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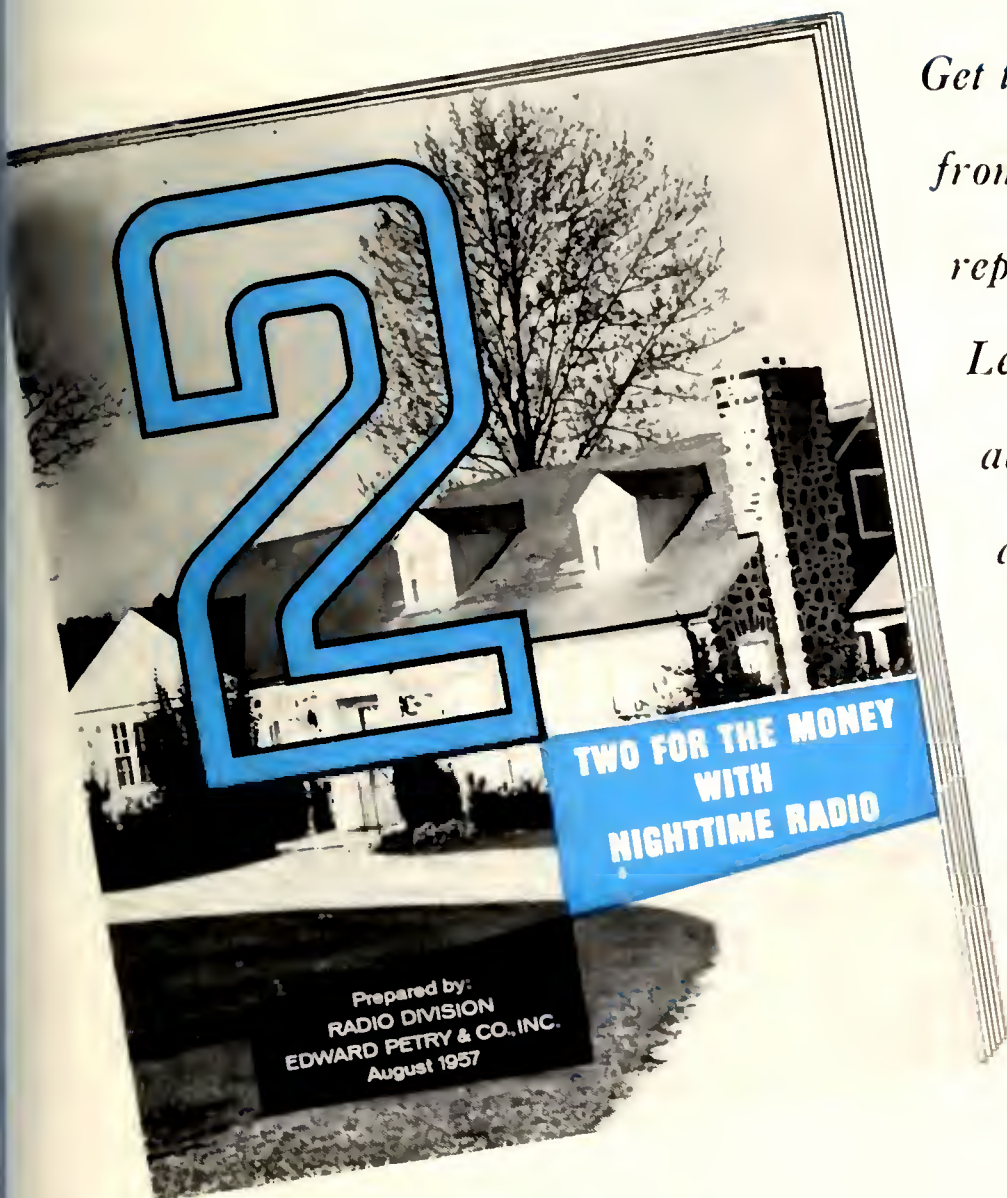
31 AUGUST 1957  
20¢ a copy • \$3 a year

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

*Have you seen behind the cover of this presentation?*

*It paints the true picture of NIGHTTIME RADIO today.*



*Get the presentation  
from your Petry  
representative.*

*Learn all the details  
about the huge  
audiences available  
at low cost to the  
shrewd advertiser  
who uses  
NIGHTTIME RADIO  
now.*

*Radio Division*

**EDWARD PETRY & CO., INC.**

*The Original Station Representative*

NEW YORK • CHICAGO • ATLANTA • BOSTON • DETROIT  
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

## DO CLIENTS DUCK 15% ON TV PACKAGES?

Upcoming ANA report reveals over a dozen major advertisers do not pay the agency commission on television show packages. Here's what this means.

Page 31

## Is radio a primary medium today?

Page 34

## Can television sell after midnight?

Page 38

## Armour's "split" marketing personality

Page 41


RIGHT ON PAGE 2



# 314,483 Dick Wellings ...

Dick Welling lives in Tulsa and oil is the business at which he makes his living. Dick works for one of the 500 major oil companies that headquarter there and make Tulsa the "Oil Capital of the World."

Like other average Tulsans, Dick's income is 20% above the U. S. per capita average and his family owns more automobiles than the average family in any of the first 25 television markets. Dick is typical of rapidly growing, prosperous, cosmopolitan Tulsa.

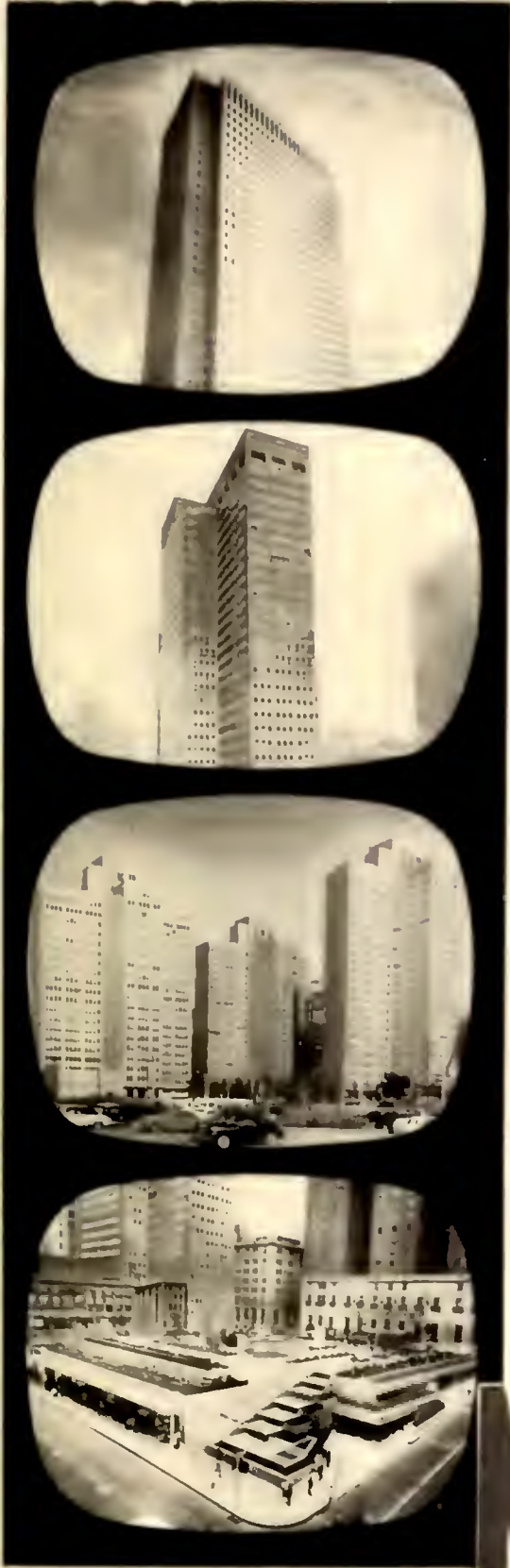
There are 314,482 more television families like the Wellings in the big area served by KOTV  Smart advertisers want to reach them. They do it over KOTV, the station that has more viewers in the rich Tulsa market than all other stations *combined*. Represented by Petry.

Sources: ARB 5/57, NCS #2, TV Mag. 8/57, Copyrighted . . . Sales Management 1957.



**A CORINTHIAN STATION** *Responsibility in Broadcasting*

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



newest  
of the  
**NEW**  
in  
Pittsburgh

**WIIC**  
**CHANNEL 11**

BASIC NBC-TV AFFILIATE

REPRESENTED BY BLAIR TV

**Now on the Air**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### Are clients ducking the 15% on tv packages?

- 31** Current ANA survey will reveal that over a dozen major advertisers are not paying commissions on package shows. How far reaching is the trend?

### Is radio a primary medium?

- 34** In Philadelphia, Good Humor put all its eggs in radio's basket and hatched a real winner. Sales results dispelled any doubts about radio

### Can tv sell after midnight?

- 38** Top-selling Oldsmobile dealer hiked sales from \$100,000 to \$10 million in 8 years with tv. Running for office, tv polled him over 100,000 votes

### How tv spans Armour's split marketing personality

- 41** Armour and Co. has the two-fold marketing problem of selling both soaps and foods. Television bridges these two with network shows

### Timebuyers of the U. S. (part six)

- 45** Most extensive list of timebuyers yet published links timebuyers with their accounts and gives the agency's address, telephone and executives

### Tv network comparagraph has latest costs

- 63** Prices of all new shows coming on during the next four weeks; early summer ratings of net shows are featured in this latest Comparagraph

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### Those vital 30 days

Can a sponsor tell whether his show's a hit or a dog after the first rating period? SPONSOR went to top agencies and advertisers to get their yardsticks of show success and tips on shifting gears mid-season

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Sponsor Publications Inc.

# BIG and STRONG

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320



NCS No. 2 proves that more Central Iowa families tune to WHO-TV every day, than to any other Iowa television station.

NCS No. 2 covered 54 counties, with Des Moines' home county of Polk accounting for *only 24.3%* of the total television homes!

Because it is backed by 33 years of broadcasting integrity, public service and believability, WHO-TV—like *WHO Radio*—assures advertisers of BIG audiences . . . BIG results.

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



## WHO-TV

Channel 13 - Des Moines

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



Peters, Griffin, Woodward, Inc.  
National Representatives



# M'LENDON'S 'TEXAS TRIANGLE'

## DALLAS, HOUSTON, ANTONIO 'FIRST'

By BILL BARKER

Dallas, May 14.

In taking over KLBS in Houston today (Tues.), Gordon McLendon, 35, local radio executive, will have accomplished something all others have failed to do in 37 years of Texas commercial radio. He'll have put together for the first time stations in the three major markets, Dallas, Houston and San Antonio. Already owning what are generally recognized as top, highly profitable indies in Dallas (KLIF) and San Antonio (KTSA), McLendon threatens to give Houston the same "blitz" treatment with which he bowed in San Antonio one year ago and in 30 days raised KTSA from 2% to 30% of the listening audience, to take first place there.

McLendon's first move today was a change in call letters from KLBS to KILT, latter identifying his nickname, "The Old Scotchman." He's in Houston this week for the change in ownership and to okay complete remodeling of the Milby Hotel studios. Complete program change will see seven new deejays on tap, three of them imported from McLendon's KTSA in San Antonio. Promotionally, McLendon said, "I've planned several new things that we've never tried before. The Houston market means a great deal to us and we intend to pull out every stop to have the best station in the market. I'm even throwing in my ace KLIF disk, Art Nelson, to the Houston battle on a one-month loan."

Deejays due at KILT from KTSA, San Antonio, are afternoon spinner and program director, Don Keyes, Elliott Field and Bob Stevens, morning men. KTSA replacements will be Bob Drews, Eddie Dunn and Jack Elliott—the latter two switched from KLIF here.

**Bill Weaver Managing**

Bill Weaver, ex-KLIF exec, who went to WRIT, Milwaukee, when McLendon bought the Wisconsin airer, and lately the KTSA (San Antonio) head, takes over as manager of KILT, Houston.

KILT promotion started last week, with the new d. j.'s visiting a different high school daily and giving away hundreds of free records at each school. KLBS, prior to call-letter change this week, ran teaser announcements beamed at the May 14 changeover. Also, last week the three Texas McLendon stations joined together in a public service deal, airing the appeal of Italian Consul Count Ludovico Barattieri, who sought the return of his son, Vittorio, 14.

With all three McLendon radio (Continued on page 52)

FROM THE DESK OF  
GORDON M'LENDON

Thanks, Variety. Edna Forber had the word for the Texas Triangle: the "Giant" of our industry. And, incidentally, in the two months since your story, KILT's blitzkrieg on-the-bayou has more than borne out your expectations. KILT is already first by far in every Houston survey -- Hooper, Pulsz or Trendex. So, Variety, you hit the nail on the head and the Texas Triangle thanks you again.

Gordon McLendon

## 'Texas Triangle'

Continued from page 37

stations having excellent coverage on low frequencies, the new Dallas-Houston-San Antonio triangle gives McLendon access of 91% of Texas population and makes him almost the indispensable man to wax artists and manufacturers. Others have had similar ideas: Elliott Roosevelt, in the middle 1930s, as head of Hearst Radio interests, headquartered here, sought the Texas triangle. Gene Cagle, Fort Worth, also came close, and Howard Davis, from whom McLendon bought KLBS, once had both San Antonio and Houston outlets.

**From 'Sick' to Slick**

Until now, nobody has completed the triangle of the top three Texas cities for radio reception. McLendon, who buys "sick stations" and phenomenally builds them to top status, last week sold his El Paso outlets, KERP and KERP-TV, for a reported \$1,000,000.

New at KILT will be Joe Long, ex-news editor at WNOX, Knoxville, who'll be managing editor of an eight-man news staff at KILT. His will be the largest news operation among Houston ayemera. McLendon stations are noted for top news coverage.

New owner is keeping quiet on his KILT "giveaway" plans, if any. Previously, in taking over WRIT, Milwaukee; KERP, El Paso, and elsewhere, the "Old Scotchman" has unloaded lotsa dough in contest gimmicks as a quick hypo to what he calls "sick stations." He admits, though, that a 100G promotional budget for KILT isn't a "far off" report.

McLendon has had a long and spectacular radio career. As prexy-owner, and top baseball announcer, he built the huge 458-station Liberty Broadcasting System before he was 30. Web was broken in 1952 when baseball clubs refused to continue broadcasting rights. In the last five years, he has proved he is "no flash in the pan" and has made a striking comeback—and impact—in radio.

# NEWSMAKER of the week

*An advertising man has succeeded an advertising man as president of Procter & Gamble, the nation's largest tv spender. P&G's new chief is Howard J. Morgens, who was executive vice president and is successor to Neil McElroy, named to succeed Charles E. Wilson as Defense Secretary.*

**The newsmaker:** Although William Procter and James Gamble founded the company which bears their name exactly 120 years ago, the firm's most conspicuous sales successes have taken place since 1943. In that year a new P&G-trained team moved in to market P&G's brands. The members included Neil McElroy, the new president, and Howard Morgens, the new vice president in charge of advertising. Six years later Morgens became executive vice president. He will take over the reign of the nation's new Defense Secretary on 1 October. During the past nine years, the marketing world watched with wonder as P&G stepped high, wide and handsome into detergents and carved out for itself a 50% share of sales, for more than it ever had in the soap field—its victories with Ivory soap notwithstanding. A basic corporate switch in media also took place with P&G deserting radio for tv, which it employed with characteristic shrewdness and bought with characteristic lavishness (the firm now spends at the rate of about \$45 million a year in video).



Howard J. Morgens

Like McElroy, Morgens has spent his entire life with P&G, a marketing school second to none. He joined P&G as a salesman in 1933, after getting his A.B. from Washington U. and the Masters from the Harvard Graduate School of Business Administration. Harvard was McElroy's alma mater and the Graduate School the fount of the management philosophies practiced with such success at P&G.

Though Morgens will occupy one of the hottest seats in a business of hot seats, he will be aided by a corps of executives which have given P&G the title of "best managed business enterprise in America." The title was conferred by the American Institute of Management, whose management audits of P&G in both 1952 and 1957 gave the big soap firm its top accolade.

There are many reasons why P&G has been able to mold its executives into crack operators. One is the fact that they are appointed to responsible positions while they are still young enough to grow. Morgens is now 47.

Compared with McElroy, who is a "tweedy" man, Morgens is almost fastidious in appearance. He is not as good a mixer, it's said, but is considerate to subordinates. Not known as a creative type, his ability to get to the heart of a problem is impressive. ■

Same  
blanket...  
new  
label

Same power packed station lineup,  
same blanket western coverage.  
Only the label is changed. From now on  
the Columbia Pacific Radio Network  
is going to be called the  
CBS Radio Pacific Network. That way,  
you know at a glance who we  
are and the things we are proud of.



REPRESENTED BY CBS RADIO SPOT SALE

# At the summit

In every community, there is always one station at the top. It has achieved leadership through excellence in facilities, perfection in programming, and service to the community that goes beyond entertainment.

In Oklahoma City, Montgomery, and Tampa - St. Petersburg, those stations are WKY Television System stations—outstanding in their markets, and the logical choice for your advertising.

## THE WKY TELEVISION SYSTEM, INC.

**WTVT**  
Tampa-St. Petersburg

**WKY and WKY-TV**  
Oklahoma City

**WSFA-TV**  
Montgomery

Represented by the Katz Agency









De Soto covered a vast territory ...

*Four centuries ago Hernando De Soto and his hardy soldiers of fortune—on horseback, afoot and afloat—roved over thousands of miles of unbroken American wilderness in their ill-fated quest for gold.*

today

WGAL-TV covers

a vast MARKET territory

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

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

**CHANNEL 8 MULTI-CITY MARKET**

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

STEINMAN STATION  
 Clair McCollough, Pres.

**NBC and CBS**  
**316,000 WATTS**

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

# SPONSOR-SCOPE

31 AUGUST  
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SPONSOR PUBLICATIONS INC.

Want to know why you can't judge a network tv season any more by just adding up the regular shows?

The list below is the answer. To date almost \$38 million worth of specials are on the books for an average time-talent cost of \$320,000 apiece.

To put it another way: It won't be all meat and potatoes in 1957-58. The desert will be liberal—indeed it will be the first time a single portion will come to as much as \$1-million:

PROGRAM	SPONSOR	NO.	PROGRAM COST	TIME COST	TOTAL
Wide World	Gen. Motors	20	\$4,200,000	\$1,600,000	\$5,800,000
Shirley Temple	Various	16	1,840,000	1,760,000	3,600,000
Omnibus	Various	14	1,120,000	1,120,000	2,240,000
Show of Month	DuPont	10	2,750,000	1,800,000	4,550,000
Bob Hope	Timex	6	1,600,000	700,000	2,300,000
Lowell Thomas	Deleo	7	1,050,000	750,000	1,800,000
Jerry Lewis	Oldsmobile	6	1,380,000	670,000	2,050,000
Hall of Fame	Hallmark	6	990,000	1,020,000	2,010,000
Desi Arnez	Ford	5	1,425,000	600,000	2,025,000
Command Appearance	Texaco	4	800,000	450,000	1,250,000
Shower of Stars	Chrysler	4	800,000	350,000	1,150,000
Science Service	Bell Tel.	4	1,200,000	450,000	1,650,000
Las Vegas	Exquisite	3	450,000	330,000	780,000
March-Medicine	Smith. K&F	2	220,000	230,000	450,000
50th Anniversary	Gen. Motors	1	850,000	230,000	1,080,000
75th Anniversary	Esso	1	750,000	240,000	990,000
Annie Get Your Gun	Pontiac-Pepsi	1	650,000	230,000	880,000
Pied Piper	I&M	1	550,000	160,000	710,000
Bing Crosby	Edsel	1	550,000*	180,000	730,000
Dean Martin	Oldsmobile	1	225,000	160,000	385,000
TV Academy	Oldsmobile	1	225,000	160,000	385,000
M.P. Academy	Oldsmobile	1	225,000	160,000	385,000
Pinocchio	Rexall	1	220,000	115,000	335,000
World Rodeo	Gen. Mills	1	200,000	115,000	315,000
<b>TOTALS</b>		<b>117</b>	<b>\$24,270,000</b>	<b>\$13,580,000</b>	<b>\$37,850,000</b>

\*Of which \$200,000 goes to Gonzaga University at Crosby's behest.

## Why the deluge of specials? Because:

- For although the cost-per-1000-per-commercial minute (\$4 to \$4.50) may not be as low as for a regularly scheduled show, the impression made on the advertiser's selling organization (as well as on distributors and consumers) is sometimes worth the price.
- You get a flashier promotion piece.
- A show with plenty of names and lush production has a built-in rating potential of 40 to 45.
- An expensive one-shot puts you in the super-league, particularly when introducing a new product or line.
- Alongside the expense of a 26- or 52-week schedule (\$2.5 to \$5 million), the special concept offers a substantially reduced risk.

Summer tv ratings so far show that the westerns (even though mostly repeats) have been able to hold their own on the networks. Meanwhile the mysteries haven't made the dent many thought they would.

Every western drew a larger share of the audience than its competition (excepting Broken Arrow). The split here Nielsen-wise in July was: Arrow, 36; To Tell the Truth, 38; and Meet McGraw, 32.

**As for mysteries:** The \$64,000 Challenge outshared The Web 45 to 36, while a Welk kine topped George Sanders' mystery anthology 42 to 31.

Conversely, Richard Diamond beat Welk's Monday night kine with a 40 to 30 share.

**Increases in talent costs for live network programs are outrunning hikes in below-the-line (technical) expenses.** Today's ratios average out thus:

**Dramatic shows:** 60% above-the-line (performers, writers, producer, director, musicians): 40% below the line.

**Musical and variety shows:** 70% above-the-line: 30% below the line.

**NBC TV is having a tough time persuading its affiliates in several major markets to slot the NBC News when it moves to 6:45 p.m. EST next month.**

Already a dozen basic holdouts have caused the loss of two prospective customers, Glidden Paint and American Can.

The affiliates explain that they are in the midst of a local rating battle, particularly against kid shows. They have to keep their figures up, they say, when they try to sell adjacency announcements on Michigan and Madison Avenues.

**Tv stations in the top 100 markets were faced this week with Hamlet's question:** Should they waive the 30-days-in-advance-of-starting-date rule in behalf of a Christmas promotion offered by Schick? Or should they risk losing the business?

The campaign (consisting of chainbreaks and announcements in prime time) would run for seven weeks, starting 4 November.

**Benton & Bowles is asking for confirmations right away.** That's about 60 days before the starting date—whereas general station practice is not to confirm more than 30 days before starting date.

The strategy developed by some of the major reps was to submit an ambivalent memo along with the request for availabilities.

**Odds along rep row are that B&B will have an overwhelming number of takers.**

**NBC TV has accepted the flight — or skip — method of scheduling Wagon Train.** The concept previously had been applied to the Steve Allen Show.

**Drackett's alternate-week obligation for Wagon Train permits it to split up the 13 half-hours** so that seven come in the fall and six in the spring.

