yet drew 300 replies from a single newspaper insertion.

Small wonder that Dr. Dichter has sometimes been described as "a better adman than scientist."

"I never know just how to take it," Dr. Dichter says, "—as a compliment or an insult. Actually the whole charge is absurd. In order to be a good scientist, you must be creative. The ability to see several apparently unrelated things together, then relate them creatively into good advertising is certainly a science. I don't see where being an adman lowers the stature of a scientist."

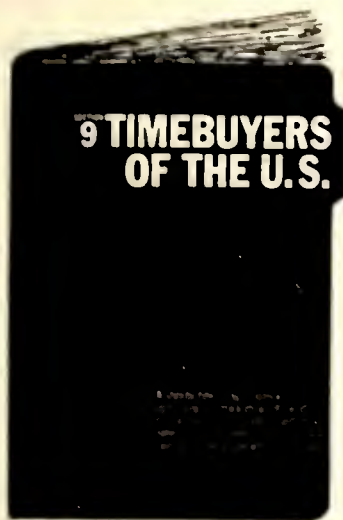
Once he had set up the Institute,

(Please turn to page 57)



## PART TWO

Reprints of the Timebuyers of the U. S. in its entirety will be available later this summer. Write: SPONSOR Services Inc., 40 E. 19th St., New York 17, N. Y. Next installment will appear in the 10 August issue



# TIMEBUYERS OF THE U.S.

Most extensive list of timebuyers yet published links buyers with their accounts (particularly regional or national spot clients), gives agency's address, phone

**T**he Timebuyers of the U. S. listing, whose second installment starts on the next page, is probably the most complete such list yet published. Primarily the list is adapted from the summer 1957 edition of *Time Buyers Register*, published by Executives' Radio-TV Service of Larchmont, N. Y. Added to this basic list is information which was reported directly to SPONSOR by agencies.

*Time Buyers Register* is published three times a year and sells for \$15 a copy. It has been issued for six years and is compiled from a nationwide survey of agencies.

The *Time Buyers Register* list was modified by SPONSOR as follows: Client lists of many agencies were shortened both to save space and to throw emphasis on national and regional accounts. Accounts which appeared to be strictly local in their operation were most frequently eliminated. An asterisk (\*) after the agency name indicates that the agency's client list has been shortened. A dagger (†) indicates the agency reported directly to SPONSOR.

The listing is alphabetical by states with cities appearing alphabetically below the state heading. Agencies are listed

alphabetically by cities and include address and phone.

Each agency's listing includes the agency name, address and phone number. Then in bold face appear the names of media executives (if they were reported) and timebuyers.

Accounts are then listed, followed by the name of the buyer handling that account. In cases where agencies prefer not to specify which buyers are assigned to which account (because of a team operation or rotating assignments) buyers and accounts are listed separately.

SPONSOR in most instances has eliminated listing of agencies which mentioned no accounts. Agencies so omitted which have since returned to active use of national or regional spot tv or radio should so report to SPONSOR at 40 E. 19th Street, New York 17, N. Y. SPONSOR plans to reprint the list in a convenient booklet and will be glad to expand it to cover additional agencies active on the air.

The list, which started in the *Tv Radio Basics* issue, will be continued in succeeding issues until complete. An addendum, if required will be published with the final installment of the listing.

## NEW MEXICO

### ALBUQUERQUE

#### WARD HICKS ADVERTISING\*

315 Gold Ave., S.W., Albuquerque, N. M.  
7-8844

#### Tam Jones

Navajo Freight Lines (trucking), Oden Motor Co. (Chevrolet-Goodyear), Edgar D. Otto & Son (concrete prods.), Valley Gold Dairies (dairy prods.)

#### DUKE KERSTEIN ADV. AGENCY\*

117 Marquette Ave., N.W., Albuquerque, N. M. 7-9686

#### H. Duke Kerstein

Driver-Miller Plumbing Corp. (Eljer, Mission), Electric Supply Co. (GE distributor), McClain Music Co. (Lester Pianos), NM Motor Carriers Assn., Paris Shoe Stores, Southwest Moving (North Am. Van Line agt.), State Wide Mfg. (Zip Potato Chip & Food Products)

## NEW YORK

### ALBANY

#### DAVE FRIS ADVERTISING\*

277 Lark St., Albany 10, N. Y. 5-1429

R. David Fris, Harry B. Rezzemini, Owen Norton, Catherine A. O'Connor, Mary E. Humphrey, Donald J. Moore

Canada Dry Bottling Co. of Albany, **Maare**; Dobler Brewing Co., **Fris**; Frank Adams (jeweler), **O'Connor**; Saratoga Quevic Spring Corp., **Norton**; T. Southworth Tractor & Machinery Co., **Norton**; Stevens & Thompson Paper Co. (tissue, paper plates, towels, Soft Spun tissue products), **Humphrey**

#### GOLDMAN & WALTER ADV. AGENCY\*

17 Elk St., Albany 7, N. Y. 5-8864, 5-8865

Jack Goldman, pres.; Norman D. Tillman, Eileen M. Andrews, Edward J. Ryan

ABC Awning Co., **Goldman**; Capitol Beverage Co., **Ryan**; Empire Super Markets, **Goldman, Andrews**; Fort Orange Dist. (TV sets, etc.), **Goldman**; A. Greenhouse Dist. (food prods.), **Andrews**; Ben Katz (furniture), **Tillman**; King Cadillac-Oldsmobile, **Ryan, Goldman**; Montague Furniture Factories, **Ryan**; Nash-Ringel (Amana), **Goldman**; Nehi Beverages, **Goldman**; Rayco Auto Seat Covers, **Tillman**; Regent Sandwich Shops, **Goldman**; Seven-Up Bottling Co., **Tillman**; Tru-Ade Beverages, **Tillman**

### BINGHAMTON

#### KOKIS ADVERTISING AGENCY\*

305 Capitol Bldg., Binghamton, N. Y. 3-5431

#### Jacob Kakis

Dyer-Fitts Construction Co., E. G. Gale (wieners), Whipples Lumber Yards

### BUFFALO

#### BBDO

1614 Rand Bldg., Buffalo 3, N. Y. Cleveland 7915

#### Michael E. Carnahan, media dir.

Barcalo (reclining chairs), **Carnahan**; Bravo Macaroni (macaroni & spaghetti), **Carnahan**; N. Y. State DeSoto Dealers, **Snyder**; Niagara Mohawk Power Co., **Carnahan**; Pfeiffer's Food Products (salad dressings), **Snyder**; Taylor Instrument Co., **Carnahan**; Wildroot Co. (hair tonic), **Scanlan**

#### COMSTOCK & CO.\*

651 Delaware Ave., Buffalo 2, N. Y. Lincoln 6187

#### Herbert E. Maare, media dir., timebuyer

Don Allen City Chevrolet, Canadian Carborundum Co., Ltd. (abrasives, heating elements, resistors, deoxidizers), Frontier Oil Refining Co., Hospital Service Corp. of Western N. Y. & Western New York Medical Plan (Blue Cross and Blue Shield Plans), Jamestown Finishing Products (industrial finishes, plastic fabric, Vinyl dispersions), Keebler Biscuit Co. (crackers, cookies),

#### FLAGLER ADVERTISING

107 Franklin St., Buffalo 2, N. Y. Cleveland 0925

#### Marse Flagler, C. Edward Scafield

W. Atlee Burpee Co. (seeds), Cov-r-Gro Corp (plastic mulch), Ra-Pid-Gro Corp. (plant food), Sudbury Laboratory (soil test kits)

#### MacLAUGHLIN ADVERTISING AGENCY\*

601 Ellicott Square, Buffalo 3, N. Y. Mohawk 5703

#### F. R. MacLaughlin, owner; Helen Malanawicz

J. Allen Bentley (New Idea corn picker), F. C. Ortner Dist. (Revco, chill chest freezers), Perry's Ice Cream Co.

#### RICH ADVERTISING CO.\*

220 Delaware Ave., Buffalo 2, N. Y. Mohawk 5692

#### Arthur H. Rich, Frederic N. Davis

Pease Oil Co. (Cities Service), Rich Ice Cream Co., Rich Products Corp. (whip topping & frozen eclairs)

### ELMIRA

#### MELLOR ADVERTISING AGENCY\*

Perry Bldg., Elmira, N. Y. 3-5691

#### George A. Mellor, pres.; William A. Verity

Cortland Baking Co. (McDonald's farm bread), **Mellor**; Fawn Beverage Co. (soft drinks), **Verity**; Paul Harris Co. (paint), **Mellor**; Seneca Grape Juice Corp. (frozen fruit juice), **Mellor**

### GREAT NECK

#### ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y., Hunter 7-8408

### NEW YORK CITY

#### A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y. Circle 6-2940

#### A. D. Adams

Dynavox Corp. (phonographs)

#### ALLAN ASSOC.\*

(Foreign Language Advertising), 137 W. 72nd Street, New York 23, N. Y. Trafalgar 3-9854

#### W. Allan Sandler, Art Sandler, Pat Brown

Briones & Co. (liquor importers), **W. Sandler**; Cristal Beer, **W. Sandler**; Finlay Straus Clothing Stores, **A. Sandler**; Malta de Pabst, **W. Sandler**; Unanue & Sons (Goya foods), **W. Sandler**

#### THE RALPH ALLUM CO.

34 East 51st St., New York 22, N. Y. Murray Hill 8-6485

#### Haward Webb

Clark-Cleveland (Fast-teeth, new products), J. C. Penny Co.

#### ANDERSON & CAIRNS\*

130 E. 59th St., New York 22, N. Y. Murray Hill 8-5800

#### Victor Seydel, v.p. ch. radio-tv; Anne Burkhalter, ass't.; Frank Lowe, producer

Aborn's Coffee, Alderney Dairy, Dow-Corning Silicones, Dynel Div. of Union Carbide & Carbon (synthetic fibers), Jetspun—Div. of Am. Enka Corp, C. H. Masland & Sons (rugs and carpets), Seeman Bros. (White Rose tea)

#### ARCADIAN ADVERTISING AGENCY\*

230 W. 41st St., New York 36, N. Y. Pennsylvania 6-1327

#### Arthur B. Levine

Pedigreed Seed Co. (lawn seed), Rosedale Nurseries, Louis Smirnow (Peonies)

#### ATHERTON & CURRIER\*

420 Lexington Ave., New York 17, N. Y. Oregon 9-5055

#### Hubert R. Sweet, media dir.; Midge Krone, timebuyer

Allied Chemical (Sta-Fresh), Cuticura Products, Harold F. Ritchie (Brylcreem, Eno)

#### N. W. AYER & SON\*

30 Rockefeller Plaza, New York 20, N. Y. Circle 6-0200

G. M. McCoy, mgr. broadcast media dept.; Richard S. Bunbury, supervising timebuyer; Frank Carvell, Helen Hartwig, Mary Hartman, Sol Israel, Paul Kizenber-

ger, **Fred McClafferty**, **William Miller**, **Lea Peters**, **Al Randall**, **Isabele Ziegler**

AT&T, **McClafferty**; American Viscose Corp., **Kizenberger**; Armour & Co., **Israel**; Atlantic Refining Co., **Millar**; Avis Rent-A-Car, **Israel**; B. C. Remedy Co., **Carvell**; Bissell Carpet Sweeper Co., **Carvell**; Butcher Polish Co., **McClafferty**; Carrier Corp. (air conditioning), **Millar**; Cannon Mills, **Carvell**; Chrysler Corp. (Plymouth Div.), **Hartwig**; Container Corp., **Israel**; General Electric (small appliances, clock & timer), **Hills Bros. Coffee**, **Kizenberger**; Charles E. Hires Co. (beverages), **Carvell**; Johnson & Johnson, **McClafferty**; Knouse Foods Corp., **Millar**; National Dairy Prods. (Sealtest), **Carvell**; The Ohio Oil Company, **Millar**; The Pennsylvania Company, Penn Fruit Co., **Millar**; Philip Morris, **Ziegler**, **Peters**; Polk Miller Products, **Kizenberger**; Seabrook Farms, **Kizenberger**; SeaPak Corp., **Millar**; Tasty Baking Co., **Kizenberger**; United Air Lines, **Randall**; Western Maryland Farms, **Kizenberger**; Stephen F. Whitman & Sons, Yardley of London, Zippo Mfg. Co., **Kizenberger**

#### LYNN BAKER\*

720 Fifth Ave., New York 19, N. Y. Judson 6-3900

**James D. Evans, v.p.**; **William Dollison, ass't.**

Ar-Ex Products Cor. (Hypo-allergenic cosmetics), Coast Fisheries Div. of Quaker Oats (Puss 'n Boots cat food), Whitehall Pharmacal Co. (Jo-Cur, Heather Rogues), F. W. Woolworth (variety stores)

#### TED BATES & CO.\*

630 Fifth Ave., New York 20, N. Y. Judson 6-0600

**Norman Chester**, **George Detelj**, **Lawrence Donino**, **John Dougherty**, **Nat Gayster**, **Conant Sawyer**, **Jack Sinnott**, **Chester Slaybaugh**, **Alan Sloan**, **Gregory Sullivan**, **Charles Theiss**, **Frank Thompson**, **Charles Valentine**, **Gerard Van Horson**, **William Warner**

American Chicle Co. (Beeman's Pepsin, Chiclets, Roloids, Clorets), **Daugherty**; American Sugar Refining Co. (Domino, Franklin & Sunny cane sugars), **Valentine**; Anahist Co. (Anahist, Super Anahist, Anahist Nasal Spray, Cough Syrup), **Slaybaugh**; Brown & Williamson Tobacco Corp. (Kools, Viceroy, Tube Rose snuff), **Chester**, **Sinnott**; Carter Products (Cartor's little liver pills, Nair, Effisan, Arrid super spray, Miltown), **Sloan**, **Sullivan**; Colgate-Palmolive Co. (Colgate dental cream, Palmolive soap, Palmolive shave creams, Palmolive after shave lotion, Octagon products, Palmolive soft shampoo, Fab), **Theiss**, **Van Horson**; Dromedary Div. of National Biscuit Co. (cake mixes), **Warner**; Food Manufacturers (M & M's candies, Uncle Ben's converted rice), **Thompson**; Minute Maid Corp., **Warner**; Morton Frozen

Foods, **Warner**; Standard Brands (Blue Bonnet margarine, Royal products, Pet Food Div.), **Donina**, **Sawyer**

#### BBDO\*

383 Madison Ave., New York 17, N. Y. Eldorado 5-5800

**Fred Barrett, v.p.** in charge of media; **Dick McKeever**, radio-tv operations; **Radio-Tv Network Buying**: **John Bestecki**, **Joan Illmensee**, **Mary McHugh**, **Anne Slattery**, **Grace Stewart**

**Radio-TV Spot Buying**: **Dann Duffy**, **Millic Eberhard**, **Trow Elliman**, **Ed Fleri**, **Hope Martinez**, **Mary McMichael**, **Eleanor Scanlan**, **Ted Wallower**, **Daug Yates**, **Jacqueline Moore**, **Millic Padova**

Note: All buyers are frequently re-assigned to various accounts to meet precise client needs, so any listing of individual buyers for specific accounts would be inaccurate.

American Radiator & Standard, American Safety Razor Co. (Blue Star & Treet blades), American Tobacco Co. (Luckies, Hit Parade), Armstrong Cork (floor coverings), Bausch & Lomb, Bristol-Myers (Ban, Tru-Shay, Sentry, tooth paste), California Oil Co., Campbell Soup Co., Consolidated Edison Co., Continental Can Co., Cream of Wheat Corp., DeSoto Div., Chrysler, Doughboy Industries, FORT Pitt Brewing Co., General Baking Co., General Electric (institutional), General Mills (grocery prods.), B. F. Goodrich Co. (tires & tubes), Holiday, George Hormel Co., International Salt, Ladies Home Journal, Lever Bros. (Swan, Surf, Breeze), Libby, McNeill & Libby (frozen foods), M. J. B. Co., Minn. Mining & Mfg. (Scotch tape), National Cranberry Assoc., National Gypsum, New England Coke Co., Niagara Mohawk, Northrup King, Oneida, Penick & Ford (My-T-Fine desserts), Pfeifer's Foods, Philco Corp., Rapinwax, Readers Digest Assoc., Revlon (All products), Rexall Drug Co., F. & M. Schaefer Brewing Co., Scott-Atwater, Schenley, Shreve, Crump & Lowe, Standard Oil of Calif., Timken Roller Bearing Co., United Fruit, U. S. Steel, Vitamin Corp. of Am. (Rybutol), Westclox, Wildroot (hair preparations)

#### BEN-MAR AGENCY

310 E. 22nd St., New York, N. Y. Oregon 4-8880

East Point House (restaurant), Homemakers Products (Diaparene)

#### VICTOR A. BENNETT CO.\*

6 East 45th St., New York 17, N. Y. Murray Hill 7-2186

**Edward D. Kahn**

BOAC (air travel), Longines-Wittnauer Watch Co. (watches & clocks)

#### BENTON & BOWLES\*

444 Madison Avenue, New York 22, N. Y. Murray Hill 8-1100

**David P. Crane, v.p.**, in charge of media

#### Group #1

**Michael Donovan**, associate media dir.; asst. media dirs.: **Tam Mahon** (cereals);

**Bill Murphy** (coffees)

**Timebuyers**: **Rager Clapp**, **Bob Innes**, **Bab Meyers**, **Grace Porterfield**, **Dick Walken**, **Irv Wilson**

**Bliss Coffee**, **Walken**; **Bran Flakes**, **Innes**; **Games Dog Food**, **Walken**; **General Foods Institutional**, **Porterfield**; **Grape Nuts and Grape Nuts Flakes**, **Innes**; **Instant Maxwell House Coffee**, **Porterfield**; **Krinkles**, **Post Tens**, **Raisin Bran**, **Wilson**; **Post Toasties**, **Innes**; **Regular Maxwell House Coffee**, **Clapp**; **Sugar Crisp**, **Wilson**; **Yuban Coffee**, **Meyers**

#### Group #2

**Lee Rich, v.p. and assac. media dir.**; **Asst. media dirs.**: **Lee Currin**, **Bern Kanner**

**Timebuyers**: **Dan Chapman**, **Peter Dalton**, **Justin Gerstle**, **Bern Kanner**, **Hank Linden**, **Dave Wedeck**, **Alan Yablon**

**Canadian P&G**, **Chapman**; **Crest**, **Linden**; **Ivory Snow**, **Dalton**; **Prell**, **Linden**; **Schick**, **Kanner**; **Tide**, **Gerstle**

#### Group #3

**Milton Kiebler, v.p. and assoc. media dir.**; **John Collins**, asst. media dir.

**Timebuyers**: **Jack Giebel**, **Helen Kawalsky**, **Jahn Nuccia**

**Continental Oil Co.**, **Nuccia**; **Florida Citrus Commission**, **Giebel**; **Grove Laboratories**, **Kawalsky**; **Norwich Pharmacal**, **Kowalsky**

#### Group #4

**D. Harris**, assoc. media dir.

**Timebuyers**: **Sam Haven**, **Dave Lambert**, **Sam Tarricane**

**American Express**, **Tarricane**; **Anso**, **Haven**; **Assoc. of American Railroads**, **Lambert**; **Carling's Red Cap Ale**, **Tarricane**; **International Business Machines**, **Haven**; **Parliament Cigarettes**, **Lambert**; **Western Union**, **Tarricane**

#### Group #5

**Hal Miller**, assoc. media dir.; **Peter Berla**, **S. C. Johnson & Son**, **Berla**

#### CARL S. BROWN CO.

630 Fifth Ave., New York 20, N. Y. Plaza 7-4610

**Ray Healy**, media dir.; **Rose-Marie Vitanza**, **Dick Trea**

**National Brands Div.**, **Sterling Drug Co.** (Dr. Caldwell's, Fletcher's Castoria, Z.B.T. Baby Powder), **Vitanza**; **Colgate-Palmolive Co.** (Halo shampoo, Vel beauty bar), **Trea**

**TIMEBUYERS OF U. S.** . . . continued

**FRANKLIN BRUCK ADV. CORP.\***

1270 Sixth Ave., New York 20, N. Y.  
Circle 7-7660

(Note: After May 1st name change: Heine-  
man, Kleinfeld, Shaw & Joseph)

**Alice Ross, radio-tv timebuyer**

Artistic Card Co. (greeting cards), Fashion  
Frocks, Hi-A Co. (orange juice), Rad,  
Rhodes Pharmacal, Shopwell Foods, Sim-  
plicity Patetms, Sitruie (tissues)

**BUCHANAN & CO.\***

1501 Broadway, New York 36, N. Y. Bry-  
ant 9-7900

**Mildred Ingvall**

Eskimo Pie Corp. (ice cream), Paramount  
Pictures (motion pictures), Reynolds Met-  
als Co. (aluminum), Tidewater Oil Co.  
(Flying-A-Gasoline, Veddol motor oil)

**CALKINS & HOLDEN**

247 Park Ave., New York 17, N. Y. Plaza  
5-6900

**Thomas H. Young, media dir.; Robert  
Rawell, timebuyer**

Bavarian Brewing Co., C. F. Mueller Co.  
(food prods.), Oakite Products (Oakite  
cleanser)

**CASMIR ADVERTISING CO.\***

551 Fifth Ave., New York 17, N. Y. Mur-  
ray Hill 2-2014

**Marvin Casmir**

D'Amico (beauty consultant), Marianne  
Debreaux (cosmetics)

**COHEN & ALESHIRE\***

41 East 42nd St., New York 17, N. Y.  
Oxford 7-0660

**Elizabeth Black, dir. radio-tv; Robert W.  
Kelly, Bernard Singer, Manny Klein**

B. T. Babbitt (Glim & Am-O), Chattanooga  
Medicine Co. (Black Draught & Dyrid),  
Doeskin Prods. (facial and bathroom tis-  
sues, luncheon and dinner napkins, magic  
towels), Dormin, Inc. (Dormin), Grove  
Laboratories (4-Way cold tablets, Fitch dan-  
druff remover shampoo, Fitch ideal hair  
tonic, Pazo), Lydia E. Pinkham Medicine  
Co. (compound and tablets), Pharma-Craft  
Corp. (Fresh cream deodorant, Ting, sur-  
geons lotion, physicians & surgeons soap),  
West End Brewing Co. (Utica Club beer &  
ale)

**HERBERT W. COHON CO.**

565 Fifth Ave., New York 17, N. Y. Plaza  
5-6624

**Herbert W. Cahan**

Garret Laboratories (Iod-Ise corn remover),

Necchi-Elna Sewing Circles (Necchi & Elna  
sewing machines, Retail Div.)

**COMPTON ADVERTISING\***

625 Madison Ave., New York 22, N. Y.  
Plaza 4-1100

**Head buyers: Bert Mulligan, U.S.; Graham  
Hay, Canada**

**Timebuyers: Joe Burbeck, Hal Davis,  
Graham Hay, Bob Liddel, Genevieve Schu-  
bert, Ethel Wieder, Dick Zuver**

American Can Co., **Davis**; Chesebrough-  
Pond's, **Wieder**; Goodyear Tire & Rubber  
Co. (Neolite), **Davis**; Kelly-Springfield  
Tires, **Davis**; Nehi Corp., **Schubert**; New  
York Life Ins. Co., **Davis**; Personal Prod-  
ucts (Yes tissues), **Davis**; Procter & Gam-  
ble (Gleem, Ivory Soap, Ivory Flakes),  
**Wieder**; Procter & Gamble (Big Top, Dun-  
can Hines), **Burbeck**; Procter & Gamble  
(Cascade, Dash, Duz soap), **Zuver**; Procter  
& Gamble (Drene, Comet, Blue Dot Duz),  
**Liddel**; Procter & Gamble (Crisco), **Hay**;  
Remington Rand (Typewriter Div.), **Schu-  
bert**; Socony Mobile Oil Co., **Davis**; Stand-  
ard Brands (Chase & Sanborn), **Davis**;  
Sterling Brewers, **Schubert**

**ROBERT CONAHAY\***

261 Madison Ave., New York 16, N. Y.  
Murray Hill 2-5645

**Marie Hughes**

Chesapeake and Ohio Railway, Colonia  
(4711 Cologne)

**ARTHUR CROSBY SERVICE**

516 Fifth Ave., New York 36, N. Y. Mur-  
ray Hill 7-5268

**B. F. Landsman**

Henry Lokos (men's clothing)

**CUNNINGHAM & WALSH\***

260 Madison Ave., New York 16, N. Y.  
Murray Hill 3-4900

**Newman F. McEvay, v.p., media dir.;**  
**Lucian R. Blaam, media dept. mgr.;** **Ed-  
ward Mahaney, tv dir.**

**Media supervisors: Edward Baczewski,  
Jahn Lucinatelli, William White**

**Timebuyers: John Bray, James Ducey,  
Joseph Gavin, Robert Palmer, Gary Pran-  
za, Val Ritter, Jeremy Sprague**

American Cyanamid Co., **Baczewski, Pal-  
mer**; American Export Lines, **Baczewski**;  
Colgate-Palmolive Co., **White, Pranza**; Dec-  
ca Records, **White, Ducey**; Eversharp,  
**White, Ducey**; J. A. Folger & Co. (coffee),  
**White, Ducey, Ritter**; Italian Lines, **Ba-  
czewski**; Narragansett Brewing Co., **Lucina-  
telli, Sprague, Bray**; Squibb, **White, Du-  
cey**; Sunshine Biscuits, **Baczewski, Gavin**;

The Texas Co., **Lucinatelli, Bray, Sprague**;  
Universal-International, **White, Ducey**; The  
Wheatena Corp., **White, Ritter**

**DANCER-FITZGERALD-SAMPLE\***

347 Madison Ave., New York 17, N. Y.  
Oregon 9-0600

(Note: Please address mail to James Neale  
or L. T. Fischer)

**James J. Neale, v.p.; L. T. Fischer, media  
dir.; assac. media dirs.: C. Botway, S.  
Pague, K. Targersan, R. Wulfhorst**

**Baryamian, D. Behrend, R. Babic, R.  
Balge, R. Bruehl, J. Clinton, R. Decker,  
J. Dunn, H. Fisher, P. Faster, L. Gaynar,  
P. Hawley, F. Hawlett, A. Karsa, J. Kearn,  
F. Mariarty, R. McClenahan, C. Millard,  
G. Myers, L. Salzberg, W. Santam, W.  
Teitz, P. Triolo, G. Walker, R. Williams**

Am. Chicle Co. (all products), **Triolo**; B. T.  
Babbitt Co. (Bab-O), **Triolo**; Best Foods  
(Hellman's mayonnaise, Best Foods mayon-  
naise, condiments), **Triolo**; Falstaff Brewing  
Co., **Hawlett**; General Mills (Cheerios,  
GMKT flour), **Gaynar**; Liggett & Myers To-  
bacco Co., **Clinton, Bruehl, Millard**; Lewis-  
Howe Co. (Tims), **Triolo**; Nestle Co. (De-  
caf, various products), **Walker**; Peter Paul  
(Mounds, Almond Joy), **Gaynar**; Procter &  
Gamble (Oxydol, Drest), **Hawley, Teitz**;  
Sterling Drug Co. (various prods.), **Mori-  
arty**; U. S. Army (recruiting), **Gaynar**

**HERSCHEL Z. DEUTSCH & CO.\***

30 E. 60th St., New York 22, N. Y. Plaza  
3-1788

**Madeleine Allisan, Darathy Glasser**

M. J. Breitenbach Co. (Pepto Mangan),  
Household Prods. (Sulfur-8, Gloss-8), Kil-  
mer & Co. (Swamp Root, Staze), Lander  
Co. ("Dixie Peach" & cosmetics)

**DOHERTY, CLIFFORD, STEERS & SHEN-  
FIELD\***

350 Fifth Ave., New York 1, N. Y. Bryant  
9-0445

**Danald H. Quinn, media dir.; Sam Vitt,  
Bab Widholm**

Charles Ammen, Ltd. (Ammen's medicated  
powder), **Widholm**; Borden's (instant cof-  
fee), **Vitt**; Pioneer Ice Cream, **Widholm**;  
Bristol-Myers Co. (Ipana, Minit-Rub, Mum,  
Vitalis), **Vitt**; Bristol-Myers Co. (Theradan,  
Mum Mist), **Widholm**; Fulham Bros. (4  
Fisherman frozen fish), **Vitt**; Lipton Tea  
Co. (new products), **Widholm**; Pharmaco  
(Fecn-A-Mint, Chooz, Medigum, Regutol &  
new products), **Vitt**; Sonotone Corp. (hear-  
ing aids, high fidelity equipment); **Vitt**; The  
J. B. Williams Co. (Conti Castile shampoo),  
**Widholm**

**DONAHUE & COE\***

1270 *Ave. of Americas*, New York 20, N. Y.  
*Columbus* 5-2772

**David S. Hagmer, media dir.; Marie Calaman, Charlotte Corbett, Tom Hardy, Evelyn Lee Jones, Art Tapal**

Bur-Mil (Cameo stockings), Burlington Industries, Chemway Corp. (Lady Esther, Carac and Wakefield Div.), Columbia Pictures, Corn Products Refining Co. (Bosco & Kaseo), DeLaval Cream Separators, Dr. Scholl's Zino Pads, E. F. Drew Co. (Tri-Nut margarine), Loew's, Metro-Goldwyn-Mayer, Melville Shoe Corp. (Miles shoes), Pearson Pharmaceutical (Ennds, Sakrin & Eye-Gene), Radio City Music Hall, River Brand Rice Mills (Carolina rice), Scripto, Southland Coffee Co.