The network also is looking to **Lewis-Howe** to hop aboard Wagon Train.

**ABC TV is trying something new in a daytime personality gimmick show:** Giving away just cash instead of a whole department store.

The program that will depend on the character of its contestants for entertainment instead of overwhelming them with a bargain basement is **Can You Trust Your Wife?**

**General Mills' spending for air media for the second half of 1957 is running at the rate of 62% of its total ad budget.**

For the full year, the figures have this shape:

TOTAL AD BUDGET	TV'S SHARE	RADIO'S SHARE
\$33,000,000	\$20,000,000	\$500,000

If you beat your brain trying to think of an unlikely product to sell via radio, you probably couldn't top fine china. It's expensive, highly visual, has only restricted distribution.

Yet this week Josiah Wedgwood & Sons is in the process of adding six more markets to an original run over WQXR, N. Y. (Boston, Washington, Atlanta, Chicago, Dallas, and San Francisco through St. George & Keyes).

Here's what Wedgwood found: The WQXR broadcasts were a mighty help to showroom traffic; moreover, people asked for the designs that had been plugged on the broadcasts. Conversely, whenever there was a hiatus in the schedule, traffic dropped—though customers still asked for the designs they previously had heard about.

The new series is quarter-hours, Monday through Friday.

After last week's mighty surge, radio had something of a breather this week. The three networks, though, managed to keep the cash register ringing.

CBS customers included Carter Products (Ted Bates), 26 weeks of five 7½-minute serial units; Mentholatum (JWT), the same but on an alternate-week basis; and Pfizer (Burnett), 13 segments of Impact.

NBC signed Chrysler (McCann-Erickson) for four weeks of nine one-minute participations on Life in the World, Monitor, and Night Line.

ABC's orders came from Chrysler, Cadillac, Gretchmer's Wheat Germ, and Doan's Pills.

You can stir up an interesting argument along Madison Avenue with this query: Do the moves of Lorillard, Armour, and Beech-Nut Life Savers Inc. to use but one agency apiece point to a significant trend?

SPONSOR-SCOPE this week heard these divergent views:

**THE "YES" FACTION:** The most successful companies have learned the advantages of concentrating their accounts for this big reason: When billings are high enough, the agency can hire top-priced specialists and experts.

**THE "NO" FACTION:** A client gets a big plus from the competitive efforts of multiple agencies—just as he does when he divides his brands among brand managers and their individual teams.

**Related news items:** (1) Lorillard turned Kent and Newport over to Lennen & Newell from Y&R; Armour put all its ad eggs in the Ayer basket; and Beech-Nut took its baby foods from K&E and gave them Y&R.

Reps are nettled by the growing number of independently printed spot availability compilations floating around the business.

These lists are from 30 to 60 days behind the times, the reps complain. Often a timebuyer becomes confused about the real availability situation, making life tougher on the rep salesman.

The appliance division of Westinghouse may have a network series exclusively its own after the first of the year. McCann-Erickson is busy listening to show pitches.

Appliances are one of the six Westinghouse divisions currently supporting Studio One on CBS TV. Assuming that show One is renewed, what would happen is this: The appliances' share of plugs would be reduced and transferred to the new vehicle.

The price tag on a half-hour of Wagon Train, which NBC TV this week sold to Drackett for alternate-weeks sponsorship, drew a good bit of Madison Avenue speculation.

Here's the figure the network was quoting to inquirers:

A total of \$1,181,000 (gross) for time and program for 13 weeks. (On a per-week basis, this breaks down to \$65,900 for time on 125 stations and \$25,000 for program costs.)

High on the list of Communications executives who tossed away the reins at an early age was Joe Ream, CBS general manager until 1952. Less than 50 when he quit, he started farming in New Jersey and vacationing in Tallahassee.

But—as with so many young fellows out to early pasture—Joe Ream apparently found too few outlets for his energies.

So on 18 September he will be back with CBS as v.p. in charge of the Washington office at the age of 54.

In radio's early days, many an offbeat personality and format gimmick sprouted on a local station.

Perhaps history will repeat itself on tv. Here, at least, is a glimmer:

A "Lum & Abner" set of characters—they call themselves Hiram and Sneece—have bubbled up on KTVI, St. Louis, with a late evening routine "joshin' about humorous stories in the news." The program is sponsored by Metro Motors, Dodge-Plymouth dealer.

Concept and supervision is by the Batz-Hodgson-Neuchner agency, St. Louis.

RCA broke the nighttime sales stillness among the tv networks this week by picking up the alternate weeks of The Price Is Right and Tic Tac Dough.

The latest inventory of unsold prime time on the networks shows:

ABC, 4¾ hours; CBS, 1 hour; and NBC, 3¾ hours.

NBC let go with both barrels at Philco this week for intervening with the FCC over a license renewal for WRCV-TV, Philadelphia.

Besides commenting on Philco's recent business "deficiencies," the network charged that the protest against a renewal was merely another "maneuver" in Philco's "vendetta" over royalty payments to RCA.

Philco has a \$150-million triple-damage action in litigation against RCA.

An aspect of the current national spot tv picture that's puzzling reps: Why are a number of major accounts sitting tight after collecting a wad of spot availability information during recent weeks?

Some reps have tried tickling the agencies for action, but were told that there's nothing to do but wait.

One suspicion voiced by a rep: Availability-holding advertisers may have gone back to CBS TV and NBC TV to see what they now can get for the same amount of money they had planned to spend on spot.

NBC Radio's switch in station compensation from the commercial-hour system to a participation-announcement basis may have an echo in this:

RAB's board of directors has a proposal up for study to change its formula for membership fees from a station's hourly card rate to the highest participation rate.

One advocate of this proposed revision points out that on some stations the maximum participation rate is higher than the hourly rate.

Two magazines, Life and the Saturday Evening Post, have found that the air media can help them buck the traditionally slow summer newsstand season.

Sales for both magazines have been going surprisingly well this summer. Selling a magazine like package merchandise seems to be paying off.

**For other news coverage in this issue,** see Newsmaker of the Week, page 5; Spot Buys, page 74; News and Idea Wrap-Up, page 82; Washington Week, page 95; SPONSOR Hears, page 98; and Tv and Radio Newsmakers, page 104.

# 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.





# ***There's more to Florida!***

*For photography and pleasure, Florida's beaches are unsurpassed, but of greater significance to northern Florida is the commerce-laden port of Jacksonville, busy gateway between the world and a marketing area stretching deep into Florida and beyond.*

## ***There's Georgia, for instance***

*... much of which lies within the Jacksonville distribution area and relies on Jacksonville for its goods... and its television. WMBR-TV covers 34 counties in Georgia which contain 12.5% of all the television homes in the entire state, and account for 10.8% of Georgia's general merchandise sales. In fact, WMBR-TV's NCS area takes in 17.5% of all the tv homes in Florida and Georgia combined... and 16.6% of combined general merchandise sales!*

## ***and WMBR-TV, Jacksonville***

*is strongly entrenched, through friendship and long habit, in the lives of the 300,000 television families\* in this 67-county area. Throughout the "outside" area, WMBR-TV is the eleven-to-one favorite over its competition. Within the Jacksonville metropolitan area, the latest ARB gives WMBR-TV a five-to-one lead.*

**WMBR-TV** — Channel 4, Jacksonville · Operated by The Washington Post Broadcast Division... Represented by CBS Television Spot Sales



IT'S NOT CONFIDENTIAL, the formula for the sweet smell of success at Los Angeles' Bandini Fertilizer Company: just careful blending of a fine product with the power of spot radio.

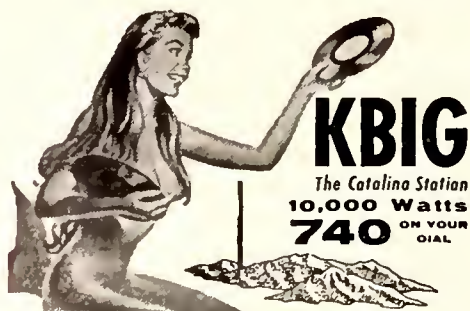
"GREEN THUMB" garden hobbyists used to be Bandini's restricted market. Then sales-advertising manager Bob Reynolds reached out to the vast home-owning populace through THE mass medium, Radio.

FIRST SHOCKED . . . then amused . . . then sold was Southern California when a dulcet feminine voice cooed "Bandini is the word for steer manure!" When nurserymen reported that customers were pouring in for "that sexy fertilizer", success was assured.

"RADIO IS OUR FOUNDATION MEDIUM" says Reynolds "it has the unique advantage of allowing listeners to use their imagination to interpret our words. It isn't difficult to merchandise dealers . . . they all hear it themselves. We have increased our radio budget every year of the last five . . . and simultaneously increased our sales."

"KBIG HAS BEEN A BANDINI BASIC since its birth in 1952," adds Bob Columbatto, account executive, Cunningham & Walsh. "This contract year we have used an all-time high of 1066 minute spots on The Catalina Station, to get that complete eight-county coverage at exceptionally low cost-per-thousand."

Your KBIG or Weed representative is a prime source of other case histories to help you evaluate Southern California Radio.



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

## Timebuyers at work

Warren Stewart, McCann-Erickson, New York, timebuyer for Esso and Coca-Cola, thinks that "saturation is a respectable word for the sciences. But for us it's a treacherous, slippery word. Saturation can mean five spots per week stripped, 12 spots, 24, 100, 200 or 300; choose any number, and still the question persists 'How many spots a week do you really need?'

We all know each radio market, product, audience, budget and marketing strategy is different. Yet, when the question is asked, 'What is saturation?' there's implicit in the question, an answer that either denies these variables exist or that they're unimportant insofar as radio is concerned. One of the latest definitions of saturation is 200 to 300 spots per week per market. In Bridgeport, Conn.

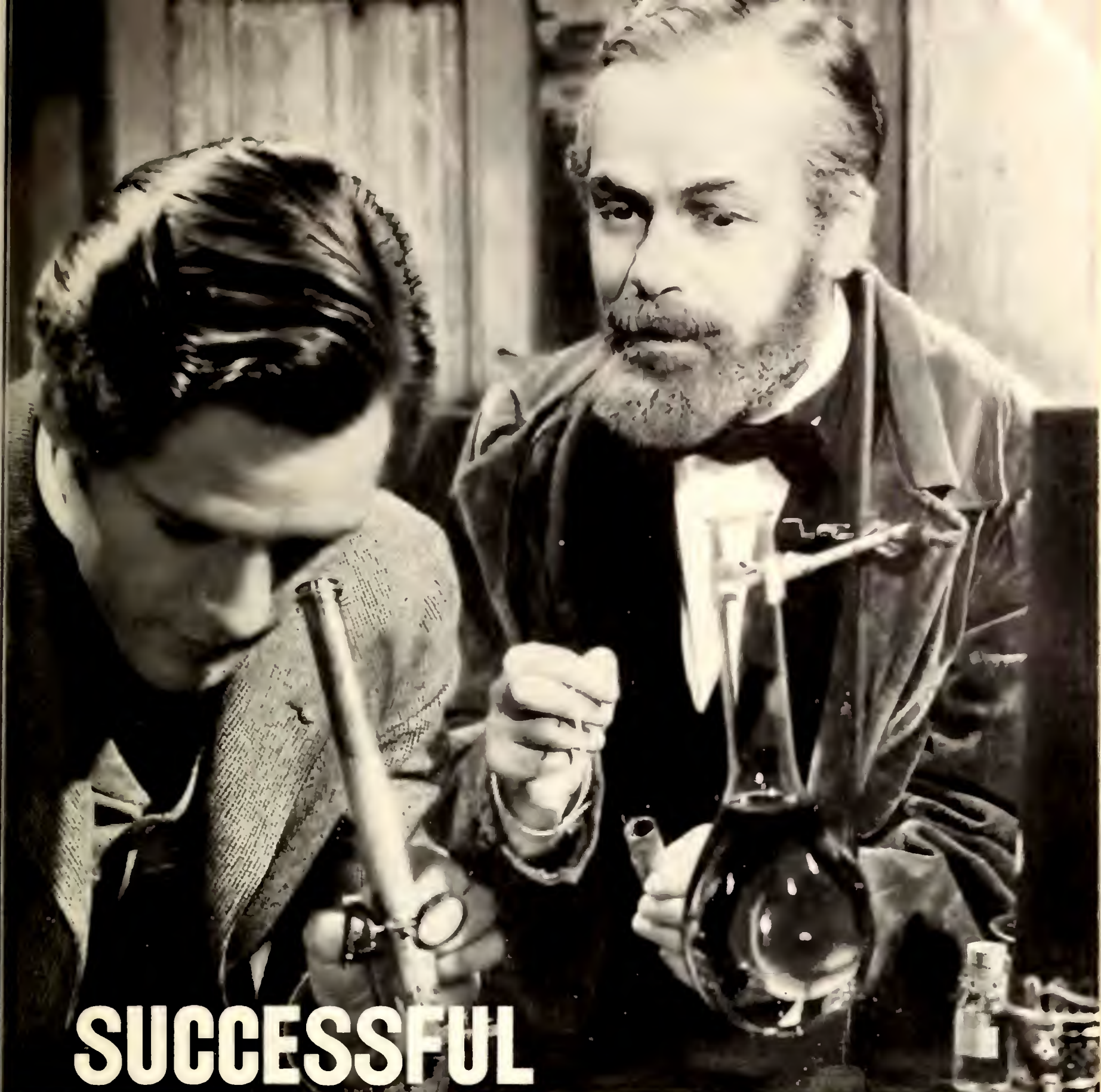


there are two stations. If, for reasons unknown to us, this is a trifle heavy, would this same frequency then represent saturation in New York (20-plus stations)? Granted, this is extreme, but, to repeat, every market is different. The variables in products, audiences, budgets and marketing strategy also show why an absolute frequency definition of saturation is meaningless, for today's buying."

Dan Kane, Ellington & Co., New York, timebuyer for Cities Service Oil Co., feels that feature and syndicated film people will enjoy a seller's market for many years. "Doubtless," Dan says, "they will continue to demand long-term contracts with advertisers. Isn't this a mistake? Certainly I appreciate the economics of the film business



and such agreements have contributed to the all-time-high, 1957 dollar sales for tv films of \$120,000,000. But if producers and distributors were more flexible in contractual requirements, it would stimulate additional sales with advertisers who can't make such commitments. Many can't ride out a long-term contract against a changing sales picture, time availabilities, competitive programming, unknown rate increases, changes in station affiliations, and all the other pitfalls. With no opportunity for relief, they must assume complete risk for the success of a series. On the other hand, the syndicator-producer underwrites with one or two pilot films that part of his cost projection covered by the markets ordered. Shouldn't the risk be shared? In such a 'bull' market they can afford to assume a greater liability."



# SUCCESSFUL EXPERIMENT IN SPRINGFIELD

One weekend in April, Warner Bros.' "The Story of Louis Pasteur," starring Paul Muni, was scheduled for two showings on WWLP, Springfield, Mass. Same program . . . same station . . . Saturday at 11 P.M., and again on Sunday at 2 P.M.

Results? On Saturday night the Academy Award winning Warner Bros. feature had a Pulse of 30.5, with a 63% share of audience—highest rating ever for a feature film in the time period. Sunday? A 15.0 rating—with a 56% share of audience—again, the highest ever for a feature film in the Sunday afternoon time period.

Springfield audiences give dramatic evidence of the pulling power of Warner Bros. features. To put them to work in your area, write or phone:

**c.i.c.p. inc.**

*Distributors for Associated Artists*  
345 Madison Ave., MUrray Hill 6-2323  
75 E Wacker Dr., DEarborn 2-2030  
1511 Bryan St., RIverside 7-8553  
9110 Sunset Blvd., CRestview 6-5886

*Productions Corp.*  
NEW YORK  
CHICAGO  
DALLAS  
LOS ANGELES

**NIGHT and  
DAY...**



**this is  
the ONE!**

In the Columbus, Georgia market

**WRBL-TV  
Channel 4**

LEADS IN

**ALL**

competitive quarter hours

Monday through Friday  
in the 11 county area  
MAY TELEPULSE

**WRBL RADIO**

IS TOPS IN

**42 of 48**

competitive quarter hours  
Source: May 1957 Metro-  
politan area PULSE

**NIGHT and  
DAY...**

*this is the ONE!*



**WRBL**

**AM - FM - TV**

**CALL HOLLINGBERY CO.**

**COLUMBUS, GEORGIA**

by Bob Foreman

## Agency ad libs

### It's the old words that still sell

Scipio Grayling, most senior copy writer at the Madison Avenue agency of Snook, Crappie & Bream, Inc., is of the old school and proud of it. An advertisement, regardless of medium, that doesn't feature the word "new" in its headline is not worth the paper, celluloid or acetate it's printed on. So states Scipio.



The second most powerful word in the English language, reports this disciple of J. Sterling Getchell and graduate of the Montgomery Ward School of Copy is FREE. Somewhat to his dismay, Scipio is now personally involved in the new art form known as television.

"Unfortunately, you *can* teach an old dog new tricks," he says in reference to his experiences with the flicker-and-super medium.

"My first six months as television copy writer were spent trying to figure out its mechanics. How long do certain effects take . . . what price combining animation and live action . . . what 'process shot' means . . . and innumerable other trivia.

### Techniques can over-shadow copy

"I got so term-and-technique happy I forgot everything I knew about copy writing. As a result what I wrote wouldn't have sold Dodger buttons on Flatbush Avenue. Didn't seem to matter though. I still got a lot of nice memos from account men and a pat on the back from a client or two.

"But *I* knew the difference. I soon came to my senses. You should see what I write today for the kiddies and their friends who gather round the set.

"I give enough business to the super-imposure printers to keep 'em in pork chops the rest of their lives. Most of the film shops we do commercials with keep the words FREE and NEW standing just to save time."

That gives you a picture of the type of person and style of writer represented by Scipio Grayling. There aren't many of his breed left and it's too bad, not merely because of the soundness of the copy they turn out which in turn, of course, spreads client-satisfaction rather than dissatisfaction but because Scipio is one of the great teachers.

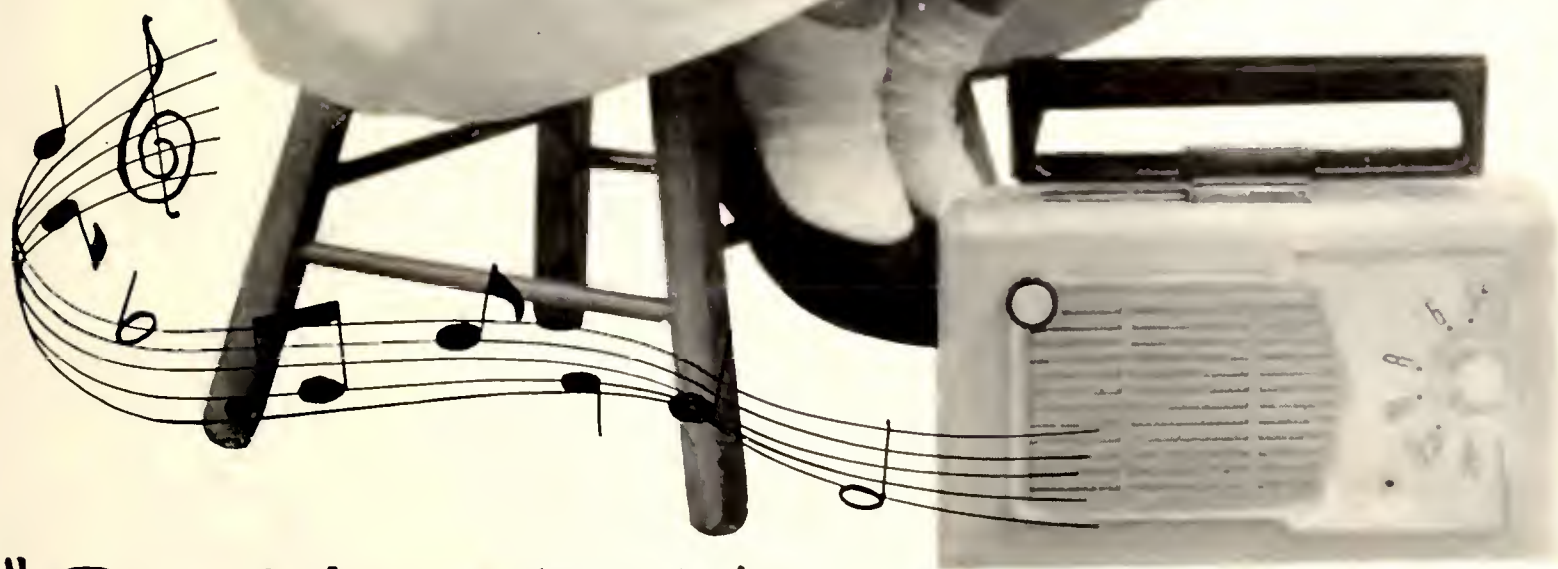
Youngsters who work with him always are against him at first; they're inclined to laugh at the directness and unswerving simplicity of his approach to selling. Kids prefer the pun, the quip, the innuendo and the literary. But they learn—because the soundness of the man rubs off on them, sometimes without their ever realizing it.

Since he is a vanishing type of Americana, it is worth reproducing some of Scipio's reminiscences about Great Ad Men of the Good Old Days. All one need do is ply Scipio with a beer or two. There's a lesson for us all in the result. For instance:

"There never was an ad-man quite like old Getch," Scipio begins.

**Omaha's Number 1  
Fulltime Independent  
Station**

**" My Mommie  
Listens to  
KOIL "**



**"Our Miss KOIL"**

*The Station Most Omaha-Council Bluffs Mommies Listen To!*

**Avery-Knodel Rep.**

# KOBY

in San Francisco



KOBY rates No. 1 independent in all surveys! May-June PULSE: weekdays, 6 a.m. to midnight, 11.7, Sat., 13., Sun., 14.3 averages. June-July HOOPER, weekdays, 7 a.m. to noon, 22.0, noon-6 p.m. 24.0, all day average. NIELSEN agrees with a 21,100 rating 6 a.m. to midnight. KOBY operates full time . . . 10,000 watts sell the entire bay area. Definitely San Francisco's most powerful—most listened-to independent. Contact your Petry man, pronto!

# KOSI

in Denver



Phenomenal ratings offer proof that KOSI is Denver's No. 1 station—June-July HOOPER, 18.9 a.m. 24.6 p.m. share! June PULSE rates KOSI No. 1 independent, 6 a.m. to 6 p.m. with a 17. overall average. All surveys point to KOSI as Denver's dominant station . . . operating at 5,000 watts—selling full time. Represented nationally by Forjoe.

MID - A M E R I C A  
BROADCASTING CO.

in Greenville, Miss., WGVM

No. 1 in both Hooper & Nielsen

See: Devney & Co., Inc.

"They didn't have to throw away the mold when he went wherever it is that Great Ad-Men go. There isn't the same kind of material around anymore so there never could be another. What that man used to do!"

At this point the onlooker is supposed to say—What?"

"We'd be working on a new account. A car or a drug product, didn't matter which. You'd be home sleeping some night and the phone'd ring. 'I've got it,' a voice would shout. You'd glance at the alarm clock and see it was 3:30 a.m.

### Creating ads was *the* important thing

"What are you doing now?", he'd continue.

"I *was* sleeping,' you'd say.

"What do you want to do that for?," he'd shout. 'C'mon down to the office while it's still fresh in my mind. We'll rough up some ads. I've got Joe (an art director) coming, too!' And you came—pronto!

"Getch couldn't understand a man who'd rather do *anything* than make ads. They don't design 'em like that any more. Dilettantes. Job holders. Part-time thinkers. That's what we've got. No dedication to the business. They're in the 'ad-game' and are willing to play at it from nine to five, five days a week—providing, of course, they get profit sharing, severance compensation and paid-up insurance."

He paused and looked up as if he saw something or someone there.

"I can see old Getch now in today's ad-league. He'd be nauseated. Couldn't understand it for a minute. I'm not sure I can either. Well—I'll have one more beer then I have to get to the store before it closes to buy a shirt.

"A shirt?," we said.

"Yeah, I'll be sleeping on the couch in my office tonight. Got an idea that I want to work out before I lose it. Probably will take me all night—especially since I can't get any art director to stay on to help."

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

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

The book's eight chapters deal with:

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

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

**HO, HUM! It's the same old story . .**

**MORNING**      **AFTER-NOON**      **and NIGHT**

\* **64.4%**  
Share of Audience

\* **51.0%**  
Share of Audience

\* **59.9%**  
Share of Audience

\* 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**

GET THIS

52  
MILLION



BONUS

The latest Nielsen Survey shows that KTBS-TV, Channel 3, Shreveport, Louisiana gives you a *bonus* of 13,120 MORE TV HOMES than reached by Station B.

This gives you a *bonus* spendable income of MORE THAN \$52,000,000.00\* in this rich Southwest market with a total spendable income of more than \$1,323,801,000.00.

\*Sales Management June, 1957.

Your **BONUS** Station  
With Maximum Power

**KTBS-TV**  
CHANNEL  
**3**

SHREVEPORT  
LOUISIANA

E. NEWTON WRAY, President & Gen. Mgr.

NBC and ABC

Represented by

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

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

## Women's week

**Wives' influence on husband's job:** You can see just how far the influence of wives upon their husband's career goes in various fields from this announcement: In its special conference for district sales managers (30 September-1 October in San Francisco), the American Management Association will include a session on "The influence of the wife on salesmen's productivity and morale."

Questions to be probed include: Should the district manager interview the wife before hiring the salesman? What techniques can be used to enlist the wife's help in raising the salesman's output and job morale?

**Open letter to agency wives:** An informal SPONSOR survey of account executives between 30 and 40 produced the following tips on how to further a husband's agency career:

1. Concentrate on his morale, not his behavior. In other words, keep criticizing and nagging to the bare minimum and, if you must, do so on Saturday. That way you give him a day of rest on which to recover before the workday starts again.

2. Get up and have breakfast with him. It isn't so much for the company, but rather for the sake of not rubbing it in that he has to catch the 7:02, while you can still lie around and sleep.

3. At breakfast, never speak before spoken to. Chances are he can't hear well yet anyhow, besides that's the time (according to the a/e's interviewed) when a man gets his most creative ideas.

4. Don't call him at the office, but if you must, rely on his secretary to tell you his mood. If she says he's "in conference," don't pry. He may be busy or then again he may be in a foul mood. In either case you're better off not talking to him.

5. Never tell him what you think of the new tv show his client bought. Your opinion will only confuse him.

6. Let him go to bed early the night before the first tv ratings come out. Chances are he'll really need to be rested the next day.

**New lady rep executive:** Women's rapid rise to top executive positions in advertising circles has just been proved once more with the late August appointment of Esther Bauch as Midwest sales development manager of John Blair & Co.

Esther is one of those gals who made the difficult transition from time buying to selling successfully. Before joining Blair, she was timebuying supervisor on International Harvester, Convert Rice, Marlboro and the Tea Council at Leo Burnett Co.

**Food psychology:** A recent motivation research study showed that where the traditional hamburger's concerned, it's all in the mind. A poll of housewives showed that 81% will serve "beefburgers" rather than "hamburgers," though both meat patties were the same, because "beef" implies a better grade meat to them than "hamburger" does.



# American Radio nets a big one . . .

*fun*





# Herb Oscar audience American Radio

The hottest new selling voice in radio today belongs to Herb Oscar Anderson.

Starting Monday, Sept. 2, the American Broadcasting Network will present the new **live** Herb Oscar Anderson Show 5 times a week, 10-11 A.M.

His show is **live** music—because survey after survey shows that this kind of lively entertainment is what the American housewife wants.\*

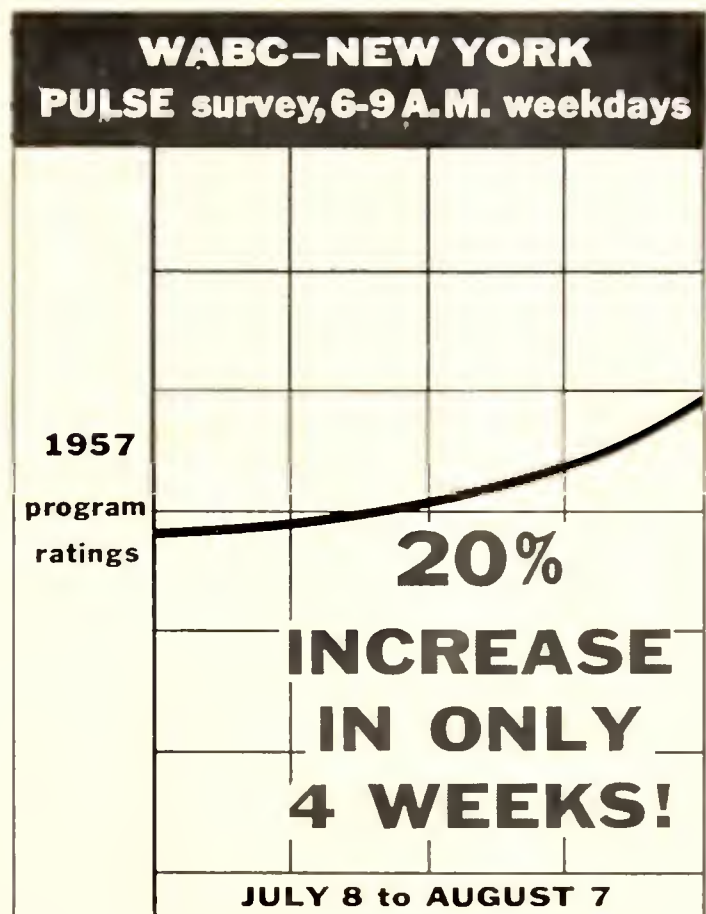
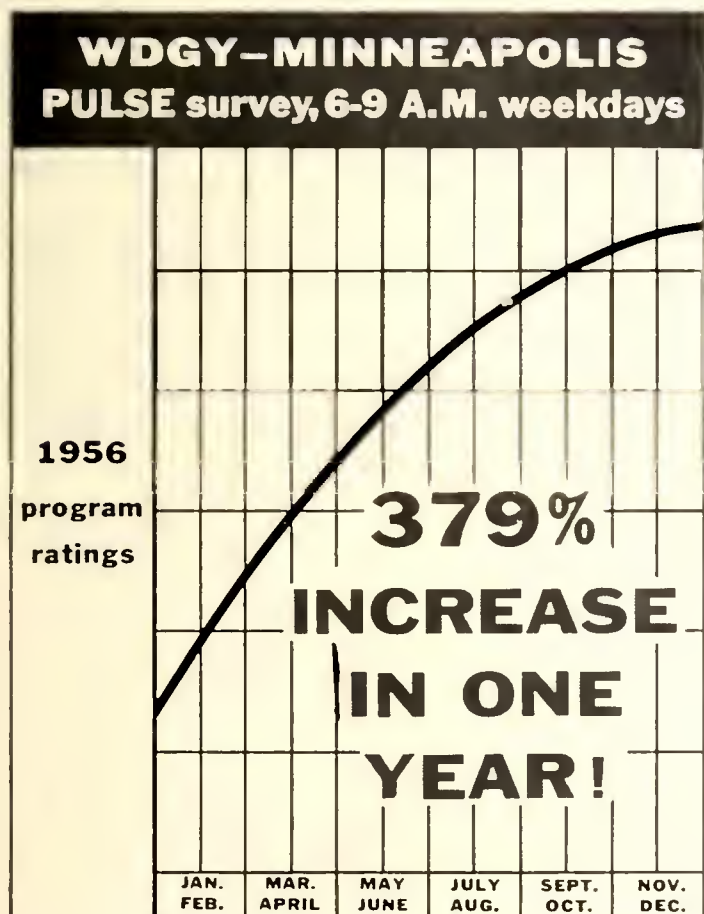
Herb Oscar Anderson brings to American Radio a magnetic personality and a proven record of sales success in the Minneapolis and New York markets. Now he goes Coast-to-Coast on American. With him each morning is singer Carole Bennett (**live**), baritone Don Rondo (**live**), The Satisfiers (**live**) and Ralph Herman's Orchestra (**live**). This is **live**, fun American Radio.

The pre-tested Herb Oscar Anderson show has pace and atmosphere—set to music the way the on-the-go American housewife prefers it.

\*RAB Study of Radio and Housewives, March 1957

# Anderson, pre-tested for and sales results, brings a new, *live* musical program

Here's how Herb Oscar Anderson puts zing into ratings:



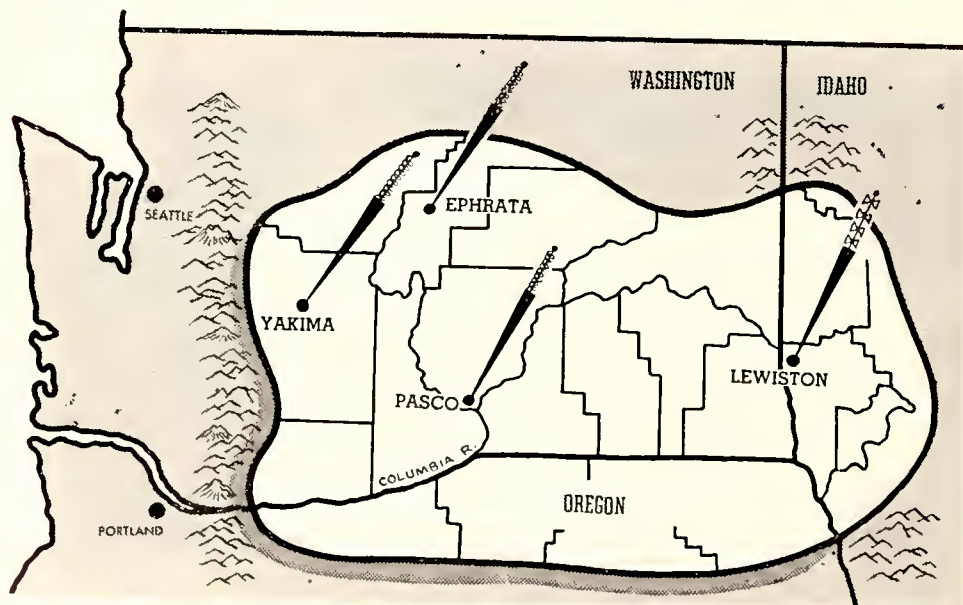
the *live* one is

AMERICAN  
BROADCASTING  
NETWORK

If I've Told You Once,  
I've Told You  
a Thousand Times,  
Smidley!



We can't afford to skip Cascade. It's the biggest TV buy in the West and let's not forget it, man! It's BIG and it's BASIC—one of the top 75 markets in the entire nation. A four-station network with three-state coverage. An exclusive TV market of more than half a million with nearly a BILLION dollars to spend annually. Now really, Smidley, isn't it obvious?



**CASCADE**  
BROADCASTING COMPANY



NATIONAL REP.: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

49th and  
Madison

**Timebuyers of the U. S. addenda**

Your issue of August 17 carried a listing of timebuyers and radio/tv accounts with North Carolina agencies.

As one of the state's major agencies, we were somewhat conspicuous by our absence.

Curtis E. Long  
*Long Haymes advertising,*  
*Winston-Salem*

• Agencies with clients active in the air media on a national or regional basis who are not included in the Timebuyers of the U. S. listing and wish to be should address pertinent information to SPONSOR, 40 E. 49th St., New York 17, N. Y. An addendum listing will be published for these agencies and they will be included in the reprint if possible.

**Station merchandising support**

The current issue warms the cockles of my heart with the comments about Madison Ave's how to indications that the agency must take part in plans and execute methods to see that their client's merchandise actually moves to consumers as part of the function of advertising.

I am in daily contact with chain grocers who take great pleasure in nullifying the effect of a 21-gun advertising program by their adroit maneuvers at the point-of-sale.

All this is aiming at the days to come when we will talk about cases sold instead of audience ratings and such shibboleth!

Betty Thomas  
*Merchandising Director*  
*KFWB, Hollywood*

**Strictly by the numbers**

It was with great interest and amusement that I read the article "Strictly by the numbers" in the August 10th issue of SPONSOR. I would like to have 500 to 1,000 reprints of this article to which I would attach my own letter for distribution to key agencies and accounts.

P. B. Hillman.  
*KNX Radio, Los Angeles*  
*advertising and promotion mgr.*

• Reprints are available on many SPONSOR articles. Address requests to SPONSOR, 40 E. 49th St., New York 17, N. Y.

**Index of SPONSOR articles**

I understand that periodically you issue an index of all articles in SPONSOR.

I am interested in obtaining such an index for the years 1956 and 1957.

I would appreciate hearing from you regarding the possibility of my receiving the index.

Joanne Russell  
Radio-Tv Department  
BBDO, San Francisco

• A semi-annual index is compiled and appears in the magazine. Fewer copies of these indices are available.

#### Over-abbreviation

In your August 17th issue on Page 72, I note "NARTB's seventh annual report on Children's Radio and Television Programing . . ."

This report is not our work and should be credited to NAFBRAT (National Association for Better Radio and Television).

This is obviously a "typo" but I wanted to call it to your attention so you could make the necessary correction in accrediting the survey.

Richard M. Allerton  
Manager of Research  
NARTB, Washington, D. C.

#### Permission to quote SPONSOR

I would like very much to have permission from you to use excerpts from SPONSOR Magazine in a local monthly mailing piece. We are particularly interested in using information from "Sponsor Scope," "Washington Week," and "Sponsor Hears," plus other excerpts from articles in your magazine.

Tentative plans are to use this information in a local mailing piece to be distributed among KUGN's local advertisers and potential advertisers. Suitable credits will be given.

John Tasnady,  
sales manager,  
KUGN, Inc., Eugene, Oregon

• Permission granted.

#### Tv and Radio Directory

Evidently the tv directory you sent out to the stations is well thought of and used to good advantage.

Last week, two of our member station owners noted the fact that our organization was not listed. They were visiting New York and wanted to get in touch with us by using the directory as a quick reference.

Each asked if it would be possible for us to be listed in your next issue.

Herb Jacobs, general  
manager, Tv Inc., New York

• Listings in SPONSOR'S Tv and Radio Directory are updated each year. Copies of this handy guide to New York and Chicago agencies, advertisers reps and services are available free of charge. Address requests to SPONSOR, 40 E. 19th St., New York 17, N. Y.

# 33

For 33 years, KVOO has been the "Voice of Oklahoma". Let this powerful voice speak for you.

It will tell your story to all of Oklahoma's No. 1 market . . . plus a rich bonus market in Kansas, Missouri, Arkansas!



# KVOO

# TULSA

The only station covering all of Oklahoma's No. 1 Market  
**Broadcast Center • 37th & Peoria**

HAROLD C. STUART  
President

GUSTAV BRANDBORG  
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.



**1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC**  
**"The Voice of Oklahoma"**

# COUNTER INTELLIGENCE

Food advertisers have got the goods on NBC Radio ...have made it their #1 radio network buy.

Advertisers of supermarket products have always used radio as basic strategy, of course. Radio reaches the busy housewife as no other medium can ... at point-of-use, while she's working with food at home ... just before she dashes out to shop. Reaches her at home, and in her car ... oftener than any other medium can.

**But NBC RADIO, with its unique programming techniques, is the specialist in selling to Mrs. America.**

**Result: So many food product advertisers have turned to NBC Radio, that over 40% of all its commercials now sell food products. And over 75% of the NBC Radio commercials now sell supermarket products.**

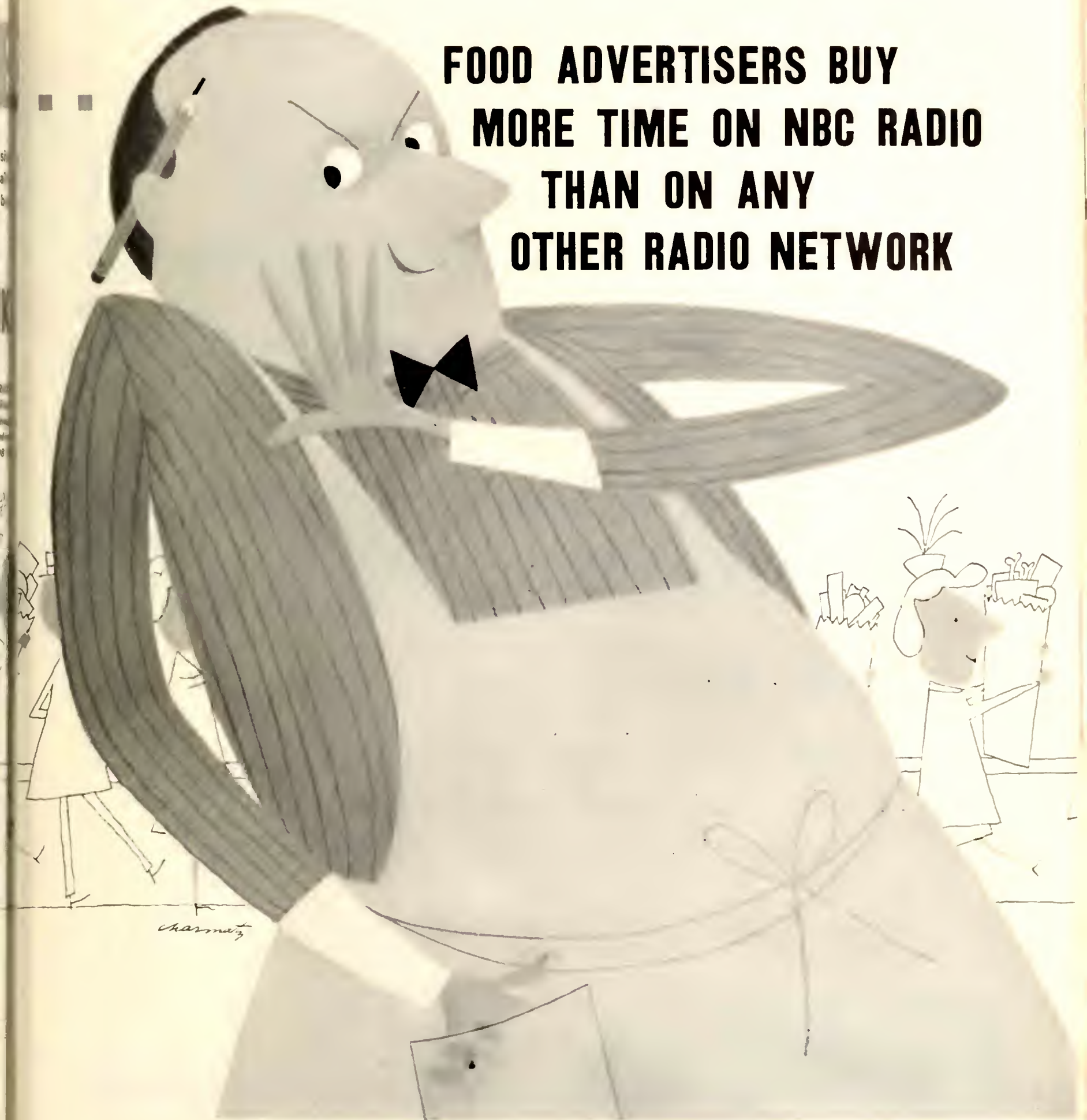
A growing list of grocery product advertisers is using NBC Radio. Leaders in the field, like American Dairy General Foods, General Mills, Morton Salt, Pabst Pepsi-Cola, Quaker Oats and Swift, for example.


## NBC RADIO NETWORK

**NOW! Food advertisers can test results at point of purchase...FREE! Write today for details on how the NBC Radio Network offers tailor-made research studies FREE-OF-CHARGE on the sales effectiveness of your network radio campaigns. Request "See For Yourself" information. No obligation, of course. Address: NBC Radio, Dept. 508-0 30 Rockefeller Plaza, New York City.**



**FOOD ADVERTISERS BUY  
MORE TIME ON NBC RADIO  
THAN ON ANY  
OTHER RADIO NETWORK**





If prime time is a must, then so is WHB.

From 6 to 9 a.m. . . . from 9 to noon . . .

It's a WHB world

**54.1%** Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

**It's a WHB world all day, too!**

Latest NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.

Latest PULSE: WHB first every quarter hour.

Latest HOOPER: WHB first with 42.4% all-day average.

Latest TRENDEX: WHB first with 42.1% all-day average.

*Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong*

**WHB**

10,000 watts on 710 kc  
**KANSAS CITY,  
MISSOURI**

**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul

WHB Kansas City

WQAM Miami

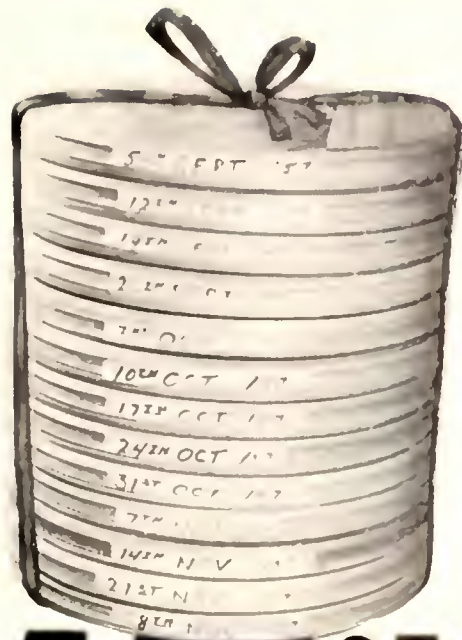
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans

REPRESENTED BY ADAM YOUNG INC.





15%

## ARE CLIENTS DUCKING ON TV PACKAGE SHOWS? A growing minority of clients aren't paying show commissions, current ANA survey reveals.

Here's how clients, agency men evaluate inroads into the commission system

**O**ver a dozen national advertisers don't pay any commission to their agencies for package tv shows.

This has been revealed in a just-completed ANA survey of its members, SPONSOR learned. The survey results were being distributed to the ANA membership at presstime.