**DOREMUS & CO.†**

120 *Broadway*, New York, N. Y. *Worth* 4-0700

**A. Hundley Griffith, radio-tv dir.**

Kidder Peabody & Co., Paine, Webber, Jackson & Curtis, Shearson, Hammill & Co., Diamond Match Co., Calvin Bullock, Ltd.

**DOWD, REDFIELD & JOHNSTONE\***

501 *Madison Ave.*, New York 22, N. Y.  
*Murray Hill* 8-1275

**Harry Torp, medio dir.; Carol Diem, Betty Nasse**

Chemway Corp. (Myna & Larvex), **Diem**; Cott Beverages Corp., **Diem**; Albert Ehlers (coffee), **Diem**; David Kahn (Wearever pens & pencils), **Nasse**; Charles Pfizer & Co. (Candettes & Bonadettes), **Nasse**; Revlon (Sun Bath, Silicare, Baby Silicare), **Diem**; Rilling Dermetics (Oramist & Fluid Facial), **Nasse**

**DOYLE DANE BERNBACH\***

20 *West 43rd St.*, New York 36, N. Y.  
*Longacre* 5-7878

**Harry Pornas, medio dir.; Jean Simpson, Jan Steorns, Jerome Sochs**

Barton's Bonbonniere (Barton's candy), **Simpson**; Buxton, Inc. (leather goods), **Simpson**; Chemstrand Corp. (Aerilan products), **Simpson**; Max Factor (cosmetics), **Steorns**; Fairmont Foods (specialized food prods.), **Simpson**; Gallo Wine, **Steorns**; A. Goodman & Sons (specialized food prods.), **Simpson**; Polaroid (Polaroid Land cameras), **Simpson**; Regal Shoe Co., **Simpson**; Venus Pen & Pencil Corp.

**ROY S. DURSTINE\***

655 *Madison Ave.*, New York 21, N. Y.  
*Templeton* 8-1600

**Dorothy Jean Barnett, radio-tv dir.**

Baldwin Pianos (organs), H. C. Brill (Spanish rice, macaroni dinner), Cheramy Div.,

Houbigant Sales Corp. (Cosmetics), Mason, Au & Magenheim (Mason paints), New York Dugan Bros. (Roman meal bread), Wine Advisory Board (Calif. wine industry)

**ELLINGTON & CO.\***

535 *Fifth Ave.*, New York 17, N. Y. *Murray Hill* 7-1300

**Don Kane, Jayne Smathers**

American Standard (air conditioners), Bon-tonware (dishes), Celanese Corp. of Am (fabrics), Cities Service Petroleum (gas & oil), Houbigant Sales Corp. (perfumes), Vick Chemical (Softskin hand cream)

**ERWIN, WASEY & CO.\***

711 *Third Ave.*, New York 17, N. Y. *Oxford* 7-1500

**William Hunter, Robert Marton**

Barbasol Co. (shaving cream, skin freshener, lotion, deodorant), Chilean Nitrate Educational Bureau (nitrate fertilizers), Consolidated Cigar Sales Co. (Harvester & Dutch Masters cigars), John H. Dulany & Son (frozen foods), Helbros Watch Co.

**WILLIAM ESTY CO\***

100 *E. 42nd St.*, New York 17, N. Y.  
*Oxford* 7-1600

**John Peace, media dir.; Richard C. Grohl**

P. Ballantine and Sons (Ballantine beer and ale), Thomas Leeming (Ben-Gay), National Carbon (batteries, anti-freeze), Pacquins (hand cream, Silk N' Satin), R. J. Reynolds Co. (Camels, Cavaliers, Prince Albert, Winston, Salem), Underwood Corp.

**FOOTE, CONE & BELDING\***

217 *Park Ave.*, New York, N. Y. *Murray Hill* 8-5000

**Paul E. J. Gerhold, v.p. in chrg. of medio & research; Arthur S. Pardoll, medio group dir.; Charles Hofmann, media group dir.**

**Timebuyers: Peter Bardach, Paul Clark, Richard C. Pickett, Penny Simmons**

**Group = 1**

**Arthur S. Pardoll, media group dir.** Clairol, **Simmons**; Lever Bros. (Imperial margarine), **Simmons**; Lever Bros. (Pepsodent), **Pickett**; S. A. Schonbrunn (Savarino coffee), **Pickett**

**Group = 2**

**Charles Hofmann, media group dir.** Liebmann Breweries (Rheingold), **Bardach**; Swiss Watch, **Clark**; TWA (TransWorld Airlines), **Clark**

**ALBERT FRANK-GUENTHER LAW\***

131 *Cedar St.*, New York 6, N. Y. *Cortland* 7-5060

**Lawrence Butner**

Bache & Co. (Securities), Financial World Magazine, Harris Ephraim (Securities), Prentice Hall Publishers, The Kiplinger Washington Agency Magazine, United Business Service (financial service), C. J. Van Houten & Zoon (Chocolates)

**EDGAR FRANKEL**

103 *Park Ave.* New York 17, N. Y. *Murray Hill* 3-1133

**Edgar Frankel**

Pilgrim Glass Co.

**FRIEND-REISS ADVERTISING\***

221 *W. 57th St.*, New York 19, N. Y. *Plaza* 7-8030

**Edward Ratner, radio-tv dir.**

Cameo Curtains, De-JOR Cameras, Krug Bakeries, Lafayette Radio, Levolor Venetian Blinds, Playskool Mfg. Co. (Toys)

**RALPH D. GARDNER ADVERTISING\***

715 *Fifth Ave.*, New York 22, N. Y. *Plaza* 3-8151

Claridge Food Co. (frozen food div.), Conza Rock Lobster Tails, Hedy-Joyce Frocks, Lady Duff Lingerie, Swiss Kitchen Foods, Tiger Brand Swiss Gruyere Cheese

**ROY GARN ADVERTISING CO.\***

225 *Lafayette St.*, New York, N. Y. *Rector* 2-0395

**Roy Garn, Ed Felder, Brooke Farley, Elmer Ellentuck, Felice Feldman, Joe Zaro**

Bedford Oil & Burner Service, **Garn**; Flushing Federal Savings & Loan, **Garn**; Llybrook Federal Savings & Loan, **Garn**; Whitehall Kitchens, **Garn**

**GEYER ADVERTISING\***

595 *Madison Ave.*, New York 22, N. Y. *Plaza* 1-3300

**Betty Powell, Ed Richardson**

American Home Foods (Burnett's vanilla), **Richardson**; American Home Products (Boyle-Midway Div. and Boyle-Midway of Canada), **Richardson**; American Motors (Rambler, Nash, Hudson & Metropolitan automobiles and Kelvinator appliances), **Powell**; Paul Masson Vineyards (Masson wines, champagnes & brandy), **Richardson**; Olivetti Corp. of America (Olivetti typewriters & business machines), **Richardson**

**GILBRALTAR ADVERTISING AGENCY\***

17 *E. 45th St.*, New York, N. Y. *Murray Hill* 7-7896

**Frances Scott**

Bonafide Mills (Bonny Maid linobum), Central Paint & Varnish Works

**THE IRVIN GRAHAM AGENCY**

19 W. 44th St., New York 36, N. Y. Murray Hill 7-4508

Irvin Graham, radio-tv dir.

The Jesters (giftware), Peerless Products (co-metics), Stuyvesant Trading Co.

**GRANT ADVERTISING**

655 Madison Ave., New York, N. Y. Templeton 8-9393

Thomas J. Ellis, media dir.; Wm. C. Patterson, radio-tv dir.

Dodge Div., Chrysler Corp., Florists Telegraph Delivery Assn.

**GREY ADVERTISING AGENCY†**

430 Park Ave., New York, N. Y. Plaza 1-3500

Philip Branch, group media superv. and magazine coordinator; Broadcast and print buyers: Aileen Barry, Dorothy Houghey, Ken Kearns, Herb Lieberman, Allan Reed

American Toy (promotion), Lieberman; Block Drug Co., Lieberman; Girard, Lieberman; Hoffman (beverages), Barry; Ideal Toys, Macy's (department store), Lieberman; Procter & Gamble, Kearns; Topps (chewing gum), Reed

Thomas Reilly, group media superv. and newspaper coordinator; Broadcast and print buyers: Dave Keegan, John Kriete, Pat McIntyre, Tom Reilly, Jaan Rutman, Clara Simmons, Ruth Zozula

Calvert (Distillers), Simmons; Dan River Mills, Keegan, Kriete; Exquisite Form (brassiere), Keegan, Rutman; Indian Head Mills, Keegan, Kriete; Industrial Rayon, Kriete; I. B. Kleinert Rubber, Kriete; The Lamport Co., Keegan, Kriete; McGregor-Doniger, Keegan; Prince Gardner, Reilly, Zozula

Helen Wilbur, group media superv. and broadcast coordinator; Broadcast and print buyers: Jack Cummings, Jerry Firestone, Marie Scotto

Canadian Converters, Cummings, Firestone; Dominion Textile, Cummings, Firestone; Samsonite, Cummings, Firestone; Spiegel (mail order), Cummings, Firestone; Union Underwear, Cummings, Firestone; Van Heusen, Cummings, Scotto

Andrew Zipprich, group media superv. and administrative coordinator; Broadcast and print buyers: Ken Allen, Tom Flanagan, Joan Stark, Manas Sternschein

Blumenthal (LeChic & LeMode), Sternschein; Chock Full O' Nuts (coffee), Flanagan, Stark; Chunky Chocolates, Stark; Firestone (Exon, Foamex, Velon), Allen, Flanagan; G.E. Flashbulbs, Allen, Flanagan; Magee Carpets, Allen, Sternschein; Mennen, Flanagan, Stark; NBC (Spot, Network, O&O, C.N.P.), Flanagan, Stark; Olin-

Mathieson, Sternschein; RCA (Victor records), Allen, Flanagan; Union Pharmaceutical, Stark; Whitehall Pharmacal, Stark, Sternschein

**LAWRENCE C. GUMBINNER ADVERTISING AGENCY\***

655 Madison Ave., New York 21, N. Y. Templeton 8-1717

Paul G. Gumbinner, tv-radio dir.; Diane Neugarten, Anita Wasserman

Am. Tobacco Co. (Filter-tip Tareyton, Roitan cigars), Berent-Richards Packing Co. (Sacramento tomato juice), Bourjois (Evening in Paris), Brown Vintners Co. (Cherry Kijafa wine), Chap Stick Co. (lip balm, hand cream), Q-Tips (cotton swabs), Sutton Cosmetics

**GUTMAN ADVERTISING SERVICE**

505 Fifth Ave., New York 17, N. Y. Oxford 7-3098

Albert Gutman, C. Schiff

Cafe Grinzing, Jack's Furniture Co.

**HAZARD ADVERTISING CO.\***

444 Madison Ave., New York 22, N. Y. Plaza 9-3100

Daniel S. Heath

American Cyanamid (Melmac dinnerware), Bridgeport Brass (Aerosol prods.)

**HEINEMAN, KLEINFELD, SHAW & JOSEPH\* (Formerly Franklin Bruck Adv. Corp.)**

1270 Sixth Ave., New York 20, N. Y. Circle 7-7600

Alice Ross, radio-tv timebuyer

Artistic Card Co. (greeting cards), Cohn-Hall-Marx Co. ("Contact"), Coty (cosmetics), Fashion Frocks, Rad (White Crystal bleach), Sitruie, Inc. (tissues)

**HICKS & GREIST\***

555 Fifth Ave., New York 17, N. Y. Murray Hill 7-5600

T. J. Grunewald, v.p. tv-radio; Vincent J. Daraio, timebuyer; E. Jennings, asst. timebuyer

Dixie Cup Co., Walter H. Johnson Candy Co. (Power House candy bars), Lewyt Corp. (Lewyt vacuum cleaners), Sandura Co. (floor, wall & counter covering), Taylor-Reed Corp. (E-Z Pop popcorn, QT frosting, Cocoa Marsh)

**HILTON & RIGGIO\***

4 West 58th St., New York, N. Y. Plaza 1-3900

Maria Carayas, media dir.

Chr. Bjelland Co. (King Oscar sardines), Parfums Evyan (perfumes), Red L Foods

Corp. (frozen foods), Stop & Save Trading Corp. (Triple S Blue Stamps), Swanee Paper Corp. (Swanee paper prods.), Wilbur-Ellis (Southern Star Bonito)

**HUBER HOGE & SONS\***

699 Madison Ave., New York 21, N. Y. Templeton 8-0200

Lynn Walker

Garden Research Labs. (RX-15 plant food, RX-15 Miracle Mixer, Green-Eze lawn food, Easymatic chemical garden kits), Para Labs. Sales (Queen Helene cosmetics), United Safeway (Ultratone)

**HOOT, KIRK & HALLE\***

15 E. 40th St., New York 16, N. Y. Murray Hill 6-3714

Harold Kirk, D. D. Halle

Chateau Martin, 707 Products, Goyescas Corp., Knickerbocker Beer (export), Kirby Foods, La Palermo Salad & Olive Oil, Seeco Distributors (phonographs)

**BRYAN HOUSTON\***

730 Fifth Ave., New York 19, N. Y. Plaza 7-6400

H. H. Dobberteen, v.p., media dir.; John Ennis and R. H. Boulware, assoc. media dirs.; Frances John, Richard Stevens

Colgate-Palmolive Co. (Ajax cleanser, Cashmere Bouquet cosmetics), Boulware; Colgate-Palmolive Co. (Cashmere Bouquet soap), Ennis; Heublein (Food Div., Liquor Div.), Dobberteen; The Nestle Co. (Nescafe), Ennis; J. P. Stevens & Co. (Newsweek mag.), Stevens; Whitehall Pharmacal Co. (Drial Nasal Mist, Gardrin Inhaler), Boulware

**E. T. HOWARD CO.\***

341 Madison Ave., New York 17, N. Y. Plaza 3-8720

Peter Hahn

American Bamboo Corp., Artloom Carpets, Kaywoodie Pipes, Medico Pipes, Sloane-Delaware (floor coverings), U. S. Plywood (Weldwood glue, contact cement, Kalistron, Flexwood), Yello-Bole Pipes

**Timebuyers of the U. S.  
listing will continue  
in the 10 August issue  
and will conclude listings  
for New York City**



HOW  
GOOD IS  
YOUR  
TRADE PAPER  
ADVERTISING  
?



*Announcing . . .*

## **SPONSOR'S FIRST ANNUAL TV/RADIO TRADE PAPER ADVERTISING AWARDS**

**THE NEED:** Trade paper advertising in today's television and radio industry is improving. But quantity is moving faster than quality. Agencies and advertisers complain, "We don't get enough meat from trade ads." Stations ask, "What do buyers want to know?" On the premise that example is the best teacher, and to do our bit to inspire, stimulate, and reward the best campaigns of the tv and radio advertising industry, SPONSOR inaugurates its annual advertising awards. A distinguished group of tv and radio executives, each an active large-scale spot and network buyer, will serve as judges. SPONSOR reports with pride, and as an expression of advertiser/agency enthusiasm for such awards, that all but one of the invitations to serve on this panel was promptly accepted.

*Lawrence T. Glenn*

**Publisher**



## COMPETITION DETAILS

### Who is eligible?

Any tv station, radio station, network, broadcast group, film syndicator, and broadcast service, rep, manufacturer, producer, or supplier.

### Award Classifications

tv stations	gross top hourly rate
Group 1.....	to \$500
Group 2.....	\$500 to \$1000
Group 3.....	\$1000 to \$1500
Group 4.....	\$1500 to \$2000
Group 5.....	\$2000 and over

### radio stations

Group 6.....	to \$150
Group 7.....	\$150 to \$300
Group 8.....	\$300 to \$450
Group 9.....	\$450 to \$600
Group 10.....	\$600 and over

Group 11.....	networks
Group 12.....	group-owned stations
Group 13.....	film syndicators
Group 14.....	tv commercial producers
Group 15.....	broadcast services, reps, manufacturers, producers, suppliers

### Awards

1. First-place winner in each group is awarded specially-designed plaque.
2. Promotion manager of each first-place winner is awarded a \$50 government bond and a certificate bearing his name.
3. Meritorious awards will be given 2nd, 3rd, 4th, and 5th place entries in each group.
4. Winning campaigns will be featured in an Awards Issue of SPONSOR.

### Entries

Each entry must consist of five or more different advertisements of a campaign that has been printed in any trade publication or publications during the 12 months preceding July 1957. Each entry must also include (1) classification in which entry belongs; (2) name and address of entry; (3) names of general manager, promotion manager, and advertising agency; (4) single page summary expressing objective and strategy of the campaign with results, if known. Each station of a group-owned company may enter its individual campaign. All entries become the property of SPONSOR.

### Deadline

Competition closes 15 August 1957. Winners will be announced in an issue of SPONSOR shortly after Labor Day, 1957.

### Judges

Judges are George Abrams, vice president in charge of advertising, Revlon; Donald Cady, vice president in charge of general advertising, Nestle; William Dekker, vice president in charge of Media, McCann-Erickson; Frank B. Kemp, vice president and director media, Compton; Peter G. Levathes, vice president and director media relations, Young & Rubicam; L. S. Matthews, vice president and manager media department, Leo Burnett; Francis Minehan, vice president and media director, SSC&B; Arthur Porter, vice president and media director, J. Walter Thompson; Rod MacDonald, vice president and media director, Guild, Bascom and Bonfigli.

### Special Contribution

... to Broadcasters' Promotion Association: To encourage the aims and activity of the fast-growing BPA, SPONSOR will contribute \$5000 entry. The contribution will be in the name of the promotion manager of the station.

## from the president of the BROADCASTERS' PROMOTION ASSOCIATION

# BPA

BROADCASTERS' PROMOTION ASSOCIATION, INC.

Charlin Building • 122 East 42nd Street • New York 17, N. Y. • MUrray Hill 7-0808

#### OFFICERS

President  
David E. Partridge  
Westinghouse  
Broadcasting Co., Inc.

First Vice President  
Charles A. Wilson  
WUP & WUP-TV

Second Vice President  
Milton Tjeden  
WTV

Secretary-Treasurer  
Ellen M. Johansen

#### DIRECTORS

Bruce Wallace  
WTMJ & WTMJ-TV

Haywood Meeks  
WMAZ-TV

Roy C. Pedersen  
WJAT & WJAT-TV

Samuel Elber  
WJBB

Gene Godt  
WCCO-TV

Marion Annenberg  
WJVA & WJVA-TV

Joe Zimmermann  
WTL & WTL-TV

Joe G. Hodgson  
KENT & KENT-TV

John M. Keys  
WMAZ & WMAZ-TV

Foster H. Brown  
KMTZ

Howard W. Meagle  
WVVA

Paul I. Woodland  
WQAL & WQAL-TV

March 28, 1957

Mr. Norman Glenn, Publisher  
SPONSOR  
40 East 49th Street  
New York, New York

Dear Norm:

Congratulations on your proposed trade paper advertising contest for the broadcasting industry!

The contest you propose cannot help but bring about a significant improvement in the quality of broadcast advertising -- by encouraging stations and related businesses to cast a more critical eye at their own advertising. It was always a little mystery to me why so many astute station operators have shown little or no imagination, inspiration, and ingenuity in the advertising of their own facilities to the trade. Ours in the extension of broadcast advertising or campaigns in the trades have been so fully few and far between, despite the heavy expenditures made each year in this type of advertising.

I hardly need repeat, Norm, how delighted I am that SPONSOR plans to contribute \$5000 to the Broadcasters' Promotion Association for each entry received in the contest. As President of BPA I can assure you I will do everything possible to promote the maximum number of entries among BPA member stations throughout the stations throughout the country. The funds derived from this generous contribution from SPONSOR will enable BPA to provide more and better services to its members -- and help assure its continuing growth and usefulness.

Cordially

*David E. Partridge*

David E. Partridge  
President

DEP J

SPONSOR

THE WEEKLY MAGAZINE TV AND RADIO ADVERTISERS USE



## YES! THIS IS A DRIVER'S SEAT!

With overdrive—and power drive and “horsepower” to spare. From behind your media-buying desk you can sit in this driver's seat and cover Hometown and Rural America with the swish of your ball point pen.

Hometown and Rural America is that rich, responsive market of more than 80 Million Americans, tuned regularly to the 957 Keystone Broadcasting Radio station affiliates.

In your driver's seat you can pick your route and the number of towns you wish to BLANKET with your sales message. Leave out the side roads and the backroads and the detours. Drive right down MAIN street via KBS . . . 90 stations or 900 . . . we'll draw your roadmap to suit the sales need that's pressing you most.

Ask us to prove our story. We'll love it.



Send for our new station list

CHICAGO  
111 W. Washington  
Sta 2-8900

NEW YORK  
527 Madison Ave.  
ELdorado 5-3720

LOS ANGELES  
3142 Wilshire Blvd.  
DUnkirk 3-2910

SAN FRANCISCO  
57 Post St.  
SUTter 1-7440

- **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.

# TV BASICS / AUGUST

**S** PONSOR's tenth Tv Basics section completes the third series of how competing clients compare in network show ratings. Industry categories covered this month include: food and grocery products, gasoline and oil, cleansers and polishes, laundry products, household appliances, general household products and tobacco. The alphabetical program index of all network shows includes information on sponsors, show costs, and agencies. The Tv Comparagraph features daytime and nighttime line-ups of the three networks with sponsorship information. Network program profile gives a SPONSOR index of average show costs for eight show types together with a breakdown of the number of each show type currently running. Also included is a breakdown of film vs. live hours in sponsored network time.

- 1** Program profile provides costs, sponsored hours data . . . see below
- 2** Index of network tv sponsors has show ratings . . . . . page 48
- 3** Alphabetical index of all shows includes cost data . . . page 51
- 4** Comparagraph gives day-by-day chart of all net shows . . . page 52

## 1. NETWORK PROGRAM PROFILE

### AVERAGE COST OF SPONSORED PROGRAMING BY TYPES

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Hour drama		Half-hour drama		Situation comedy		Hour comedy-variety	
\$63,111	9	\$25,382	17	\$26,634	15	\$59,499	8
Half-hour comedy-var.		Half-hour adventure		Quiz		Daytime serials	
\$39,850	5	\$29,998	12	\$25,274	11	\$10,429*	7

\*Per week of five quarter hour shows; other programs are once weekly and are all nighttime shows

### NUMBER OF SPONSORED HOURS: LIVE AND FILM\*

#### Daytime

Network	Sponsored hours	% live	% film
ABC†	3.0	0.0	100.0
CBS†	25.0	92.0	8.0
NBC	19.5	85.9	14.1

#### Nighttime

Network	Sponsored hours	% live	% film
ABC†	15.0	33.3	66.7
CBS	24.7	49.0	51.0
NBC	19.7	51.9	48.1

\*For week of 28 July-3 August. †Excluding participation shows.

## 2. HOW COMPETING CLIENTS COMPARE

Third series of ratings by major clients and brands is completed here

Designed to aid advertisers in making quick comparisons between their show ratings and those of competitors, this regular Tv Basics feature runs in two parts. Data is based on material supplied by Broadcast Advertisers Reports, monitored off-the-air by tape recordings, plus weighted Pulse multi-market ratings. Industry categories here include food and grocery products, laundry products and tobacco. The next list will appear in 31 August Tv Basics

Industries covered here include food, grocery, laundry, tobacco products

### Food and Grocery Products

<b>American Dairy</b>	
Disneyland; ABC; W-N; dairy products	25.4
<b>American Home Products</b>	
Love Of Life; CBS; M,F-D; Chef Boy-Ar-Dec products	9.7
<b>Armour</b>	
Mickey Mouse Club; ABC; Tu,W-D; Dash dog food, Star meat products	18.0
<b>Best Foods</b>	
Galen Drake; ABC; Sa-N; Nucoa margarine, Skippy peanut butter	4.3
Garry Moore; CBS; Tu-D; Hellmanns mayonnaise	8.6
You Asked For It; ABC; Su-N; Nucoa margarine, Skippy peanut butter	9.4
<b>Borden</b>	
Fury; NBC; Sa-D; dairy products	11.5
Queen For A Day; NBC; F-D; chilled biscuits, processed milk products	11.2
<b>California Packing</b>	
Garry Moore; CBS; F-D; Del Monte food products	8.6
<b>Campbell Soup</b>	
House Party; CBS; M-D; Franco-American food products	9.6
Lassie; CBS; Su-N; canned soups, V-S vegetable juice	22.8
Garry Moore; CBS; M-D; Franco-American food products, frozen soups	8.6
On Trial; NBC; F-N; canned soups	19.4
<b>Carnation</b>	
Burns & Allen; CBS; M-N; processed milk products	28.9
<b>Continental Baking</b>	
Howdy Doody; NBC; Sa-D; baked goods	8.4
<b>Corn Products Refining</b>	
It Could Be You; NBC; W-D; Mazola oil	5.5
Matinee Theatre; NBC; W-D; Niagara starch	7.2
Modern Romances; NBC; W-D; Mazola oil	8.6
Queen For A Day; NBC; W-D; Mazola oil	11.2
<b>Derby Foods</b>	
Disneyland; ABC; W-N; Peter Pan peanut butter	25.4
<b>General Foods</b>	
Bengal Lancers; NBC; Su-N; Jell-O desserts & pie fillings, minute rice	8.8
Captain Kangaroo; CBS; Sa-D; Kool shake mix	9.6
December Bride; CBS; M-N; Maxwell House instant coffee, minute rice, Swans Down baking mixes	27.8
Fury; NBC; Sa-D; Post dry cereals	11.5
Arthur Godfrey; CBS; Th-D; Good Seasons salad dressing mix	9.8

I Love Lucy; CBS; M-N; Sanka instant coffee	36.1
Mickey Mouse Club; ABC; Th,F-D; Kool-Aid beverage mix	18.0
Mighty Mouse; CBS; Sa-D; Post dry cereals	14.7
Roy Rogers; NBC; Su-N; Baker's instant chocolate mix, Kool-Aid beverage mix, Maxwell House regular coffee, Post dry cereals	12.7
Tales of Wells Fargo; NBC; M-N; Sanka regular coffee	18.4
West Point Story; CBS; F-N; Maxwell House regular coffee, Post dry cereals	19.2
Zane Grey; CBS; F-N; Maxwell House instant coffee	20.2
<b>General Mills</b>	
Bob Crosby; CBS; W,F-D; Betty Crocker baking mixes, Bisquick	8.4
Wyatt Earp; ABC; Tu-N; dry cereals, Gold Medal flour	23.8
Giant Step; CBS; W-N; Betty Crocker baking mixes, dry cereals, Gold Medal flour	10.9
Lone Ranger; CBS; Sa-D; dry cereals	12.2
Mickey Mouse Club; ABC; Tu-F-D; dry cereals	18.0
Texas Rangers; CBS; Sa-D; dry cereals	13.1
Valiant Lady; CBS; W,F-D; Bisquick, Gold Medal flour	9.3
<b>Gerber Products</b>	
Captain Kangaroo; CBS; M-D; baby & junior foods	9.6
Bob Crosby; CBS; M-D; baby & junior foods	8.4
<b>Gordon Baking</b>	
Kukla, Fran & Ollie; ABC; M-F-N; Silver Cup bread	6.4
<b>Hartz Mountain</b>	
Captain Kangaroo; CBS; Sa-D; bird foods & supplies	10.9
Circus Time; ABC; Th-N; bird foods & supplies, pet foods	8.2
<b>H. J. Heinz</b>	
Captain Gallant; NBC; Sa-D; food products	8.0
<b>Kellogg</b>	
Arthur Godfrey; CBS; Tu-Th-D; dry cereals	9.8
Arthur Godfrey; CBS; W-N; dry cereals	21.0
House Party; CBS; Tu,Th-D; Gro-Pup dog food, dry cereals	9.6
Name That Tune; CBS; Tu-N; dry cereals	17.3
Wild Bill Hickock; CBS; Su-D; dry cereals	10.3
<b>Kimberly-Clark</b>	
Danny Thomas; ABC; Th-N; Delsey tissues, Kleenex paper products	11.7
<b>Lever Bros.</b>	
Godfrey's Talent Scouts; CBS; M-N; Lipton soup mixes, Lipton tea	28.3
House Party; CBS; W,F-D; Good Luck margarine	9.6
Garry Moore; CBS; W,F-D; Good	

Luck margarine	8.6
Sir Lancelot; NBC; M-N; Good Luck margarine	15.0
Video Theatre; NBC; Th-N; Imperial margarine	18.2
<b>National Biscuit</b>	
Rin Tin Tin; ABC; F-N; Nabisco dry cereals	17.5
<b>National Dairy</b>	
Comedy Time; NBC; Th-D; Kraft cheeses, orange drink	7.3
Kraft Theatre; NBC; W-N; Kraft cheeses, salad dressings & spreads	23.1
Matinee Theatre; NBC; Th-D; Kraft oil, mayonnaise	7.2
Modern Romances; NBC; Th-D; Kraft cheeses, jellies & preserves, marshmallows	8.6
Tic Tac Dough; NBC; Th-D; Kraft cheeses, mayonnaise, salad dressings & spreads	5.9
<b>Nestle</b>	
Blondie; NBC; F-N; Decaf instant coffee	17.6
Lone Ranger; CBS; Sa-D; Quik chocolate mix	12.2
Oh Susanna; CBS; Sa-N; Nescafe instant coffee	19.7
<b>Pet Milk</b>	
George Gobel; NBC; Sa-N; processed milk products	21.4
Red Skelton; CBS; Tu-N; processed milk products	25.4
<b>Pillsbury Mills</b>	
Arthur Godfrey; CBS; Tu,Th-D; baking mixes, Best flour, chilled rolls & biscuits & icebox cookies	9.8
Arthur Godfrey; CBS; W-N; baking mixes	21.0
House Party; CBS; Tu-Th-D; baking mixes, Best flour, chilled rolls & biscuits & icebox cookies, pancake mixes	9.6
Mickey Mouse Club; ABC; Th-D; baking mixes	18.0
<b>Procter &amp; Gamble</b>	
Brighter Day; CBS; Tu-Th-D; Crisco shortening	7.2
I Love Lucy; CBS; M-N; Fluffo shortening	36.1
<b>Quaker Oats</b>	
Caesar's Hour; NBC; Sa-N; Aunt Jemima mixes, Puss 'n Boots cat food	23.4
News; NBC; Tu-N; Ken-L dog foods	10.0
Sgt. Preston; CBS; Th-N; Aunt Jemima mixes, dry cereals	14.5
<b>Ralston-Purina</b>	
Big Story; NBC; F-N; Purina dog chow	21.7
Bold Journey; ABC; Th-N; dry cereals, Ry-Krisp	7.4
<b>Scott Paper</b>	
Father Knows Best; NBC; W-N; Cut-Rite waxed paper, Scotkins, Scotties	22.0
Arthur Godfrey; CBS; Th-D; Scotties	9.8

Data above and on page 50 are based on Broadcast Advertisers Reports for the week ending 10 May. More detailed data, such as length and placement of commercials, can be found in BAR reports themselves. Not included here are buys in participation shows, such as NBC's "Today". Ratings are based on a Pulse 23-market weighted average material for the

week ending 8 May. All ratings are averages for the week, e.g., ratings for segmented shows do not necessarily show the audience for the actual segment sponsored by the client. All TV purchased by advertisers follows name of network; "N" means night, "D" means day, days week are abbreviated. For exact time of show, see Comparagraph itself.