The big question the survey raises but does not answer:

Is this the big chink in the 15% commission system's armor and a tip-off on the direction in which advertiser-agency compensation is now moving?

Part of the answer will come out of another ANA report—the one on agency compensation which Prof. Albert Frey of Dartmouth will unwrap

at the 28 October ANA Convention. But the answer will really depend on what advertisers do in practice.

This is the real significance of the present ANA study (conducted by its radio-tv committee). It shows what advertisers are doing now.

The ANA committee polled and received answers from 78 national advertisers. Of these, 37 had network-produced shows, 31 had independently produced packages and 10 had agency-produced shows.

Thirteen of the 78 respondents reported that they don't pay show commissions to their agencies. These 13 had network or independent packages.

Aside from these 13 ANA members who don't pay show commissions

many other tv advertisers get agency service gratis for which the agency might normally charge fees. In return for talent commissions, they order special research projects, receive marketing aid, merchandising and frequently publicity or public relations service. Whether the "free" service equals the amount of the commission or falls far short varies.

As a prominent member of the ANA radio-tv committee says, "It's silently understood. The exact amount of service for commission is individually negotiable and depends on the bargaining power of each client. This is true of such giants as P&G, Campbell and Chrysler as well as smaller clients."

**Clients have to pay for growing agency overhead  
and new services, whether they do so through commissions  
or fees, major ad agency executives told SPONSOR**

While the 4A's consent decree (two years ago) fired the flames, package show commissions have actually been attacked at various times throughout the tv era. The main contention of admen leading the attack: "The agency's not producing: they're just picking the shows. Why should we shell out \$300,000 a year to them on a \$2 million show when the film's in the can by the time the agency sees it?"

The fact that at least 13 big national advertisers don't pay package show commissions proves that their point has been carried with at least some of the major agencies. But SPONSOR found in talking to top agency presidents and radio-tv v.p.'s that there's no disposition to do anything drastic. Top agency management looks at it this way:

- There's no overnight revolution

in the offing. Some modifications have obviously already been made in agency compensation. Clients are likely to continue bargaining for more and more services from their agencies, pressuring against fees when show commissions are sizable. The size of the account and its bargaining power will continue to dictate the pace.

- As tv show control moves back from the networks to the agencies, some of the fire concerning show commissions may be diverted. "The commission system gets attacked periodically. At the peak of network control, tv happened to be the patsy," the president of one of the top 20 agencies told SPONSOR.

- Rising cost of agency operation makes it unlikely that a mass elimination of all show commissions can come about. "The profit margin is slim and getting slimmer as it is," says the president of one of the top five agencies. "If you cut it down further, you just drive us out of business."

Likely development: The agency that lets a client get out of talent commissions will try to make it up in service fees.

- In the long run, agencies may evolve toward a fee rather than a commission system of compensation, but few admen see this change in the cards within the next two or three years. (And that includes client executives as well.)

"Part of the problem is a confusion in the habits of the various media as it is," says the ad manager of a major appliance firm. "We can't buy time net. But when a show packager talks to us, he often quotes us a net price. The client is in the position of paying time and space commissions indirectly through the media, which is the traditional form he's used to. But he pays show commissions out of pocket and that hurts. It's really the same thing, but the second way makes us more aware of it."

Actually the majority of advertisers apparently would prefer not to make any radical changes. They feel there are weaknesses in the commission sys-

tem but few reputable clients want to see it destroyed without some assurance that its replacement will really be more efficient.

The very client (Bristol-Myers) whose director of advertising, Don Frost, helped touch off the thorough ANA investigation into the commission system, states it continues to pay package show commissions to its agencies. "We've continued to pay the 15%," says Bristol-Myers' Dick Van Nostrand. "As a company we think we should. The 15% system has holes in it and it means different things from one agency to the next, but while it's the accepted practice, we'll abide by it."

While this attitude is widespread among big clients, at the same time there's a feeling that the agency getting such a commission must do a great deal of extra servicing for the account—without charging fees.

Top agency executives answer by saying clients should not look at agency commissions in terms of one medium versus another.

"We take an over-all view of an account," the executive v.p. of one of the top 10 agencies told SPONSOR. "If clients forced us into cost accounting by media through by-passing show commissions, we could no longer remain impartial in our advertising counsel. As it stands now, the practice among most agencies is to evaluate all media for each account to see whether the account on the whole is sufficiently profitable to be handled. Tv show commissions are just another part of the compensation necessary for the agency to operate at its high overhead."

Whether clients pay agencies in commissions or retainers is immaterial. The form doesn't change the amount of money agencies must earn to operate efficiently.

The core of the problem in the case of tv package shows is the fact that the work an agency does in selecting and supervising such shows is not as easily defined as it is in the case of an agency-produced show.

"This was particularly true a couple of years ago when network control of programming was at a peak," the president of one of the top 15 radio-tv agencies told SPONSOR.

"We were operating in such a sellers' market at the time, that clients didn't see just how much work we had to put into servicing their tv accounts.

"But the pendulum has swung to-



**PROF. FREY WILL  
REPORT 28 OCT.**

Commissioned by the ANA to conduct an objective study of agency compensations, Prof. Albert Frey of Dartmouth is now compiling his material for the 28 October ANA meeting. In a memo to member agencies, 4A's suggested that management replying to Prof. Frey's survey give it careful, serious thought. The study may reveal what inroads into the commission system are being made by the current ANA poll of 78 members is becoming more widespread. Conclusions of study will influence future revisions or modifications in commissions.

## SPECIALISTS



## SERVICES



### THESE 2 FACTORS MAKE TV COSTLY, SAY AGENCIES

Whether in commissions or fees, agencies have to get paid the same amount to cover their costs, say top executives of major agencies. They attribute rising cost of operation principally to need for high-priced talent in radio-tv departments like J. Walter Thompson's (left) headed by Dan Seymour (center); also to client demand for more top-level research, marketing and mer-

chandising executives like those shown in Compton conference (right) with agency president Bart Cummings. Trend away from network programing control and toward greater agency participation in actual production and supervision of shows may take pressure off package show commission, admen feel. Clients should not pit one medium against other to avoid prejudicing agencies.

ward more independent packages in the past year, and in this area the agency's contribution is vital and more apparent. In the future we're likely to see a predominance of such co-produced shows and probably also more agency-produced shows. This trend will help take the pressure off tv package show commissions."

Radio-tv v.p.'s surveyed by SPONSOR stress that the work an agency puts into selecting a package show tends to be underestimated both in terms of time and money investment. Several large agencies actually maintain separate departments within radio-tv devoted to year-round scouting and screening of new programing and ideas.

Once it gets to the point of picking a show for a client, the agency generally gets into marketing research to determine the needs of the advertiser. By the time the radio-tv department gets involved, weeks of research and top-level management conferences have already taken place.

The radio-tv department then screens shows (by the dozens), sends top executives to the West Coast to look into show possibilities before choices are

narrowed down. Eventually, top management looks at the final possibilities and weighs them against marketing data and strategy.

"These are just the sketchy preliminary steps," says Y&R radio-tv supervisor Rod Erickson. "But they require literally months of high-priced man-hours. You can't pit a road house comedian against a Jackie Gleason. Well, a good agency can't afford to pit a kid out of law school against a top talent agency's battery of lawyers. All these things add to the agency's overhead."

Once a show is bought, even if it's an independently produced film show, the agency's job is far from finished.

"You've got to ride herd on the producer with agency talent of sufficiently high caliber to influence him," says the radio-tv v.p. of one of the top 10 agencies, who has just hired two high-salaried men to work exclusively on one new package show the agency bought for a client.

"You have to do this as much for the sake of keeping the packager from going broke as you do to keep quality control. Our men are on set for all the shooting, they have script approval

and control over casting. They really live with the packager right from the start."

The pressure is actually on agencies to hire more and more high-priced tv talent right on staff in order to handle this "co-producing function." Many agency heads feel that they may eventually have to amortize this additional and growing talent investment by returning more and more heavily into show production.

As Norman B. Norman, president of NC&K put it: "Last year there were no more than two or three real agency-produced shows. We feel that by next year 10 to 15% of all network shows will be agency-produced and I wouldn't be surprised if the percentage went up to 50 within three or four years."

For the moment, the majority of top agency executives say they're not afraid of further inroads into the commission system as a result of the forthcoming study by Prof. Frey. On the contrary, they feel that this searching ANA study is likely to reveal that agencies are operating on marginal profits as it is and in the handling of tv accounts particularly. ■

# IS RADIO A PRIMARY MEDIUM?

Here is how Good Humor proved in a Philadelphia test that it could put all its eggs in one basket—  
and that basket was radio. Street sales on special flavors advertised on one station soared 300 to 400%

**T**he resurgence of radio is evidence of the growing respect for the job it can do. The only remaining question is how much of the entire job can advertising assign to it? Is it destined, in general, to play a "supporting" role or can it star as a primary medium which gets a big slice of the budget and the responsibility for campaign success or failure?

Actually the question has been answered many times by many clients. A few of these answers are capsuled in the boxes on the following pages. But one of the most dramatic answers stemmed from an incident last fall at the Radio Advertising Bureau's second annual National Radio Advertising Clinic in New York. David J. Mahoney, soft-spoken,

34-year-old president of the Good Humor Co., bluntly asked the assembled radio executives. "Why are you letting radio be sold as a supplementary medium?"

"Why are you taking the crumbs left over from television budgets, accepting sound versions of tv commercials not necessarily suited to your medium?" Mahoney continued. "Why doesn't some station try to prove that radio—and radio alone—can move merchandise to such a degree that no other advertising is necessary? In other words, have any of you got courage enough to try to prove that radio is a primary medium?"

Probably no one had a better right to pose the challenge

**Planning:** Setting out to prove that radio can stand by itself as a primary medium are (l. to r.) David J. Mahoney, president of Good Humor, world's largest street vender of ice cream; George C. Neu-

mann, Good Humor vice president, and Ralf Brent, vice president and sales director of WIP, Philadelphia, the station on which the test was conducted. Experiment proved radio need not be supplementary





**Producing:** At N. Y. office of MacManus, John & Adams, Bill Maillefert (l. seated) radio v.p. for Edward Petry Co. works with Good Humor admen: Roger Bumstead (r. seated) a.e., N. Y. media dir.; John Nason (l.), copywriter; Mark Lawrence (r.), v.p. dir. tv-radio



**Selling:** Joe McCauley, star of WIP morning show, *Start The Day Right*, goes on the air eating a Good Humor and ringing bells

than Mahoney, who has consistently championed radio, even in its darkest hours. As president of his own advertising agency in New York, which he started in 1951, he used the medium heavily for such accounts as White Rock, Noxzema Shaving Cream, Medaglio D'Oro Coffee, Virginia Dare Wines, Sportsman and Brioschi. Today, as president of the world's largest street vending ice cream firm, he invests from 50 to 75% of the Good Humor quarter-million dollar budget in spot radio.

After the clinic meeting, Ralf Brent, vice president and director of sales at WIP, Philadelphia, (see "Blueprint for radio's future," SPONSOR 16 April 1956) met Mahoney in the lobby of the Waldorf and suggested they try just such a test. Meeting later in the month in New York City, Brent and WIP's president and general manager, Benedict Gimbel, Jr., outlined their proposal to Mahoney.

First, no other advertising of any kind was to be used. Second, a brand new product, never before in the Philadelphia market, was to be introduced solely by WIP. Third, all sales results were to be disclosed to WIP with permission to quote and publish them. Several other meetings ensued. Mahoney, Gimbel, Brent met with Bill Maillefert, vice president of radio of Edward Petry & Co. The suggestion was made and accepted that not only was a new product to be devised and introduced, but that the test of this product on the air was to be followed by the advertising of two regular Good Humor products. Scheduling of all announcements and techniques used on the air was to be left entirely in the hands of the station. Copy was to be prepared by MacManus, John & Adams, New York, Good Humor's advertising agency.

The station requested and got a set of the Good Humor bells with which every Good Humor truck is equipped. The well known Good Humor jingle was shipped to the station. Each personality to advertise the products was not only briefed personally by Brent and the station's program director, Varner Paulsen, but was exposed to the product.

A schedule was selected. Only one prime time announcement was used since the station had no availabilities in the

7-9 a.m. time classification or 5-6 p.m. Minutes and 20-seconds were used with the emphasis on participations in the station's top personality shows, such as Joe McCauley's *Start the Day Right* program from 9-10 a.m.; the Jack Pyle show from 12:30-1 p.m.; and Bob Menefee's *Heading Home* show from 4-5 p.m. Other announcements were inserted into WIP's one hour of news from 6-7 p.m. and several were placed adjacent to the end of the Phillies' baseball broadcasts. In addition, 35 announcements were inserted in WIP's all night show—*Dawn Patrol*, with Gene Milner.

The weekly expenditure for this schedule was close to \$2,000 per week. No package rates were used—strictly fixed position, guaranteed placement times. The campaign started 24 May with the brand new Good Humor product, banana split Good Humors.

In the third week of the campaign, Good Humor selected toasted almond as the featured item, and the fourth week, coconut Good Humors. Response was immediate, refuting some theories that radio needs saturation and several weeks in which to implant and impress a message. Good Humor sold out the banana split on a stick in two days after the start of the campaign and had to rush additional cartons of the product down from New York City.

When the results of the first two weeks were totaled up—the item had sold 300% more than any new item introduced in the Philadelphia market had ever sold before.

When the third week of the campaign was over, sales of the toasted almond had increased 270% over the previous week. And when Good Humor added up the sales on coconut, they found that they had experienced a 460% increase—300% higher for this week than had ever been recorded for this item before in the Philadelphia market.

One woman in Philadelphia called the station to say she couldn't find a Good Humor truck in her neighborhood. The station suggested she call Good Humor. Result? The woman's son became a Good Humor driver in that area.

Another call to the station requested that a Good Humor truck be sent to a school picnic on the upcoming Saturday. WIP contacted Good Humor's Philadelphia operating mana-

Hoover, and the truck was dispatched. Result? 5,000 Good Humors sold at that location.

Competitive ice cream truck companies were forced to bring out a banana bar.

Good Humor has 75 trucks in the Philadelphia area. These trucks normally carry a poster on the side with the featured flavor of the week. During the two weeks when the banana split was advertised, posters were displayed. However, during the two weeks run of the regular items, posters for bars other than the ones advertised were shown. Consequently, customers were forced to ask for the item advertised on radio in order for sales to increase.

"Not one shred of other advertising was used in Philadelphia during the test or immediately before it," said Mahoney. "In other markets—New York City, Detroit, Chicago—both radio and tv were used. We got good results in those markets too. But in Philadelphia we learned that radio can do the job alone."

Edward L. Nesbitt, president of Good Humor in Phila-

delphia, half way through the radio campaign telephoned WHI's Gimbel to verify the fact that no other advertising was being used. Nesbitt couldn't quite believe it.

Roger Bumstead, account executive on Good Humor and media director for the New York office of MacManus, John & Adams has this to say: "The test proved beyond a doubt something that we have always felt—that radio is a major medium that can be used as the prime mover of practically anything from Good Humors to automobiles. It has the advantages of flexibility and timeliness, and of equal importance, it seems to give a client an opportunity to pinpoint an audience.

"For example, Good Humor can reach whole families in the vast traffic audience on weekends. With our own Good Humor vehicles on the streets it is virtually point-of-sale.

"As Good Humor business grows due to radio's productivity, I can only foresee increased budgets and more money invested in that medium."

The Good Humor commercial copy is built around the

## HERE ARE A FEW OTHER ADVERTISERS WHO ARE PROVING THAT

### Rambler

That radio can be a highly effective prime medium in selling new cars is demonstrated by American Motors which is using it heavily for its Rambler. This year, sales are about 35% ahead of last year, and at an all-time high in Rambler history. Much of the credit for this record is attributable to clever radio commercial copy. Three separate series, comprising a total of about 20 commercials are used to avoid monotony. Participations on NBC Radio network are used. The agency handling the account is Geyer Advertising.

### Slenderella

For three years radio has been the primary medium for this national chain of beauty salons which in that time has expanded from 33 salons to about 150. For selling an intangible, Slenderella has found radio ideal and invests about 60 to 75% of its average \$4 million annual budget in 169 radio stations representing about 35 top markets. Prior to 1954, newspapers were the primary medium but a test of radio for opening a new market proved so successful it changed that. The agency is Management Associates of Connecticut.

### Tetley Tea

Radio is currently the primary medium for this company which is enjoying considerable sales success with its beverage. A regional account, Tetley is in about 75 markets in the Eastern U. S., often uses two to four radio stations in a market. Announcements are scheduled at the rate of 10, 15 and 20 per week, not necessarily in traffic hours. Since the product is bought mostly by women, daytime gets heavy play. Some television and print are used. Ogilvy, Benson & Mather, Inc., New York, is the agency.

### GMAC

General Motors Acceptance Corp., the car-financing subsidiary of GM, began broadcasting traffic bulletins on a single New York station, WNEW, in the Summer of 1953. This Summer, GMAC is on 222 radio stations across the country, and 45% of its ad budget is in radio. In New York and Philadelphia, the company continues its use of radio the year round. In four years, spot radio spending has jumped approximately 600%, and actually this gain was achieved as early as last year. Campbell-Ewald is the agency.


Good Humor man who, like the Fuller Brush man, has come to be one of the most familiar figures on the American scene. His voice on the e.t.'s is that of the young, all-American type; his tinkling bells are the real thing. The children's voices crying, "Hey, Mom, here comes the good humor man" are the voices of children and not character actors. The jingle and copy stress the flavor and quality of Good Humor.

Radio, in all its markets across the country, is the keystone of the Good Humor campaign which begins with a smash in early spring and continues throughout the summer until the trucks, tricycles and push-carts go back into storage and reconditioning shops for the winter. Some television is used in some markets, mostly children's shows to promote general sell. But for pushing the weekly specials and other specific items, radio handles the job.

It will handle still another job in introducing the brand new line of Good Humor soft drinks which are now mak-

ing their premiere in a few selected Midwestern markets.

Good Humor, of course, is not alone in its use of radio as a primary medium. Many clients at national and regional levels are putting most of their eggs into the radio basket—both spot and network—and finding it pays off. Some of these are: Pepperidge Farms Bread, American Motors for Rambler, Tetley Tea, Slenderella, Grove Laboratories for Bromo Quinine, R. J. Reynolds for Prince Albert, North American Van Lines, Manischewitz Wines, National Shoes, Barney's Clothes, Quaker State Refining, Cocikaua Cough-Nips, Pepsodent, Woolworth, Home Insurance Co., Chun King, Texas Co., General Motors Acceptance Corp., Hudson Vitamin Products, Contadina and others. In some cases the lion's share of the budgets go into radio; in others, radio divides on more equal terms with other media.

But one thing they are proving to themselves and to the industry is that radio can be a primary medium. It does not need to play second fiddle. 

## **RADIO CAN STAR IN A CAMPAIGN AND NOT PLAY SECOND FIDDLE**

### **Woolworth**

Since 1955, the F. W. Woolworth Co. has made network radio a basic medium to promote its approximately 2,000 variety stores across the nation and in Canada. *The Woolworth Hour* on CBS Radio on Sunday afternoons (it is also on the Dominion network in Canada) has proven to the company that radio as a primary medium can really deliver. Sales in 1955 hit a peak of over \$767 million, representing a gain of \$16 million over the year before. Little advertising had been done previously. Lynn Baker, Inc. is the agency.

### **National Shoes**

About 65% of this shoe chain's advertising budget goes into radio which has been a primary medium for many years. In 1935, the chain comprised 53 stores and did a \$5 million annual business. This year it numbers 136 stores in New York, New Jersey, Connecticut, Massachusetts and Maryland; is doing a \$23 million business, an increase of \$1.5 million over its last fiscal year. It uses about 690 announcements a week on 27 radio stations. National Shoes' 1957 ad budget is 18% over last year. Agency is Emil Mogul.

### **Manischewitz Wine**

Radio has been the bulwark of Manischewitz wines advertising, and although the client, Monarch Wine Co., has recently moved from Emil Mogul to Lawrence C. Gumbinner Agency, it may well go on playing a major role. The new agency is now working on plans and assured sponsor that radio will certainly be in the picture. Some new e.t.'s are now being made. The now-famous "Man, Oh Manischewitz" radio jingle did for Manischewitz wine what print could never quite do—make this difficult brand name pronounceable.

### **Volvo**

This Swedish-made car is now the No. 2 seller among foreign cars in the Western U. S. and the campaign was built around spot radio. Auto Imports, Inc., of California, put half of a less-than-\$10,000 budget into West Coast radio d.j. shows starting April 1956. Within a month, Volvo sales tripled. In June, the budget was raised to \$25,000. This year the firm expects to sell 15,000 Volvos. Radio d.j. shows are being added in new markets and will be keystone in national drive. Advertising Agencies, Inc., Los Angeles, is the agency.



Sponsor's wife, Mrs. Frank Yeakel, emcees *Rocket to Stardom* which also rocketed Oldsmobile sales. Tv score for one weekend: 166 cars

## AN TV SELL AFTER MIDNIGHT?

**Top-selling Oldsmobile dealer in U. S. hiked his sales from \$100,000 to \$10 million in 8 years with tv. A political unknown, tv gave him chance in race for mayor of L. A.**

LOS ANGELES  
 "...I accept the decision in the spirit of the American way of election."

This statement, conceding the race for the office of mayor to incumbent Norris Poulson, was carried by Los Angeles papers on 3 April, 1957.

It was issued by Poulson's nearest rival, Bob Yeakel, who polled 142,000 votes (more than the combined totals of the other three challengers). Yeakel had no elaborate campaign machinery, no political support—only a marathon tv show which had made him the largest-selling Oldsmobile dealer in the country and quite a phenomenon, even in Los Angeles.

The day Bob Yeakel gave his advertising account to Bill Hunter and Earl

Willhite of Hunter & Willhite was the day he opened the doors of Bob Yeakel Wilshire Oldsmobile, taking over a dealership that had been racking up about 25 sales in a good month.

The Yeakel brothers — Bob, Phil, Harry, Frank, Jack, Eddie, Warren, Bill, Ken, Jack Jr.—had been using tv for five years to sell used Cadillacs.

Calling themselves "Cadillac specialists," they delivered their own pitches with more sincerity than technique, used no newspaper display ads (they still don't), and along the way developed the idea of the "uninterrupted feature" (pitches at beginning and end of a 30-minute or 90-minute film, with periodic reminders about the brothers at the bottom of the picture).



They increased their volume from \$100,000 in '49 to \$10 million in '56.

Bill Hunter, who has handled about every big automotive account in Los Angeles, and launched many of them, took both the Yeakel accounts on 1 June, 1955, with a \$27,000 a month budget. Some \$15,000 went into a month-long saturation: package spot buys on KTTV—morning, afternoon and night, kid's and women's shows as well as shows to attract men, every kind of program to let people know that Bob Yeakel was selling Oldsmobile cars.

During those 30 days, Yeakel and Hunter were at work dreaming up the idea that was to take them from there: They wanted a new angle for a weekly show that would put across a message of good will, help youngsters, have strong family appeal, and most important, sell cars right over the phone.

From this thinking sprang *Rocket to Stardom*—an all-night showcase for amateur talent done live from the Oldsmobile location. They went on the air

the contestants and the shiny new cars.

Thirty telephone lines had been installed, manned by salesmen. Free coffee and food were provided.

"That first night," Yeakel recalls, "was like opening night at the circus. The response was unbelievable. Whole families came down—women carrying babies in their arms. In fact, our first sale on tv was to a man who got his appraisal over the phone about 2 a.m., woke his wife, bundled her and their small kid in the car, came down, turned in the car and put his wife and kid into the new one, all on the air."

Amid all this, 100 contestants danced and sang their hearts out. When the clamor subsided, Yeakel discovered he had sold 106 new and 60 used cars that weekend. This leveled off to 100 a month overall.

While the response was tremendous, so were the headaches. Yeakel and Hunter credit Richard Moore, president and general manager of KTTV, and time salesman Chuck Young with unlimited patience and help in work-

runs and live weekend spots on KTTV.

Hunter is against film commercials for Yeakel because "re-takes polish all the spontaneity and charm right out of the shot; what's left is unconvincing."

It's true Yeakel is most convincing when being himself—a family man talking to other family men and women. From this emerged his "budget plan for the family man."

"The era of the pitchman is over," Hunter points out, "and Yeakel's kind of selling is what sells now. It enabled us to keep a commercial going for nine or 10 minutes without any strain on the viewer. A man interested in buying a car will listen, and he's the guy we were aiming for at that hour."

Betty (Mrs. Frank) Yeakel, who r.c.'d the show, has the Yeakel warmth and Yeakel stamina needed for the all-night stint, and added to the family feel of the show.

The lot, like the show, is designed for the family, and several merchandising ideas were evolved to bring in



**Post-midnight phone calls** from viewers come in on 30 lines, are taken by Yeakel brothers, floor salesmen. They chat with tv audience, make appraisals, set final deals, ask customers to visit. Show is on air seven hours a week, may add more



**Tv planners** include (l.) Bill Hunter of Hunter and Willhite agency, Los Angeles, and Bob Yeakel (r.), client and candidate, one of ten brothers

at 1 a.m. Sunday of the Fourth of July weekend 1955, and the format evolved pretty much as the clock ticked on to sign-off at 11 the next morning.

A hundred amateur hopefuls, screened previously by Hunter, reported to the showroom during early morning hours for their stints.

An instrumental-singing quartet was on hand, and plenty of shining Oldsmobiles on the floodlit lot—along with used Cadillacs from the other store. One camera ferried Yeakel between

ing out the many program problems.

The show cost \$2,500 a week for the television (time plus one camera, director, floor manager, two crews of four men each, one working from 1 to 5 a.m., the other from 5 a.m. to 11). An additional \$1,000 a week from another budget paid for piano player, trophies, m.c. and talent.

Thus Hunter's budget—\$30,000 a month—was nicked only a third for *Rocket*. The other \$20,000 went into other tv exposure: movies, film re-

the kids. Rindeer on display at Christmas, a kangaroo, a race course for quarter midget automobiles for the kids to drive, a merry-go-round and Deputy Dan, the Party Man give the lot and the tv show the appearance of a carnival on weekends.

After two months on the air, it was decided to extend the carnival and pick up Saturday sales. Here's the schedule that resulted: KTTV covered from 9 a.m. Saturday morning to 12 noon. KHJ-TV took over till 4, when

## Client delivers his own live commercials and uses a soft sell but direct, emphatic tactic

the show signed off, coming back again on KTLJ-TV at 11 p.m. to 1 a.m. Sunday, when KTTV picked up again till 11 the following morning—19 hours in all.

In six months the show was back to its original 10 hours on KTTV from 1 to 11 a.m. Sundays, as the novelty of the marathon began to wear off and Hunter decided to try other things with half of the \$20,000 a month it took from his \$30,000 budget to maintain this schedule.

Come spring, he put into practice his firm belief that no client should be without radio. He allocated \$6-7,000—or over 25%—for five-to-10-minute musical segments, newscasts, d.j. shows in quarter-hour blocks on KBIG, KLAC and KMPC and full sponsorship of all the Los Angeles Angels' baseball games broadcast by KMPC.

However, because Yeakel feels the Hollywood Stars will win it this year—and because he likes to be with the winner—he's abandoned the Angels on radio for the Stars on tv: KTTV on the Saturdays and Sundays the team plays in town. One-third sponsorship averages \$7-8,000 a month.

Comics, like baseball, are an important part of family life. Whether he was taking a page from the late Fiorello La Guardia's book when "Uncle Bob" started reading funnies on the show can't be said for sure, but by February of 1957 Yeakel was ready to announce his candidacy for mayor of Los Angeles.

At once, it was decried as a publicity stunt.

"That was the biggest handicap I had in the beginning," Yeakel points out. "Second biggest was only 60 days to prepare. I should have spent two years."

In a sense, he had. The almost two-year-old *Rocket to Stardom* had made him well known to more people than had ever heard of the other three challengers combined. Or so the results were to prove.

But the campaign was a rough one. Hunter, acting as Yeakel's campaign advisor, was always near him at press conferences, signaling more often than not for a "no comment." Besides, Yeakel's views were more convincingly stated by himself than by the papers.

And stated in the medium in which he was most at home: "My campaign was 99% tv." There, he used slides and live and filmed spots (the latter proved expedient in spite of Hunter's basic objection to film.

"The final vote—142,000—was encouraging," Yeakel said. "At least it's more than the 72 Yeakels in L.A."

The campaign over, Yeakel settled down with Hunter to working on an idea which they felt would lick a problem that they have long wrestled with: stimulating volume business during the week.

An idea that hadn't worked was one-third sponsorship of a daily Western varieties tv show done live from the store from 4 to 6 p.m.

The new idea, which Hunter claims as a first, took Yeakel and a KTLA remote crew to the home of a satisfied customer for a minute spot interview.

While remotes are not new, remote spots did represent a new challenge. It was hoped to do two a night, starting the end of July. Yeakel and Hunter were undaunted by the Herculean task of traveling from one spot to another without a breather; KTLA seemed confident they could match this doughy spirit with two completely new re-

mote set-ups a night, every night. It looked like a natural.

"Two things licked us," Hunter explained. "First of all, not enough people wanted to let us come into their homes. So we couldn't maintain the schedule we'd anticipated. This in turn lost us our impact."

After four of these spots (remote costs, \$150 per spot), they abandoned the idea.

Already Hunter and Yeakel have taken another tack, this time with their established *Rocket to Stardom*.

Having found the early morning hours unproductive as the novelty of the show wore off, a new schedule was adopted 9 August, and a new channel that could accommodate this schedule.

Rocket is now seen on KTLA from 12 midnight on Friday to 3 a.m.; from 11 p.m. Saturday to 3 a.m.; negotiations are under way to clear Sunday time from 7:30 a.m. to 11 a.m., thereby spreading their cost over several days' exposure.

This is supplemented with weekend baseball on KTTV and 10 live weekend spots on KTLA.

Experimentation and big plunges have highlighted the success story of a Los Angeles car salesman who, through showmanly use of tv, became number one Olds dealer in the country—and who knows may some day be mayor of Los Angeles.



**Mayorality candidate** Bob Yeakel (l.) reads funny papers to kids in tv audience, radio practice started by New York's LaGuardia. With him is Dick Haynes, who emceed the Yeakel tv show. The Olds dealer polled 142,000 votes in April of this year, outdoing the combined totals of the other three challengers to end up in No. 2 spot. He's built both his business and his personal reputation through television over the past eight years. Yeakel has sponsored almost every kind of television show but he always returns to his local amateur show, *Rocket to Stardom*, after midnight

**'Invisible Govt.'**  
**Yeakel**  
**Lashes at**  
**Poulson**  
At a meeting...  
Yeakel...  
Poulson...  
The...  
Yeakel...  
Poulson...  
The...  
Yeakel...  
Poulson...  
The...



## HOW TV SPANS ARMOUR'S SPLIT MARKETING PERSONALITY

Two product types, foods and soaps, have entirely different distribution, price, consumption patterns.

Armour's answer: tv as a means to several ends

**A** CHICAGO Armour has lived for a long time with a marketing problem which is brand new to many another national advertiser.

Armour, as one of the world's biggest meat packers, has traditionally produced meat items as well as several by-products, the biggest consumer by-product being soap. The chasm between advertising and marketing food and soap lines is a vast one—but one which Armour has bridged with its national media and particularly with television.

Many advertisers are seeing this

same chasm for the first time. They're merging with different kinds of companies, a standard mid-20th century pattern. They're expanding their own product lines by going into unrelated fields. The problem with which they are confronted is the same which Armour solved long ago: how to use a mass medium, namely television, for disassociated goods; how to use the same vehicle for edibles and non-edibles when these divisions have an entirely different distribution, consumption, pricing and competition.

No simple purchase of television

time or a tv show will give these marketers a quick solution. They need to develop a pattern for the intricate blending of program elements which will sell to the different types of consumers, for copy appeals which will register with varying age groups and for station lineups which will reach differing areas where products are distributed.

One of the top three packers among 2,300 in the U. S., Armour and Co. produces more than 10,000 labeled or branded items. Only 3,000 of these are what the company describes as "ac-



**Network television gets half  
of Armour's consumer ad budget; leans  
toward personalities, light variety**

tive." Armour grosses \$2 billion a year in sales and it manufactures a variety of consumer and industrial items. These range from lard to dog food and ham, through leather, fertilizer and soap.

It's the consumer products which sponsor network television shows. Last season there were *George Gobel*, *Danny Thomas*, *Matinee Theatre* and *Mickey Mouse Club*. This coming fall, Armour and its soap works, the Armour Auxiliaries, will continue with *Mickey Mouse Club* (ABC TV), pick up *Arthur Godfrey* as a network radio and television simulcast (CBS) and launch a new show, *The Big Record* with Patti Page (CBS TV). This show combination is the end result of this multiple blending to suit the different marketing needs of its food and soap.

The cost of this television investment? Perhaps \$5 million, a SPONSOR estimate based on what is about half of the consumer advertising budget. All told, Armour may spend as much as \$19 million a year on its advertis-

**Ad manager** K. L. Skillin thinks tv is a fairly large risk; would like to see 13-week cancellation, elimination of basic network as a must, and later renewal dates



ing, sales promotion and merchandising efforts.

The type of television programming used and the commercials incorporated into this programming are also the result of this marketing blend. The tv medium is adaptable to both food and soap advertising—yet each of these major product groupings has vastly different marketing problems.

Here are some of them:

**Distribution**—Dial deodorant soap and shampoo have, in essence, 100% national distribution. Armour meats, turkeys, lards, margarines and cheeses, in contrast, have spotty distribution.

**Stores**—Soaps can be distributed throughout more different kinds of stores and therefore more stores than can food products. And, in addition, there's no spoilage on a soap product.

**Prices**—Food items are more competitively priced—with perhaps only a one-cent difference on similar items—whereas soaps frequently have a wider range between fixed prices.

**Profits**—The profit margin on a soap item is much higher for both the producer and the retailer than it is on food products.

**Competition**—In Armour's case, its Dial deodorant soap appears to have a clear field ahead of the competition because it was the first such product on the market and because it is distinctively different. But the food products, in contrast, have many labels with which to compete and the points of superiority or difference are not always as marked as with Dial. Also, there are far fewer soap producers than there are food producers.

**Consumers**—Foods, of course, are purchased primarily by housewives—so Armour's edibles are advertised on television programs with a predominantly female audience but with some proportion of kids (because of frankfurters and a few other items which have strong appeal for youngsters).



**New product**, Pan O' Gold is frozen chicken and Armour's idea of an item which is also "distinguishably different"

Dial, on the other hand, is a big favorite with men, teens and women.

These marketing contrasts led to development of this fall's television pattern. *Mickey Mouse Club* will reach both mothers and their youngsters; *Arthur Godfrey* will sell the housewife in the home; *The Big Record* combines elements which will appeal to mother, father and the teens. This is why *The Big Record* has been set for Dial; the first two shows for a variety of food items to be rotated seasonally.

**Multiple agencies:** The television billing comes out of three advertising agencies: Foote, Cone & Belding, Chicago, which services Dial soap and shampoo, Chiffon flakes and liquid detergent (as well as seven industrial divisions); N. W. Ayer & Son, New York, with lard and shortening, the soap works, dairy, poultry and margarine division, frosted meats division, Dash dog foods, Tatham-Laird, Inc., Chicago, handling smoked meats and hams and the bacon and canned meats.

But as of mid-November the Tatham-Laird food items—largely in the canned meat classification—will move to N. W. Ayer. At this time, the soaps will be concentrated in one agency—Foote, Cone & Belding—and the foods will be concentrated with Ayer.

Armour's agency pattern has long been one of using multiple organizations, both for the consumer and the industrial product. But, says K. L. Skillin, Armour's over-all advertising and sales promotion manager, multiple agencies cause problems which can more than offset the presumed advantages. This is the reasoning for consolidating to two from three agencies.

He says the biggest advantage to having more than one agency is thereby having more than one set of brains to pick.

As director of all company advertising and promotion, Skillin works as the cohesive agent solidifying efforts of three groups: externally—the different advertising agencies; internally—the operating hierarchy above him and the divisional advertising executives who specialize in certain product lines.

**Product differences:** He explains some of these basic differences in the marketing of food and soap.

"You need money or ideas to even begin to compete with the major soap manufacturers, as is the case with Dial. Actually, it takes *both*. You can do a heavy job of advertising a national specialty item like our soap because there are few local soap producers left.

"But you reach a point of diminishing returns on all human functions and certainly on advertising. No one in the soap business even thinks of spending more than \$5 million on a product when everyone knows you can get a network tv show for \$2 or \$2½ million on a 90-station network. The money isn't there to spend in soap manufacturing anyway because no company gets or has ever gotten and sustained more than 13% share of the market even though soap is consumed by 99% of the people."

The margin of difference in soap purchase, however, comes with the use of advertising.

"We need television for Dial because we have a good story we want to demonstrate. We've found several mechanical developments which lend themselves to motion rather than to print," says Skillin. One of these devices: a blackboard first cleaned by a schoolroom eraser and then washed by a wet cloth. This shows the complete removal job of bacteria by Dial as contrasted with regular soap.

Food is a different matter, says Skillin.

"It's much more complicated, and food manufacturers are competing for the same dollar. Dial has 100% distribution but our food items' distribution is much spottier both as to geography and as to stores. There's probably a higher risk in food advertising because there are more food products, the profit margins are slimmer for

(Please turn to page 99)



**Program:** *The Big Record* with Patti Page starts on CBS TV as a new fall entry. Armour planners: (l. to r.), David L. Duensing, mgr., Armour Auxiliaries marketing dept.; Paul F. Tevis, genl. mgr., soap div.; John M. Hoerner, assnt. genl. mgr., AA; F. B. Patton, Armour vice president in charge of AA; R. B. MacLean, general sales manager, soap division



**Commercial:** Demonstrations are tv technique for both food and soap items. Turkey shot shows how housewife saves hour's work, eliminates need for 20 ingredients and utensils when she buys an Armour prepared turkey. All this needs now is some butter



**Promotion:** Three recent Miss Wisconsin travel for Armour, make personal appearances on tv programs, before clubs and in stores to promote consumption of its Miss Wisconsin brand cheeses. Armour also does intensive show promotion to build its large audiences



# “things aren’t what they used to be”

**This sorrowful gentleman  
(like so many television  
station executives today)  
has a problem.**

Once upon a time — and not very long ago — his station was synonymous with his market in every advertiser’s mind. Now he finds this less and less so. Whose fault? Well, maybe it’s not really his.

Since 1952, the number of TV stations has multiplied almost fivefold. There are enough applications pending to soon make it eightfold. Small wonder it becomes harder and harder for an individual station to stand out . . . to maintain its identity and prestige among advertisers and their agencies. Ordinary production line representation can’t do it.

But *specialized* representation, tailored to a station’s character, *will*. Created by Harrington, Righter and Parsons, it sells the individual quality, prestige and local leadership of a station along with its availabilities. This takes a lot more than phone calls and routine sales visits.

*Specialized* representation is possible for only a few . . . for stations of the caliber listed here. Perhaps you, too, belong among them.

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

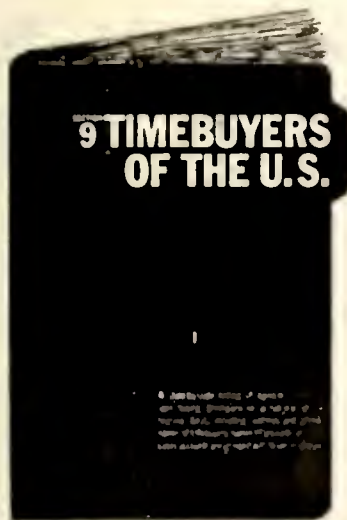
NEW YORK • CHICAGO  
SAN FRANCISCO • ATLANTA • BOSTON

*television — the only medium we serve*

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

## FINAL PART

Reprints of the complete *Timebuyers of the U. S.* list will soon be made available in booklet form. Write: SPONSOR Services Inc., 40 E. 49th St., New York 17, New York



# 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 final installment starts on page 48, 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 information 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. 49th 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. 

Listing starts on page 48 ►



*what's in a name . . .*



**A** lot—with all due deference to the Bard. Advertising has proved it.

More important—it obtains for people, too. You make your own “brand name” by how you think and what you do. And this very “product image” will determine how much cake you have in this vale of tears.

That’s why—if you’re in the broadcast field, SPONSOR is “A MUST” to receive and read.

SPONSOR is so necessary because of the singular, definitive contributions it makes to an industry that requires not alone facts, but a penetrating comprehension of the factors motivating the multiplicity of talents it employs. **IT’S THE ONE MAGAZINE RADIO AND TV ADVERTISERS REALLY USE.** And the *need* for SPONSOR grows each day. It is an ever more important information center—an ever larger library of ideas—the compilation of the finished and the planned creative energies that spark the air thinking of the day.

To get the most out of SPONSOR, it should be read—**AT HOME.** It is too rich in valuable material for a quick perusal on a routing list. Nor does it serve its fullest function that way for you, because it is a publication with the kind of stuff you want to cut away and file—a magazine of ideas that will generate ideas in you—make you more valuable to yourself and others. It will bring you closer to the “product image” you would like your name to be.

*For only \$3.00 a year — 52 issues of the most useful publication in the broadcast field will be delivered to your home. For less than a penny a day what better time buy can you make as an investment in your future?*

**SPONSOR** THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

**PENNSYLVANIA ADVERTISING**

**Callan House, Pittsburgh 19, Pa.**  
*Atlantic 1-5887*

**Joseph C. Gusky, Jane Callaman**

Alpha Steel Corp. (steel processor), **Calloman**; Armor Co. (heating, plumbing, kitchen equip.), **Gusky**; General Office Equip. Corp., **Callaman**; Kaufmann's (dept. store), **Gusky**; Kenny Ross Chevrolet, **Gusky**; Sealy Mattress Sales Co., **Gusky**; Season-All Products (storm windows & doors), **Gusky**; J. A. Williams Co. (Dists.: Hamilton, Servel, Ironrite, Zenith appliances), **Gusky**

**S. LAWRENCE ROTHMAN ADV.\***

*Suite 1000, May Building, Pittsburgh 22, Pa. Atlantic 1-6611, 6612*

**S. Lawrence Rathman**

Coffee-ette of America (in-office coffee service), Cott Bottling Co. of Pittsburgh, Coyne-Evans (automobiles), Herbert's Jewelry Co., L. Hormel (distrs.), Jersey Farm Products, Lubin & Smalley (florists), Milfred Corp. (insecticides), Quaker State Food Corp., Standard Brands (Distrs.), Star Markets (super markets), Westmoreland Building Mart (builders supplies)

**SMITH, TAYLOR & JENKINS\***

*223 Fourth Ave., Pittsburgh 22, Pa. Atlantic 1-9312*

**Thomas J. MacWilliams (tv); Leslie B. Sterne (radio)**

Borden's Ice Cream Co., Dad's Old Fashioned Root Beer Bottling Co. (root beer, Dr. Enuf, Polar Water), King Leathers (personal leather gds.), Koppers (treated lumber), Otto Cream Thru Sales (milk, cottage cheese), Pittsburgh Brewing (Iron City, Tech beer), Standard Air & Lite (air conditioning)

**W. S. WALKER ADVERTISING**

*Oliver Bldg., Mellon Square, Pittsburgh 22, Pa. Grant 1-1900*

**Robert B. Stevens, radio-tv dir.; Robert L. McKee, ass't. radio-tv dir.**

Allegheny Ludlum Steel Corp., Blackstone Corp., Hagan Ice Cream Co., Niagara Mfg. & Dist. Corp., Pittsburgh Consolidation Coal Co., Pittsburgh Coke & Chemical Co., Sterling Oil Div., Quaker State Oil Refining Corp.