2,000,000+

*all different families*

*. . . different each survey, different all year*

⊙ *Pulse rings doorbells, interviews families right in their homes. The one-and-only method used by Pulse since 1941*

## 2. HOW COMPETING CLIENTS COMPARE *continued . . .*

<b>Standard Brands</b>		cleanser, Spic & Span cleaner	8.0	<b>Westinghouse</b>	
Arthur Godfrey; CBS; M-D; Blue Bonnet margarine, Hunt Club dog food, Royal desserts & pie fillings	9.8	Search For Tomorrow; CBS; M-F-D; Spic & Span cleaner	10.5	Studio One; CBS; M-N; major & small appliances	23.5
<b>House Party; CBS; M-D; Chase &amp; Sanborn instant coffee, Tender Leaf tea</b>		<b>Simoniz</b>		<b>Household, General</b>	
Queen For A Day; NBC; Tu-D; Blue Bonnet margarine, Chase & Sanborn instant coffee, Royal desserts & pie fillings, Tender Leaf tea	9.6	Arthur Godfrey; CBS; W-D; waxes & polishes	9.8	<b>American Home Products</b>	
Tennessee Ernie; NBC; Tu-D; Blue Bonnet margarine, Chase & Sanborn instant coffee, Royal desserts & pie fillings, Tender Leaf tea	11.2	House Party; CBS; waxes & polishes	9.6	Love Of Life; CBS; W,F-D; Sani-Flush, Wizard Wick deodorizer	9.7
Valiant Lady; CBS; M-D; Blue Bonnet margarine, Chase & Sanborn instant coffee	5.7	<b>S O S</b>		Queen For A Day; NBC; F-D; Sani-Flush, Wizard Spring Bouquet & Pine Scent	11.2
<b>Sterling Drug</b>		Mickey Mouse Club; ABC; W-D; scouring pads	18.0	Secret Storm; CBS; M,Tu,Th-D; Sani-Flush, Wizard Spring Bouquet & Pine Scent	7.2
Modern Romances; NBC; F-D; ironized yeast	8.6	Garry Moore; CBS; F-D; scouring pads	8.6	<b>Best Foods</b>	
True Story; NBC; Sa-D; ironized yeast	6.0	<b>Sterling Drug</b>		Bob Crosby; CBS; Tu-D; Shinola shoe polish	8.4
<b>Sunkist Growers</b>		Modern Romances; NBC; M,F-D; Energine cleaning fluids	8.6	Garry Moore; CBS; Tu-D; Rit tints & dyes	8.6
Queen For A Day; NBC; Th-D; citrus fruits	11.2	True Story; NBC; Sa-D; Energine cleaning fluids	6.0	<b>Colgate-Palmolive</b>	
<b>Swift</b>		<b>Laundry Products</b>		Strike It Rich; CBS; F-D; Florient Aerosol	8.4
Bob Crosby; CBS; F-D; Pard dog food	8.4	George Gobel; NBC; Sa-N; Liquid Chiffon detergent	21.4	<b>Dixie Cup</b>	
Disneyland; ABC; W-N; Premium frozen meats	25.4	B. T. Babbitt	3.7	Queen For A Day; NBC; W-D; paper cups & plates	11.2
House Party; CBS; F-D; baby foods, Premium meats	9.6	Today; NBC; Th-D; Glim detergent	3.7	Tennessee Ernie; NBC; W-D; paper cups & plates	5.7
Lone Ranger; ABC; Th-N; canned meats, Premium frozen meats, Premium meats	14.2	<b>Colgate-Palmolive</b>		<b>General Electric</b>	
Garry Moore; CBS; F-D; canned meats, Pard dog food	8.6	Big Payoff; CBS; M-F-D; Ad, Fab, Vel detergents, Liquid Vel	8.3	Cheyenne; ABC; Tu-N; light bulbs	21.0
<b>Welch Grape Juice</b>		Strike It Rich; CBS; M-F-D; Ad, Fab, Vel detergents, Liquid Vel	8.4	<b>Johnson &amp; Johnson</b>	
Comedy Time; NBC; Th-D; grape products	7.3	<b>Corn Products Refining</b>		Robin Hood; CBS; M-N; Band-Aids	21.5
It Could Be You; NBC; Th-D; grape products	5.5	Matinee Theatre; NBC; W-D; Nu-Soft fabric softener	7.2	<b>Kaiser Aluminum &amp; Chemical</b>	
<b>Wesson Oil &amp; Snowdrift Sales</b>		Modern Romances; NBC; W-D; Nu-Soft fabric softener	8.6	Kaiser Hour; NBC; Tu-N; broiler foil	19.3
Comedy Time; NBC; M-D; Wesson oil	7.3	It Could Be You; NBC; W,F-D; Nu-Soft fabric softener	5.5	<b>Minnesota Mining &amp; Mfg.</b>	
Bob Crosby; CBS; Tu-D; Wesson oil	8.4	<b>Gold Seal</b>		Mickey Mouse Club; ABC; M,Th-D; scotch tapes	18.0
Matinee Theatre; NBC; M-D; Wesson oil	7.2	Perry Como; NBC; Sa-N; Snowy bleach	35.7	Queen For A Day; NBC; Th-D; scotch tapes	11.2
Valiant Lady; CBS; Tu-D; Wesson oil	9.3	<b>Lever Bros.</b>		Tic Tac Dough; NBC; Th-D; scotch tapes	5.9
<b>American Home Products</b>		Comedy Time; NBC; W-D; Rinso	7.3	<b>Park &amp; Tilford</b>	
Love Of Life; CBS; Tu,W-D; Freezone	9.7	House Party; CBS; W,F-D; Lux Liquid, Rinso	9.6	Masquerade Party; NBC; W-N; Tintex tints & dyes	12.5
<b>American Oil</b>		Garry Moore; CBS; W,F-D; Lux Liquid, Rinso	8.6	<b>Reynolds Metals</b>	
Person to Person; CBS; F-N; Amoco gasoline	29.0	On Trial; NBC; F-N; Lux Liquid, Rinso	19.4	Circus Boy; NBC; Su-N; aluminum packaging; Reynolds wrap	15.7
<b>Gulf Oil</b>		Price Is Right; NBC; F-D; Lux Liquid, Wisk	5.5	<b>Sylvania Electric Products</b>	
Life of Riley; NBC; F-N; gasoline	21.5	Sir Lancelot; NBC; M-N; Lux Liquid	15.0	The Buccaneers; CBS; Sa-N; electric light bulbs	14.6
<b>Cleanders, Polishers</b>		Truth Or Consequences; NBC; W,F-D; Lux Liquid, Wisk	6.0	Westinghouse	23.9
<b>American Home Products</b>		Video Theatre; NBC; Th-N; Wisk	18.2	Studio One; CBS; M-N; light bulbs	23.9
Douglas Edwards; CBS; Tu,Th-N; Aerowax, Easy Off oven cleaner	10.6	<b>Procter &amp; Gamble</b>		<b>Tobacco</b>	
It Could Be You; NBC; M,F-D; Aerowax	5.5	As The World Turns; CBS; M-F-D; Ivory Snow, Oxydol	7.8	<b>American Tobacco</b>	
Love Of Life; CBS; Tu,Th-D; Aerowax	9.7	Brighter Day; CBS; M-F-D; Cheer	7.2	Jack Benny; CBS; Su-N; Filter Tip Tareyton, Lucky Strike	26.4
Queen For a Day; NBC; F-D; Aerowax, Easy off oven cleaner	11.2	Bob Crosby; CBS; Th-D; Ivory flakes	8.4	Big Story; NBC; F-N; Pall Mall	21.7
Secret Storm; CBS; M-F-D; Aerowax, Easy Off oven cleaner	7.2	Edge Of Night; CBS; M-F-D; Dreft, Tide	8.0	Navy Log; ABC; W-N; Pall Mall	16.8
<b>B. T. Babbitt</b>		Guiding Light; CBS; M-F-D; Blue Dot Duz	10.7	Tales of Wells Fargo; NBC; M-N; Pall Mall	18.4
Caesar's Hour; NBC; Sa-N; Bab-O cleanser	23.4	Hey Jeannie; CBS; Sa-N; Dash	19.9	Your Hit Parade; NBC; Sa-N; Filter Tip Tareyton, Lucky Strike	24.0
<b>Brillo Manufacturing</b>		It Could Be You; NBC; M,Tu,F-D; Oxydol	5.5	<b>Brown &amp; Williamson</b>	
It Could Be You; NBC; Th,F-D; scouring pads	5.5	Lineup; CBS; F-N; Cheer	26.6	Douglas Edwards; CBS; M-F-N; Vice-roy	10.6
Matinee Theatre; NBC; F-D; scouring pads	7.2	Matinee Theatre; NBC; M-F-D; Tide	7.2	It Could Be You; NBC; W-D; Raleigh Lineup; CBS; F-N; Vice-roy	5.5
<b>Colgate-Palmolive</b>		Queen For A Day; NBC; M-F-D; Dash, Dreft	11.2	Queen For A Day; NBC; M-D; Raleigh Tennessee Ernie; NBC; M,W-D; Raleigh	11.2
Big Payoff; CBS; M,Tu,F-D; Ajax cleanser	8.3	Search For Tomorrow; CBS; M,Tu,Th,F-D; Joy	10.5		5.7
Strike It Rich; CBS; M-F; Ajax cleanser	8.4	Phil Silvers; CBS; Tu-N; Joy	25.0	<b>General Cigar</b>	
<b>Draekett</b>		Tic Tac Dough; NBC; M-F-D; Dreft	5.9	John Daly; ABC; M-W-N; cigars	5.9
Steve Allen; NBC; Su-N; Windex glass cleaner	27.1	Loretta Young; NBC; Su-N; Tide	20.6	<b>Liggett &amp; Myers</b>	
<b>Gold Seal</b>		<b>Purex</b>		Dragnet; NBC; Th-N; Chesterfield	23.2
Perry Como; NBC; Sa-N; Glass Wax	35.7	Arthur Murray Party; NBC; Tu-N; Beads-O-Bleach	13.3	Gunsmoke; CBS; Sa-N; L & M	28.1
<b>S. C. Johnson &amp; Son</b>		<b>Appliances</b>		Spike Jones; CBS; Tu-N; L & M	14.3
Red Skelton; CBS; Tu-N; waxes & polishes	25.4	<b>General Electric</b>		Panic; NBC; Tu-N; Chesterfield	18.8
Robert Montgomery; NBC; M-N; waxes & polishes	18.8	Broken Arrow; ABC; Tu-N; GE major appliances	18.6	<b>P. Lorillard</b>	
<b>Procter &amp; Gamble</b>		Cheyenne; ABC; Tu-N; GE small appliances	21.0	Jackie Gleason; CBS; Sa-N; Old Gold	24.6
As The World Turns; CBS; M-F-D; Comet cleanser	7.8	<b>Hoover</b>		\$64,000 Challenge; CBS; Su-N; Kent	25.3
Edge of Night; CBS; M-F-D; Comet	7.8	Garry Moore; CBS; Tu-D; vacuum cleaners	8.6	<b>Philip Morris</b>	
<b>Sylvania Electric Products</b>		<b>Radio Corp. of America</b>		Playhouse 90; CBS; Th-N; Marlboro	31.2
The Buccaneers; CBS; Sa-N; major & small appliances	14.6	Perry Como; NBC; Sa-N; Whirlpool major appliances	35.7	Mike Wallace; ABC; Su-N; Philip Morris	10.1
<b>Westinghouse</b>		Matinee Theatre; NBC; M,F-D; Whirlpool major appliances	7.2	<b>R. J. Reynolds</b>	
Studio One; CBS; M-N; major & small appliances	23.5	<b>Sunbeam</b>		Rob Cummings; CBS; Th-N; Winston	23.2
<b>Household, General</b>		Perry Como; NBC; Sa-N; small appliances	35.7	I've Got A Secret; CBS; W-N; Salem, Winston	26.0
<b>American Home Products</b>		<b>Sylvania Electric Products</b>		Mr. Adams & Eve; CBS; F-N; Camel	20.9
Love Of Life; CBS; W,F-D; Sani-Flush, Wizard Wick deodorizer	9.7	The Buccaneers; CBS; Sa-N; major & small appliances	14.6	People Are Funny; NBC; Sa-N; Salem	20.2
Queen For A Day; NBC; F-D; Sani-Flush, Wizard Spring Bouquet & Pine Scent	11.2	<b>Westinghouse</b>		Phil Silvers; CBS; Tu-N; Camel	25.0
Secret Storm; CBS; M,Tu,Th-D; Sani-Flush, Wizard Spring Bouquet & Pine Scent	7.2	Studio One; CBS; M-N; light bulbs	23.9	Wire Service; ABC; M-N; Camel	9.4
<b>Best Foods</b>		<b>Johnson &amp; Johnson</b>		<b>General Electric</b>	
Bob Crosby; CBS; Tu-D; Shinola shoe polish	8.4	Robin Hood; CBS; M-N; Band-Aids	21.5	Cheyenne; ABC; Tu-N; light bulbs	21.0
Garry Moore; CBS; Tu-D; Rit tints & dyes	8.6	<b>Kaiser Aluminum &amp; Chemical</b>		<b>Minnesota Mining &amp; Mfg.</b>	
<b>Colgate-Palmolive</b>		Kaiser Hour; NBC; Tu-N; broiler foil	19.3	Mickey Mouse Club; ABC; M,Th-D; scotch tapes	18.0
Strike It Rich; CBS; F-D; Florient Aerosol	8.4	<b>Minnesota Mining &amp; Mfg.</b>		Queen For A Day; NBC; Th-D; scotch tapes	11.2
<b>Dixie Cup</b>		Tic Tac Dough; NBC; Th-D; scotch tapes	5.9	<b>Park &amp; Tilford</b>	
Queen For A Day; NBC; W-D; paper cups & plates	11.2	<b>Park &amp; Tilford</b>		Masquerade Party; NBC; W-N; Tintex tints & dyes	12.5
Tennessee Ernie; NBC; W-D; paper cups & plates	5.7	<b>Reynolds Metals</b>		Circus Boy; NBC; Su-N; aluminum packaging; Reynolds wrap	15.7
<b>General Electric</b>		<b>Sylvania Electric Products</b>		The Buccaneers; CBS; Sa-N; electric light bulbs	14.6
Cheyenne; ABC; Tu-N; light bulbs	21.0	<b>Westinghouse</b>		Studio One; CBS; M-N; light bulbs	23.9
<b>Johnson &amp; Johnson</b>		<b>Tobacco</b>		<b>American Tobacco</b>	
Robin Hood; CBS; M-N; Band-Aids	21.5	<b>American Tobacco</b>		Jack Benny; CBS; Su-N; Filter Tip Tareyton, Lucky Strike	26.4
<b>Kaiser Aluminum &amp; Chemical</b>		Big Story; NBC; F-N; Pall Mall	21.7	Navy Log; ABC; W-N; Pall Mall	16.8
Kaiser Hour; NBC; Tu-N; broiler foil	19.3	Tales of Wells Fargo; NBC; M-N; Pall Mall	18.4	Your Hit Parade; NBC; Sa-N; Filter Tip Tareyton, Lucky Strike	24.0
<b>Minnesota Mining &amp; Mfg.</b>		<b>Brown &amp; Williamson</b>		<b>General Cigar</b>	
Mickey Mouse Club; ABC; M,Th-D; scotch tapes	18.0	Douglas Edwards; CBS; M-F-N; Vice-roy	10.6	John Daly; ABC; M-W-N; cigars	5.9
Queen For A Day; NBC; Th-D; scotch tapes	11.2	It Could Be You; NBC; W-D; Raleigh Lineup; CBS; F-N; Vice-roy	5.5	<b>Liggett &amp; Myers</b>	
Tic Tac Dough; NBC; Th-D; scotch tapes	5.9	Queen For A Day; NBC; M-D; Raleigh Tennessee Ernie; NBC; M,W-D; Raleigh	11.2	Dragnet; NBC; Th-N; Chesterfield	23.2
<b>Park &amp; Tilford</b>			5.7	Gunsmoke; CBS; Sa-N; L & M	28.1
Masquerade Party; NBC; W-N; Tintex tints & dyes	12.5	<b>General Cigar</b>		Spike Jones; CBS; Tu-N; L & M	14.3
<b>Reynolds Metals</b>		John Daly; ABC; M-W-N; cigars	5.9	Panic; NBC; Tu-N; Chesterfield	18.8
Circus Boy; NBC; Su-N; aluminum packaging; Reynolds wrap	15.7	<b>Liggett &amp; Myers</b>		<b>P. Lorillard</b>	
<b>Sylvania Electric Products</b>		Dragnet; NBC; Th-N; Chesterfield	23.2	Jackie Gleason; CBS; Sa-N; Old Gold	24.6
The Buccaneers; CBS; Sa-N; electric light bulbs	14.6	Gunsmoke; CBS; Sa-N; L & M	28.1	\$64,000 Challenge; CBS; Su-N; Kent	25.3
<b>Westinghouse</b>		Spike Jones; CBS; Tu-N; L & M	14.3	<b>Philip Morris</b>	
Studio One; CBS; M-N; light bulbs	23.9	Panic; NBC; Tu-N; Chesterfield	18.8	Playhouse 90; CBS; Th-N; Marlboro	31.2
<b>American Tobacco</b>		<b>P. Lorillard</b>		Mike Wallace; ABC; Su-N; Philip Morris	10.1
Jack Benny; CBS; Su-N; Filter Tip Tareyton, Lucky Strike	26.4	Jackie Gleason; CBS; Sa-N; Old Gold	24.6	<b>R. J. Reynolds</b>	
Big Story; NBC; F-N; Pall Mall	21.7	\$64,000 Challenge; CBS; Su-N; Kent	25.3	Rob Cummings; CBS; Th-N; Winston	23.2
Navy Log; ABC; W-N; Pall Mall	16.8	<b>Philip Morris</b>		I've Got A Secret; CBS; W-N; Salem, Winston	26.0
Tales of Wells Fargo; NBC; M-N; Pall Mall	18.4	Playhouse 90; CBS; Th-N; Marlboro	31.2	Mr. Adams & Eve; CBS; F-N; Camel	20.9
Your Hit Parade; NBC; Sa-N; Filter Tip Tareyton, Lucky Strike	24.0	Mike Wallace; ABC; Su-N; Philip Morris	10.1	People Are Funny; NBC; Sa-N; Salem	20.2
<b>Brown &amp; Williamson</b>		<b>R. J. Reynolds</b>		Phil Silvers; CBS; Tu-N; Camel	25.0
Douglas Edwards; CBS; M-F-N; Vice-roy	10.6	Rob Cummings; CBS; Th-N; Winston	23.2	Wire Service; ABC; M-N; Camel	9.4
It Could Be You; NBC; W-D; Raleigh Lineup; CBS; F-N; Vice-roy	5.5	I've Got A Secret; CBS; W-N; Salem, Winston	26.0	<b>General Electric</b>	
Queen For A Day; NBC; M-D; Raleigh Tennessee Ernie; NBC; M,W-D; Raleigh	11.2	Mr. Adams & Eve; CBS; F-N; Camel	20.9	Cheyenne; ABC; Tu-N; light bulbs	21.0
	5.7	People Are Funny; NBC; Sa-N; Salem	20.2	<b>Minnesota Mining &amp; Mfg.</b>	
<b>General Cigar</b>		Phil Silvers; CBS; Tu-N; Camel	25.0	Mickey Mouse Club; ABC; M,Th-D; scotch tapes	18.0
John Daly; ABC; M-W-N; cigars	5.9	Wire Service; ABC; M-N; Camel	9.4	Queen For A Day; NBC; Th-D; scotch tapes	11.2
<b>Liggett &amp; Myers</b>		<b>General Electric</b>		Tic Tac Dough; NBC; Th-D; scotch tapes	5.9
Dragnet; NBC; Th-N; Chesterfield	23.2	Cheyenne; ABC; Tu-N; light bulbs	21.0	<b>Park &amp; Tilford</b>	
Gunsmoke; CBS; Sa-N; L & M	28.1	<b>Hoover</b>		Masquerade Party; NBC; W-N; Tintex tints & dyes	12.5
Spike Jones; CBS; Tu-N; L & M	14.3	Garry Moore; CBS; Tu-D; vacuum cleaners	8.6	<b>Reynolds Metals</b>	
Panic; NBC; Tu-N; Chesterfield	18.8	<b>Radio Corp. of America</b>		Circus Boy; NBC; Su-N; aluminum packaging; Reynolds wrap	15.7
<b>P. Lorillard</b>		Perry Como; NBC; Sa-N; Whirlpool major appliances	35.7	<b>Sylvania Electric Products</b>	
Jackie Gleason; CBS; Sa-N; Old Gold	24.6	Matinee Theatre; NBC; M,F-D; Whirlpool major appliances	7.2	The Buccaneers; CBS; Sa-N; major & small appliances	14.6
\$64,000 Challenge; CBS; Su-N; Kent	25.3	<b>Sunbeam</b>		<b>Westinghouse</b>	
<b>Philip Morris</b>		Perry Como; NBC; Sa-N; small appliances	35.7	Studio One; CBS; M-N; light bulbs	23.9
Playhouse 90; CBS; Th-N; Marlboro	31.2	<b>Sylvania Electric Products</b>		<b>American Tobacco</b>	
Mike Wallace; ABC; Su-N; Philip Morris	10.1	The Buccaneers; CBS; Sa-N; major & small appliances	14.6	Jack Benny; CBS; Su-N; Filter Tip Tareyton, Lucky Strike	26.4
<b>R. J. Reynolds</b>		<b>Westinghouse</b>		Big Story; NBC; F-N; Pall Mall	21.7
Rob Cummings; CBS; Th-N; Winston	23.2	Studio One; CBS; M-N; light bulbs	23.9	Navy Log; ABC; W-N; Pall Mall	16.8
I've Got A Secret; CBS; W-N; Salem, Winston	26.0	<b>Tobacco</b>		Tales of Wells Fargo; NBC; M-N; Pall Mall	18.4
Mr. Adams & Eve; CBS; F-N; Camel	20.9	<b>American Tobacco</b>		Your Hit Parade; NBC; Sa-N; Filter Tip Tareyton, Lucky Strike	24.0
People Are Funny; NBC; Sa-N; Salem	20.2	Jack Benny; CBS; Su-N; Filter Tip Tareyton, Lucky Strike	26.4	<b>Brown &amp; Williamson</b>	
Phil Silvers; CBS; Tu-N; Camel	25.0	Big Story; NBC; F-N; Pall Mall	21.7	Douglas Edwards; CBS; M-F-N; Vice-roy	10.6
Wire Service; ABC; M-N; Camel	9.4	Navy Log; ABC; W-N; Pall Mall	16.8	It Could Be You; NBC; W-D; Raleigh Lineup; CBS; F-N; Vice-roy	5.5

# 3. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
ton Tonight: My-F	\$12,500	Amer Tobacco, SSCGB; alt wks open	Meet McGraw: MyA-F	33,000	P&G, Benton & Bowles
venture Theatre: A-F	9,750	Amer Tobacco, BBDO, alt Warner-Lambert, SSCGB	Meet the Press: I-L	7,500	Open
last 8/31)			Millionaire: Dr-F	32,000	Colgate, Bates
ve Allen Show: V-L	63,000	S. C. Johnson, Needham, Louis & Brorby, Pharmacrast, JWT; Greyhound, Grey	Mr. Adams & Eve: Sc-F	41,000	Colgate, LGN; R. J. Reynolds, Esty
ateur Hour: V-L	23,000	Hazel Bishop, Spector	*Arthur Murray Party: V-L	**	Bristol-Myers, YGR
l Barber's Corner: Sp-L	3,000	State Farm Ins, NLB	My Favorite Husband: Sc-F	10,500	Amer Tobacco, BBDO
at the Clock: Q-L	18,000	Hazel Bishop, Spector; alt wk open	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, Bates
Moment: Dr-F	9,500	Amer Tobacco, SSCGB (last B 30); Ralston Purina, Gardner	Navy Log: Dr-F	32,000	Amer Tobacco, SSCB; U.S. Rubber, F. D. Richards
odie: Sc-F	37,500	Nestle, B. Houston; Toni, Tatham-Laird, C. E. Frank	NBC News: N-L	9,500††	American Can, Compton (last 8 26); Miles, Wade; 3 days, 1 alt day open
d Journey: A-F	8,000	Ralston Purina, GBB	Ozzie & Harriet: Sc-F	36,000	Eastman Kodak, JWT
Bowie: A-F	32,000	Amer Chiele, Bates; Chesebrough-Ponds, Me-E	Panic: Dr-F	36,000	LGM, Me-E; Max Factor, DDB
ken Arrow: A-F	31,000	Miles, Wade; Asso Products, Grey	Pantomime Quiz: Q-L	8,000	Amer Oil, J. Katz; Hamm, Camp-Mithun; Time-Life, YGR
cancers: A-F	24,000	Sylvania, JWT	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North
ns & Allen: Sc-F	33,000	Carnation, Wasey; Goodrich, BBDO	People's Choice: Sc-F	34,000	Borden, YGR; P&G, YGR
alcade of Sports: Sp-L	35,000	Gillette, Maxon	Playhouse 90: Dr-L&F	117,000	Amer Gas, LGN; Bristol-Myers, BBDO; Philip Morris, Burnett
enne: A-F	90,000	Gen Elect, YGR, BBDO & Grey	Press Conference: I-L (last 7/15)	8,500	Corn Prod. C. L. Miller
us Boy: A-F	34,000	Reynolds Alum, Clinton E. Frank,	Show For A Summer Evening: Dr-F	10,500 (alt wks)	Amer Tobacco, BBDO
ax: Dr-L	55,000	Chrysler, Mc-E	Private Secretary: Sc-F	36,000	Lever, O&G; Sheaffer, Seeds
ict: Dr-F	90,000	Chesebrough-Ponds, JWT & Mc-E	Richard Diamond: MyA-F	13,500	Gen Foods, B&B
ph Cotten Show: Dr-F	38,000	Campbell Soup, BBDO (last 8 30); Lever Bros, BBDO; alt wks open	Rin Tin Tin: A-F	32,000	Nabisco, K&E
ntry Music Jubilee: Sc-F	18,000	Amer Chiele, Bates; Williamson-Dickie, Evans (alt wks 10-10:30); co-op 10:30-11	George Sanders Mystery Theatre: My-F	15,000	Pabst, Burnett
oads: Dr-F	31,000	Chevrolet, Camp-Ewald	Schlitz Playhouse: Dr-F	36,000	Schlitz, JWT
Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty	Show For A Summer Evening: Dr-F	10,500 (alt wks)	Amer Tobacco, BBDO
Damone Show: V-L	25,000 (1/2 hr)	Kellogg, Burnett; alt Oldsmobile, D. P. Brother; 1/2 hr open	Phil Silvers Show: Sc-F	41,000	P&G, Burnett; R. J. Reynolds, Esty
With the Angels: Sc-F	38,000	Plymouth, Grant	Sgt. Preston: A-F	32,000	Quaker Oats, WBT
ay Dean: Mu-L	20,000	H. Bishop, Spector	\$64,000 Challenge: Q-L	32,000	P. Lorillard, YGR; Revlon, BBDO
ny: Ad-F	13,000	Gen Foods, B&B; Ford, JWT	\$64,000 Question: Q-L	32,000	Revlon, BBDO
eyland: M-F	75,000	Amer. Motors, BFSD & Geyer; Amer. Dairy, Camp-Mithun; Derby, McE	Spotlight Playhouse: A-F	9,500	Pet Milk, Gardner; alt S. C. Johnson; FCB
net: My-F	35,000	LGM, Mc-E; Schick, W&L	S.R.O. Playhouse: Dr-F	11,500	Whitehall, Bates; Helene Curtis, Ludgin
ny Durante: C-L	18,000	P. Lorillard, LGN	Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curtis, E. H. Weiss
it Earp: A-F	30,000	Gen Mills, DFS; P&G, Compton	Studio One Summer Theatre: Dr-L	55,000	Westinghouse, Mc-E
g Edwards News: N-L&F	9,500††	Whitehall, Bates; Brown & Wmson, Bates; Hazel Bishop, Spector	Ed Sullivan Show: V-L	69,000	Lincoln-Mercury, K&E
re Theatre: Dr-F	11,000	Quaker Oats, Needham, Louis & Brorby; Armour, F&G	Summer Playhouse: Dr-F	10,500 (alt wks)	Armstrong Cork, BBDO
les Farrell: Sc-F	11,000	Whitehall, Bates; Lever, JWT	Sunday News Special: N-L	9,500	Whitehall, Bates; alt Carter Products, Bates
er Knows Best: Sc-F	38,000	Scott Paper, JWT	Telephone Time: Dr-F	31,000	Bell, Ayer
val of Stars: Dr-F	11,000	Purex, E. H. Weiss; Speidel, NCGK	Theatre Time: Dr-F	12,000	Armour, FCB; Kimberly-Clark, FCB
Theatre: Dr-F	36,000	Ford, JWT	This Is Your Life: D-L	52,000	P&G, B&B
Theatre: Dr-F	45,000	Gen Elect, BBDO	Those Whiting Girls: Sc-F	11,000	Gen Foods, YGR; alt Max Factor, Anderson-McConnell
rey's Scouts: V-L	28,000	Lipton, YGR; Toni, North	To Tell The Truth: Q-L	22,000	Pharmaceuticals, Kletter
Graham: Au-L		B. Graham Evangelistic Asso.	*TV Playhouse: Dr-L	52,000	Aleoa, YGR; Goodyear Fuller Smith & Ross
oke: A-F	38,000	LGM, DFS; Sperry Rand (1 wk in 4), YGR	20th Century Fox: Dr-F	110,000	Revlon, C. J. LaRoehe
Low: Q-L	12,000	Ford, JWT	Twenty-One: Q-L	30,000	Pharmaceuticals, Kletter
cock Presents: My-F	34,000	Bristol-Myers, YGR	Undercurrent: Dr-F	11,500	P&G, YGR; Brown & Wm'son, Bates
n Hood: A-F	28,000	Johnson & Johnson, YGR; Wildroot, BBDO	U.S. Steel Hour: Dr-L	58,000	U.S. Steel, BBDO
Got a Secret: Q-L	24,000	R. J. Reynolds, Esty	Mike Wallace: I-L	15,000	Philip Morris, Ayer
pe Jones: Mu-L	35,000	LGM, DFS	The Web: My-F	17,000	P&G, B&B
ft Tv Theatre: Dr-L	34,000	Kraft, JWT	Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
Club Playhouse: Dr-F	9,500	Mogen David, Weiss	Lawrence Welk: Mu-L	14,500	Dodge, Grant
a, Fran & Ollie: J-L (29 start)		Gordon Baking, Ayer; & co-op	Welk Top Tunes: V-L	16,500	Dodge & Plymouth, Grant
us LaRosa: V-L	108,000	Gold Seal, North: S&H Stamps, SSCB (last B 31); Noxzema, SSCB; Sunbeam, Perrin-Paus; RCA & Whirlpool, K&E; Kimberly Clark, FCB	West Point: Dr-F	40,000	Gen Foods, B&B
e: A-L	34,000	Campbell Soup, BBDO	What's My Line: Q-L	28,000	Helene Curtis, Ludgin; Sperry-Rand, YGR
l of Riley: Sc-F	32,000	Lever Bros, BBDO	Jonathan Winters: C-L	12,500	Lewis-Howe, DFS
Ranger: A-F	24,000	Gen Mills, DFS; Swift, Mc-E	Wire Service: Dr-F	77,000	R. J. Reynolds, Wm Esty; 1/2 hr open
L Video Theatre: Dr-L	43,000	Lever Bros, JWT	You Are There: Dr-F	37,000	Prudential, Reach, McClinton
Merquade Party: Q-L	22,000	Asso Products, Grey; (last 8 28); Max Factor (B B only), Anderson-McConnell	You Asked For It: M-F	14,000	Skippy Peanut Butter, GBB
			You Bet Your Life: Q-F	51,750	DeSoto, BBDO; Toni, North

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

3-30 August, inclusive. Program types are indicated as follows: A Adventure, (Au) Audience Participation, C Comedy, D Documentary, Dr Drama, (I) Interview, J Juvenile, M Misc, Mu Music, My Mystery, N News, (Q) Quiz, (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (V) Variety. \*\*Talent and production costs are carried by A. Murray.

Listing continues on page 52

# 4. NIGHTTIME

# COMPARE

	SUNDAY			MONDAY			TUESDAY			AI
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00		The Last Word sust	Meet The Press sust							
6:15										
6:30										
6:45		You Are There Prudential	Cowboy Theatre sust (6:30-7:30)		D Edwards Brown & Wmson			No net service D Edwards Whitehall		
7:00										
7:15	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Cowboy Theatre sust	Kukla, Fran & Ollie Gordon Bkng-co-op	No net service D Edwards Brown & Wmson		Kukla, Fran & Ollie Gordon Bkng-co-op	No net service D Edwards Whitehall		
7:30				John Daly News sust			John Daly News sust			
7:45	Hollywood Film Theatre partic (7:30-9)	My Favorite Husband Amer Tobacco	Circus Boy Reynolds Alum	Wire Service R. J. Reynolds (7:30-8:30)	Robin Hood Johnson & Jhsn alt Wildroot	Georgia Gibbs sust News A Can (last 8/26) alt sust	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Andy Williams June Valli sust News sust	
8:00										
8:15	Hollywood Film Theatre	Ed Sullivan Lincoln-Mercury (8-9)	Steve Allen S. C. Johnson alt Pharma, Greyhound	Wire Service sust	Burns & Allen Carnation alt Goodrich		Conflict Chesebrough- Ponds (alt wks 7:30-8:30)	Phil Silvers P&G alt R. J. Reynolds	Festival of Stars Purex alt Spedel	
8:30										
8:45	Hollywood Film Theatre	Ed Sullivan	Steve Allen (8-9)	Bold Journey Ralston-Purina	Talent Scouts Lipton alt Toni	Action Tonight Amer Tobacco alt sust	Wyatt Earp Gen Mills alt P&G	Private Secretary Lever alt Sheaffer	Panic L&M alt Max Factor	
9:00										
9:15	Compass sust	G. E. Theatre Gen Electric	Tv Playhouse Goodyear alt Alcoa	Press Conference Corn Prod (last 7/15 Quest For Adven. (7/22) sust	Those Whiting Girls Gen Foods alt Max Factor	Twenty-One Pharmaceuticals	Broken Arrow Assoc Products alt Miles	To Tell The Truth Pharmaceuticals	Meet McGraw P&G	Oz & K
9:30										
9:45	Midwestern Hayride sust	Hitchcock Theatre Bristol-Myers	Tv Playhouse	Welk Top Tunes New Talent Dodge-Plymouth (9:30-10:30)	Richard Diamond, Priv Detective Gen Foods	Arthur Murray Party Bristol-Myers	Telephone Time Bell	Spotlight Playhouse Pet Milk alt S. C. Johnson	Summer Playh'se Armstrong alt Show For A Summer Eve Amer Tobac	F & T F
10:00										
10:15	Mike Wallace Philip Morris	\$64,000 Challenge Revlon alt P. Lorillard	The Web P&G	Welk Top Tunes	Studio One Summer Theatre Westinghouse (10-11)	Amateur Hour H. Bishop	It's Polka Time co-op	\$64,000 Question Revlon	Nat King Cole sust	Vd N F M on
10:30										
10:45		What's My Line Sperry-Rand alt H Curtis	No net service		Studio One Summer Theatre			Spike Jones L&M	No net service	Farus 10

## Index continued ... Sponsored Daytime Network Programs 7 a.m.-6 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
As the World Turns: S-L	\$ 3,400††	P&G, B&B; Pillsbury, Camp-Mithun (8/1 start); 4 segs open	Arthur Godfrey—Cont'd		Brands, Bates; Bauer & Blair; Burnett; 3 segs open
Baseball Game of Week: Sp-L		Falstaff Brewing, DFS; Amer Safety Razor, Mc-E; Philip Morris, Burnett	Guiding Light: S-L	10,000 wk	P&G, Compton
Big Payoff: Q-L	6,000††	Colgate, Houston 2 days open	Gumby: J-L	3,500††	Sweets Co., Eisen
Bride & Groom: Au-L	2,600††	Toni, North; 4 days & 1 alt day open	Howdy Doody: J-L	24,000	Cont Baking, Bates; Sweets Co.; 1/2 open alt wks
Brighter Day: S-L	10,000 wk	P&G, Y&R	It Could Be You: Q-L	3,000††	Amer Home Prod, Bates, Gey & Gey, T. Laird; Brillo, JW (8-22); Brown & Wm'son, Seed Corn Prod, C. L. Miller; Ber Culver, Wade; P&G, DFS; Labs, Wade; Gen Foods, Y&G; Chesebrough-Ponds, JWT; 1 seg 4 alt segs open
Capt. Gallant: A-F	31,000	Heinz, Maxon			
Comedy Time: Sc-F	rerun	Kraft, JWT; Lever, BBDO; Welch, R. K. Manhoff; Chesebrough-Ponds, JWT; SOS, Mc-E; Miles, Wade; Gen Foods, Y&R; 3 segs & 3 alt segs open; 1 seg co-op	Art Linkletter: V-L	4,000††	Campbell Soup, Burnett; Hog Burnett; Lever Bros, BBDO; Pillsbury, Burnett; Simoniz, Y&R; Toni; Brands, JWT; Swift, Mc-E; Toni (7:30 start), R&R; Toni (7:15 start) North; 1 seg open
Bob Crosby: V-L	3,150††	Gen Mills, Knox-Reeves; Gerber, D'Arcy; Wesson Oil, Fitzgerald; Swift, Mc-E; Toni, North; 5 segs & 3 alt segs open	Love of Life: S-L	10,000 wk	Amer Home Prod, Bates
Detective Diary: A-F	8,000	Sterling Drug, DFS, 1/2 spon	Lone Ranger: A-F	18,000	Gen Mills, DFS; Nestle, Mc-E
Edge of Night: S-L	17,000 wk	P&G, B&B; Stand Brands, JWT; Pet Milk, Gardner; Pillsbury, Campbell-Mithun (8/1 start); 2 segs & 1 alt seg open	Major League Baseball: Sp-L		R. J. Reynolds, Esty, 1/4 spon
Fury: A-F	33,000	Gen Foods, B&B; Borden, Y&R	Medical Horizons: D-L	22,000	Ciba, JWT
Arthur Godfrey: V-L	4,150††	Bristol-Myers, Y&R; Florida Citrus, B&B; Gen Foods, Y&R; Mutual of Omaha, Bozell & Jacobs; Scott Paper, JWT; Sherwin Williams, F&S&R; Simoniz, Y&R; Stand	Mickey Mouse Club: J-F	5,040 to 6,300††	Amer-Paramount, Buchanan; Aou Tat-Laird; Bristol-Myers, Coca Cola, Mc-E; Gen od FC&B; Carnation, Wasey; Genill



# AGRA PH

3 - 30 AUGUST

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
5S	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
service										
wards Wmson			D Edwards Whitehall			D Edwards Brown & Wmson alt H Bl hop				
service		Kukla, Fran & Ollie Gordon Bking co op	No net service		Kukla, Fran & Ollie Gordon Bking co op	No net service				
wards Wmson		John Daly News sust	D Edwards Whitehall		John Daly News sust	D Edwards Brown & Wmson alt H Bl hop				
riend ka t	Helen O'Connell sust News sust	Lone Ranger Gen Mills alt Swift	Sgt. Preston Quaker Oats	Andy Williams June Valli sust News sust	Rin Tin Tin Nabisco	Beat the Clock H Bishop alt sust	Helen O'Connell sust News Miles	Flight Number Seven sust	Buccaneers Sylvania	People Are Funny Toni alt It J Reynolds
omone n ( -10)	Masquerade Party Asso Products (last 8 28) alt Max Factor	Big Picture (last 7 25) Cowtown Rodeo (8 1 start) 8 9 sust	Bob Cummings It J Reynolds	You Bet Your Life DeSoto alt Toni	Jim Bowie Amer Chicle alt Chesebrough- Ponds	West Point Gen Foods	Blondie Toni alt Nestle	Billy Graham B Graham Evangellette A so (8 9)	Jimmy Durante P Lorillard	Julius La Rosa (8 9)
omone n alt dlla	Father Knows Best Scott Paper	Enterprise (last 7 25) Cowtown Rodeo	Climax Chrysler (8:30-9:30)	Dragnet L&M alt Schlek	Crossroads Cherrolet	Destiny Gen. Foods alt Ford	Life of Riley Lever Bros	Billy Graham (8-9)	Two For The Money sust	Kimberley Clark RCA & Whirlpool Sunbeam, Noizem S&H 8 amps S I L G I L 8-
aire ta	Kraft Theatre Kraft (9-10)	Theatre Time Armour alt Kimberly-Clark	Climax	People's Choice Borden alt P&G	Key Club Playhouse Mogen David	Mr. Adams & Eve Colgate alt R. J. Reynolds	Jos Cotten Show Campbell (last 8/30) alt Lever Bros.	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Helene Curtis	Sanders Mystery Theatre Pabst
Secret ynolds	Kraft Theatre	Industries For America sust	Playhouse 90 Amer Gas alt Bristol Myers	High-Low Ford	Date With Angels Plymouth	Schlitz Playhouse Schlitz	Big Moment Amer Tobacco (last 8 30) alt Bal-Purina	Lawrence Welk	S.R.O. Playhouse Whitehall alt Helene Curtis	Dollar A Second sust
el Hr eel (10-11)	This Is Your Life P&G	Focus sust	Playhouse 90 Phillp Morris alt Bristol Myers	Lux Theatre Lever Bros (10-11)	The Big Beat sust	Undercurrent P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10-concl)	Country Music Jubilee Am Chicle alt Williamson-Dickie	Gunsmoke L&M alt Sperry Band	Encore Theatre Quaker alt Armour
Fox Hr n (10-11)	No net service		Playhouse 90 sust	Lux Theatre	All-Star F'tball (8 9 only) 9:30 11:30 pm Pabst, Stand Oil, Pure Oil	Pantomime Quiz Amer Oil & Hamm alt Time	Red Barber St Farm Ins	Country Music Jubilee	Jimmy Dean H Bishop	Adventure Theatre Am Tobac alt Warn-Lambert (last 8 31)

PROGRAM	COST	SPONSORS AND AGENCIES
Key Mouse—Cont'd		Knox Reeves; Mattel, Carson Roberts; Miles, Wade; Minn Mining, BBDO; Pillsbury, Burnett; SOS, Mc-E; 8 segs co-op
ghty Mouse: J-F	20,000	Gen Foods, B&B; Colgate, Bates
dern Romances: S-L	2,700††	Corn Prod, C. L. Miller; Kraft, JWT; Sterling, DFS; Brillo, JWT; 1 alt seg open
ry Moore: V-L	3,600††	Nestle, Mc-E (7 11 start); Campbell, Burnett; Hoover, Burnett (last 7 21); Swift, JWT, Mc-E (last 7 19); Toni, North; Lever Bros, JWT; Johnson & Johnson, YGR; California Packing, Mc-E; Staley, RGR (last 7 26); Yardley, Ayer; 6 segs & 5 alt segs open
r Miss Brooks: Sc-F	rerun	Gerber, D'Arcy; Johnson & Johnson, YGR; Nestle, Mc-E; Gen Mills, DFS; 2 days, 2 segs & 4 alt segs open
Ice Is Right: Q-L	3,170††	Lever Bros, BBDO; Chesebrough-Ponds, JWT; Gen Foods, YGR; SOS, Mc-E; 6 segs & 3 alt segs open
een for a Day: Au-L	3,000††	Amer Home Prod, Bates, Geyer; Brown & Wmson, Seeds; Corn Prod, C. L. Miller; Dixie Cup, Hicks & Greist; Miles, Wade; Minn Mining, BBDO; Sandura, Hicks & Greist; Stand Brands, Bates; Sunkist, FCB; Toni, North; P&G, Compton; SOS, Mc-E; H. W. Gossard, Ed H. Weiss (8 16 start); 1 seg open

PROGRAM	COST	SPONSORS AND AGENCIES
Search for Tomorrow: S-L	10,000 wk	P&G, Burnett
Secret Storm: S-L	9,500 wk	Amer Home Prod Bates
Strike It Rich: V-L	15,000 wk	Colgate, Bates
Tic Tac Dough: Q-L	2,500††	Church & Dwight, JWT; Kraft, JWT; Minn Mining, BBDO; P&G, DFS; Stand Brands, Bates; Toni, North; Amer Home Products, Geyer; SOS, Mc-E; Starkist Tuna, Honig-Cooper (8 16 start); 1 alt seg open
True Story: Dr-L	18,000	Sterling Drug, DFS, 1/2 spon
Truth or Consequences: Q-L	3,450††	Lever Bros, BBDO; Alberto Culver, Wade; Miles Labs, Wade; Gen Foods, YGR; 6 segs & 1 alt seg open
Valiant Lady: S-L	10,000 wk	Toni, Tatham-Laird; Wesson, Fitzgerald; 3 days & 1 alt seg open
Wild Bill Hickok: A-F	27,000	Kellogg, Burnett

### Specials and Spectaculars

PROGRAM	COST	SPONSORS AND AGENCIES
College All-Star Football: p-L	\$160,000	Pabst, NCGK; Standard Oil, D'Arcy, Pure Oil, Leo Burnett—8 9



# DAYTIME

# C O M P A R

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust			Garry Moore Campbell Soup Lever Bros alt sust	Home (partic) 10-11 (last 8/5) Arlene Francis (8/12 start) sust		Garry Moore sust Toni alt sust	Home (partic) 10-11 (last 8/6) Arlene Francis (8/13 start) sust	
10:15										
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Stand Brands Stand Brands	Treasure Hunt (8/12 start) sust		Arthur Godfrey Mutual of Omaha sust	Treasure Hunt (8/13 start) sust	
11:00										
11:15		Eye On New York sust			Bristol-Myers Bristol-Myers	Price Is Right sust		sust	Price Is Right sust Chese-Ponds alt sust	
11:30										
11:45		Camera Three sust			Strike It Rich Colgate	Truth or Consequences sust		Strike It Rich Colgate	Truth or Consequences sust	
12N										
12:15		Let's Take Trip sust			Valiant Lady sust Love of Life Amer Home Prod	Tic Tac Dough P&G alt Church & Dwight Toni alt P&G		Valiant Lady Wesson Oil Love of Life Amer Home Prod	Tic Tac Dough Stand Brands P&G	
12:30										
12:45		Wild Bill Hickok Kellogg			Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust alt P&G		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Chese-Ponds alt sust sust alt P&G	
1:00										
1:15		Heckle & Jeckle sust			News (1-1:10) sust Stand Up & Be Counted sust	Close-Up co-op		News (1-1:10) sust Stand Up & Be Counted sust	Close-Up co-op	
1:30										
1:45		No net service			As the World Turns P&G sust	Club 60 co-op		As the World Turns P&G sust	Club 60 co-op	
2:00										
2:15		No net service			Our Miss Brooks sust	Club 60		Our Miss Brooks sust	Club 60	
2:30										
2:45		No net service			Art Linkletter Stand Brands Campbell Soup	Bride & Groom Toni alt sust		Art Linkletter Staley (7/30 start) alt Toni Kellogg	Bride & Groom sust	
3:00										
3:15		No net service		Afternoon Film Festival (3-4:30) partic (last 7/29) Amer Bandstand	Big Payoff Colgate	Matinee (3-4) partic	Afternoon Film Festival (3-4:30) partic (last 7/30) Amer Bandstand	Big Payoff sust	Matinee (3-4) partic	Afternoon partic (3-4) Amer and
3:30										
3:45		No net service	Mr. Wizard sust	Amer Bandstand (8/5 start) (3-4:30) partic & co-op	Bob Crosby sust Gerber alt sust	Matinee	Amer Bandstand (8/6 start) (3-4:30) partic & co-op	Bob Crosby Wesson Oil Toni alt sust	Matinee	Amer and partic & e
4:00										
4:15		No net service	Youth Wants To Know alt Amer Forum sust	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day sust Toni alt Brown & Williamson	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Stand Brands	Amer and Bdstand
4:30										
4:45		No net service	Zoo Parade sust	No net service	Edge of Night P&G Stand Brands	P&G Modern Romances Sterling Drug	No net service	Edge of Night P&G sust	P&G Modern Romances sust alt Brillo	No t se
5:00										
5:15	College News Conference sust	Face The Nation sust	Frontiers of Faith sust	Mickey Mouse Club co-op co-op		Comedy Time sust co-op	Mickey Mouse Club co-op co-op		Comedy Time Chese-Ponds sust alt sust	Micy M Club co-op C M.
5:30										
5:45	Open Hearing sust	World News Round-Up sust	Outlook sust	Coca Cola Miles alt Minn Mining			Armour Carnation			Mat at C M

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

The network schedule on this and preceding pages (52, 53) includes regularly scheduled programming on the air 3 to 30 August, inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1:00

# MAGRAPH

3 - 30 AUGUS'

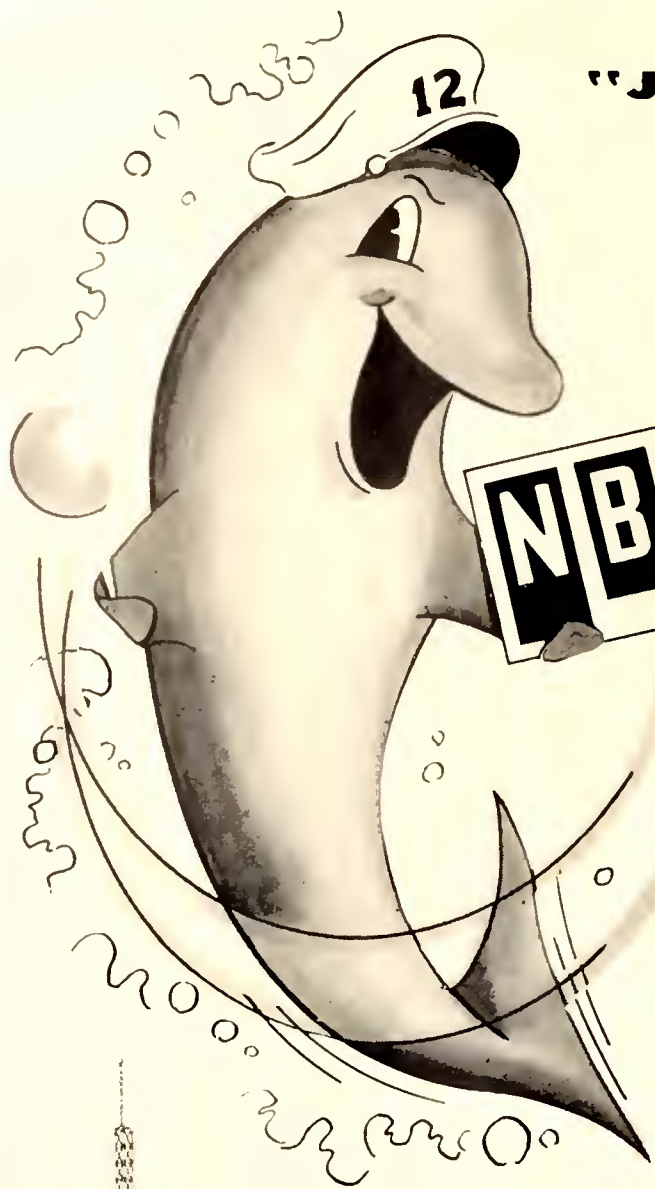
WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Garry Moore alt Lever Bros.	Home (part) 10-11 (last 8-7) Arlene Francis (8-1 start) sust		Garry Moore Nestle alt Nestle alt sust	Home (part) 10-11 (last 8/8) Arlene Francis (8-15 start) sust		Garry Moore su 1 Swift (last 7-19) su 1	Home (part) 10-11 (last 8-9) Arlene Francis (8-1 start) sust		Capt Kangaroo sust (9:30-10:00)	Howdy Do Continents Baking al Harcort O
Godfrey Williams monia	Treasure Hunt (8-1 start) sust		Arthur Godfrey Bauer & Black Scott Paper	Treasure Hunt (8-15 start) sust		Johnson & Johnson alt Cal Packing Lever	Treasure Hunt (8-1 start) su 1		Mighty Mouse Gen Foods alt Colgate	Gumby Gen Foods O
Pol-Myers Pol-Myers	Price Is Right Gen Foods alt sust SOS alt sust		Gen Foods Florida Citrus	Price Is Right sust		Yardley alt su 1 Staley (last 7-26) alt sust	Price Is Right Lever sust		Susan's Show sust	Fury Gen Foods alt Borde
It Rich Colgate	Truth or Consequences sust Lever		Strike It Rich Colgate	Truth or Consequences sust Alberto Culver alt Miles		Strike It Rich Colgate	Truth or Consequences Gen Foods alt sust Lever		It's A Hit sust	Capt Gall Helm
Valiant Lady sust Gen Foods Home Prod	Tic Tac Dough Amer Home Prod alt sust P&G		Valiant Lady Toni alt sust Love of Life Amer Home Prod	Tic Tac Dough Kraft Minnesota Mining alt P&G		Valiant Lady sust Love of Life Amer Home Prod	Tic Tac Dough Starkist Tuna (8-16 start) alt SOS P&G		Big Top sust	True Sto Sterling D
Search for Tomorrow P&G	It Could Be You Gen Foods alt Armour		Search for Tomorrow P&G	It Could Be You Alberto Culver alt Miles P&G alt (last 8-22) Brillio		Search for Tomorrow P&G	It Could Be You Amer Home Prod alt sust P&G alt Corn Prod		Big Top	Detective I Sterling D
Guiding Light P&G	Brown & Wmson alt Corn Prod		Guiding Light P&G			Guiding Light P&G				
News (10) sust			News (1-1:10) sust			News (1-1:10) sust				
Stand Up & Be Counted sust	Close-Up co-op		Stand Up & Be Counted sust			Stand Up & Be Counted sust				
As the World Turns P&G sust	Club 60 co-op		As the World Turns P&G Pillsbury (8-1 start)			As the World Turns P&G sust			No net service Dizzy Dean co-op (1:45-1:55)	No net se
Our Miss Brooks sust Gen Foods alt sust	Club 60		Our Miss Brooks Nestle alt sust			Our Miss Brooks Gen Mills alt sust Johnson & Johnson alt sust			Baseball Game of the Week (1:55-4:30) Falstaff Brewing	No net se Leo Duroci Warmu co-op
Art Linkletter Lever Bros monia	Bride & Groom sust		Art Linkletter Kellogg Pillsbury			Art Linkletter Lever Bros Swift			Baseball (cont) Amer Safety Razor Phillip Morris	Major Lea Baseball (2:30-cont) R. J. Rey 1/4 spot
Big Payoff Colgate	Matinee (3-4) partic	Afternoon Film Festival (3-4:30) partic (last 8/1) Amer Bandstand	Big Payoff sust			Big Payoff Colgate			Baseball	1/4 co-op
Bob Crosby alt sust sust	Matinee	Amer Bandstand (8-8 start) (3-4:30) partic & co-op	Bob Crosby sust			Bob Crosby sust Gen Mills alt Swift			Baseball	
Brighter Day P&G	Queen for a Day Dixie Cup alt Sandura Amer Home alt Corn Prod	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Sunkist alt Minnesota Mining Miles		Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day SOS alt (8-16 alt) Gussard Amer Home Prod alt Corn Prod		Baseball	
Edge of Night P&G alt sust	P&G Modern Romances Corn Prod alt Sterling Drug	No net service	Edge of Night P&G Pillsbury (8-1 start)			Edge of Night P&G sust	Modern Romances Sterling Drug alt Corn Prod		Brooklyn Handicap sust	
	Comedy Time Lever SOS alt sust	Mickey Mouse Club Pillsbury alt Am-Par		Comedy Time Kraft Miles alt Welch		Mickey Mouse Club co-op			Comedy Time sust Gen Foods alt sust	Horse Racing at Saratoga (10-11 AM incl) sust
		Bristol-Myers Gen Foods				Gen Mills Gen Mills		No net service	No net service	

a.m., Monday-Friday, participating sponsorship: *Sunday News Special*, CBS, Sunday, 11-11:15 p.m., sponsored by Whitehall alt Carter Products; *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating: *The Jimmy Dean Show*, CBS, 7:00-7:45 a.m., Monday-Friday, participating: *Captain Kangaroo*, CBS, 8:00-8:45 a.m., Monday-Friday, 9:30-

10:00 a.m., Saturday, participating: *News*, CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

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

Sponsors, co-sponsors and alternate-week sponsors are shown along with the names of programs. Agencies, brands, costs and ratings appear in separate listings on pages 51-53.