**JOHN R. C. WILLIAMS ADV. AGY.\***

*1118 Investment Bldg., Pittsburgh 22, Pa. Atlantic 1-3124*

**George Stimple**

Home Builders Assn. of Metropolitan Pgh., Modern Doors (folding doors), Edward M. Ryan (builders), Vista Vu Verticals (vertical blinds)

**ROBERT WILTMAN CO.\***

*223 Fourth Ave., Pittsburgh 22, Pa. Express 1-0540*

**W. A. Daley, M. Hensler, R. F. Wiltman, Arthur Kiefer**

Breakfast Cheer (coffee), General Electric (supply), Latrobe Brewing Co., A. J. Logan Co. (bedding), Republic Oil Refining Co., United Steelworkers of America

**ROBERT K. GANSTER ADV. AGY.\***

*520 Washington St., Reading, Pa. 2-0992*

**Robert K. Ganster, William E. Kahl**

Berks Packing Co. (meats), **Kahl**; Kaier Brewing Co., **Ganster**; Kipton Industries, Inc. (hardware, hand tools), New Standard Corp., **Ganster**; Peerless Heater Co., Boyertown, **Kohl**; U. S. Expansion Bolt Co., York, **Ganster**; Bob White Quality Frosted Foods Corp., **Ganster**

**SCRANTON**

**ANTHRACITE ADVERTISING AGENCY\***

*410 Scranton Times Bldg., Scranton, Pa. Diamond 7-9328, 2-2907*

**L. L. Russoniello**

Consolidated Molded Prod. Corp., DeNobili Cigar Co., Moore-Ford Co. (Ford cars), Nehi Bottling Co., Parodi Cigar Co., Scranton New Car Dealers Assn., Scranton Storage Battery Corp., Skettino Food Products, Sprague & Henwood (drilling equipment & drills), Trager Mfg. Co. (insecticides), Vulcan Iron Works

**HENRY W. GANN ADV. AGY.\***

*Chamber of Commerce Bldg., Scranton 3, Pa. Diamond 4-5731*

**Henry W. Gann**

Gibbons Brewery (Gibbons beer)

**WILKES-BARRE**

**THE LYNN ORGANIZATION\***

*15 S. Franklin St., Wilkes-Barre, Pa. Valley 2-7182*

**William P. McLaughlin, media dir.; S. C. B. Lynn, William E. Skrinak, Don Smith**

Bartels Brewing Co., **Skrinak**; Kingston Cake Co., **McLaughlin**; Planters Edible Oil Co., Purvin Dairy Co., **Skrinak**; Wilkes-Barre Coal Sales

**RHODE ISLAND**

**PROVIDENCE**

**ARTHUR BRAITSCH ADVERTISING\***

*528 Hospital Trust Bldg., Providence 3, R. I. Dexter 1-5313 and 1-4115*

**Arthur Braitsch, John A. Lorimer**

Allen Distributing (Amana food freezers, DuMont television), **Braitsch**; Baird-North (jewelry), **Braitsch**; Hillside Farms (dairy), **Lorimer**; Oliver Johnson Co. (Ojaco paint), **Lorimer**; Weybosset Pure Food Markets, **Braitsch**; White Pontiac Co.; **Braitsch**;

Roger Williams Savings & Loan Assn., **Braitsch**

**L. C. FITZGERALD\***

*228 Weybosset St., Providence 3, R. I. Gaspee 1-6760*

**Louis C. Fitzgerald, M. P. Byrne, Edward P. Canaty, W. M. Pickles, Peter Bolton, N. A. Johnston, Edna Hathaway**

Blue Cross (hospitalization), Garelick Bros. Farms, W. C. Littlefield Co. (automobiles), Providence Ring Co., Providence Wholesale Drug Co., Sheraton-Biltmore, Providence, Tyler Products (coffee syrup)

**HORTON, CHURCH & GOFF\***

*123 Georgia Ave., Providence 5, R. I. Stuart 1-5456*

**W. C. Cook**

Citizens Savings Bank-Citizens Trust Co., Donnelly's Men's Stores, East Greenwich Dairy Co., Lewis & Williams Furniture Co., Mutual Savings Banks Assoc.

**GEORGE T. METCALF CO.**

*31 Canal St., Providence 3, R. I. Union 1-2634*

**Robert A. Meehan**

Otto Seidner (mayonnaise), Starkweather & Shepley (insurance)

**NOYES & CO.\***

*1800 Industrial Trust Bldg., Providence 3, R. I. Gaspee 1-2087*

**Henry Hart**

General Electric Co. (wiring devices), Narragansett Elec. Co. (utility), Rumford Chemical Works (speedy cleaner), White & Bagley Co. (Oilzum motor oils)

**GORDON SCHONFARBER & ASSOC.\***

*58 Weybosset St., Providence 3, R. I. Gaspee 1-4813*

**Roger M. Shea**

Calif. Artificial Flower Co., Gladding's (dept. store), J. S. Inskip (foreign cars), Monogram Shop (personalized stationery, gifts), Paris Fabric Shop, Providence Retail Trade Board, Rhode Island Provision Co. (Little Rhody meats), Warwick Club Ginger Ale Co.

**SOUTH CAROLINA**

**CHARLESTON**

**ADVERTISING SERVICE AGENCY\***

*Sergeant Jasper Bldg., Charleston, S. C. 3-1129 and 2-6148*

**M. Bishop Alexander**

Charleston Rubber Co., Maritime Development Assn. of S. C., Myrtle Beach Chamber of Commerce, The Oaks Estates

**ROBERT E. BRADHAM ADVERTISING\***  
Box 884, Charleston, S. C. 2-0271

Robert E. Brodham, Morlene Holl, Betty Lemon, Robert E. Brodham, Jr.

Bagwel-Elliott Co., Brodham; William M. Bird & Co. (Bldg. materials), Brodham; Charleston Oil Co., Brodham; Coburg Dairy, Brodham; Copleston's, Lemon; F. S. Rodgers Nursery (landscaping), Brodham; Hay Industries (heating eqpt.), Brodham, Jr.; Hay Oil Co., Rodecke; Stevenson-Zimmerman Co., Brodham; Van Smith Co. (Bldg. materials), Brodham, Jr.

#### GREENVILLE

**HENDERSON ADVERTISING AGENCY\***  
5th Fl., Insurance Bldg., Greenville, S. C.

Betty McCowon

General Baking Co. (Bond, Southern Area), Greenwood Packing Plant, Orders Mattress Co., Texize Chemicals (household cleaner)

## TENNESSEE

#### CHATTANOOGA

**NELSON CHESMAN CO.**

240 E. 11th St., Chattanooga, Tenn. AM  
6-4942

Richard H. Leiper

Fleetwood Coffee Co. (regular & instant coffee, tea), Fornis Mfg. Co. (toys), Standard Iron & Wire Works (misc. iron for home & office, power mowers)

#### MEMPHIS

**ARCHER & WOODBURY\***

Sterick Bldg., Memphis, Tenn. Jackson  
6-4109

Horry Woodbury, Word Archer, D. H. Sweorinen, C. W. Montgomery

Mid-South Chemical (agric. chems.), Archer, Woodbury; Mississippi River Highway Assn. (tourist promotion assn.), Montgomery; Russell Reeves Co. (Olds dist.), Woodbury; Stephens Bros. (Carrier distr.), Montgomery; Wonder Products Co. (hobby horses), Archer

**GREENHAW & RUSH**

641 Sterick Bldg., Memphis 3, Tenn.  
Jackson 5-5596

E. B. Greenhaw, R. H. Jacobs, Dora Ferguson

The Aloma Co. (lotion), Bayuk Cigars (John Ruskin & Melba cigars), Home Federal Savings & Loan Assn., Humphrey's Mills (Honey Suckle corn meal)

**EARLY MAXWELL ASSOC.\***

Suite 137, Hotel Gayoso, Memphis 3, Tenn.  
Jackson 7-3428

T. J. Foley, Jr.

Coca-Cola Bottling Co. of Memphis, Memphis Arkansas Speedway, Mid-South Fair.

**ROSENGARTEN & STEINKE\***

483 Union Ave., Memphis 3, Tenn. Jackson 7-4566

Joy Scott, tv & radio dir.; Norton Rosengarten, Lynn Steinke

Air Temperature (Chrysler air conditioner), Rosengarten; Black & White Stores (dry goods), Rosengarten; Nat Buring Packing Co. (sausage), Rosengarten; Stewart's (foods), Steinke, Rosengarten

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn. FA  
7-1691

H. N. Gwynn

American Snuff Co. (Garrett, Dental & Peach snuffs, Bull-of-the-Woods chewing tobacco), American Tea & Coffee Co. (Am. Ace coffee, tea, peanut butter), The Humko Co. (Humko shortening), Rigo Chemical Co. (Killo-Ko insecticides), Ronco Foods (Roneo spaghetti prods.)

#### NASHVILLE

**C. P. CLARK**

The Penthouse, James Robertson Hotel,  
Nashville 3, Tenn. Alpine 6-4179

D. G. Goodwin, pres.

First Am. National Bank, Nashville Transit Co., Alex Warner & Son (food bank)

## TEXAS

#### AMARILLO

**MONTE ROSENWALD & ASSOC.\***

413 W. 7th St., Amarillo, Tex. Drake  
6-7239 and 6-7230

Monte Rosenwald, Dee Lehr, Lloyd Cook, Leonard Fronseen

Adams Hard Facing Co. (farm tools), Rosenwald; Connally Implement Supply Co. (wholesale implement distributors), Rosenwald; First Supply Co. (TV, automotive), Lehr; Garner Motors (Olds, Cadillac), Lehr; Jeffroy Mfg. (plows, farm equip.), Rosenwald; King Trailer & Equipment, Fronseen; Panhandle Associated Grocers, Rosenwald; Panhandle Optometric Society, Lehr; Siegel Pipe & Steel Co. (irrigation casing, well supplies), Rosenwald; Southern Farm Supply (commercial fertilizer), Cook; Taylor-Evans Seed Co. (processor, wholesale, of field seed), Rosenwald; Willborn Bros. (tanks, pipe), Rosenwald

#### AUSTIN

**SYERS, PICKLE & WINN\***

204 W. 16th St., Austin 1, Tex. Gr 2-7226

Bab Peck, Ro Ordwoy, Windy Winn, Bonner McLane, Ed Potter, W. E. Syers, Dave Taylor, John Greene, Bill Morrow

Austin Life Insurance, McLane; Austin Meat Co. (meat prods.), Peck; Bosting Trades Assn. of Texas, Peck; Capitol Chevrolet, McLane; Cabanis Brown (furniture), McLane; Covert Automobile Co. (Buicks), Peck; Davis Iron Works, Greene; Hillcrest Farms (dairy), Winn; KTB TV, Peck; Carl Mayer Jewelers, Ordwoy; Pan Dandy (bakery products), Peck; Pure Milk Co. (dairy), Taylor; Specialty Chemicals (industrial chemists), Peck; Stableford Pontiac, Peck; Texas Life Insurance, Greene; U. S. Brewers Foundation, McLane; Western Holly, Greene

#### BROWNSVILLE

**RICHARDSON ADVERTISING AGENCY\***

710 West Levee St., Brownsville, Tex.  
2-3812

James W. Richardson

First National Bank, Hercules Powder (Toxaphene), Owens Meat Packing Co., Port Fertilizer & Chemical Co.

#### DALLAS

**BLOOM ADVERTISING AGENCY\***

431 Fidelity Union Life Bldg., Dallas, Tex.  
Riverside 8-1736

Wolt Brownfield

AG Food Stores, Bank-ton-Hall Motors (Olds), Carrier-Bock Co. (air conditioning), Centennial Liquor Stores, Glazer Wholesale Drug Co. (Orange Tommy, Old Salty, Bergloff beer), Glo (cleaning system), Ed Maher Motor Co. (Ford), Pepsi-Cola Bottling Co., Pest Guard Prods. (insecticide), Morris Robinson (Dodge-Plymouth), Sani-Wax Co. (Sani-wax, Sani-gleam), Julius Schepps (liquor distr.), Skillern's Drug Stores, Titch Goettinger Co. (dept. store), Zale Jewelry (chain stores)

**WARREN K. BREDLOW ADV. AGY.**

2303 Alice St., Dallas 1, Tex. Riverside  
7-1601

Warren K. Bredlow, Betty A. Boxter

Duke-Doyle (appliances), Vent-A-Hood (cooking ventilator)

**HEPWORTH ADVERTISING CO.\***

701 Reserve Loan Life Bldg., Dallas, Tex.  
Randolph 2353

Winston Boll, Jr., S. W. Hepworth, N. C. Olson

Brockles Foods Co. (salad dressing), Hepworth; Dales Toyland, Boll; Figaro Co. (barbecue smoke, etc.), Hepworth; Pic-Tex Co., Hepworth; Standard Foods Co. (cookies), Hepworth; Belle Roberts Corp. (hand & skin cream), Hepworth

**THE McCARTY COMPANY OF TEXAS**

1500 Jackson St., Dallas, Tex. Riverside  
1-1227

**Montgomery**

Commercial Airlines, Texas School of Practical Training

**RATCLIFFE ADVERTISING AGENCY**

501 Mercantile Bank Bldg., Dallas 1, Tex. P.A. 8035

**Morille K. Ratcliffe, Jr., media dir.; Wil-da H. Wilson**

First Federal Savings & Loan Assn., Magnolia Petroleum Co. (Mobilgas, Mobiloil), Mercantile National Bank

**ROGERS & SMITH ADVERTISING\***

1025 Insur-O-Medic Bldg., Dallas, Tex. Riverside 1-6044

**Howard B. Fisher, radio-tv dir.; Mary Ann Baccus, ass't.**

T. W. Burselson & Son (honey), Dearborn Stove Co. (stoves, air cond.), Guiberson Corp. (oil well supplies), ICT Life Insurance Co., Jones Blair Paint Co., Macatec (building materials), Min-O-Matic Foods, Wolf Brand Chili

**TAYLOR-NORSWORTHY\***

820 N. Harwood, Room 510, Dallas 1, Tex. Prospect 7773

**Helen Barham, media dir.; Benjamin January, radio-tv dir.**

American Liberty Oil Co., **Barnham, January**; Dallas Rupe & Son (investment bankers), **January**; Doran Chevrolet Co., **January**; Finance Trust Co., **January**

**TRACY-LOCKE CO.**

2501 Cedar Springs Road, Dallas, Tex. RI 8-4741

**Ernestine Parker, media dir.; Lawrence E. DuPont, radio-tv dir.; Paul Girard, Margaret Denney**

Adleta Company (appliances), American Brewing Co. (Regal beer), Mrs. Baird's Bakeries (bread), Borden Co. (Southern Div.), Burrus Mill & Elevator Co., Champlin Oil & Refining Co., Chance Vought Aircraft, Duncan Coffee Co. (Maryland Club, Admiration coffee), The Frito Co., Haggard Co. (men's slacks), Imperial Sugar Co. (cane sugar), King Candy Co. (chocolates), Louisiana Quality Pine, Southern Pine Assoc., Stanback—Texas Markets, Thompson Mfg. Co., Trans Texas Airlines

**EL PASO**

**WHITE & SHUFORD ADVERTISING\***

1821 Wyoming St., El Paso, Tex. 3-4484

**Dan T. White, L. Stanley Shuford, James McA. Cook, Louris K. Tishler**

Ashley's (canned Mexican foods), **White**; Hoke-Rawson (Sunland potato chips), **Tishler**; O. K. Van & Storage, **Cook**; Packard-Bell Co. (Radio-TV sets), **Shuford**; Stand-

ard Oil Co. of Texas, **Shuford**; Turner's General Tire Co., **Tishler**

**FORT WORTH**

**ROWLAND BROILES CO.\***

805 Dan Waggoner Bldg., Fort Worth 1, Tex. Edison 2-2261

**Claudia Bengé, Maxwell Goodman, C. C. Brown**

Bandera Hat Co. (western hats), **Bengé**; The Camera Shop, **Bengé**; Ellison's (home furnishings), **Goodman**; State Reserve Life Insurance Co., **Brown**; Texas Motors (Ford dealer), **Brown**; Typewriter Supply, **Goodman**; Westfall Oldsmobile, **Bengé**

**EVANS & ASSOC. ADVERTISING**

909 Dan Waggoner Bldg., Fort Worth 2, Tex. ED 2-2201

**Barbara R. Seever, media dir.**

Ace High Co., Hawk & Buck Co., William-son-Dickie Mfg Co. (men's apparel, work & casual clothes)

**GLENN ADVERTISING\***

First Life Bldg., Fort Worth, Tex. Edison 2-4476

**Merle W. Bell, v.p., A. G. McDaniel, John H. Stewart**

Flour Mills of America (feed), **McDaniel**; Fort Worth Sand & Gravel Co. (sand, gravel & ready-mix concrete), **Bell**; Frontier Pontiac (new cars), **McDaniel**; Globe Laboratories (livestock remedies), **McDaniel**; Johnson Storage & Van (long distance), **McDaniel**; O. B. Macaroni Co., **McDaniel**; Sakrete, **Stewart**; Station WBAP-570-820-TV, **McDaniel**; Tex. Dry Concrete (Sakrete), **Bell**; Texcrete Co. of Ft. Worth (Texcrete Masonry), **Bell**; Twin City Concrete Products Co., **Bell**; Westronics (recording instruments), **McDaniel**

**WILLIAM E. JARY CO. ADVERTISING\***

1115 West 5th St., P. O. Box 1816, Fort Worth, Tex. Edison 5-9324

**Bill Shropshire, William E. Jary, Jr., Mary Ruth Googins**

Bebrick Co. (automobile painting), **Jary, Jr.**; Daniel-Cunningham (drug store), **Shropshire**; Hillard's (Ford dealer), **Googins**; Leddy Bros. (Western boots, saddles, clothing)

**HOUSTON**

**AYLIN ADVERTISING AGENCY\***

904 Lovett Blvd., Houston 6, Tex. Jackson 9-3766

**Josephine Moore, radio-tv dir.; R. N. Aylin, pres.; Chas. Lewis, v.p.; Robert A. Lahr, v.p.; A. P. Cameron, AE**

Apco Prods. (alum. windows), **Aylin**; Albert Berry (Dodge-Plymouth), **Moore**; Black-

Black-Brollier (concrete bldg. mats.), **Lewis**; James Bute Co. (paint & wallpaper), Chrysler Airtemp of Houston (air cond.), Clark & Courts (office supplies), **Moore**; C. B. Dellhomme (Chris Craft Dir., Dist.), **Moore**; Henke & Pillot (supermarket chain), **Moore**; Johnston Motor Co. (Ford), **Lewis**; Arthur Murray Studio, **Moore**; Nichols Industries (mfr. toy cap pistols), **Moore**; Rheem Mfg. Co. (water heaters), **Lewis**; Trimlines (reducing system), **Moore**

**BOONE & CUMMINGS\***

3003 Louisiana, Houston, Tex. Jackson 8-5577

**Lauri Schutt**

DeMontrond Buick, Gulfgate Shopping City, Lack's Variety Stores, Retail Lumber Dealers Assn. of Houston, Sharpstown (residential development), Straus-Frank (appliances)

**FOOTE, CONE BELDING†**

806 Main St., Suite 1310, Houston, Tex. CA 8-0395

**Joann W. Prior, media dept.**

Gulf Brewing Co.

**RIVES, DYKE & CO.\***

2503 Robinhood, Houston, Tex. Jackson 6-2361

**Earl Rives, Claude Henley, Tom Rogers, Jean Brown**

C & I Life Insurance Co., **Rogers**; Delta Steel Buildings Co., **Henley**; Dowell, **Henley, Brown**; Metallic Bldg. Co. (prefabricated steel bldg.), **Henley**; Stewart & Stevenson Services (irrigation systems and industrial Diesel engines), **Rives**

**RUTHRAUFF & RYAN**

5615 Fannin St., Houston, Tex. Jackson 4-7531

**Ted Keady, Mary Kay Mansell, Gordon Hill**

General Elec. Supply (GE prods.), **Hill, Mansell**; Gulf States Utilities, **Hill, Mansell**; Texas State Optical, **Keady, Mansell**

**TRACY-LOCKE CO.\***

2332 West Holcombe, Houston, Tex. Mohawk 7-3306

**Helen Sanford**

The Borden Co.—South Texas Area Only (Borden's milk, Borden & Lady Borden ice cream), Duncan Coffee Co. (Admiration & Maryland Club coffee), Tex Sun Corp. (citrus fruits & juices), Trans-Texas Airways

**LUBBOCK**

**CRAIG & WEBSTER ADVERTISING AGENCY\***

204 All American Security Life Bldg., Lubbock, Tex. Porter 3-8238

## CANADA'S ONE COMPLETE SERVICE FOR RADIO AND TV ADVERTISING

From kine recording to syndicated TV film shows — from tape duplicating to transcribed radio programs — Caldwell's are equipped and manned to supply Canada's *one* comprehensive radio and television advertising service.

S.W.  
*Caldwell*  
LTD.

Montreal Toronto Ottawa Winnipeg Vancouver  
Head Office:  
447 JARVIS STREET - TORONTO, ONTARIO  
Telephone WALnut 2-2103

## TREAT 'EM LIKE GOLD!

... That's what we tell every new employee who starts work at Sponsor Handling film is our business. It's an exacting, precision kind of work and we make sure that each of our experts takes pride ... and pleasure ... in caring for your film.

Write for the free booklet that describes Sponsor Film Services' operations in detail. Learn why Canada's top agencies consistently come to us for film servicing

## SPONSOR FILM SERVICES

CORPORATION LIMITED

443 Jarvis • Toronto • Telephone WALnut 4-1179

## CLOSED-CIRCUIT

THE EXCITING NEW MEDIUM FOR  
SALES MEETINGS, TRADE SHOWS  
AND PRESENTATIONS

Today's clients realize the dramatic impact of group communication ... the *personal* message. And now, more than ever before, closed-circuit telecasts are in great demand across Canada. When you need this service, think of TelePrompTer—Canadian closed-circuit pioneers.

**TELEPROMPTER**  
OF CANADA LIMITED

447 JARVIS STREET - TORONTO, ONTARIO  
Telephone WALnut 3-8072

## QUALITY AUDIO-VISUAL EQUIPMENT FOR AGENCIES, STATIONS AND PRODUCERS

Broadcasting, telecasting and audition equipment—that's our business. We carry the world's most famous lines of projectors, playbacks, tape machines, cameras and lights—everything you need for successful audio-visual presentations.

*Our new equipment catalogue is in production right now. Reserve your copy—and get full information on any of our products—by writing us today.*

CALDWELL  EQUIPMENT CO. LTD.