"Jaxie" proudly announces . . .

# WFGA-TV

Jacksonville, Fla.

Becomes Basic

# NBC

# SEPT. 1st

For A Service Area of 64  
Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	\$1,785,944,000 (2)
Retail Sales	\$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957

**WFGA-TV • Channel 12 • VHF**

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



**FLORIDA'S COLORFUL STATION!**

## DR. DICHTER

(Continued from page 36)

however, Dichter turned all his energies to it. Chickens, cows and "Vacation From Yourself" quickly faded into the background. MR outgrew the Montrose headquarters and in 1954 Dichter bought a four-level, 26-room fieldstone mansion on the top of Prickly Pear Hill at Croton-on-Hudson and moved the Institute there.

The road to the Institute turns off sharply to the right from Highway 9, a short distance outside of Croton. It is a mile long, snakes upward at a precipitous rate through wooded country. Not a sign of habitation is met between the turn-off below and the Institute at the peak. "It's a wonderful place to think at," the taxi driver who picked us up at the New York Central station, explained. "And they do a lot of thinking up there. Lucky it's summer," he went on, "because I tried to get up here several times last winter during ice storms and couldn't make it. They get people coming up here from all over the world. Dr. Dichter used to send down for them with his station wagon at first. Then he decided he was taking fares away from us taxi drivers, so he quit. It's great for us."

Actually, the whole area is enthusiastic about the Institute. All the clerical help is local. Head staffers have settled in the region and become a part of it. To allay any suspicions in the minds of the local populace about "what may go on up the hill" and to better integrate with the community of which it has become a part, the Institute began buying time on Peekskill radio station WLNA early last spring. The program, 25 minutes once a week, features Dr. Dichter, his staffers and local residents in panel discussions of tv shows, product images, commercials and the like. The show is off for the summer, but will resume in the fall.

The same area has become the home proving ground for MR: 1,000 families make up the Institute's consumer panel and 200 families its "Living Laboratory" for testing tv and radio commercials. These families constitute a good cross-section of American communities since they cut across many races and religious beliefs, are engaged in a variety of work—light industries, shopkeeping, railroad yards, and commuting to offices in New York. Medium- and high-income groups are represented in pretty average proportions. Men, women and children belong to

these panels, and enter into the criticism of tv commercials or product packaging as wholeheartedly as they would into such community projects as civic theatres or community orchestras.

A group of them gather in informal fashion to watch an evening of tv at the Institute's Living Laboratory. There, in a comfortable living room setting, they view commercials within the same show in which they were run (in the case of post-testing) or stripped into a film of the type of show in which they will be run (in the case of pre-testing). They explain what they like or don't like about each commercial, thus giving subconsciously the clues to what goes on between a commercial, a consumer and a purchase. Through an opening in a shadow box above the tv screen, an animatic camera records the viewers' reactions second by second as they watch program and commercials.

This tv commercials testing service is called Motivating Response Patterns, or simply MRP, and is supervised by Albert W. Shepard, executive vice president of the Institute. Shepard, a Columbia University psychology major, had worked with many agencies in testing advertising copy before he joined Dr. Dichter six years ago. Although MRP has been going on for quite some time at the Institute, it did not become a full-fledged service until this spring. Since then, it has been doing commercials testing for Marlboro Cigarettes, Esso, Wildroot, Greyhound Bus, Wesson Oil—plus program testing for a major network.

"Motivating Response Patterns," Shepard explains, "are not percentage tallies on how many people like or don't like a commercial. After all, our control groups—like any tv audience—are not advertising critics or drama critics either. If a person says he likes or recalls a commercial, that has little significance. People tend to give wrong answers to rational questions.

"MRP service was made to be a creative tool," Shepard continued. "We want to know the key factors in a commercial that make or don't make a difference in product sales. Our analysis of a commercial must reveal (1) its strong points; (2) its weak points; (3) why these points are strong or weak; (4) a creative guidepost on how the next commercial can be improved.

"What we have no interest in doing is simply to rate a commercial as 80% or 50% effective. We have found products which scored great sales records

## You're in good company on WGN-RADIO Chicago



### Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

WWRL NEW YORK CITY

*I'm Land Woymer \*  
Mom uses AUNT JEMIMA  
SELF RISING FLOUR  
because DOC WHEELER  
recommends*

*it on —  
WWRL*



WWRL'S PERSONALITIES SELL more merchandise for sponsors by: Delivering the largest **NEGRO AUDIENCE** for your product. . . . Supporting your schedule with a barrage of **CONSUMER ADS.** . . . **MERCHANDISING CREWS** work full time in Supermarkets and drug stores for you. . . . **FREE.** . . . **LOW SELLING COST** of 12c per thousand. . . .  
call or write

**WWRL**

Woodside 77, New York City

Tel—DEfender 5-1600

— BEST FOR NEGRO PROGRAMS —

with commercials that, on this basis, rated 0%."

Here are the four ingredients needed in a commercial, as revealed in MRP testing:

► *Inter-Action*: This is the two-way communication that breaks the barrier of the tv screen between audience and commercial personality. On the one side, the viewer identifies and even participates in the commercial: on the other, the person delivering the message seems to step out of the set and into the room.

► *Integration*: This is the total impression received from a commercial, comparable to the total impression or feeling one gets in viewing a Picasso or Van Gogh painting. (Marlboro Cigarette commercials, according to Shepard, are an excellent example of setting up an impression. "It's not just the tattooed hands, the Julie London or Hoagy Carmichael personality," Shepard says. "It's the integration of every single effect and detail that builds up the total feeling that here are people who really enjoy living.")

► *Positive Inter-Relation*: This is the building of the commercial to work well in four changing climates: (1) the climate of other commercials for your

product; (2) the climate of commercials for competitive products; (3) the climate of all other commercials on tv; and (4) the climate of the program in which your commercial is shown.

► *Activation*: Too many commercials are watched passively. To touch off the chain reaction that will move the viewer from his set to the point-of-purchase, "action triggers" are needed. Such "action triggers" are achieved through a commercial deliberately leaving something undone that will impel the viewer to complete the action—for example, go out and buy the product or talk to friends about it.

The depth studies of tv commercials through MRP have turned up many things about the psychological responses of audiences. "One of the most important factors is to get the right setting for your commercial," Shepard told SPONSOR. "*Hall of Fame* is the perfect program setting for Hallmark Greeting Card commercials; it suggests quality and national reputation. This is just as important to Hallmark as the fact that millions watch the show. Believe me, a setting for a commercial that creates a mood for buying that particular product can mean more to a sponsor than show rat-

ing or the cost-per-1,000 factor."

MRP works hand-in-glove with MR. With today's heavy emphasis on tv advertising, it often becomes a vital part of a full-dress motivational consumer study. In the early days of Saran-Wrap, for example, housewives on the Dichter consumer panel that was testing the product felt that the tv commercials oversimplified its use; it wasn't as easy as it looked. This resulted not only in improvement of the wrap itself but, in subsequent commercials, in more detailed information on how to use it correctly.

The man who holds together this hill-top laboratory of human emotions occupies an office on the second level of the mansion on the Hudson. Like all the offices in the Institute, Dr. Dichter's has wormy-chestnut panelling and a manorial stone fireplace. At one end of the office is a tv set, at the other, french windows open out onto a private patio. About two days a week, Dr. Dichter dons a business suit and visits Madison Avenue. The other days, he operates from this room, attired in sports clothes, his five-foot-eight 160-pound frame ensconced in a russet leather chair behind a desk roughly the size of a ping-pong table.



He had just lit a cigar, but quickly laid it aside, inched forward in his chair and—in answer to SPONSON's question—proceeded to explain the fundamentals of motivational research.

"The whole foundation of a study," Dichter explained, "begins with putting myself in the role of the consumer. Out of this comes the questions we eventually ask in interviews both with our consumer panels and in the field."

Here is where the creative role of ad-man blends with the discerning probing of the scientific researcher. A good example of how this blend is accomplished is in the recent work Dichter's Institute did for the NSU company in Germany. NSU, a manufacturer of motor bikes, was appealing to bicycle owners to switch to motor bikes without success. When the problem was laid before Dichter he set up a scale that blocked out the steps from pedestrian to fine car owner.

Car ownership, Dichter reasoned, is the ultimate dream of every pedestrian; bicycles of any sort are simply a makeshift. Out of this, came the idea to appeal not solely to the cycle owner to motorize but to appeal to both pedestrians and cycle owners on the grounds that the NSU motor bike

was a definite and forward step to car ownership. With this appeal, the motor bike became a transitory thing and the formerly advertised "indestructibility" of the vehicle was dropped. It was now advertised as something one used in the interim between walking and driving your own car. To give it more motor car flavor, the bike bell was replaced by an auto horn, the whole affair was redesigned to make it look as nearly like a tiny auto as possible. Sales have been booming.

It is this insight that has led Dichter into starting off on the right premise in such classic surveys as the one for the California Prune Advisory Board.

Dichter found that people associated prunes with dried-up old maids in boardinghouses who suffered from constipation. His motivational studies turned them into a "Wonder Fruit."

"I'll tell you what I used to call Motivational Research," said Dichter. I used to call it the 'Gee-it's-true' approach. It's as simple as that—the sudden tumbling upon the most obvious thing. MR is used every day—subconsciously perhaps—by the best advertising copywriters and salesmen."

Dichter rose from behind his desk,

walked out on the flagstone patio and pointed down at the Hudson River.

"You can't see it," he said, "but down there's a boat. I just bought it, and the last thing I needed in this world was a boat."

"Then why did you buy it?" we asked.

"Motivation," said Dichter. "The guy that sold me that boat used MR on me. When he came to see me, I had marshalled every rational reason why I shouldn't buy his boat. And for everything he said, I had a sound, negative answer.

"Finally, he turned to me," Dichter went on, "and said, 'Look, if you're looking for a reasonable justification for buying this boat—stop right now. Don't buy it.'

"You honestly have no reason to buy this boat. If you do, it will be the craziest thing you ever did. Oh, you'll have a barrel of fun with it. But it'll still be a very silly decision."

"That did it," said Dr. Dichter. "He could have based his appeal on a dozen things and I would have turned him down. But he said it would be silly and I would have fun.

"So I bought it. That's motivational research."

# is His Port of Call

et Grant Mitchell . . . "SAILOR OF FORTUNE" . . . an American at-large destined

adventure. Playing 'Mitch' is LORNE GREENE, the rugged, handsome star

stage, films and TV. He visits the world's most fascinating seaports which form

the backdrop for unlimited mystery, intrigue, and adventure.

"SAILOR OF FORTUNE" is first run everywhere and available everywhere to

vision-minded stations and sponsors. Naturally, the promotion and merchandising are

built right into the series.

See "SAILOR OF FORTUNE". For prints and prices contact

## RKO TELEVISION

a division of

## RKO TELERADIO PICTURES, INC.

CHICAGO

Elaware 7-2777

ATLANTA

TRinity 4-3885

HOLLYWOOD

Hollywood 7-9042



1440 Broadway  
New York 18, N. Y.  
Longacre 4-8000

# CLUE: NEW

The **NEW**  
adventures of  
**CHARLIE  
CHAN**

starring

**J. Carrol Naish**

with James Hong as the Number One Boy

Here it is! Television's own brand-new half-hour series now being produced in Hollywood and in the intrigue-filled Hydrogen Age capitals of Europe—The NEW Adventures of Charlie Chan. He's the master mystery entertainer of them all—Entertainment's *only* Chinese detective. Loved by millions . . . eager audiences have laid down their dollars at box offices everywhere to thrill to the exciting cleverness of Earl Derr Biggers' famous fictional sleuth. Want to enjoy yourself and profit seeing Charlie Chan solve "The Case of The Profit-Building Program"? Just wire collect or phone **tpa** today for a private screening.

**EXTRA! INTEGRATE YOUR COMMERCIALS WITH THE STARS**—Charlie Chan and his Number One Son have filmed commercial lead-ins and lead-outs for you. At small additional cost, you can wrap your local announcements with the prestige and power of introductions by Hollywood's stars!



*Television Programs of America, Inc.*

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN  
Chairman                      President                      Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100



# FILM-SCOPE

3 AUGUST  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

This week you could say flatly that it will be a big fall and winter for tv films—simply because films are riding a growth curve. More to the point, though—as both a new season and FILM-SCOPE get under way—is the fact that film's baby days are over for both buyers and sellers. The era of the expert is here.

How to match demand with supply is the big problem. The demand is there if the price is right. So is the supply. But between them stand these complications:

1) **Barter has become the catchword of the trade.** Anxious suppliers, fringe "operators" and "hungry" stations dreamed this arrangement up. And although it now shows signs of mingling blight with blessing, you'll see more of it rather than less in the months ahead. (Note section below.)

2) **The question of who takes the prime responsibility for new film fare is up in the air.** The syndicators originally took much of the risk with pilots. But they got so expensive that cheaper "blue-prints" were substituted. Now the big advertisers and agencies say "blue-prints" are too skimpy, whereupon the producers are countering: "You give us your version of what you want, and we'll tailor-make it for you." But that, too, is risky, so —

3) **It will be a great day for the re-runs.** They are in the can. The sponsor can see them; the producer's basic costs are paid off. For the time being, this could well be a situation both sides want to live with.

4) **Rising costs are making sponsors clamor for the shortest possible contracts**—another factor that throws the spotlight on re-runs.

Feel how you will about Madison Avenue's importance, it's West of the Hudson that the tv film business really has its roots. And it's there that FILM-SCOPE went this week to check up on the status of today's No. 1 film problem—barter.

FILM-SCOPE's Spotters included these knowledgeable figures: **James M. Gaines**, president, WOAI, San Antonio; **Harold See**, general manager, KRON-TV, San Francisco; **Dick Woolen**, film director, KTTV, Los Angeles; **Bill Michaels**, vice-president, WJBK-TV, Detroit; and **Jean Hendrix**, assistant station manager, WSB-TV, Atlanta. This is what FILM-SCOPE's Spotters say:

- **There is nothing so awesome in tv as unsold time.** (Every blank hour burns up as much as \$50,000 a year.) Barter-film admittedly solves this problem in a hurry—and usually with better fare than the station could concoct on its own.

- However, barter shows signs of becoming a sorcerer's apprentice for enough reasons to create these sober fears:

1) Since film companies know a station's plight when it accepts barter product, they are prone to spot weaker film fare in barter time. One station executive feels that the syndicators actually use barter time to "dump product that needs bailing out."

2) Barter ties up time which probably could be sold eventually anyhow. The station thus locks itself into the position of too few availabilities, on the one hand, and bargain-basement prices on the other.

3) Card-rate advertisers soon sniff out the fact that a station has, in effect, two rates—the full rate and the barter rate—and begin clamoring for "deals and concessions." The whole price structure thereby starts to get wobbly and "suspect."

Consensus of barter's future: It should not be allowed to grow beyond its original purpose—as a fringe-time measure. As one broadcaster says: "One marijuana cigarette may not hurt you; a pack will."

Who are the big national advertisers successfully being wooed by the syndicated film people?

On the basis of a study made by CBS TV Film Sales, it's the fellows with quick-turnover products. Syndicated sales for the first 1957 quarter showed this ranking by categories:

- 1) Food and grocery products
- (2) beer, ale, and wine
- (3) gas and lubricants
- (4) confections and soft drinks, and
- (5) drug products.

On the average, the national advertiser in the two leading product categories—food and beer—currently is spending about \$63,000 per week for his syndicated fare (combined time and program costs). Here's a list of the major sponsors and details out their outlays:

FOOD ADVERTISERS	SHOW	NO. MARKETS	WEEKLY TIME & PROGRAM COSTS
Wander (Ovaltine)	Captain Midnight	51	\$76,500
Nabisco	Sky King	82	123,000
Heinz	Studio 57	43	77,400
Pillsbury Mills	Grand Ole Opry	39	70,200
Kellogg	Superman	113	109,610
Foremost Dairies	Rosemary Clooney	37	66,600
Wilson (meats)	Dr. Hudson's Secret Journal	25	50,000
Continental Baking	Annie Oakley	76(alt)	57,000
BEER ADVERTISERS			
Falstaff Brewing	State Trooper	52	78,000
Lucky Lager	Crunch & Des	18	54,000
Breweries, Ltd.	Susie	12	36,000
Olympia Brewing	Science Fiction	17(alt)	25,500
Stroh Brewery	Crunch & Des	12	36,000
P. Ballentine & Sons	Highway Patrol	20	40,000
Hamm Brewing	Highway Patrol	15	45,000

If you want to figure out very roughly—but quickly—the final tab for a syndicated film show, here's how to perform the lightning calculation:

- \$3,000 per show (time and program) per market in up to 12 markets.
- \$1,800 per show per market up to 30 markets.
- \$1,500 up to 50 markets.
- \$970 for 100 markets.

**FLASHES FROM THE FILM FIELD:** CBS TV Film sold *Annie Oakley* to Corn Products (for Bosco) on an alternate-week basis in 62 markets, with an annual time-talent cost of \$2,340,000 . . . **Official Films** teed off with *Decoy* in the amount of \$600,000 in pre-production orders . . . **WTOP TV, Washington**, tied up 52 post-1950 **United Artists** releases . . . **NTA** has ordered the second series of *Official Detective and Sheriff of Cochise* into production.

**American Safety Razor** is considering expanding its list of syndication markets . . . **California National** will pay the bills for 200-line premiere ads in markets that advertisers buy for *Silent Service* . . . More and more Hollywood producers are making the rounds of New York agencies with bids to make tailor-made syndicated packages.

**P&G** is continuing to use random syndicated buys to pre-test products in various markets.

(For other film news and comment, see *News and Idea Wrap-up*, page 70.)

# NEW AND RENEW

## NEW ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Allstate Insurance, Skokie, Ill.	Burnett Chi	CBS 151	Playhouse 90; alt Th 10 30-11 pm, 10 Oct 52 wks
Aluminum Ltd. Inc, NY	JWT, NY	NBC	Omnibus Su 4 5 30 pm, 1 3 spon 20 Oct 26 wks
Brown Shoe, St. Louis	Burnett, Chi	CBS 58	Captain Kangaroo Sa 9 40-9 45 am 24 31 Aug 7 Sept only
Colgate-Palmolive, NY	Ted Bates, NY	NBC	Thin Man, F 9 30-10 pm, 20 Sept, 52 wks
Florida Citrus, Lakeland	BGB, Lakeland	NBC 46	Today, M-F 7 10 am, 52 parties 2 Dec 30 wks
General Foods, White Plains	YGR, NY	CBS 103	Arthur Godfrey Time, Tu 11 15-11 30 am 9 July 4 wks
Kemper Insurance, Chi	John S. Shaw, Chi	NBC 89	Kemper Football Scoreboard: Sa 15 min time tba 21 28 Sept 5, 19, Oct 2, 16 30 Nov 7 Dec
Kimberly-Clark, Neenah, Wis	FC&B, Chi	CBS 151	Playhouse 90; alt Th 10 30-11 pm; 3 Oct 52 wks
LGM, NY	McC-E, NY	NBC	Pied Piper of Hamelin Tu time tba, 26 Nov only
Polaroid, Cambridge	DDGB, NY	NBC 46	Tonight M-F 11:15 pm-1 am, 20 parties 29 July 20 wks
RCA, NY	KGE, NY	NBC 46	Tonight, M-F 11:15 pm-1 am; 8 parties, 29 July 8 wks
Texas Co, NY	Cunningham & Walsh, NY	NBC	Texaco Command Appearance, Th 10-11 pm 19 Sept only
Toni, Chi	North, Chi	CBS 97	House Party; alt Tu 2 30-2 45 pm, 16 July 58 wks

## RENEWED ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Home Products, NY	Geyer, NY	NBC 55	It Could Be You; alt F, 15 min seg; 13 Sept 52 wks
American Home Products, NY	Geyer, NY	NBC 65	Queen For A Day, alt W,F 15 min seg, 4 Sept 52 wks
American Home Products, NY	Geyer, NY	NBC 54	Tie Tae Dough; alt W, 15 min seg; 4 Sept 52 wks
American Oil, NY	Katz, NY	CBS 78	Person to Person; alt F 10:30-11 pm; 6 Sept 52 wks
Groves Labs, St. Louis	Cohen & Aleshire, NY	NBC 57	Today, M-F 7-10 am; 52 parties; 18 Nov 22 wks
Ideal Toy, NY	Grey, NY	NBC 85	Thanksgiving Day Parade, Th 11 am-12 N 2 spon 28 Nov only

## BROADCAST INDUSTRY EXECUTIVES

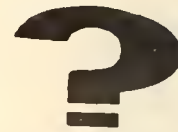
NAME	FORMER AFFILIATION	NEW AFFILIATION
Lew Arnold	KTLA, Hollywood, gen mgr	Same, plus vp & member board of dir's Paramount Tv Productions
Frank B. Bibas	Roland Reed-Gross Krasne, Hollywood, vp in chg production	Transfilm, NY, producer-acct exec
George C. Bingham		Walker Representation Co, Boston, mgr
Hamilton Brosious	Bellingham Herald, Bellingham, advtg dir	KVOS, Bellingham, gen mgr
Edward Cherinian	Ruthrauff & Ryan, NY, media dept	John Blair, NY, research staff
Charles Fellers		Jefferson Standard Broadcasting, Charlotte, sls rep of WBT
Bob Kelley		XEM-TV, Mexicali, gen mgr
Gerald Krell	University of Connecticut, graduate	WNBC-WKNB, West Hartford, promotion staff
Lolita Mainland	Compton, NY	CBS Radio Spot Sales, NY, copywriter & coordinator
Richard P. Reed	W!CH, Norwich, comm mgr	Same, vp & stn mgr
Harry W. Reith	WKST, New Castle, stn mgr	Same, plus vp & member board of dir's
Ed Schulz	KMBC, Kansas City	KJAY, Topeka, gen mgr
Robert Schultz	Perceptual Development Labs, St. Louis, NY sls mgr	Shamus Culhane Film Productions, NY, sls mgr
Frederick Paxson Shaffer	L. W. Ramsay, Davenport, vp & partner	Peters, Griffin, Woodward, Chi, acct group supvr
Kendall Smith	WHYN-TV, Springfield, pgm mgr	WTIC-TV, Hartford, asst pgm mgr
William R. Stark	Crosley Broadcasting, NY, acct exec	Same, eastern sls mgr for WLW-Radio
Ray Stewart	WOI-TV, Amos, exec producer	WHTN-TV, Huntington, dir public affairs
Frank Tuoti	WPIX, NY, asst promotion, advtg & research mgr	Same, acting mgr
Ted Wolf		KWG Stockton, stn mgr & sls

## SPONSOR PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Gardner Barker	Thomas J. Lipton, Hoboken, vp in chg new products	Same, exec vp
Eugene H. Blanche	Pharma-craft, Cincinnati, asst to sls mgr	Same, sls service mgr
Silas Bunce	William L. Bonnell, Georgia, northeast district sls mgr	Polaroid, Cambridge, asst to special markets sls mgr
Edmund F. Buryan	Booz, Allen & Hamilton, marketing consultant	W. A. Shaeffer Pen Ft. Madison, vp in chg marketing
Tom DeBow	Cities Service, NY, dir advtg & news	Same, plus vp & member board of dir's Cities Service Petroleum
John A. Cawley	George W. Luft, NY, pres	American Home Products, NY, asst to pres
Dr. Arthur Greenberg	Sidney Hollander, research dir	Charles Antell, dir marketing research
Ralph B. Johnson	H. J. Heinz, Pittsburgh, exec vp ntl-amer wholesale grocers asso	Same, asst to vp in chg marketing
J. W. Keener	B. F. Goodrich, NY, exec vp	Same, pres, dir & member of exec committee
William A. Nichols	Minute Maid-Snow Crop Frozen Foods, SF, north Pacific div sls mgr	Same, NY, ntl merchandising mgr
Karl O. Nygaard	B. F. Goodrich, Akron, economist in business research dept	Same, dir of business research
James H. Rosenfield	NBC, acct exec tv pgms	Polaroid, Cambridge, asst to advtg mgr
Clarence L. Van Schaick	Dixie Cup, Easton, pres	American Can, Easton, vp
Samuel N. Schell	Pharma-craft, Aurora, sls service mgr	Same, asst gen sls mgr

# SPONSOR ASKS

## Do many packages still need to be redesigned for tv



**Walter Dorwin Teague,** *Walter Dorwin Teague Associates*

If that question were shortened to the simple query, "Do many packages need to be redesigned?"—the answer would still be an emphatic "Yes." I stress this in spite of the large amount of excellent work that has been done in this field in recent years. There are still



*"your perfect vision is useless"*

too many packages that are cluttered, complicated, lacking in simplicity, grace and charm, leaving no distinct, pleasant and persistent image.

These confused characteristics make a package ineffective either on television or at point of sale, the only difference being that two or three additional factors render simplicity, charm and memory-value even more important on the screen than in the dealer's store. Here they are:

The scanning of the television beam breaks up any telecast image with a grid equivalent to a very coarse halftone screen. At a little distance this screen is invisible, but it has blurred the image so that fine detail or fine print become illegible. Such small-scale details are a handicap to any design, anywhere, but on television the damage they do is multiplied. After all, when you have a package in your hand you can put on your glasses and read the fine print, some of which the law requires. But on television the package is always in some other person's hand, and your glasses or even your perfect fifty-fifty vision is use-

less. Which brings me to my second point.

No matter how favorably you may be impressed by what television shows you, no matter how completely you may be sold by the patter, you can't push your money through the screen and take the product away from the demonstrator. The best you can do is to send Johnnie running down to the corner store to get it, and how many people do you know who've done that?

No, you have to carry an image and a name in your mind until the opportunity to buy presents itself, and in self-service shopping the image is the more telling. Which doubles the need for a simple, striking, distinctive and attractive design, easy to remember.

Of course, color adds another complication, and telecasting in color is increasing steadily and in time will be at least as predominant as in motion pictures and amateur photography. Color in actual packages is obtained by light reflected from pigments in printer's ink, metals, paper, glass and plastics. But on the television screen these same colors are represented by light directly generated electronically, within a spectrum different from that of the reflected light which originated the electronic impulses. Frequently the resulting image is surprisingly different from the original. Often special versions of a package must be prepared for television, not to fool anyone but to tell the truth—to put on the viewer's retina the same image he will perceive when he looks at the package itself. Design can do much to simplify this problem.

I haven't mentioned the engineering characteristic that must be designed into a package if it is to do its job efficiently as a preserver and dispenser of its contents, and as a convenient utensil in the buyer's hands. Maybe these factors aren't so important on televi-

sion, but your package had better have them if the customer is to stay sold.

**Jim Nash,** *president, Jim Nash Associates, Inc., New York*

Quite frankly, yes, there are. The package that needs redesigning for tv is a badly designed package that would fail in any pre-selling medium and would fall flat in its most important job as a salesman at the point of purchase.

If a package is well-planned it does not have to be redesigned for tv. In my opinion, a good package design is a good package design and can be used everywhere for whatever merchandising or advertising promotion a manufacturer chooses to make.

Essentially, the only thing a package has to do on tv is to identify the brand and the product by creating an image for viewers. This image provides a connecting link between the tv screen and the store product. A package *must* be strong in brand and product identity to do this.

Tv, like newspapers and magazines, is a pre-selling medium. A consumer



*"a package must be strong in brand"*

can't reach out to the tv set for a box of cereal. She must still go out and buy it. In other words, goods are sold on the shelf and packages should be designed primarily for the shelf while keeping in mind the vitally important merchandising potentials of a package.

A manufacturer who spends large sums in advertising a weak package

with a subdued or anonymous brand identity indulges in "institutional advertising." He sells oats or flour. He does not sell X Brand Oats or Y Brand Flour.

Once a package has the essential design elements, other features such as product appeal, merchandising offers and product uses can be added to provide viewers with a change of pace without product confusion or loss of brand identity.

When a package is created from both an advertising and a design point of view, the package becomes inherently versatile and can be used for any purpose. Here at Jim Nash Associates, we don't design packages specifically for tv, although all our packages could be used successfully on tv. We design packages that can be recognized instantly as products of a specific manufacturer, that are compelling, attractive and individual.

While there is no need to redesign specifically for tv if you have a good package, there is no doubt that this medium has made the package more important than ever as a merchandising tool. Tv points up the necessity for having a good design—a design that enables all advertising efforts to be identified with the product at the point of purchase.

**Albert Ostrander**, scenic art director, Transfilm Inc.

From an artistic and technical point of view, some product packages look better than others on tv. If film producers were empowered to redesign packages purely on the ground of their suitability for tv, it would be a perfect case of the tail wagging the dog. Package



"rules of good packaging are standard"

designs cannot be determined by tv standards alone.

Poor packaging is poor no matter where the product appears—in newspaper, magazines, the grocery shelf or on the tv screen. Today, buyer motivation research helps determine package design. Already, the shelves are full of age-old products with new faces brought about via statistical surgery. The ideal situation is to have a pack-

age designed with both consumer research and tv requirements as guides.

The primary role of the producer is to show off the accepted package design to its very best advantage. If the package or label is poorly designed to begin with, it is difficult for the producer to deliver a good film impression without distorting the basic concept of that design. Typical of these designs are those crowded with art and copy. For closeups, they'll pass. But, pull the camera back and the design becomes a glob of grey, unless some of the clutter is stripped out beforehand. To be sure, these designs appear no letter on the super market shelf than they do on film. But, fortunately, such packages are in the minority.

In both black-and-white, as well as color, good or bad packages usually require "color correction." This is not done to improve a package's basic design, but to prepare it for film much like the application of make-up to an actor's face. In black-and-white, it's just a matter of effecting proper grey tones. Color presents many problems.

While a package is perfect artistically and motivationally, its colors may require considerable alteration for color-casting. It is common for one original color to change to any number of other colors or shades depending upon lighting, surrounding colors, etc. Products encased in polyethylene packages pose still more problems.

Lighting for color is critical. The cameraman must be meticulous in his constant check of all areas being photographed. The scenic designer must apply new values to backgrounds and props from which colors can "bounce." The producer and the film processing laboratory must work even more closely to achieve the proper end results. Color film is subject to considerably more laboratory variables than b&w film.

Color problems are being worked out daily by producers. While we are concerned with the over-all requirements of color film, it would be wise for sponsors to reconsider their own package requirements. We believe that certain rules of good packaging are standard regardless of the medium in which these packages will be seen: strong product identification, simple and straightforward design, good color separation and an absolute minimum of detail and copy. Given packages with these inherent qualities, the film producer will inevitably deliver his technical and creative best.

**1st**

in **Negro Ratings**

Pulse  
March '57

**Morning  
Afternoon  
and  
Night**

**1st**

in **Results**

Among Birmingham's long term radio advertisers, Quality Stores, a WJLD advertiser for 11 years without interruption says, "Our program on your station has been the best investment we ever made."

**WJLD** AM  
FM

**BIRMINGHAM, ALABAMA**

The Nation's Finest  
Negro Radio Station

Represented by FORJOE

**LARGEST  
SINGLE-  
STATION  
AUDIENCE  
IN HISTORY  
OF ARIZONA!**



Si, señor—95,000 Spanish-speaking American citizens keep their radios tuned to KIFN's peppy Spanish programs and lilting music. These faithful listeners, representing a \$20,000,000 market, think in Spanish . . . and they act and BUY when they hear your sales-message

**IN SPANISH OVER KIFN**

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

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

**KIFN**

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

Down SHREVEPORT way



our folks  
know their  
BRANDS!



Shown here are Fay Foppe and Willie Caston, KANV Staff Announcers, RINGING THE BELL for CALUMET BAKING POWDER in a store promotion.

BRAND NAMES MEAN SALES in the RICH NEGRO MARKET of the Shreveport area, where Negroes receive 43¢ out of every payroll dollar, and where. . . .

### KANV IS THE ALL NEGRO PROGRAM STATION . . .

Where 91,000 BRAND-CONSCIOUS Negro Listeners buy the brands the KANV PERSONALITIES SELL, over the air and in store promotions.

**JUMP NOW! let KANV**

**RING  
THE BELL**



for you!

Write, call or wire the KANV Representative in your area—NOW!

# KANV

1050 kc - 250 Watts - DAYTIME  
the ONLY ALL NEGRO PROGRAM Station in  
SHREVEPORT, LOUISIANA

National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Avon Products**, New York, is planning a nation-wide schedule for its cosmetics. Campaign will run from early September into early December. Minute film announcements during daytime and early evening are being sought. Frequency: 12 per week. Buying is not completed. Buyer: Lee Petry. Agency: Monroe F. Dreher, New York.

**Bulova Watch Co.**, New York, is renewing its contracts in all markets, for a 52 week period. The nighttime station breaks average two to four announcements per week in each market. Buyer: Millie Fulton. Agency: McCann-Erickson, New York. (Agency could not be reached for comment.)

**Columbia Records**, Bridgeport, is going into major markets to advertise its records. Six-week schedule will begin in September. Minutes and station breaks during nighttime hours will be purchased. Average frequency: 12 per week per market. Buying is not completed. Buyer: Murray Roffis. Agency: McCann-Erickson, New York.

**Proctor Electric Co.**, Philadelphia, is planning a schedule in major markets for its irons and toasters. Campaign will start in early September for nine weeks. Minutes, I.D.'s and station breaks will be slotted for both daytime and nighttime hours. Average frequency: 12 per week per market. Buying is half completed. Buyer: Jack Geller Agency: Weiss & Geller, New York.

**Remco Toy Co.**, New York, is preparing its Christmas push for its toys. SPONSOR hears. Schedule will run from October through December. Minutes are being sought on children's programs in major markets. Buying is not completed. Buyer: Bernie Schiff. Agency: Webb Associates, New York.

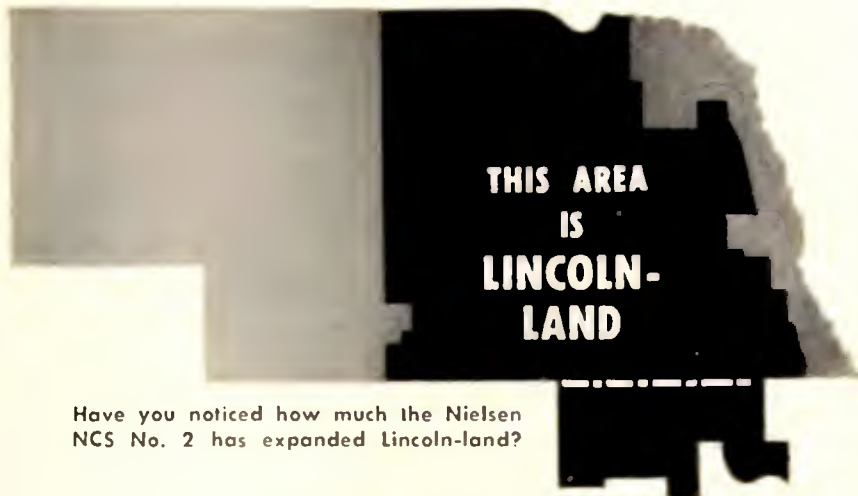
### RADIO BUYS

**The American Tobacco Co.**, New York, is entering markets throughout the country to promote its Lucky Strike cigarettes. SPONSOR believes. Campaign begins in August and runs until the end of the year. Minute e.t.'s will be placed on weekends 'round-the-clock; frequency will vary from market to market. Buying is completed. Buyer: Hope Martinez. Agency: BBDO, New York. (Agency could not be reached for comment.)

**National Carbon Co.**, div. of Union Carbide & Carbon Corp., New York, is planning a campaign in major markets for its Anti-Freeze. SPONSOR understands. Four week schedules will begin 2 September and 26 August for four weeks; the number of announcements will depend upon the market. Minutes are being sought for 7:00 to 8:00 a.m. and 5:00 to 6:00 p.m. daily, morning to early evening Saturday, and 12:00 a.m. to 6:00 p.m. on Sunday. Buying has just begun, it is believed. Buyer: Dick Driscoll. Agency: Wm. Esty, New York.



# ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

## MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

### SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.1	5.1	4.8	3.5
1:00-5:00 P.M.	12.5	7.3	6.5	4.5
5:00-11:00 P.M.	22.3	12.0	9.5	6.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!

**KOLN-TV**, one of America's great area stations, covers Lincoln-Land, a rich 69-county market which is as independent of Omaha as South Bend is of Fort Wayne — Hartford of Providence — or Syracuse of Rochester!

Lincoln-Land has 296,200\* families with 191,710\* TV sets. And latest ARB, Telepulse and Videodex surveys all show that KOLN-TV dominates this audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS outlet for South Central Nebraska and Northern Kansas.

\*See Nielsen NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives



*The Feltzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMDD RADIO — PEORIA, ILLINOIS

# PRIMARY MARKET

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

## ANN ARBOR AREA

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

## FIRST in PULSE\*

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

## WHRV

1,000 watts abc 1600 kc

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

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

Write for special merchandising plan or contact:

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

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

\* JUNE '56 PULSE

## Agency profile

### Jackson Taylor: Helmsman on & off-duty

**W**hen it comes to steering accounts into tv, Jack Taylor, Lennen & Newell senior v.p. and account supervisor, admits to a small family prejudice: His wife comes from a long line of Hollywood producers and still admits liking features be they on or off tv.

"Of course, you don't consider things like that when making an advertising decision," Taylor told SPONSOR. "For instance, we bought the NTA feature network right at the beginning of its career and we've been more than satisfied with the ratings. We were originally encouraged by Colgate's experience on KTLA, and we found that we got really good clearances through NTA for their features."

Nick Keeseley, senior v.p. in charge of Lennen & Newell's broadcast programing, works carefully with the management account supervisor before recommendations are made to the client.

As for the future of the feature product, says Taylor, "you have no lifetime guarantee with live network packages either. To-date,



*A relaxed, informal man, Taylor thrives on "the pressures of advertising"*

NTA has plenty of material available for us."

By fall, Emerson Drug, one of the accounts that Jack Taylor supervises, will be close to 100% in radio and tv. Among the network programs which Bromo-Seltzer will co-sponsor are two new nighttime tv vehicles: *Restless Gun* (NBC TV) and *Tic Tac Dough* (NBC TV), both on alternate-week basis.

"We seek circulation on tv," says Taylor. "Given good circulation at an efficient price, we want just sufficient time within the program to do a good selling job with persuasive commercials. Program identification is something virtually past in tv because of the com-



bination of high cost and big risk. Besides, because of the power of tv, a particularly strong show is likely to overshadow the sponsor. The audience remembers the program and its stars, but not the message. This does not mean that we would choose lesser stars or programing. After all, the strength of a show dictates its circulation. But it does put the emphasis on the quality of the selling message rather than upon identification with the show as such."

Other clients Taylor supervises include McCormick, Dromedary, Stokeley-Van Camp and Chicopee Mills. Of these, Dromedary (dates) puts 100% of its budget into seasonal saturation radio efforts around major holidays.

These accounts are all at least 50% in air media. This year the agency's over-all rate of billing is \$50 million. While the agency employs a total of 100 people to handle its combined billings, Taylor maintains that "the ratio of manpower to dollar billings can vary a great deal between different agencies."

Agency services, he says, cannot be defined solely in terms of the number of people employed, but rather relate "to (1) the caliber of the talent and its price; (2) the number of services rendered for no additional fee to clients; (3) the cost of the basic work involved in creating advertising for clients."

#### "Marketing was just academics"

When Taylor got into advertising "through my father's best man" (back in 1926 after graduation from the University of Wisconsin) "marketing was primarily a term in economics to be ignored once a guy made the transition between school and the business of advertising."

Today Taylor finds the situation within agencies very much reversed. "Fewer and fewer people have to know more and more about every aspect of the account they handle. We've really become management consultants in effect in various areas. The agency business has matured to the level where the advertising strategist today realizes he can't absolve his responsibility simply by evolving a good media plan and effective copy and art. He must also be thoroughly versed in client manufacturing problems, distribution, sales, pricing and packaging strategy. This development has made advertising both more challenging and more demanding than in the years prior to television."

There are many times when these demands intrude upon Taylor's private life both at his Greenwich, Conn., home and on vacations ("rare though they be"). "You learn to live a kind of double life," he says, "combining business with relaxation on the few occasions when you do take a vacation."

Actually, Taylor considers it a vacation well-spent when he takes off for an occasional weekend sailing trip in Long Island on a friend's sloop. "He lets me take the helm," Taylor says proudly. "But I think that's because his other guests won't go that far away from the cocktails served below."

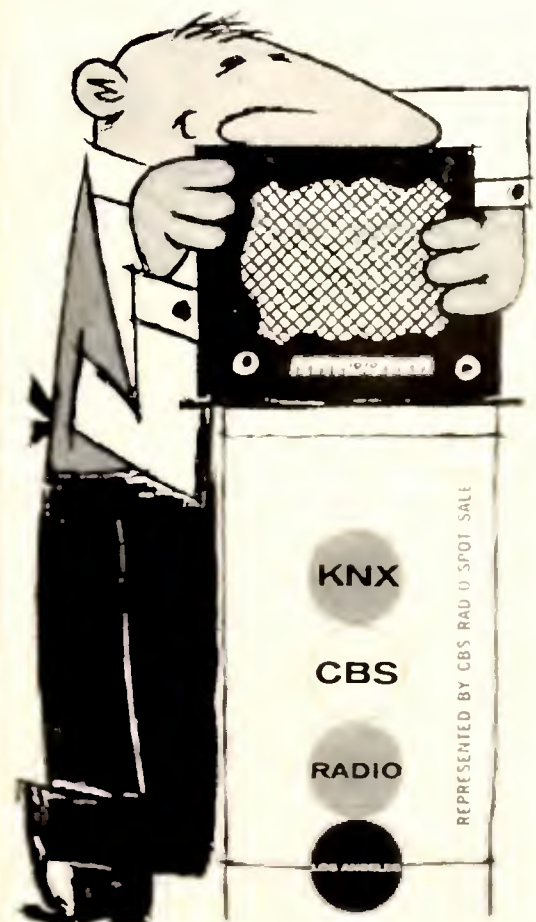
Invigorated by sea-breezes, Taylor expounds agency philosophy with fervor.

"In developing a strong agency today, acquiring new business really takes on a secondary role," he told SPONSOR. "We feel that the soundest growth in an agency comes from existing accounts, their business, profits and advertising expansion."

Lennen & Newell itself has nearly tripled its over-all billings in the past five years, though the agency currently handles only 16 major accounts.

## KNX has more listeners in Los Angeles than anybody!

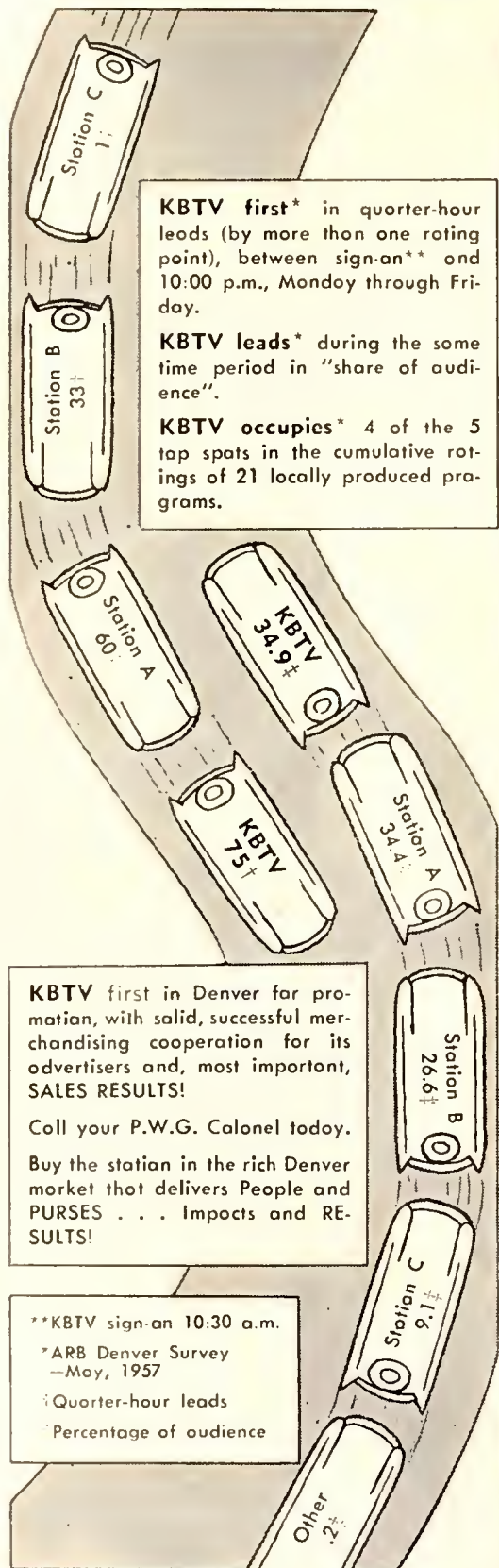
More people listen to  
KNX... daytime  
or nighttime...  
weekday or weekend..  
than to any other  
Los Angeles station.\*  
That's just one reason  
why 50,000 watt KNX  
is Southern California's  
#1 radio station.



\*Pulse of Los Angeles—March—April, 1957

# Coming or Going KBTV is leader in DENVER TV

Whether you are just moving into the Denver market, or already going "great guns" here, you need Channel 9 because KBTV is FIRST in Denver when and where it counts the most!



Write, wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

## KBTV channel 9

DENVER, COLORADO

JOHN C. MULLINS  
President



JOSEPH HEROLD  
Station Manager

# News and Idea WRAP-UP

## ADVERTISERS

Where there's a tv set there's a way to sponsor a tv show, even if there's no television station.

In Adelaide, Australia, a region still without television facilities, a local retailer set up a tv cabinet in his store window and using a 16-mm projector and a mirror, showed *I Love Lucy* films for a week, five times a day, to promote Sheaffer Pens. Sheaffer sponsors the *Lucy* show in Down Under areas that have television.

Myer Emporium Limited, the store that staged the sidewalk show, reports: "A strong effect on the Adelaide and South Australian buying public . . . and a little trouble with the local City Council for obstructing traffic."

**This promotion idea comes from Garber Buick Co., Saginaw, Mich.**

The auto firm recently sponsored a contest on Saginaw's radio stations, WKXX, WSAM, and WSGW, which asked teen-agers to write on the subject of why the family car should be safety checked. Aside from major prizes, each contestant also received a copy of a record of "Tiger on Wheels," specially prepared for Garber by its agency, Parker Advertising.

The recording got such a warm reception that the disc jockeys gave it a lot of play, and a local coin machine operator even placed it on jukeboxes around the city. "Tiger on Wheels" wound up spinning out a lot of extra promotion mileage for Garber.

**Spot announcements:** The electric industry is getting set for its Live Better Electrically "Fall Push" program. Appliance manufacturers with network television shows (G.E. and Westinghouse) are getting behind the campaign and will donate commercial time. Local utilities will receive commercials kits including open-end, filmed commercials, scripts and recordings . . . **Lentheric**, in announcing its Christmas lines, says it is dropping the term

'Bouquet' for the more usual name, cologne.

**People in the news:** Donald Cady, vice president in charge of advertising and merchandising for the Nestle Co., has been appointed chairman of the program committee for the 48th Annual Meeting of the Association of National Advertisers on 28-30 October. The meet will be held at the Chalfonte-Haddon Hall, Atlantic City.

. . . **Dr. Hal G. Johnson** has been elected a vice president of the Vick Chemical Co. . . . **John C. Holme**, formerly manager of new products development for Paris & Peart, has joined Reynolds Metals as manager of grocery and drug market sales. Holme succeeds **Ralph Fields** who has been promoted to the newly created post of director of sales promotion and merchandising for all consumer markets.

. . . **Kenneth A. Bonham** has been named president of Whitehall Pharmaceutical Co.

## AGENCIES

**Guild, Bascom & Bonfigli**, going after the title of "the most off-beat" ad agency, has dreamed up this campaign:

The agency's objective is to get 15 million people in the New York area during the next 10 days to talk about Nucoa (a Best Foods product).

Modus operandi includes 57 newspaper ads and 567 radio announcements. Center of the campaign is a skywriting amateur named Dudley who is attempting to write Nucoa at noon every day until he spells it correctly. He's being egged on by the radio messages (featuring Stan Freberg). Trouble is Dudley is not supposed to be a very good speller so it'll be "NOOPS", "NEWCO", "NUCOV", "NOOCO" until he finally hits on the correct spelling.

**New agency appointments:** Ogilvy, Benson & Mather for Zippo Manufacturing (lighters, flints and lighter fuel) effective 1 October 1957 . . .

**Hicks & Greist** for Stahl-Meyer to handle all advertising on Ferris and Stahl-Meyer meat products effective 1 September 1957 . . . **Clements Co.**, Philadelphia, for M. A. Bruder & Sons paint manufacturers (and M.A.B. Paint Stores) for all radio-tv advertising . . . **Doherty, Clifford, Steers & Shenfield** for all advertising on the John G. Paton Co. (Oven Fresh brand cake products) account . . . **Ray Barron, Inc.**, Boston, for California Olive Oil. Radio and newspapers will be used . . . **Blaine-Thompson** for Wagner Baking, Newark, to handle advertising for entire line of retail and institutional backed products . . . **Prodnet Services** for the Shetland Co., Lynn, Mass. Tv will be used starting September in 50 markets to promote Shetland's household electric appliance that scrubs, waxes and buffs floors and shampoos rugs . . . **Bruce B. Brewer & Co.**, Minneapolis, for Red Star Yeast & Products Co., Milwaukee, effective 1 September . . . **Calkins & Holden** for WBBM-TV, Chicago, and the State Mutual Savings & Loan Association, Los Angeles . . . **Edward H. Weiss & Co.** for Stag Beer (Carling

Brewing product) to handle the brew in its seven-state distribution area effective 1 October . . . **Needham, Louis & Brorby** for the Accent Division of International Minerals & Chemical Corp.

**Mergers and changes:** **Martin J. Simmons Advertising** has merged with **Stern, Walters & Jaster**, both of Chicago. New name will be **Stern, Walters & Simmons** . . . **The Radow Advertising Agency**, Columbus, O., has become a partnership and will now operate under the name of **Radow & Alpers**.

**Personnel notes:** **Patrick J. Flaherty** has been appointed an account executive and public relations director for Grant Advertising, Dallas office. He has just been transferred from the agency's Chicago office . . . **Mike Barone** has left the Seattle Times to join Advertising Counselors, Seattle, as a junior account executive . . . **Thomas R. Geisinger**, formerly new products manager of the Mennen Co., has been named marketing supervisor of Lawrence C. Gumbinner Agency,

New York . . . **Don Cavitt**, most recently a free-lance announcer and writer, has joined the Nemer Advertising Agency, Minneapolis, as an account executive . . . **Adam Reinemund**, radio-tv director of Buchanan-Thomas, Omaha, has resigned to establish his own advertising agency in Omaha . . . **Kenneth R. Baumbusch** has been appointed vice president and general manager of the John F. Murray Advertising Agency, New York. Previously Murray was marketing manager of new products for B. T. Babbitt, Inc. . . . **Jon W. Barkhurst** has left ABC to join Wynman Advertising, San Francisco, as director of merchandising services . . . **George Chamberlin** and **Arthur Poppenberg** have resigned from WTVJ, Miami, to head up the new Miami office of Henry Quedman, Inc. . . . **Henry Colman** has been appointed director of radio and tv production for Emil Mogul Co. Colman most recently served as director of tv program development for the Theatre Guild . . . **Stanley G. Bahusen** has joined Zimmer, Keller & Clayvert as account manager . . . **Jack E. Schneider**, formerly merchandising manager of the com-

# PERFORMANCE

defined by  
dictionaries as  
achievement . . .  
effective operation . . .  
exhibition of skill

Such standards are WIS-TV's  
in all operational phases —

**ACHIEVEMENT**—in attracting viewers in more South Carolina counties than any other station in the state.  
(NCS No. 2, 1956)

**EFFECTIVE OPERATION**—produces overwhelming audience dominance day and night.  
(Any ARB study of Columbia)

**EXHIBITION OF SKILL**—in programming, production and promotion produces phenomenal sales results and enthusiastic advertiser acceptance.  
(facts on file at PGW)

WHEN PERFORMANCE COUNTS

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



G. Richard Shafto, President  
Charles A. Batson, Managing Director

Represented by Peters, Griffin, Woodward, Inc.



# PICTURE WRAP-UP



"WAKE up on free weekend in Panama" was offered promoted by WAKE (Atlanta) to wind-up Big Apple Super Market, Inc's summer-long campaign. Station personnel above



Proclaiming WHLI's 10th Anniversary, Mayor Wm. O. Gulde (r.) of Hempstead granted one-week's new name for local street. Paul Godofsky, WHLI's pres., provides sign



Skywriter Dudley (l.) gets last-minute instructions from comic and coach Stan Freberg before flight aloft over New York to try to skywrite the word NUCOA



Opening of Food Fair in northeastern Pennsylvania had these five pretties in pink from head to toe to add color to event. WDAU-TV's Tom Powell interviews



Celluloid by the mile: Two miles of film (over 10,000 feet of it) was gathered by CHCT-TV news men for coverage of Calgary Stampede. Above, shooting bronco busters

Promoting WTRY news coverage via a fleet of mobile transmitting units. Carole Michaelson gives souvenir to Martin Breuhl of D-F-S. Kenneth Cooper, WTRY head (l.)

You're in  
good company  
on WGN-RADIO  
Chicago



Top-drawer advertisers  
are buying WGN

Join the nation's smartest  
time-buyers who select WGN  
for results! 1957 promises  
exciting new programming to  
make WGN's policy of high  
quality at low cost even more  
attractive to you.