447 JARVIS STREET - TORONTO, ONTARIO  
Telephone WALnut 2-2103

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

**T. Bruce Craig, Leon E. Horris, Robert Clark**

Dairy Products (Bell Quality Check), Great Plains Life Insurance Co., Hi-D-Lo Drive Ins (drive-in cafes), Holsum Baking Co., Lubbock Auto Co. (Ford), **Horris**; Sellers, Jondahl, Jenkins Furniture, Jack Spratt Co. (Spratco prods.), Underwood's (Frozen Bar-B-Q), United Chemical Corp. of New Mexico (mfg. water treatment chemicals), **Croig**

**SAN ANTONIO**

**PITLUK ADV.†**

123 Auditorium Circle, San Antonio, Tex. CA 3-6131

**Charles Corolus, Jock N. Pitluk, Jack N. Pitluk, Jr., Louis H. Pitluk, Sam Riklin**

Bache & Co., **L. H. Pitluk**; Bell-Kotzebue, **Corolus**; General Oldsmobile, **L. H. Pitluk**; Joske's of Texas, **Riklin**; Hayes-Sammons Corp., **Corolus**; Pearl Brewing, **J. N. Pitluk**; Rainbo Baking Co., **Pitluk, Jr.**; Roegel-Provision, **Pitluk, Jr.**; Sommers Drug Stores, **Pitluk, Jr.**

**WACO**

**CENTEX ADVERTISING AGENCY**

117½ South Sixth St., Waco, Tex. 4-5112

**Thomas Suits**

Frank Smith & Sons (fresh dressed chicken), Texas Concrete Works

**UTAH**

**SALT LAKE CITY**

**DAVID W. EVANS & ASSOC.\***

110 Social Hall Ave., Salt Lake City 11, Utah. Elgin 5-2935

**Noro Eddington**

Buehner Block Co., Courtesy Motors (Dodge, Plymouth), Norbest Turkey Growers Assn., Porter Walton Co. (seeds), Safeway Stores (Salt Lake Div.), U and I Sugar Co., U. S. Steel (fertilizer), Utah Poultry & Farmers Coop., ZCMI (dept. store)

**FRANCOM ADVERTISING AGENCY\***

236 Edison St., Salt Lake City 11, Utah. Elgin 5-7507

**A. Wayne Boker, Joseph S. Froncom, Jock Horvey, Thoyne R. Horris**

A. A. Home Improvement Co., **S. Froncom**; Anchor Lumber Co., **Horvey**; Ballard Motor Co., **Harvey**; Fred A. Carleson Co., **Boker**; Foulger Equipment Co., **Horvey**; Logan Home Bldg. Society, **Froncom**; Miracle Trim (Dunfield-Durkee), **Froncom**; Morrison & Merrill Co., **Harvey**; Nu Way Builders Supply, **Harvey**; Peterson Hardware Co., **Harris**; Port-A-Table (portable sewing machine), **Horvey**; Producers Live-

stock Marketing Assn., **Froncom**; Redi-Foods, Inc. (frozen foods mfr.), **Froncom**; Rosen's Original Furnbilt, **Horris**; Sentinel Ins. Co., **Boker**; Standard Sales Engineers, **Horvey**; Utah By-Products Co., **Froncom**; Wasatch Chemical Co. (mfr. chemicals, farm fertilizer & Morgro garden prods., fertilizer & insecticides) **Boker**

**GARDINER ADVERTISING AGENCY\***

252 S. Second East, Salt Lake City 11, Utah. Empire 4-6573

**Horold Gardiner**

Arnold Machinery Co., J. G. Barton Motor Co., Mrs. Condie's Salad Co., Cook Tea & Coffee, ExCelCis Products Co., Grand Central Markets, Hot Shoppes, Dick Morrison Tire Co., E. C. Olsen Co., Shingleton Pfaff Distributors, Utah Canning Co., Wilson Products Co. (food)

**HARRIS & MONTAGUE ADVERTISING\***

1515 Walker Bank Bldg., Salt Lake City, Utah. Empire 3-8815

**R. T. Horris, R. G. Love, K. E. Montague, J. M. Fitzpatrick, F. E. Peek, R. W. Wood**

Associated Grocers (stores), **Wood**; Clover Club Foods Co. (potato chips, etc.), **Horris**; Morning Milk (evaporated milk), **Horris, Love**; Weber Central Dairy (dairy prods.), **Horris, Peek**

**VERMONT**

**WHITE RIVER JUNCTION**

**WARK ASSOCIATES\***

White River Junction, Vermont. 1023

**Stewart Work, A. E. McCollom**

Bromley Ski Area, Manchester, **McCollom**; Hartness House, Springfield, Vt., **McCollom**; Seward's Dairy (dairy prods.), **Work**; Twin State Fruit Corp. (food & beverage wholesalers), **McCollom**; Vermont Assn. of Ins. Agts., **Work**; Vermont Natives Industries (Bridgewater), **Work**

**VIRGINIA**

**RICHMOND**

**CARGILL & WILSON\***

11 South Second St., Richmond, Va. 3-4307

**Robert C. Holl, Jr., Goy O'Brien**

City of Richmond (utilities), Commonwealth Natural Gas Corp., Larus & Bro. (Domino cigarettes), Life Insurance Co. of Virginia, Massey, Wood & West (coal, fuel oil), Sam McDaniel & Sons (food prods.), Portsmouth Gas Co. (natural gas), Smithfield Packing

Co. (meats), Va. Elec. & Power Co., Va. Skyline Co. (travel)

**CABELL EANES\***

509 West Grace St., Richmond, Va. 7-4013

**J. C. Eones, F. W. Morse, R. R. Mou, Harry D. Moore**

Ancarrow Marine (speed boats), **Mou**; Christian Children's Fund (adoption of orphans), **Morse**; Southern Lightweight Aggregate Corp., (Solite), **Moore**; Southern Materials Co., **Moore**; Virginia Elec. & Power Co., **Eones**; Virginia State Apple Comm., **Morse**

**WASHINGTON**

**SEATTLE**

**GAIL ADVERTISING CO.**

801 Joseph Vance Bldg., Seattle 1, Wash. Seneca 1622

**William M. Gail**

L. E. Belcourt (DeSoto-Plymouth), Golden Girt Co. (cosmetics)

**BOTSFORD, CONSTANTINE & GARDNER\***

1400 Tower Bldg., Seattle, Wash. Elliott 3523

**John P. Heverly**

Olympia Brewing Co., Wash. State Ferries

**COLE & WEBER**

920 Republic Bldg., Seattle 1, Wash. Elliott 7377

**Colleen Mottice**

Centennial Flouring Mills, General Ins. Co. of Am., D. K. MacDonald Co. (insurance), Medosweet Dairies, Pacific Food Products, Pacific Telephone & Telegraph Co. (Washington & Idaho areas), Washington State Apple Comm., Weyerhaeuser Timber Co.

**MILLER, MACKAY, HOECK & HARTUNG\***

510 Virginia St., Seattle 1, Wash. Mutual 6363

**Robert H. Wesson, med'io dir.; Irving Hill, oss't. medio dir.; Gerold A. Hoeck, radio-tv dir.; James R. Miller, Wolloce J. Mckoy, Phil A. Reilly, John L. Kime**

Bardahl Mfg. Corp. (oil additive), **Wesson, Hoeck**; Brown & Haley (candy, almond roca, mountain bar), **Wesson, Hoeck**; Buchan Baking Co., **Hill, Mackoy**; Charbonneau Packing Corp. (tree top apple juice), G. P. Halferty Co. (Pioneer clams), **Wesson, Kime**; Seattle Packing Co. (Bar-S prods. & Serv-U meats), **Wesson, Mckoy**; Sicks' Seattle Brewing, **Wesson, Miller**

(List continues on page 61)

“I see  
where  
**STORZ**  
spot  
billing  
has  
tripled  
in the  
last  
two  
years.”

“So I  
understand.  
I notice  
they’re  
running  
over 100  
pages  
in  
**SPONSOR**  
this  
year.”





**“Todd Storz lit a fire  
in Omaha when he  
bought KOWH.”**

Back in '49 KOWH was small and unknown; it needed the guiding hand of a dynamic personality... new ideas, new programming, new business. A made-to-order buy for Todd Storz and his “New Look” in radio. So he bought it.

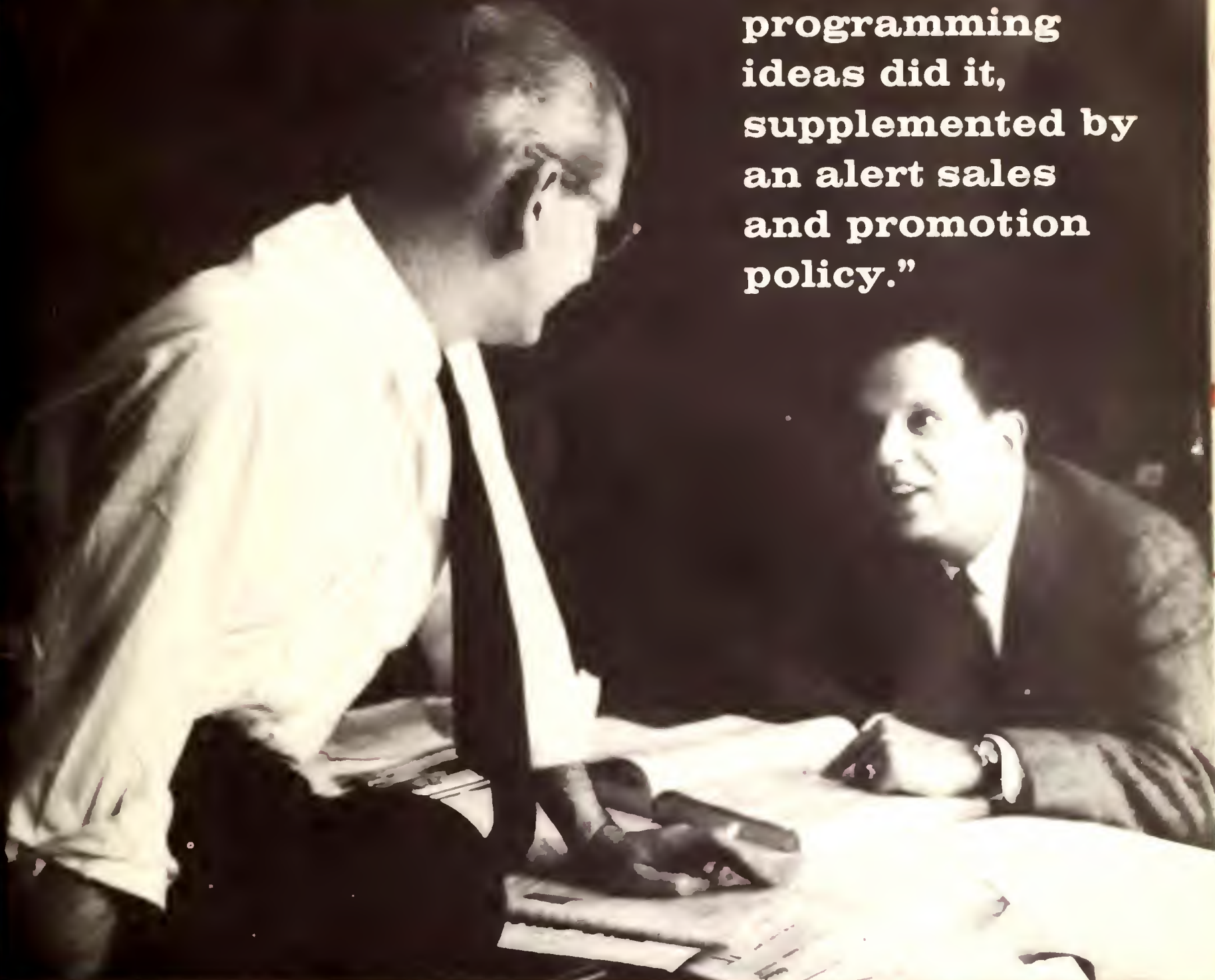
Almost immediately, the station took on new life as the Storz concept came into sharp focus, and the first Storz radio operation, aided by strong national advertising, became known in the far-flung corners of the nation. It was the start of one of radio's most amazing success stories – **a success**

**that grew, and grew, and grew!**



**“How did Storz  
build his success  
and acceptance?”**

**“Advanced  
programming  
ideas did it,  
supplemented by  
an alert sales  
and promotion  
policy.”**



The sales policy was simple. It was based upon hard-hitting sales representation plus aggressive trade paper advertising. SPONSOR went to work for Storz in 1951 at a modest first-year salary of \$280.50, the beginning of a long mutually-profitable relationship.

With KOWH a solid success, in 1953 Storz bought WTIX, New Orleans, and put it under the experienced leadership of Fred Berthelsen. In May 1954, 10,000-watt WHB in Kansas City came into the fold, with youthful, dynamic George W. Armstrong at the helm.

Throughout this period the Storz stations expanded their trade paper push although their big national spot recognition was still to come. By 1955 (with WHB in the fold) the Storz trade paper budget had grown to \$25,000—with national spot revenue jumping from 13.8% of total income the previous fiscal year to 22.5% in 1954-55 (July through June).

“Look at  
this **STORZ**  
spot jump.  
In 1955  
over 50%  
above 1954.”

“And  
look at  
**SPONSOR**,  
350% above  
the  
previous  
year.”



The three-station Storz income for the fiscal year 1955 was triple that of 1954, the first full year of operation. National spot income was five times that of 1954, thirty times that of 1950, and a very healthy 22.5% of total.

The investment in SPONSOR was more than tripled during 1955; was forty times that of 1951!

Storz, ever dynamic, continued to grow. WDGY in Minneapolis-St. Paul was added in January 1956. WQAM in Miami, under creative Jack Sandler, in May 1956. Today, with the sale of KOWH in 1957, there are four stations in the group, individually vital and important, collectively one of the dominant forces in American radio.

### **Where is SPONSOR in the STORZ story today?**

The top magazine on a four-magazine schedule; with a total budget nearly equalling the other three combined. *Over one hundred pages in the single year 1957*, a schedule which proves what Todd Storz preached—namely, that a strong saturation campaign in the #1 medium (whether radio station or trade magazine) is mighty good business.

## “Here’s the Storz Story

in dollars-and-cents.”

Fiscal Year Ending June 30	SPONSOR	Magazine “B” *	Magazine “C” *	Magazine “D”	Storz National Spot Revenue	% Spot Is of Total Revenue
1950	—	\$ 9,000	—	—	\$ 11,000	7.4%
1951	\$ 280	9,500	—	—	23,000	10.1
1952	4,233	10,000	\$ 840	—	29,000	9.4
1953	6,077	10,000	925	—	52,000	14.3
1954	2,796	10,500	925	—	62,000	13.8
1955	9,118	14,400	1,600	—	332,000	22.5
1956	24,132	23,200	2,800	—	723,000	27.6
1957	38,317	27,750	4,470	\$13,500	1,622,000	34.5

\*Appropriations for Magazines “B” and “C” approximated for years prior to 1957.

**KOWH**

Omaha  
1949-1957

**WTIX**

New Orleans  
August, 1953

**WHB**

Kansas City  
May, 1954

**WDGY**

Minneapolis-St. Paul  
January, 1956

**WQAM**

Miami  
May, 1956



**“Seems like everyone’s happy with SPONSOR”**

*“SPONSOR... ‘must’  
reading for all in  
the broadcast and  
advertising field”*

ADAM YOUNG

*“When we write Storz  
ads for SPONSOR,  
we know we’ll be seen  
by a lot of somebodies”*

HARRY LONDON

*Adam Young Inc.*

RADIO STATION REPRESENTATIVE

3 EAST 54th STREET, NEW YORK 22, N. Y. • TELEPHONE PLAZA 1-4848

June 12, 1957

Mr. Norman Glenn  
Sponsor  
40 E. 49th Street  
New York, N. Y.

Dear Norm:

I have always been a firm believer in the value of trade paper advertising. It is the obvious way to reach our prime prospects in selling broadcast facilities.

If I had needed any further convincing, the success of Todd Storz' campaign in *Sponsor* would have done it. Every Storz ad in *Sponsor* has attracted attention, comment, and - what is most important - interest. I believe that Todd's insertions in your magazine have been a definite aid in our spot sales efforts.

Obviously, the advertisements alone would have been of little value if the editorial content of *Sponsor* had not made the magazine "must" reading for all of us in the broadcast and advertising field. Every issue is vital and important, and this vitality and importance add impact to the advertising.

Congratulations on the fine job you are doing for the sponsors - and for your advertisers.

Cordially,  
*Adam*  
Adam Young

TELEPHONE DISTRICT 7-7400  
T.W. 4483

HENRY J. KAUFMAN & ASSOCIATES

*Advertising to Public Relations*

1410 H STREET, N.W. - WASHINGTON 6, D.C.  
AFFILIATED OFFICES IN MAJOR U.S. & CANADIAN MARKETS

June 3, 1957

*H. J. Kaufman*

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

Nearly three years ago, Norman . . .

. . . we were appointed as advertising agents for three Storz Stations, which having been acquired just a few months previously. Even at that juncture, Todd Storz was a major trade press advertiser, and SPONSOR was playing a significant role in Storz Station growth.

At this writing, there are five Storz Stations. It takes a word like "phenomenal" to describe what has happened, as you can see from the progressive billings figures supplied to you.

Those intervening years have been marked by a sharp increase in Storz trade promotion. The Storz Stations are now among the biggest users of the industry press. I don't have to tell you how greatly SPONSOR has shared in this increase.

The rapid growth of Todd's expenditure with you should be ample and gratifying evidence of the fine job SPONSOR has done.

All I have to add is this: Certainly no single advertisement or series of ads - however attractive or convincing - can hope to make a point unless there is somebody to see it. When we write Storz ads for SPONSOR, we know we'll be seen by a lot of somebodies.

Kindest personal regards.

Cordially,

HENRY J. KAUFMAN & ASSOCIATES

*Henry*  
Harry London

HL:hd



**"A role in the Storz trade paper campaign."**

*"SPONSOR has certainly played a vital role in our development"*

TODD STORZ

*"Your good publication has been the recipient of a substantial portion of this investment since the first issue"*

JOHN BLAIR

THE STORZ STATIONS  
222 SOUTH 15TH STREET  
OMAHA 2, NEBRASKA

TODD STORZ  
PRESIDENT

May 25, 1957

WYOMING SPOKESMAN  
ST. PAUL  
WYOMING SPOKESMAN  
WYOMING SPOKESMAN  
WYOMING SPOKESMAN

Dear Norman,

In the relatively short history of the Storz Stations, hardly a month has passed which hasn't demonstrated with great impact — the importance and value of our national spot promotion in the trade press.

We feel this importance and value in our phenomenal growth in national spot billings — now running at \$200,000 per month.

Without trade promotion, which relies heavily on Sponsor, all our other efforts could have failed to bear fruit. I refer to the tremendous amount of energy and thinking which we devote to the creation of a fresh, listenable, attractive sound. These efforts have brought to each of our stations the big audience in its market. These big audiences have enabled us to place in the hands of our national representatives powerful selling tools.

But even the most powerful story in the hands of our competent and resourceful reps, cannot be driven home with full force unless our prospects are exposed to a continuous preconditioning — both as to the Storz concept of selling-via-radio, and what the individual stations have accomplished in their markets. Our experience has been that when we (or our reps) call on a time-buyer, he already knows the Storz story.

That's all we've ever asked of our trade promotion — and we've been getting just that from Sponsor, in full measure.

I can't help but think back to our first days in radio. We were just beginning to create a new kind of radio, and you were just starting out to create your special kind of industry publication. It's interesting to note the parallels in our growth and yours. I don't know to what extent you can credit the Storz Stations with your development — but Sponsor has certainly played a vital role in ours.

Cordially yours,

*Todd*  
Tedd Storz

TS/rep

PLAZA 3 4250

JOHN BLAIR & COMPANY

National Representatives of Radio Stations



415 MADISON AVENUE  
NEW YORK 17, NEW YORK  
May 24, 1957

Mr. Norman R. Glenn,  
Editor  
Sponsor Magazine  
40 East 49th Street  
New York 17, New York

Dear Norm:

Probably the best testimonial we can give to the effectiveness of trade paper advertising in the broadcasting field is our own continuous use of our industry trade papers for our company advertising over a period of more than 24 years. Your good publication has been the recipient of a substantial portion of this investment since the first issue.

What is true of our company should similarly be true for radio stations. A well operated radio station always has a sound, consistent sales story to present to its client's, and trade paper promotion represents an opportunity to keep the story before the trade on the same basis that makes good consumer advertising successful — consistency and continuity.

Best personal regards,

Sincerely,

*John Blair*  
John Blair

ev

ATLANTA BOSTON CHICAGO DALLAS BETHLEHEM  
LOS ANGELES NEW YORK ST. LOUIS SAN FRANCISCO SEATTLE

## **SPONSOR**

the only magazine serving the broadcast industry that is completely pin-pointed to agencies and advertisers.

## **SPONSOR**

largest circulation in the radio and TV field among agencies and advertisers.

## **SPONSOR**

geared for on-the-spot reporting and interpreting of major developments in the swift-moving broadcast field.

## **SPONSOR**

number one magazine in the broadcast field according to independent surveys (see the latest SRDS studies for the most complete analysis.)

## **SPONSOR**

with nearly 1,000 subscriptions at the 40 leading advertising agencies, covers this big-buying group most effectively.



**“SPONSOR means action . . .  
brings you resultful advertising.”**

40 East 49th Street, New York 17, New York  
Chicago • Los Angeles • Birmingham • Philadelphia

*the weekly magazine radio tv advertisers* **US.**

SEATTLE (continued)

**PACIFIC NATIONAL ADV. AGY.\***

2124 Fourth Ave., Seattle 1, Wash. Elliott 1101

**Gertrude M. Nymon**

Burton Shoe Stores, Carstens Packing Co. (Carstens-Hygrade meat prods.: wieners, hams, bacon, sandwich meat, etc.), Cherry Growers & Industries Foundation (canned Western sweet cherries), Fisher Flouring Mills Co. (ZOOM, Fisher's blend flour, pancake mix #27, etc.), Hesperian Orchards (gift-packed Hesperian fruits), Imperial Candy Co. (Societe brand chocolates and candies), Radio Station KOL, Seattle, Lang & Co. (Gold Shield coffee), MIXCO (Dairy Queen drive-in ice cream stores), Nalley's (mayonnaise, salad dressings, canned goods, potato chips, etc.), National Fruit Canning Co. (Valamont brand jams and jellies), Oil Heat Institute of Washington (dealers organization), Pacific Coast Canned Pear Service (industry promotion sponsored by packers & growers of 3 West Coast States), Roscoe Mfg. Co. (oil heat dealer, heating equipment), Tradewell Stores (super-markets)

SPOKANE

**PACIFIC NATIONAL ADVERTISING\***

West 1115 Broadway, Spokane, Wash. Fairfax 7-9585

Calif. Spray Chem. (orchard sprays), Carsten's Hygrade Packing (meat), Columbia Elec. & Mfg., Detecto-Fire (home fire alarm), Inland Empire Dairymen's Assoc., McCulloch Equipment Co. (chain saws), Morrison Supply Co. (farm equipment), Washington State Wool Growers, Esther Williams Swimming Pools of Inland Empire, Yakima Dairymen's Assoc.

## WISCONSIN

GREEN BAY

**R. C. BRETH\***

Box 128, 310 Pine St., Green Bay, Wis. Hemlock 2-1650

**R. C. Breth, Bloine Williams, V. G. Geisel**

Adams Co., Breth; HAR-MAC, Inc. (mobile homes), Geisel; Marplex Prods. (novelties), Breth; Unit Structures (laminated rafters, beams), Williams; Woodlot Seed Co. (trees & shrubs & seeds, Breth; WSAU-TV, Geisel

MADISON

**MADISON ADVERTISING AGENCY\***

2435 Atwood Ave., Madison 3, Wis. Cherry 4-1388

**Fred A. Rickli, Fred W. Hinickle, Edgor Mercer**

Am. Dairy Assn. of Wis., Mercer; Blue-Burn Products, Rickli; Ellinger Brewing Co., Rickli; Kupfer Prods. Corp. (bulk milk cooler), Rickli; Madison Mobile Homes (trailer), Mercer; Old Elm Mills (livestock feed), Rickli; Sun Prairie Fire Dept. (midget auto races), Vita-Plus Corp. (Hi-Co feed & equipment), Rickli

**ARTHUR TOWELL†**

119 Monona Ave., Madison, Wis. 6-2668

**Thomas Towell, media dir.; Frank Petherston, Arthur Towell**

Farmers Mutual, T. Towell; Mautz Paint & Varnish Co., A. Towell; Oscar Mayer & Co., A. Towell; National Guardia Life, T. Towell; Red Dot Foods, Inc., Petherston

MILWAUKEE

**FRED J. CHLUPP ASSOC.\***

Wisconsin Tower, Room 1109, 606 West Wisconsin Ave., Milwaukee 3, Wis. Broadway 6-3351

**Fred J. Chlupp**

Armstrong Tire Sales, Beco, Cordes Supply Co., John Hauser Soap Co., Herziger Sausage Co., Milwaukee Stove & Furnace Supply Co., National Tires, Renner Oldsmobile

**CORMACK-IMSE ADVERTISING**

2010 W. Wisconsin Ave., Suite 710, Milwaukee 3, Wis. Division 2-8770

**Gordon W. Imse, J. A. Cormack**

Patek Brothers (paints), Cormack

**THE CRAMER-KRASSELT CO.\***

733 N. Van Buren St., Milwaukee 2, Wis. Broadway 6-3500

**Roger Le Grand, v.p. in chg. radio-tv; Loretto Mohar, radio-tv timebuyer**

Aluminum Goods Mfg. Co. (Mirro aluminum cooking utensils), Associated Hospital Service (Blue Cross, Blue Shield), Milwaukee, Evinrude Motors (outboard motors)

**ROY A. FRANKE AGENCY**

500 West National Ave., Milwaukee 4, Wis. Orchard 2-3859

**Roy A. Franke**

Porcelene (repair for chipped porcelain), Purdy Steak Corp. (frozen meat prods.)