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



251,970  
TV Homes

BOLLING CO.  
NEW YORK  
CHICAGO



mercial division of Hotpoint Co., has  
joined W. B. Donner & Co. as an ac-  
count supervisor . . . David Ofner,  
Jr., has joined FCB's merchandising  
staff in the Chicago office as media  
merchandising manager. Ofner comes  
from Club Mmmmm Prods, where he  
was assistant advertising manager . . .  
Richard C. Wright has left WJW-  
TV, Cleveland, to join BBDO, New  
York, as a media supervisor . . . Rob-  
ert I. Blumenthal and Howard E.  
Sands, Jr., have joined Reach, Mc-  
Clinton as account executives. Blum-  
enthal comes from Robert W. Orr &  
Associates and Sands from B&B . . .  
Edward W. Murtfeldt has been ap-  
pointed to the board of directors at  
B&B.

They became v.p.'s this week:  
James A. Dearborn at K&E . . .  
Gerald T. Arthur, media director in  
the New York office of Fuller & Smith  
& Ross.

## NETWORKS

Advertisers interested in a night-  
time alternate week show will find  
openings on all three networks.

ABC TV has three alternate week  
half-hours (*Sugarfoot*, *Colt 45* and  
*Jim Bowie*) plus some alternate week  
time available on *Navy Log*.

CBS TV has three alternate half-  
hours open (*Harbourmaster*, *Leave It  
to Beaver* and *Perry Mason*).

NBC TV open alternates include one  
hour (*Suspicion*) and five half-hours  
(*Price Is Right*, *Restless Gun*, *The  
Californians*, *Tic Tac Dough*, and *Life  
of Riley*).

Note: of the 12 shows listed above,  
five are Westerns.

NBC TV this week made its first  
move to implant the aura of lead-  
ership in the field of program spe-  
cials as far as the 1957-58 season  
is concerned.

The network's top brass disclosed  
before a sizably attended press confer-  
ence in Radio City, N. Y., that it had  
14 separate series of specials sched-  
uled, and altogether 100 such program  
species, for the next season.

Fall network tv programming notes:  
Aluminum Limited had decided to  
take the *Omnibus* ride again and will  
sponsor one-third of the series when  
it makes its NBC TV debut starting

In Houston  
the turn  
is to  
13



because we  
show them  
every day

that our  
family  
of stars



in the  
greatest  
shows . . .  
network  
or local . . .

are a  
pleasant part  
of their  
families



HOUSTON'S  
BEST BUY  
**KTRK-TV**  
CHANNEL  
13

THE CHRONICLE STATION, CHANNEL 13  
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC  
HOUSTON CONSOLIDATED TELEVISION CO.  
General Manager, Willard E. Wolbridge  
Commercial Manager, Bill Bennett  
NATIONAL REPRESENTATIVES: Geo. P. Hollingbery Co.  
500 Fifth Avenue, New York 36, New York

You're in  
good company  
on WGN-RADIO  
Chicago

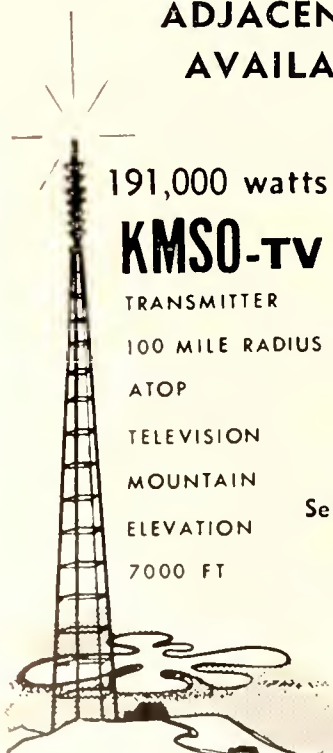


**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

the ●  
for **SPOTS**

**TOP SHOW  
ADJACENCIES  
AVAILABLE**



191,000 watts

**KMSO-TV**

TRANSMITTER

100 MILE RADIUS

ATOP

TELEVISION

MOUNTAIN

ELEVATION

7000 FT

MISSOULA, MONTANA

SELLING  
WESTERN  
MONTANA  
**Mosby's,  
Inc.**

the ONLY  
Station  
Serving Western  
Montana  
with Live  
Programs

Sunday, 20 October (4-5:30 p.m.) . . . **The NBC TV News** has added another sponsor, the Glidden Co., in the alternate Wednesday 6:45-7 p.m. and 7:15-7:30 p.m. spot starting 9 September.

**Network radio notes:** **Life Magazine** has ordered a one-fourth share of the **NBC News On the Hour**, starting 19 August . . . **Angostura-Wuppermann** is entering network radio for the first time in its history starting in September. Vehicle will be CBS' **Arthur Godfrey Show**.

**Job notes:** **Raymond F. Eichmann** has been named director of sales development and research for ABC Radio. Eichmann comes from John Blair & Co. . . . **Simon B. Siegel**, who is treasurer of AB-PT and ABC is assuming the additional responsibility of coordinator between the five ABC o&o tv stations and the network . . . **Donald B. Hyatt** has been appointed manager of NBC TV's special projects programs. Other executive staff changes in the special projects organization include **James Nelson**, former assistant to the president of NBC, now manager of program services and **John W. Kiermaier**, previously in charge of administration for the public affairs department, has been named manager of administration for the special projects division . . . **Nathan Stone** has been appointed to the station relations staff of CBS TV. Stone comes from MBS where he was director of research.

**TV STATIONS**

**WLBR-TV**, the new Triangle UHF'er in Lebanon-Lancaster, Pa., is using feature films as a lure to build a converter audience.

Triangle under the direction of

Roger W. Clipp, v.p. radio-tv division, has launched "Operation Bow-Tie" contest and promotion plan to push conversion was kicked-off this week in Lancaster via a dinner and meeting of 175, including representatives of co-operating set manufacturers, tv dealers, servicemen, distributors, press and radio-tv.

At the dinner John D. Scheuer, Jr., Triangle's director of public relations and programming, and Frank B. Palmer, general manager of WLBR-TV, explained the promotion plan and use of materials in detail. The station's film library, which it calls "The World's Best Movies," was previewed. WLBR-TV's programming will feature over 2500 films from the MGM, Warner Brothers, 20th Century-Fox and RKO libraries—all exclusive and first run in the Lebanon-Lancaster area.

**WHNC-TV**, New Haven, is going all out (or all under) in a promotion to launch the Budweiser sponsorship of **The Silent Service** this week.

The big splash includes a submarine trip for sponsors, agency representatives and newsmen. With Navy

**MUSIC**  
MUSIC  
MUSIC

Gets Sales on

**WU** **OK**  
1260 KC

CLEVELAND'S STATION FOR MUSIC & NEWS

in  
**HOUSTON**  
the  
**OK** Negro Radio Buy  
is  
**KYOK**

## Among Us Towers



Charm your prospects with the SALESpower of KWTV-Oklahoma City

TV SPOTS LAB & OPTICALS  
STORY BOARDS  
ANIMATION



UNDER ONE ROOF!

JAMIESON  
FILM COMPANY

3825 Bryan • TA 3-8158 • Dallas

cooperation the station will stage a live broadcast from a submerged sub.

Intercontinental Services, the firm that has bought out Adam Young International (for \$50,000 plus) plans to act as a consulting as well as rep organization.

Consulting services will be aimed especially toward tv stations with program, particularly film, buying as a major function.

This week WSVB-TV, Harrisonburg, Va., unveiled its new electric coverage map for agency, advertiser and press representatives in New York.

Using a standard U.S. Army relief map, five feet by five feet, equipped with towers and pilot lamps for the stations in Richmond, Washington, D.C., Roanoke and Harrisonburg, the demonstration was designed to show each individual station's coverage pattern by the light circles.

Hamilton Shea, president of WSVB-TV, said the demonstration was designed to show that the greater Virginia area requires all four stations for full coverage by national and regional advertisers.

**Tv applications:** Between 15 and 20 July one construction permit was granted and three applications for new stations filed.

Construction permit went to KSOO, Inc., Sioux Falls, S. D., for Channel 13, Sioux Falls, permit allows 28.97 kw visual.

Applications were made by: Sherill C. Corwin, Los Angeles, for Channel 34, Los Angeles, 251 kw visual, with tower 2,782 feet above average terrain, plant \$265,000, yearly operating cost \$250,000; Midland Broadcasting Co., Moline, Ill., for Channel 8, Moline, 316 kw visual, with tower 1,000 feet above average terrain, plant \$732,500, yearly operating cost \$600,000; and Farmington Broadcasting Co., Farmington, N. M., for Channel 12, Farmington, 31 kw visual, with tower 386 feet above average terrain, plant \$110,433, yearly operating cost \$125,000.

**Station changes:** King Broadcasting Co. (Seattle) has announced the formation of the KREM Broadcasting Co. (Spokane) for the purpose of buying KREM-AM-FM-TV, Spokane . . . CFCJ-TV are the new call letters for CFPA-TV, Port Arthur-Fort William,

## OUR PULSE IS STRONG AND STEADY

18 hour average

KTRN	50.0*
Station B	22.0
Station C	17.0
Misc.	11.0*

\*Hooper says 62.0

\*Includes bird calls, smoke signals, red flares and distant 50 KWs.

# KTRN

Wichita Falls, Texas  
Burke-Stuart Natl Reps



## SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.

# KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—  
John E. Pearson Company

**You're in  
good company  
on WGN-RADIO  
Chicago**



**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

*Maybe We Talk  
Too Much*



... when we should be quoting folks like Mrs. R. O., who says, "We are newcomers to Topeka, and from the very start it has been your radio station that made me feel at home here. Your announcers seem like old friends, and you offer programs of quality and genuine interest. Keep up the good work!"

5000 WATTS • TOPEKA, KANSAS

**W R E N**

Rep. by John E. Pearson Company

Ontario . . . **KUTV**, Salt Lake City, is nearing completion of its \$150,000 expansion program which will add 7,000 additional square feet of studio operating space . . . **WWL-TV**, New Orleans, is completing work on studios and offices and will be in operation by September.

**Focus on personalities:** **John N. Nickell** has been appointed to the sales promotion and research staff of **CKLW-AM&TV**, Windsor, Ont. Nickell comes from Ronald's Advertising, Montreal . . . **John W. (Jack) Highberger** has been named publicity and promotion manager of **WLW-I**, Indianapolis. Highberger formerly was with **KARD-TV**, Wichita . . . **Frank O. Sharp** has been named administrative assistant to the management of **WFBM-AM&TV**, Indianapolis . . . **Maurice R. Labelle** has been appointed public service director for **WTVJ**, Miami. Labelle comes from Mandell-Newman Associates, Miami Beach . . . **Tom Sheeley** has been appointed head of the new **KELO-TV**, Sioux Falls, operations . . . **J. C. Johnson** has been named manager of **KPLO**, Winner-Chamberlain-Pierre, S. D. **KPLO** is a semi-satellite of **KELO-TV**, Sioux Falls . . . **Steve Halpern** has been appointed publicity director for **KYW-TV**, Cleveland. Halpern comes from **WCKT-TV**, Miami . . . **Bill McNabb, Jr.** has been named an account executive on the local sales staff of **KEY-T**, Santa Barbara, Calif. . . . **Jim Terrell** has been promoted to commercial manager of **WKY-TV**, Oklahoma City . . . **Rusty Burton**, formerly of **WTVJ**, Miami, has been named production manager and acting program manager of **WFGA-TV**, Jacksonville. **WFGA-TV** will start operation 1 September . . . **James H. Ferguson, Jr.** is now general sales manager for **WWLP**, Springfield, Mass., and **WRLP**, Green-

field, Mass. New sales manager for **WWLP** is **Edmund J. Hughes, Jr.** and taking over in the same spot for **WRLP** is **Philip J. Renison** . . . **Richard Barron** has been named to head the newly combined promotion departments of **WSJS-AM&TV**, Winston-Salem, and **Jean Isenhower**, former radio promotion manager, has taken over the combined radio-tv public service department for **WSJS**.

**RADIO STATIONS**

**FM Unlimited** is a new national sales representation and promotion organization set up exclusively for FM stations.

Headquarters for the new firm are in Chicago and under the supervision of Charles W. Kline.

A New York office has been set up under the direction of Edward Merritt and Los Angeles and San Francisco offices are expected to be opened shortly.

Kline is commercial manager of **WNIB**, Chicago, and Merritt is co-owner of the station.

**Promotion idea round-up: KWTX**, Waco, Tex., used this method to sell nighttime radio to a client: Station manager "Buddy" Bostick flew **Zale's Jewelers** manager, Irving Melitz, over the city of Waco at night showing him the number of cars on the streets. Outcome was a heavy schedule of evening announcements . . . **WTRL**, Bradenton, Fla., salesmen carry transistor radios slung over their shoulders at all times and the sets, which pick up only **WTRL**, are always turned on. **WTTM**, Trenton, N. J., to aid in public service effort, has mailed to 600 clubs and civic groups in the station's

in  
**LAKE CHARLES**  
the  
**OK Negro Radio Buy**  
is  
**KACK**



"I just love those **KRIZ** Phoenix announcers."



listening area, a printed talk on how an organization can develop an effective public relations program. Talk was given by Trenton ad-man David Eldridge and points out that community radio stations are effective molders of public opinion.

"What piles of wealth hath he accumulated to his own portion. How in the name of thrift does he rake this together? Marry and forsooth, he hath put the first dollars of every pay envelope into his savings account at the First National Bank."

This is a sample of the Shakespearean flavor put into all commercials by WIZE, Springfield, O., to promote the annual Antioch College Spakespeare-Festival-Under-The-Stars last week. Other parts of the scheme included special station breaks, interviews, old English ad libs and quotes.

### FINANCIAL

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

Stock	Tues. 23 July	Tues. 30 July	Net Change
<i>New York Stock Exchange</i>			
AB-PT	20 <sup>1</sup> / <sub>2</sub>	19 <sup>5</sup> / <sub>8</sub>	- 7 <sub>8</sub>
AT&T	173 <sup>1</sup> / <sub>2</sub>	173 <sup>1</sup> / <sub>2</sub>	
Aveo	7 <sup>1</sup> / <sub>1</sub>	7	- 1 <sub>1</sub>
CBS "A"	32 <sup>5</sup> / <sub>8</sub>	31	-1 <sup>5</sup> / <sub>8</sub>
Columbia Pic.	19 <sup>3</sup> / <sub>1</sub>	19 <sup>3</sup> / <sub>8</sub>	- 3 <sub>8</sub>
Lowe's	18 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>1</sub>	- 5 <sub>8</sub>
Paramount	35 <sup>3</sup> / <sub>8</sub>	35 <sup>7</sup> / <sub>8</sub>	+ 1 <sub>2</sub>
RCA	36 <sup>1</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>2</sub>	-1 <sup>5</sup> / <sub>8</sub>
Storer	25 <sup>7</sup> / <sub>8</sub>	25 <sup>3</sup> / <sub>1</sub>	- 1 <sub>8</sub>
20th-Fox	26 <sup>1</sup> / <sub>2</sub>	26 <sup>1</sup> / <sub>2</sub>	
Warner Bros.	22 <sup>1</sup> / <sub>2</sub>	23	+ 1 <sub>2</sub>
Westinghouse	67 <sup>5</sup> / <sub>8</sub>	65 <sup>1</sup> / <sub>8</sub>	-2 <sup>1</sup> / <sub>2</sub>
<i>American Stock Exchange</i>			
Allied Artists	3 <sup>1</sup> / <sub>1</sub>	3	- 1 <sub>1</sub>
C&C Super	7 <sub>8</sub>	1	+ 1 <sub>8</sub>
Du Mont Labs.	5	17 <sub>8</sub>	- 1 <sub>8</sub>
Guild Films	2 <sup>3</sup> / <sub>1</sub>	3 <sup>1</sup> / <sub>1</sub>	+ 1 <sub>2</sub>
NTA	7 <sup>3</sup> / <sub>1</sub>	7 <sup>7</sup> / <sub>8</sub>	+ 1 <sub>8</sub>

# THERE'S NO SUMMER SLUMP

at

# KNUZ

Like the Texas Temperature Our Billing is

Going UP . . . UP . . . UP

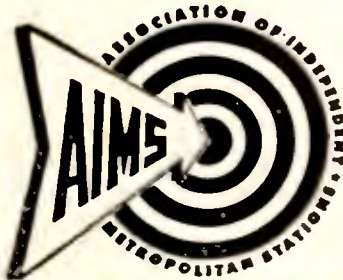
During the Summer Months

(Jan.-June, 1957 Percentage Increase Over the Same Period in 1956)

Local Sales

26% Increase

Regional & National Sales 148% Increase



JOIN THE GROWING LIST OF K-NUZ ADVERTISERS WHO ENJOY SIZZLING SUCCESS STORIES!

# KNUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—

New York • Chicago • Los Angeles •

San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.—

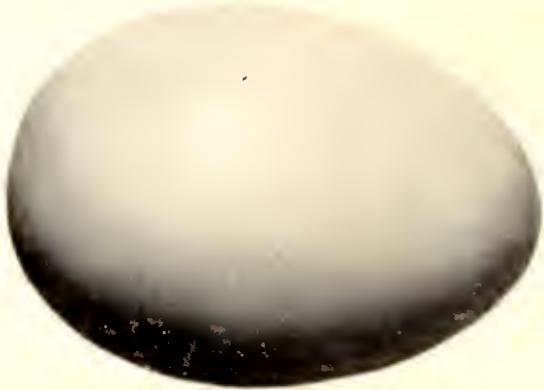
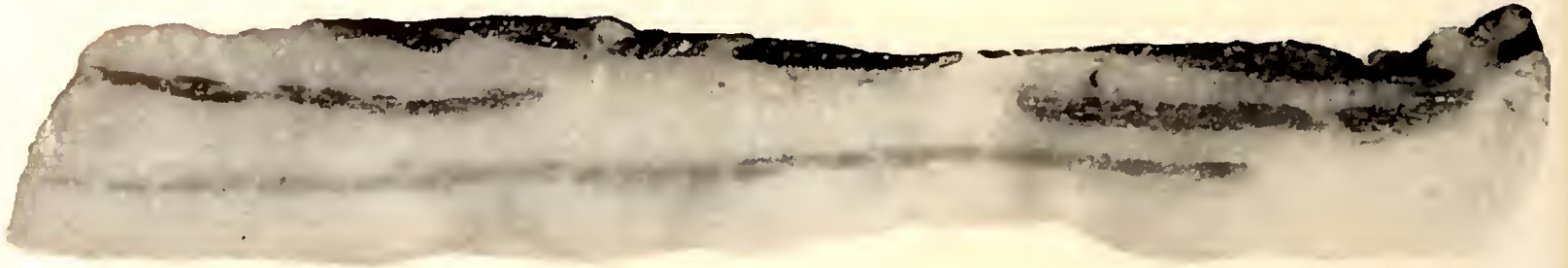
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

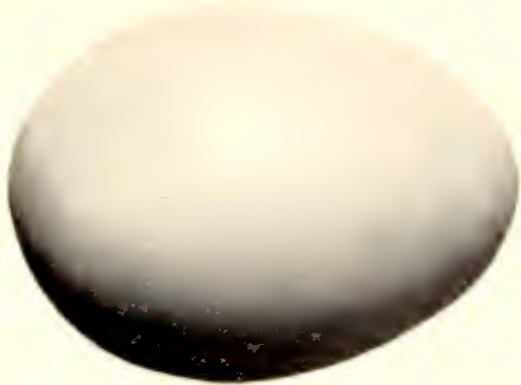
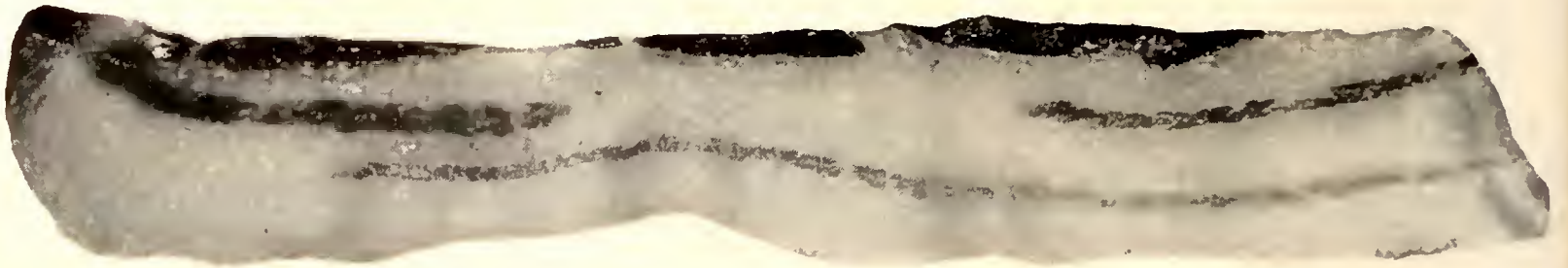
in  
**MEMPHIS**  
the  
OK Negro Radio Buy  
is  
**WLOK**



# A Natural Combination!

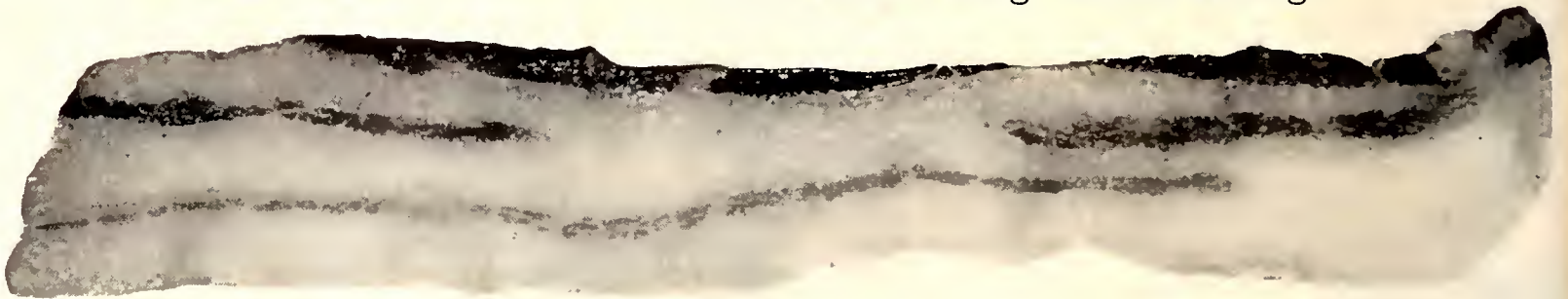


**WSAI**, Cincinnati  
the most effective station in America's  
16th market. With programming planned  
for Cincinnatians, WSAI's audience has  
grown consistently and amazingly in  
the last 5 years. WSAI is Cincinnati's  
"new" sound for selling.



**Adam Young**  
INC.

— distinguished in the field of radio  
representation by extensive client serv-  
ices, research, and techniques of modern  
selling. (The two form a natural com-  
bination: WSAI—the sound of success,  
and Adam Young—sound selling.



Adam Young, Inc.  
Young Television Corp.  
Young Representatives, Inc.  
Young Canadian, Ltd.  
3 East 54th St., New York 22, N.Y., PLaza 1-4848  
Prudential Plaza, Chicago 1, Ill., MIchigan 2-6190  
317 No. Eleventh St., St. Louis, Mo., MAin 1-5020  
6331 Hollywood Blvd., Los Angeles 28, Calif.,  
HOLlywood 2-2289  
Russ Bldg. (Rm. 1207), San Francisco 4, Calif.,  
YUkon 6-6769  
Statler Office Bldg., Boston 16, Mass., HUbbard 2-6117

# WASHINGTON WEEK

3 AUGUST

Copyright 1957

SPONSOR PUBLICATIONS INC.

The box score to date of complaints arising from the new FTC radio-tv monitoring unit looks about like this:

- Whitehall Pharmaceutical is ready to fight charges of false advertising unless the FTC takes similar steps against competitors. Argues Whitehall: If the competition is permitted to make the same claims, we are faced with "economic extinction."
- Mentholatum and Omega are giving thought to settling their affairs via the consent decree route.
- Helene Curtis—cited in connection with Enden Shampoo—is studying the bill of complaint. The FTC questions Enden's claims (1) as a cure for dandruff, and (2) that the condition will return as soon as the product is discontinued.

The FCC this week agreed to take another look at the question of legalizing VHF repeater stations.

Previously the commission had turned down the proposal on the ground that one-channel repeaters would cause interference not only to tv stations but other services.

The FCC had suggested that UHF translators operated on "uncongested" frequencies would be preferable.

**Responsible for the reconsideration:** A visit to Washington by a Western delegation headed by Colorado Governor McNichols, who pleaded that UHF translators can't do the trick in mountainous areas.

Now the FCC is asking for arguments in written form for and against the repeater idea by 1 October, but with this caution: It wants only engineering facts about interference.

Only employees in the security and commodity brokerage business earn higher average salaries than employees in radio and tv broadcasting, says the Commerce Department.

Over recent years, the average earnings of people in broadcasting showed this range: 1956, \$6,584; 1955, \$6,333; 1952, \$5,559.

The Commerce report also indicates that the public spends over twice as much for "free" radio-tv entertainment as it shells out at all the film theatres around the country.

Radio-tv sets in '56 accounted for expenditures by the public of \$2,442 million, (plus another \$756 million for set repairs). The total film theatre take was \$1,298 million.

The nomination of Frederick Ford as FCC commissioner floated through the Senate Commerce Committee without a ripple this week.

Confirmation will be automatic, once the civil rights squabble is out of the way and the Senate returns to routine matters.

National income was at a seasonally adjusted annual rate of \$355 billion in the first quarter of 1957—\$19 billion higher than in the like '56 quarter.

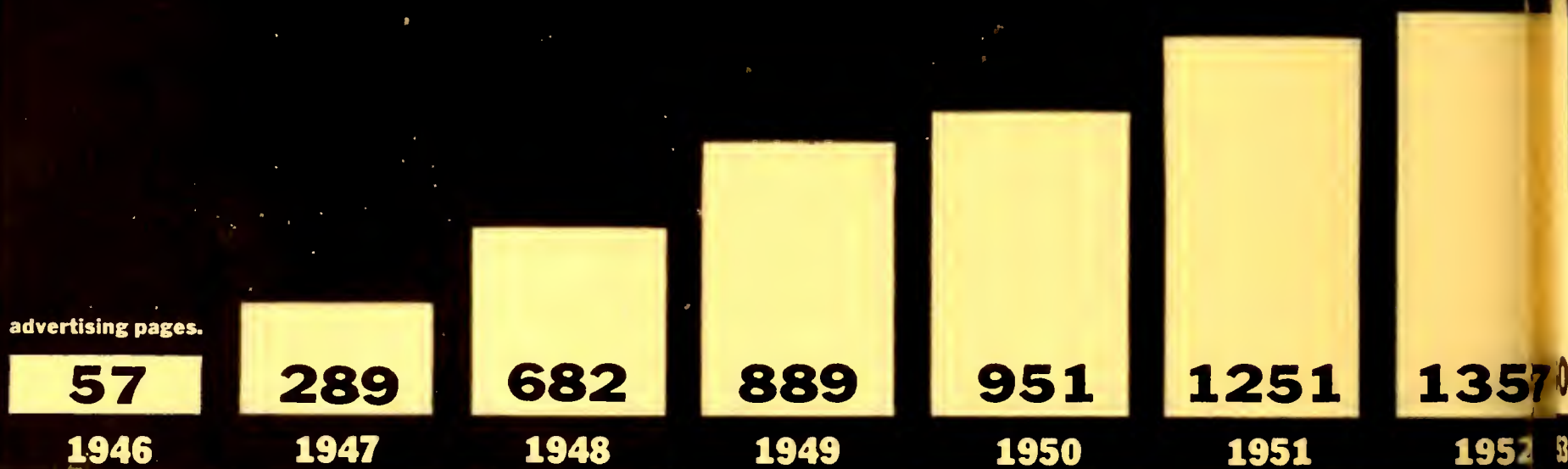
Value of the gross national product in the first half of this year was about 6% higher than the 1956 mark (with both prices and volume of output higher).

The consumer price index chalked up another 0.5% rise, but the actual purchasing power contained in pay envelopes of factory workers increased by a half per cent during the first half.

RETMA has voted to change its name to Electronics Industries Association.

**FOR OVER 10 YEARS . . . . .**

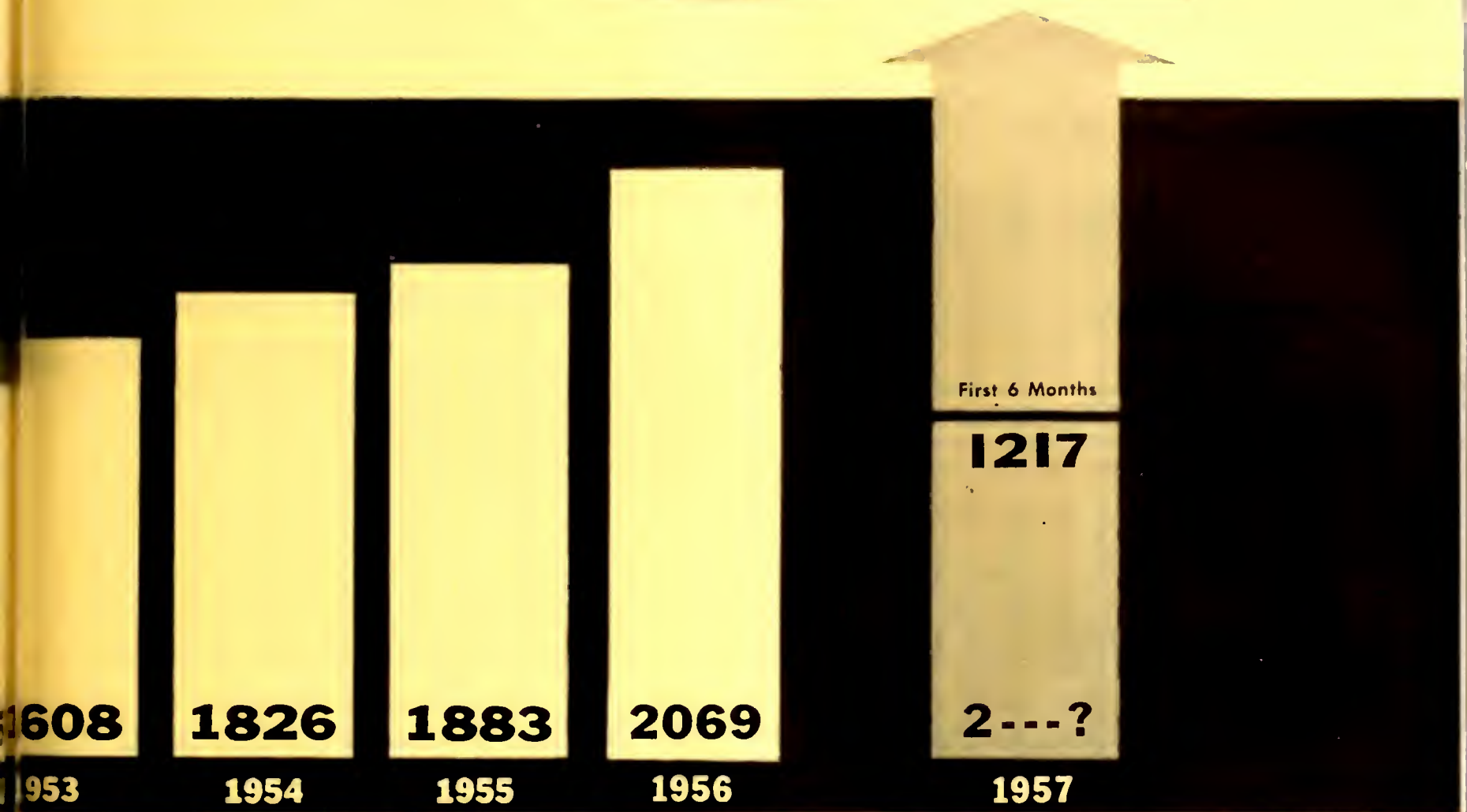
**Every year for more than a decade SPONSOR  
has gone up in advertising pages.**



**THIS UNPARALLELED RECORD OF GROWTH  
IS NO ACCIDENT! HERE'S HOW IT HAPPENED . . .**

**NOTHING BUT**

# UP



No magic formula—just a simple case of an increasing number of advertisers discovering that advertising in SPONSOR pays off.\*

SPONSOR spotlights its editorial content 100% towards advertisers and agencies—and really hits the target. So much so that SPONSOR's 1956-57 fiscal year recently ended showed advertising volume of \$1,000,000.

\*Write for the factual record of WOLF, WBAY, KPQ, WTXL and Storz in SPONSOR. They'll show how you can build your spot revenue in your market.



# SPONSOR HEARS

3 AUGUST  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

Jot this down as a major reason why so many accounts switched agencies in the late spring.

Advertisers took a look at their agencies' campaign plans for the next fiscal year and didn't like the figures they saw.

Madison Avenue is shedding a quiet tear for the research department at Emil Mogul for the big question mark Manischewitz Wine left hanging in mid-air when it switched to Gumbinner.

From January through May, Mogul researchers had been gathering data to determine which was more effective in selling Manischewitz Wines—tv and radio or newspapers.

To complete the probe, the client was to furnish Mogul with sales figures some time last month. Instead there came a "Dear John" letter.

If you're passing through the main shopping area in Jamaica, L. I., and a foamy blonde asks you to step into a merchandisecless store for a "test," don't get funny ideas.

It's the Ted Bates agency trying out some new commercials for "memorability," "believability," and "incitement to action."

A projection machine and a flock of folding chairs are the lone furnishings of the "store." Once a month there's a door prize.

Timebuying gradually is acquiring an alphabet of its own.

The two sets of letters getting the heaviest workout are:

**R.O.S.:** Run of schedule, meaning that stations may use their own discretion in slotting announcements.

**T.F.:** Till forbid, meaning, "run those spots until you get our cancellation."

Meantime these research terms are losing their vogue:

**Sponsor identification:** Split sponsorship nudged this one into the limbo of the meaningless.

**Day-part:** Multi-interviewing set owners to find out what they've been listening to during the past two or three hours, or other period.

**Follow-up:** Interviews about a program right after its conclusion.

Not all the fabulous figures in air showmanship made their mark in big-city agencies.

People with memories of the early days of tv in Springfield, Mass., will tell you about the late agencyman Charles Sheldon's grandiose programing gestures. Example:

Importing an 86-piece symphony orchestra and surrounding it with hundreds of canaries to sell John H. Breck's hair shampoo to women viewers in the area.

In the early radio days when many a sponsor's wife or family served as a show's jury, the president of an Eastern oil company introduced a practice which made a classic anecdote of the business:

He would bring his teen-age son (who was taking trumpet lessons) to rehearsals and have him pass judgment on the orchestra's performance and repertoire.

**MARKETING**

(Continued from page 29)

a demonstrable feature for tv," says George Huntington, TvB director of sales development. "We went to the glycerine manufacturers' association convention at the Waldorf a few months ago and talked to many chemical engineers and research people informally and they said that the 'foam' or 'fizz' that gives a product action on television is consciously thought of and developed in the laboratories."

In grocery-distributed products, this applies, for instance, to the visible solubility of instant beverages (even though the actual film commercials may use chemical additives with the product for better demonstrability).

**Pricing and budget:** It's an old law of economics that you can price lower when you sell faster and tv does turn over merchandise faster, according to many clients with tv-advertised mass-appeal products. But prices are affected by so many other factors, such as competition, cost of operation, margin of profit, that isolating one part of the cost of marketing as instrumental in determining price is unrealistic.

Tv has, however, been a factor in lowering prices in several product categories from hair sprays to tv sets to home permanents by stimulating faster national distribution and bigger sales. While it would be impossible to make up a price scale correlated to tv effort, marketing men, such as George Park, president of Market Planning, subsidiary of McCann-Erickson, feel that there is a tie-in between pricing and tv that is not to be ignored because of the sales and distribution impact of the medium.

"Tv has also upset the historic budget approval function in old-line companies," Park told SPONSOR. "To take advantage of network tv time opening up, most companies have had to be more flexible with their budget procedures. Many have established contingency funds or even monthly budget sessions. It isn't unusual either to have a midnight meeting of the board of directors for a sudden network tv appropriation."

Apart from the budget operation itself, the process of marketing products has become more complicated in some respects. For instance, the expansion of flavor, color, package and size lines has been an impetus to more promo-

tional activity in virtually every phase of marketing, and hence has taken up some of the monies saved through reduced trade calls by the salesman for example.

Tv itself has made greater demands upon clients and their trade for promotional tie-ins and in-store merchandising than any other medium, partly because the station people themselves are less willing to take over this expense to the same extent as the newspapers have been willing to. At the same time, a client with a multi-million investment would not be likely to allow it to go unmerchandised and unpromoted.

An A. C. Nielsen study of the advertising of 20 grocery product manufacturers shows that network tv rose from 26.4% of their total 1953 budgets to 44.2% of their 1955 budgets and kept climbing. Says J. O. Peckham, executive v.p. of A. C. Nielsen: "... This adds up to substantially increased competitive pressure on food store products. In the aggregate, we believe this pressure will be even greater in 1957."

This intensive competition has three immediate effects: (1) pressure for competitive pricing (for instance, frozen foods, according to Campbell Soup Co. executives, adjusted their prices

# FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



**HERE ARE THE FACTS:**

**STATION** — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

**MARKET** — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."



**WSTV-TV**



STEUBENVILLE, OHIO  
CHANNEL 9 234,500 WATTS

Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977



A Member of the Friendly Group  
WSTV, WSTV-TV, Steubenville;  
KODE, KODE-TV, Joplin;  
WBOY, WBOY-TV, Clarksburg  
WPAR, Parkersburg  
WPIT, Pittsburgh

**You're in  
good company  
on WGN-RADIO  
Chicago**



**Top-drawer advertisers  
are buying WGN**

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

downward as fast as they did "because tv advertising helped them gain unexpectedly rapid national acceptance, giving them a sales turnover that made lower pricing practicable"; (2) constant improvement of product, packaging, taste, choice of merchandise; (3) more and more tv advertising with emphasis of in-store promotions of it as an assurance of maintaining good shelf positions.

**Sales force:** Tv has forced salesmen on the wholesale level to be more advertising-conscious and better schooled in the techniques of advertising.

"Tv has brought down the selling cost to the manufacturer and retailer both because of quick acceptance for the product," says Compton senior v.p. Jack Rees. "Some manufacturers now require smaller sales staffs in particular areas, but more men totally because of better distribution."

Taking an over-all view of selling in America today, Edgar Nelson, v.p. of Market Planning, told SPONSOR: "Inflation has caused a higher operating cost for retail outlets. Retailers can't afford to hire and train a top sales force as they used to do before World War II. Therefore the retailer in general is cashing in on tv's effectiveness as his sales force in the home by counting on customers to walk into the store presold. Thus the trend over the past 10 years has been for a rise in retail sales, but a decline in number of salesmen."

On the level of manufacturers' salesmen, George Park, president of Market Planning, sees a similar trend. "The national physical selling force of the U.S. evaporated in 1942 and has never been rebuilt," he told SPONSOR. "Tv has been a major cause in making such rebuilding unnecessary, because it has literally taught people how to buy. Today people go into a



**It's not square miles, but  
SALES THAT COUNT!**

In Madison, Wisconsin, VHF adds more to your cost than to your coverage. With WKOW-TV you deliver 70% as much share of the audience\* at only 45% of the cost.

\*Madison area Telepulse—April, 1957

**Ask your Headley-Reed man  
for proof.**

**WKOW-TV  
ABC in Madison, Wis**

**MY MOMMY  
LISTENS TO  
KiTE**

More Mommies and  
Papas in *San Antonio*  
Listen Daily to KiTE Than  
to Any Other Station

NCS #2  
Call Avery-Knodel, Inc.

in  
**NEW ORLEANS**  
the  
**OK Negro Radio Buy**  
is  
**WBOK**

**WGR-TV  
SELLS  
BUFFALO!**

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



store and make their own selection. Even in hard goods, they want the salesman to talk only prices and conditions and delivery, they will choose the brand and model for themselves."

In the appliance field this sales trend has had a vast effect all the way down the line from the manufacturer to the retailer. "Take the electric hand iron," says Park. "Before the war, a manufacturer might have had 20 models and a dealer pretty well had to stock up on all of them to give the consumer his choice. Today the manufacturer might have a maximum of six different models. He puts a gal on tv to show how a model works, and the customer, identifying with the gal on tv, is sold without need to compare with dozens of other types of irons. Certainly tv put over the combination steam-and-dry iron."

For the retailer this effectiveness of tv demonstrations has had several major effects:

- He needs less floor space per category of appliances and doesn't have to lock up as much capital in each type of item.
- He needs less display inventory.
- He requires less personnel and time expense.
- He has a higher turn-over of merchandise.

**Suburbia:** Marketing experts agree that one of the most important factors to revolutionize consumer habits and marketing in the past decade has been the suburban, exurban and "interurban" population shift. (See SPONSOR 8 June for analysis of Interurbia and its effect on broadcast media.)

Manufacturers have found that suburbia yields a particularly rich consumer market because (1) families tend to be larger; (2) incomes tend to be higher; (3) the urge to buy and improve the standard of living is more acute.

Television has both profited from this population trend and has helped to emphasize its consumption patterns. First of all, the medium has an in-built advantage in comparison with print media where its coverage of suburbia is concerned. Where a metropolitan newspaper might have a three- or four-county coverage, a tv station is likely to embrace within its radius two or three times as broad an area, without an increase to its cost of operation.

Furthermore, the leisurely pace of suburban living generally promotes more hours of tv viewing, so that tv's influence is stronger in shaping the buying habits of suburban families.


One category of products that is an example of the dual effect of suburban living and television is the soft drink. "The family-size bottle has really been put over by television," a K&E account man told SPONSOR.

Convenience packaging, which has become such a major factor in grocery products particularly, have generally been keyed to suburban living habits and have used tv extensively to become accepted by the public. These include such direct tv phenomena as

"tv dinners" and such indirect by-products as frozen meats and other quick-to-prepare, easy-to-make foods.

**National economy:** The problem of the American economy and its manufacturers today is not one of production, but rather the challenge to have marketing and selling catch up with our ability to produce. "We have to increase consumption," says JWT's Arno Johnson, "to keep a healthy economy."

Therefore, the emphasis is on innovations and new products. Since tv obsolesces products faster than any other medium, it helps maintain the public hunger for more and better products.

"Three out of 10 of the brand leaders of 1947 lost out in the past 10 years because they didn't know how to change over fast enough," concludes Ed Nelson, Market Planning v.p. "Tv can't make up for deficient product quality, so if a guy isn't getting re-orders, there's probably something wrong with his product. But if there isn't, tv is certainly effective in producing sales." 

By all accepted standards  
**KSTN** leads all stations in the  
**BIG STOCKTON, CALIFORNIA MARKET!**

Station Audience Shares  
 Monday through Friday

PULSE—May 1957

	7AM-12N	12N-6PM	7AM-7PM
<b>KSTN</b>	<b>32%</b>	<b>28%</b>	<b>29%</b>
Station B	20	20	20
Station C	4	4	4
Station D	9	12	11
Station E	6	7	7
Station F	17	15	16
Misc.	12	14	13

HOOPER—April-June 1957

	7AM-12N	12N-6PM
<b>KSTN</b>	<b>39.8%</b>	<b>30.3%</b>
Station B	14.7	24.9
Station C	2.2	4.1
Station D	7.9	10.7
Station E	4.6	5.1
Station F	10.3	7.9
Station G	7.0	6.6
Station H	3.3	2.1
Station I	2.5	1.4
Other	7.9	6.9

**KSTN** STOCKTON, CALIFORNIA  
 Music • News • Personalities

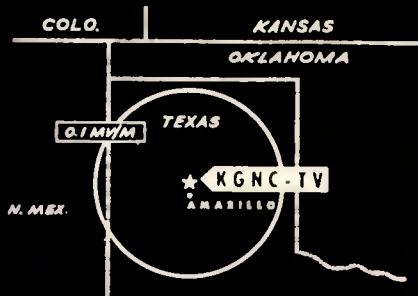
Represented by Hollingbery

in  
**BATON ROUGE**  
 the  
**OK** Negro Radio Buy  
 is  
**WXOK**



GET YOUR MESSAGE  
ON THE MAGIC  
**GOLDEN SPREAD**

WHERE GREAT  
THINGS ARE  
HAPPENING  
AND . . .



**BIG 4**  
IS THE  
**BIG BUY!**

- ★ Over 100,000 TV Sets
- ★ Nearly \$200,000,000 in Retail Sales in the Area

**SERVED BEST BY  
BIG 4**

POWER: Visual 100 KW  
Aural 50 KW  
Antenna Height 833' above ground

**KGNC-TV**

*Channel 4*

AMARILLO, TEXAS

## Reps at work

**Bill Shaw**, radio salesman for Headley-Reed, Chicago, tells how his rep firm is bringing the station to the timebuyer. "When we call on a buyer, we play a tape recording of the station's personalities (the tv salesmen use film), then document the station's market data. The tape recording shows how personalities handle the commercials and conduct their shows. The market data includes food and drug statistics, the labor force and when it goes to work, peak automobile driving times, ratings and cpm for any quarter-hour period." The salesmen do this largely in between campaigns, "which is when the selling should be done anyway." But if a call comes in from an agency where this station presentation hasn't been given, they make a point of showing it so the buyer will have the best possible picture of the station and market he's evaluating. This practice started last summer, Bill notes, and has been the most successful rep-buyer method so far developed. "Now buyers in many agencies wouldn't think of any other way of buying from us. We think the entire industry will eventually sell this way, and it will increase the effectiveness of the timebuyer."



**John Pearson**, radio programing consultant, The Katz Agency, New York, says: "Much of the concern I felt about pioneering a new function at Katz as radio program consultant disappeared my first day on the job when I was handed letters and wires from our stations. The almost universal response was that Katz has hit upon a



very sound and progressive idea in employing a program consultant. Many noted that stations throughout the country have improved their position immeasurably with free exchange of ideas with other successful stations. So my first step is to take a nationwide trip, not as a consultant, but as an observer of programing. My feeling is that there are many ways in which a station can be successfully programed. In the field I'll study

network affiliates as well as independents, rural stations as well as urban. I'll supplement my knowledge of programing by closely observing a cross-section of the many different types of successful operations today. Then through the interchange of ideas we can help our stations reach their maximum effectiveness in program conception and staging: program balancing and audience impact."



**BOB PARKER**  
Farm Director



**LES STURMER**  
Assoc. Farm Director



**ORION SAMUELSON**  
Farm Editor



**EDDY JASON**  
Farm Service

# WBAY CH. 2 GREEN BAY

GIVES PERSONAL SERVICE\* TO

*the Land of Milk & <sup>M</sup>Honey!*



\*OUR COW'S NAME IS TILLIE VISION.  
TAKES FOUR "HIRED HANDS" (AND CBS)  
TO FEED HER!

# Sir Seven

HERALDS A

REVELATION

FOR . . . WSAU-TV



Sir Seven's squires, THE MEEKER CO., INC., have just proved beyond a dragon-shadow of a doubt that WSAU-TV is a good buy. Sir Seven invites you to "round-table-it-up" with the MEEKER MEN for this vital, fast moving, fact revealing presentation.

wsau-tv

WAUSAU, WIS.

OWNED AND OPERATED BY  
WISCONSIN VALLEY TELEVISION CORP.

## Tv and radio NEWSMAKERS



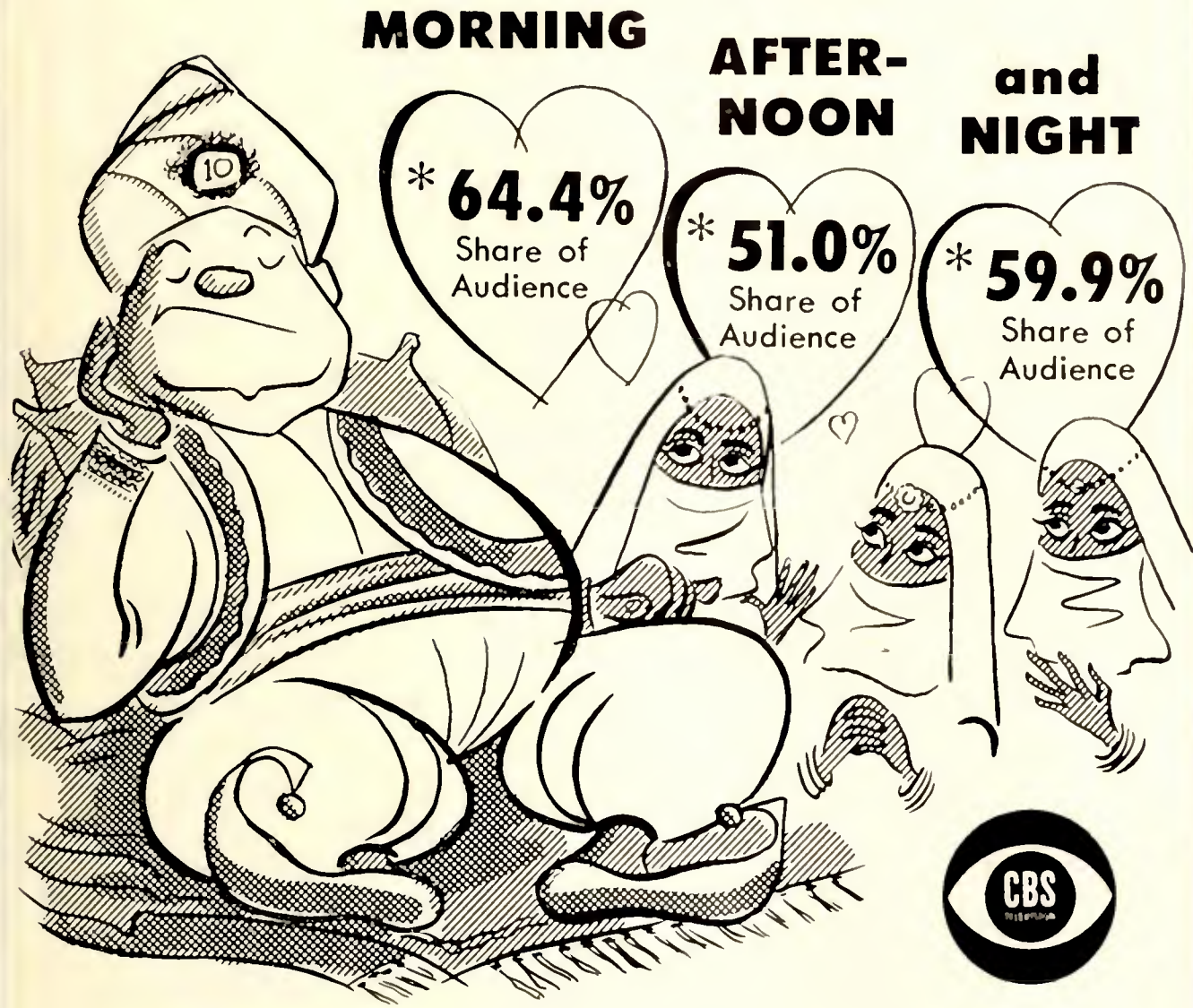
**Norman Knight** has been promoted to president of the Yankee Division of RKO Teleradio Pictures (including WNAC and WNAC-TV, Boston). In making the announcement, Thomas F. O'Neil, president and board chairman of RKO Teleradio Pictures, said, "At the present time the Yankee Network, WNAC Radio and WNAC-TV are operating at the highest business levels in their history. This is a tribute to the entire staffs of our New England operations and to Norm Knight's competitive spirit and integrity." Knight went to Yankee as executive v.p. and general manager in 1954 from WABD, New York. Previously he was eastern manager of station relations at MBS and has served in almost every station capacity: promotion, announcing, continuity, sales and management. He was also v.p. and advertising manager for SPONSOR.

**Larry H. Israel** will take over as general manager of WAAM on 5 August, the date the Westinghouse Broadcasting Co. assumes ownership of the Baltimore station. Israel currently is vice president and general manager of WENS, Pittsburgh, and KMGM-TV, Minneapolis-St. Paul. Prior to that he was with WDTV (now KDKA-TV), Pittsburgh, for five years. He started with WDTV in 1948 when the station when on the air, serving in turn as news and special events editor, operations manager and sales manager. Israel's "Experiences and success in all phases of television broadcasting will make a significant contribution to the effective management of not only the Baltimore station but also the Westinghouse Broadcasting Co.," said Donald H. McGannon, WBC president. Change of WAAM's call letters to WJZ is before the FCC.



**Odin S. Ramsland**, vice president and stockholder in Red River Broadcasting Co. (KDAL-AM&TV, Duluth), has been named general manager of the company. Ramsland has been with the KDAL organization for 20 years. His new assignment and other realignments were made this week by Mrs. Dalton LeMasurier, widow of the founder and president of the stations. LeMasurier died last May as a result of a plane crash in the Wyoming mountains. Other new assignments include: Robert A. Dettman, vice president and chief engineer, named as executive vice president and continues as chief engineer; John Grandy, local and national television sales manager, continues in this position and becomes assistant to Ramsland; Rex H. Hudson, local sales manager for KDAL Radio continues and adds national radio sales manager duties.

**HO, HUM! It's the same old story . .**



\* LATEST ROCHESTER ARB REPORT, FEBRUARY 1957

**ROCHESTER, N. Y.**

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

**IN ROCHESTER . . .  
IT ALL  
ADDS UP TO**

**10**

# SPONSOR SPEAKS

## The Times attack on TV

There has never been anything like television in (1) the degree to which it has become part and parcel of the American marketing process and (2) the degree to which it is subject to attacks by competitive media.

The most recent attack was perhaps the most surprising. It came in the form of a front-page story in the *New York Times* by distinguished tv-radio reporter Jack Gould.

The story said that after 10 years of boom, tv this year was "experiencing the 'softest' demand for our time that it has known"; that whereas at July's end, nighttime network tv is usually about sold out, this year much time is still available.

The story happens to be inaccurate.

As the Television Bureau of Advertising stated in refutation:

"ABC, CBS and NBC, three of the world's largest advertising media, have more dollars sales firmly contracted for the 1957-1958 season than ever before. SPONSOR last year reported 18 half-hour network availabilities and, in contrast its Tv/Radio Basics issue shows 15 half-hours availabilities this year."

No matter what yardstick you use—dollar sales, hours sold, prices paid—television is ahead of last year. It has continued its remarkable growth record. (Newspapers, meanwhile, have declined 11.6 million lines in the first five months of 1957, according to Media Records.)

What led the *New York Times*, then, to front page a purely business story—and one which was incorrect to boot?

We believe it's a question of emotion rather than deliberation. When the facts seem to add up to a tv crisis (and we suspect loose talk in some of the trade press about "panic buttons" helped distort the picture), Gould and the *Times* could not resist falling into the trap.

We suggest that, as in every other area of business, emotion has little place in the evaluation of advertising media. Clients will do well to disregard loose talk and study the facts.

**THIS WE FIGHT FOR:** *Radio will never be in a better position than it is today to start publishing expenditures of its clients. The time is ripe for buyers to urge that broadcasters get together to furnish this much needed data.*



## 10-SECOND SPOTS

**Heading:** In the *N.Y. Times*—  
COMPUTER TO MEASURE  
BOREDOM OF AUDIENCE

*Next thing they'll put a yawn recorder on our television set.*

**Meow-R:** The Institute for Motivational Research (see "Inside Dr. Dichter," page 33) recently played host to the 1,000 families in the Croton, N.Y., area who make up its consumer panel. Among the prizes for the kiddies were six kittens, offspring of a cat belonging to Jane Bedell, the Institute promotion director. The names of the kittens: Hidden Persuader, Point of Purchase, Misery of Choice, Product Personality, Response Pattern and Night Beat (the latter is the only non-MR name). The kittens' mother is named plain Kitzel.

**Wide appeal:** A press release from *Schlitz Playhouse* describing Michael Landon, young star of its 9 August show, had this to say: ". . . he's had 40 parts and starred in a horror picture called 'I Was a Teenage Werewolf.'" *Now there's a title really cuts across not only werewolves and werewolf fans, but the rock 'n roll set, too!*

**Response:** KOWH, Omaha, staffers are wondering what to do with all the old radio dials they received following this gimmick promotion: "KOWH—sent to you with a full money back guarantee! If you are not completely satisfied in 10 days, tear off the unused portion of your radio dial and mail to us!"

**Breezy:** NBC Spot Sales—men, to point up "Hot Spots" available, carry miniature battery-operated electric fans which they turn on and place upon a timebuyer's desk. *Could come in mighty handy for blowing away any papers that might resemble availability lists from rival reps.*

**About time:** Klavan & Finch, comedy team at WNEW, New York, have started a contest to find a name for the earth satellite to be launched next year. "We can't go around calling it 'that there earth satellite' forever," says Klavan. *But what if it doesn't fly. Orville?*

**Muzak?** Installing new equipment at KWG, Stockton, Cal., Pacific Tel & Tel crews wound up with radio programs beaming through phone lines when phones are put on "hold." *Why buy a radio? Just phone KWG.*

throughout New England...

...more people  
spend more time...

...*watching*

**w n a c**  
**t v**      *Boston*

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

DES MOINES

**weed**  
*and company*

**RADIO**

**STATION**

**REPRESENTATIVES**