**BERT S. GITTINS ADVERTISING**

739 N. Broadway, Milwaukee 2, Wis. Broadway 6-5934

**LoVerne T. Loustsen, Esther Block**

Allis-Chalmers, Tractor Group, Block; Plankinton Packing Co., Block; Wm. F. Renk & Sons (corn, grains), Block; Swift & Co. (feeds, plant foods, hatcheries), Block

**HOFFMAN & YORK\***

808 N. Third St., Milwaukee 3, Wis. Broadway 6-6510

**Joseph P. Mulvanny**

Drecoel Mfg. Co., A. Gettleman Brewing Co., Mid States Shoe Corp., Simplicity Mfg. Co.

**KLAU-VAN PIETERSOM-DUNLAP\***

733 N. Fourth St., Milwaukee, Wis. Broadway 1-6780

**Edward F. Ritz, Roy A. Heckenboch**

The Borden Co., Girdley Div., General Mills (poultry and animal feeds), Hess & Clark (poultry and animal delectants, disinfectants, insecticides, rodenticides), Manitowoc Equipment Co. (freezers), Maeller Climatrol (furnaces, boilers, winter air conditioning & cooling equipment), Sohio Chemical Co. (chemical for agriculture and industry)

**MORRISON, GREENE, SEYMOUR**

3800 West Fleet St., Milwaukee, Wis. Division 1-3800

**E. J. Morrison, J. M. Greene, E. W. Seymour, W. S. Kuswo**

Brook Hill Farms, Curdloc Food Co., F. R. Dengel, Kappus Bakeries, Lappin Electric, Standard Steel Prods. Mfg. Co., Bob Young Mercury

**PAULSON-GERLACH & ASSOC.\***

606 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-6877

**R. W. Hoover, radio-tv dir.; Eleanor Weiss, medio dir; F. Fisher**

Golden Guernsey Dairy, Hoover; Ripon Foods (cookies), Hoover; Wisconsin State Bank, Hoover

**SCOTT\***

411 E. Mason St., Milwaukee 2, Wis. Broadway 6-1080

**Horry Scott, John Reynolds, Morsholl Scott**

Indian Trail Foods, Jim King (Chevrolet), Pick Mfg. Co., Reynolds

OCONOMOWOC

**KECK ADVERTISING AGENCY\***

135-A North Main St., Oconomowoc, Wis. Logan 7-1167

**Pete Keck**

Barg & Foster Candy Co. (Nut Chips), Sperry Candy Co. (Chicken Dinner, Denver Sandwich candy bars)

RACINE

**WESTERN ADVERTISING AGENCY**

610 Wisconsin Ave., Racine, Wis. 4-6605

**O. C. Jensen, T. B. Gilhooley**

J. I. Case Co. (farm implements), Jensen; West Bend Aluminum Co., Gilhooley

# "TAKE MY SHARE OF THIS RICH AND READY MARKET!"



Yep . . . that's the biggest share . . . the *lion's* share of the market that feeds, clothes, transports and shelters more than 90 million people in Hometown and Rural America.

"My share," says Leo the Lion, "is the biggest share because I reach it through **958** affiliated Keystone Broadcasting System radio stations. And I reach it more completely than any medium going into the area . . . with results that will make you roar with delight!"

Nicest feature of all about KEYSTONE is the fact that you can pick a network to fit your special needs and select your time to suit.

"We'll be glad to come to see you—take your marketing problem or your special test sales promotion—and tailor a network to fit like a glove . . . 90 stations or 958 as the case may be.

Call us—no obligation for you and a genuine pleasure for us to show you how you can be "king" in rich and ready Hometown and Rural America!



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 / SEPTEMBER

## 1. THIS MONTH IN TV

### Network Sales Status Week Ending 31 August

#### Daytime



#### Nighttime



†E.g. 1.2 participation shows

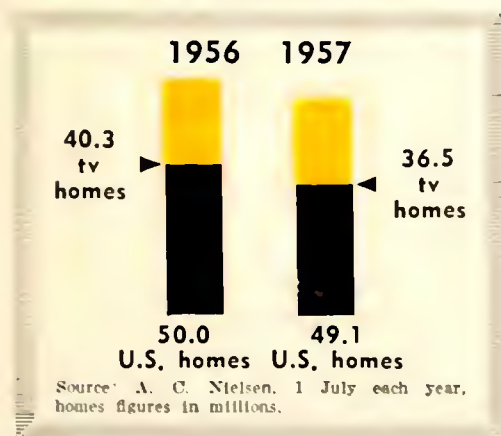
### AVERAGE COST OF NETWORK SPONSORED PROGRAMING

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

Averages are as of August. \*Per week of five quarter-hour shows; other programs are once-weekly and are all nighttime shows.

### TV's CURRENT STATUS

#### Tv homes index



#### Tv station index

	Stations on air*	CPs not on air	Applications on hand	Applications in hearing†
<b>End of July 1957</b>				
Vhf & uhf	522	132	78	50
<b>End of July 1956</b>				
Vhf & uhf	499	116	42	17

Source: FCC monthly reports on commercial stations. \*Includes also stations authorized to be on air but are not. †End of June each year, includes a few CPs not on air in cases where protests are filed.

# HOW COMPETING CLIENTS COMPARE

Industries covered here include autos, cosmetics, drugs

Auto Accessories		Cosmetics and Toiletries			
<b>Firestone Tire &amp; Rubber</b>		<b>Alberto-Culver</b>		Douglas Edwards; CBS; F-N; Lipstick, nail polish	9.9
Voice of Firestone; ABC; M-N; Tires	7.3	It Could Be You; NBC; Tu-D; Rinse-Away, VO-5 Hair Preparations	5.5	<b>Helene Curtis</b>	
<b>B. F. Goodrich</b>		Modern Romances; NBC; Tu-D; VO-5 Hair Preparations	7.8	Oh Susanna; CBS; Sa-N; Ender Shampoo, Spray Net	15.2
Burns & Allen; CBS; M-N; Tires	23.9	<b>American Home Products</b>		What's My Line?; CBS; Su-N; Ender Shampoo, King's Men Gift Sets, Stopette Deodorant	26.9
<b>U. S. Rubber</b>		Douglas Edwards; CBS; M-Th-N; Aershawe	9.9	Washington Square; NBC; Tu-N; King's Men Gift Sets, Shampoo Plus Egg, Tweed Hair Spray	14.1
Navy Log; ABC; W-N; U. S. Royal Tires	14.5	Name That Tune; CBS; Tu-N; Aershawe, Neet Dipilatory	15.5	SRO Playhouse; CBS; Sa-N; Spray Net, Suave	13.7
<b>Cars and Trucks</b>		Love of Life; CBS; M,Tu-D; Jocer Wave Set, Kolynos, Neet Dipilatory, Outgro	8.8	<b>Lever Brothers</b>	
<b>American Motors</b>		Secret Storm; CBS; W-F-D; Kolynos, Neet Dipilatory, Outgro	6.3	Private Secretary; CBS; Tu-N; Dove Toilet Bar	17.7
Disneyland; ABC; W-N; Rambler	21.4	<b>Armour</b>		The Price Is Right; NBC; F-D; Dove Toilet Bar	6.2
<b>Chrysler</b>		Danny Thomas; ABC; Th-N; Dial George Gobel; NBC; Sa-N; Dial	10.5	Truth Or Consequences; NBC; W,F-D; Dove Toilet Bar	6.5
Climax; CBS; Th-N; Chrysler Cars, DeSoto, Plymouth	26.9	<b>Associated Products</b>		Sir Lancelot; NBC; M-N; Lifebuoy Soap	12.6
You Bet Your Life; NBC; Th-N; DeSoto	28.1	Broken Arrow; ABC; Tu-N; 5-Day Deodorants	17.7	On Trial; NBC; F-N; Lifebuoy Soap	17.7
Lawrence Welk; ABC; Sa,M-N; Dodge, Plymouth	19.2	Masquerade Party; NBC; W-N; 5-Day Deodorants	12.4	Video Theatre; NBC; Th-N; Lux Soap	16.3
Date With The Angels; ABC; F-N; Plymouth	8.6	<b>Breck, John H.</b>		<b>Memmen</b>	
<b>Ford</b>		Matinee Theatre; NBC; W-D; Hair Set Mist	7.5	Robert Montgomery; NBC; M-N; Bath Tale, Shave Creams, Skin Bracer, Spray Deodorant	17.9
Ford Theatre; ABC; W-N; Ford	13.0	<b>Bristol-Meyers</b>		Boxing; ABC; W-N; Pre-Shave Lotion, Shave Creams, Spray Deodorant	13.5
Zane Grey; CBS; F-N; Ford	18.4	Godfrey; CBS; M,W-D; Ban Deodorant, Bufferin	8.9	<b>Procter &amp; Gamble</b>	
Tennessee Ernie; NBC; Th-N; Ford	19.9	Godfrey; CBS; W-N; Ban Deodorant, Ipana Toothpaste	17.9	As The World Turns; CBS; M-F-D; Camay Soap	7.1
Ed Sullivan; CBS; Su-N; Lincoln, Mercury, Safe-Buy Used Cars	29.8	Playhouse 90; CBS; Th-N; Ban Deodorant	31.5	Loretta Young; NBC; Su-N; Camay Soap	21.1
<b>General Motors</b>		Mickey Mouse Club; ABC; M,Th-D; Ipana Toothpaste	15.5	Jane Wyman; NBC; Tu-N; Crest Toothpaste, Ivory Soap	20.7
Crossroads; ABC; F-N; Chevrolet Autos, Chevrolet Trucks	12.9	Alfred Hitchcock; CBS; Su-N; Mum Deodorant, Vitalis Hair Tonic	27.3	This Is Your Life; NBC; W-N; Crest Toothpaste	23.1
Chevy Show; NBC; Su-N; Chevrolet Autos, Chevrolet Trucks		<b>Chesebrough-Ponds</b>		Wyatt Earp; ABC; Tu-N; Gleem Toothpaste	24.3
Dinah Shore; NBC; Th-N; Chevrolet Autos, Chevrolet Trucks	9.2	Cheyenne; ABC; Tu-N; Val Cream, Vaseline Petroleum Jelly	20.4	Brighter Day; CBS; M,W,F-D; Gleem Toothpaste	6.4
<b>Confections and Soft Drinks</b>		Jim Bowie; ABC; F-N; Vaseline Hair Tonic	14.7	Search For Tomorrow; CBS; M,Tu,W,F-D; Gleem Toothpaste	9.4
<b>American Chicle</b>		<b>Colgate-Palmolive</b>		Queen For A Day; NBC; Th-D; Gleem Toothpaste	10.2
Ozark Jubilee; ABC; Sa-N; Beeman's pepsin chewing gum	7.6	Strike It Rich; CBS; M-F-D; Brisk Toothpaste, Cashmere Bouquet Soap, Colgate Dental Cream, Lustre Creme Shampoo, Palmolive Soap	7.5	People's Choice; NBC; Th-N; Gleem Toothpaste	19.8
Jim Bowie; ABC; F-N; Clorets	14.7	Big Payoff; CBS; M-F-D; Brisk Toothpaste, Cashmere Bouquet Soap, Colgate Dental Cream, Lustre Creme Shampoo, Palmolive Shave Products, Palmolive Soap	7.4	Guiding Light; CBS; M-F-D; Ivory Soap	9.7
<b>Coca Cola</b>		Mighty Mouse; CBS; Sa-D; Colgate Dental Cream	12.8	Edge of Night; CBS; M,Th-D; Lava Soap	7.2
Mickey Mouse Club; ABC; M-D; Coca Cola	15.5	The Millionaire; CBS; W-D; Colgate Dental Cream, Palmolive Shave Products	20.6	Tic Tac Dough; NBC; M-F-D; Lava Soap	5.8
<b>Joe Lowe</b>		Bob Cummings; CBS; Th-N; Halo Shampoo; Palmolive Soap	20.7	1 Love Lucy; CBS; M-N; Lilt Home Permanent	32.2
Popsicle Party; ABC; Sa-D; Popsicle		Mr. Adams & Eve; CBS; F-N; Lustre Creme Shampoo, Lustre Net	21.0	<b>Revlon</b>	
<b>Nestle</b>		<b>Gillette</b>		Steve Allen; NBC; Su-N; Aquamarine Spray Mist, Satin Set	25.4
Lone Ranger; CBS; Sa-D; Quik Chocolate Mix	10.3	Cavalcade of Sports; NBC; F-N; Foamy Shave, Razors & Blades	18.1	\$64,000 Question; CBS; Tu-N; Baby Silicare, Intimate Spray Mist, Satin Set	27.9
<b>Sweets Co. of America</b>		Golf Championship; NBC; Su-D; Foamy Shave, Razors & Blades		\$64,000 Challenge; CBS; Su-N; Satin Set, Touch and Glow	25.0
Gumby Show; NBC; Sa-D; Tootsie Rolls	5.3	<b>Hazel Bishop</b>		<b>Schick</b>	
Howdy Doody; NBC; Sa-D; Tootsie Rolls	7.6	Beat The Clock; CBS; F-N; Deodorant, Lipstick, nail polish	11.4	Dragnet; NBC; Th-N; Electric Shavers	22.9
Modern Romances; NBC; Tu-D; Tootsie Rolls	7.8			<b>Toni</b>	
<b>Welch Grape Juice</b>				Valiant Lady; CBS; Th-D; Bobbi Home Permanent, Casual Pin Curls, Hush Deodorant, Pamper	8.5
Comedy Time; NBC; Th-D; Grape Products	7.3				
It Could Be You; NBC; Th-D; Grape Products	5.5				

Data above and on page 42 are based on Broadcast Advertisers Reports for the week ending 7 June. 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 10 June. 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 time purchased by advertisers follows name of network: "N" means night, "D" means day, days of week are abbreviated. For exact time of show, see Comparagraph itself.



*85% of Hawaii . . . is Hawaiian, Japanese,  
and Chinese. Only 15% Caucasian!*

⊙ Hence *Pulse* multi-lingual interviewers visiting homes are a "must" for accurate reporting. Indeed no other method can possibly work!

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

Blondie; NBC; F-N; Bobbi Home Permanent, Casual Pin Curlers, Hush Deodorant	16.5	Love of Life; CBS; M,W-F-D; Anacin, Bisodol, Infra-Rub, Primatene Tablets	8.8	Queen For A Day; NBC; Th-D; Alka-Seltzer, One-a-Day Vitamins	10.2
Tennessee Ernie; NBC; M-D; Hush Deodorant	5.3	Secret Storm; CBS; M,Tu,Th,F-D; Anacin, Heet Liniment, Primatene Tablets	6.3	News; NBC; F-N; Alka-Seltzer, One-a-Day Vitamins	9.1
Queen For A Day; NBC; M-D; Hush Deodorant	10.2	Name That Tune; CBS; Tu-N; Anacin	15.5	Mickey Mouse Club; ABC; M-D; Bactine Antiseptic	15.5
Garry Moore; CBS; Th-D; Prom Home Permanent, White Rain Shampoo	7.4	Sir Lancelot; NBC; M-N; Anacin, Bisodol	12.6	<b>Norwich Pharmacal</b>	
You Bet Your Life; NBC; Th-N; Tame Creme Rinse	28.1	<b>B C Remedy</b>		Godfrey; CBS; Tu-D; Pepto Bismol, Unguentine	8.9
Bob Crosby; CBS; Th-D; Tonette Children's Home Permanent, Toni Home Permanent	7.5	Today; NBC; F-D; Headache Powders & Tablets	3.6	<b>Pharmaceuticals</b>	
People Are Funny; NBC; Sa-N; Toni Home Permanent, White Rain Shampoo	18.8	<b>Bristol Meyers</b>		Amateur Hour; ABC; Su-N; Geritol, Niron, RDX Tablets, Serutan, Somninx, Zarumin	7.8
Tie Tac Dough; NBC; M-D; Toni Home Permanent	5.8	Alfred Hitchcock; CBS; Su-N; Bufferin Tablets	27.3	To Tell The Truth; CBS; Tu-N; Geritol, Serutan, Somninx	16.8
<b>Warner-Lambert</b>		Godfrey; CBS; M,W-D; Bufferin	8.9	News; CBS; Su-N; Geritol, Somninx, Zarumin	7.3
Hit Parade; NBC; Sa-N; Hudnut Quick Home Permanent	21.5	Godfrey; CBS; W-N; Bufferin	17.9	Twenty-One; NBC; M-N; Geritol, RDX Tablets, Somninx	23.1
<b>Wildroot</b>		Playhouse 90; CBS; Th-N; Bufferin	31.5	<b>Sterling Drug</b>	
Robin Hood; CBS; M-N; Formula #2	18.8	<b>Johnson &amp; Johnson</b>		The Wise; ABC; F-N; Bayer Aspirin, Phillips Milk of Magnesia	8.8
<b>Yardley of London</b>		Robin Hood; CBS; M-N; Baby Products, Band-Aids	18.8	Modern Romances; NBC; M,F-D; Bayer Aspirin, Phillips Milk of Magnesia	7.8
Garry Moore; CBS; F-D; Gift Sets, Shave Products	7.4	<b>Lewis-Howe</b>		True Story; NBC; Sa-D; Bayer Aspirin	5.4
<b>Drug Products</b>		Today; NBC; Tu-D; Tums	3.6	Detective's Diary; NBC; Sa-D; Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyon's Tooth Powder	4.9
<b>American Home Products</b>		<b>Mennen</b>		<b>Warner-Lambert</b>	
SRO Playhouse; CBS; Sa-N; Anacin	13.7	Boxing; ABC; W-N; Quinsana	13.5	Hit Parade; NBC; Sa-N; Bromo-Seltzer	21.5
Douglas Edwards; CBS; M-Th-N; Anacin Tablets, Bisodol, Heet Liniment, Infra Rub	9.9	<b>Miles Laboratories</b>		<b>W F Young</b>	
		Boxing; ABC; W-N; Alka-Seltzer, One-a-Day Vitamins	13.5	Today; NBC; W-D; Absorbine Liniments	3.6
		Broken Arrow; ABC; Tu-N; Alka-Seltzer	17.7		
		Tennessee Ernie; NBC; Th-D; Alka-Seltzer, One-a-Day Vitamins	5.3		

## 3. ALPHABETICAL PROGRAM INDEX

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

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Action Tonight: My-F (last 9/2)	\$12,500	Amer Tobacco, SSC&B; alt wks open	Climax: Dr-L	59,000	Chrysler, Mc-E
*Steve Allen Show: V-L	108,000	S. C. Johnson, Needham, Louis & Brorby; Pharmacratt, JWT; Greyhound, Grey	*Perry Como: V-L (9/14 start)	140,000	Kimberly-Clark, FCB; Noxzema, C&B; RCA & Whirlpool, KGE; Su beam, Perrin-Paus; Amer Dairy; Campbell-Mithun; Knomark, Mor Chesebrough-Ponds, JWT & Mc-E
Amateur Hour: V-L (last 9/16)	23,000	Hazel Bishop, Spector	Conflict: Dr-F (last 9/10)	90,000	Lever Bros, BBDO; alt wks open
Eve Arden: Sc-F (9/17 start)	36,500	Lever, JWT; alt Shulton, Wesley	Joseph Cotten Show: Dr-F (last 9/13)	38,000	
Bachelor Father: Sc-F	38,500	Amer Tobacco, BBDO	Country Music Jubilee: Sc-F	18,000	Amer Chicle, Bates; Williamsoe Dickie, Evans (alt wks 10-10:30 co-op 10:30-11)
Red Barber's Corner: Sp-L	3,000	State Farm Ins, NLB	Crossroads: Dr-F	31,000	Chevrolet, Camp-Ewald
Beat the Clock: Q-L	18,000	Hazel Bishop, Spector; alt wk open	Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty; alt Chesebrough Ponds (10 1 start), Mc-E
Jack Benny: C-F (9/22 start)	65,000	Amer Tobacco, BBDO	Vic Damone Show: V-L (last 9/11 1/2 hr)	25,000	Kellogg, Burnett; alt Oldsmobile, P. Brother; 1/2 hr open
Big Moment: Dr-F (last 9/13)	9,500	Ralston Purina, Gardner; alt wk open	Date With the Angels: Sc-F	38,000	Plymouth, Grant
Big Record: Mu-L (9/18 start)	100,000	Oldsmobile, Brother; Pillsbury, Burnett; alt Armour, FC&B; Kellogg, Burnett	Jimmy Dean: Mu-L	20,000	H. Bishop, Spector
Blondie: Sc-F	37,500	Nestle, B. Houston; Toni, Tatham-Laird, C. E. Frank	Destiny: Ad-F	13,000	Gen Foods, B&B; Ford, JWT
Bold Journey: A-F	8,500	Ralston Purina, GBB	Disneyland: M-F	75,000	Amer. Motors (last 8 28), BFSD Geyer; Amer. Dairy (last 9, 4 Camp-Mithun; Derby, Mc-E; G Mills (9 11 start), Tatham-Laird; Gen Foods (9 18 start), YGR; Reynolds Metals (9 18 start), Buchanan; Frank
Jim Bowie: A-F	32,000	Amer Chicle, Bates; Chesebrough-Ponds (last 8 30), Mc-E	Dollar A Second: Q-L (last 9/21)		Toni, North (9 7, 9 21); alt Pillsbury, Campbell-Mithun (9/14)
Broken Arrow: A-F	31,000	Miles, Wade; Asso Products, Grey	Dragnet: My-F	35,000	LGM, Mc-E (last 9 19); LGM, DF (9 26 start); Schick, WGL (last 9 19); Schick, B&B (10.3 start)
Buccaneers: A-F (last 9/14)	24,000	Sylvania, JWT	Jimmy Durante: C-L	18,000	P. Lorillard, L&N
Burns & Allen: Sc-F	40,000	Carnation, Wasey; Goodrich, BBDO	Wyatt Earp: A-F	30,000	Gen Mills, DFS; P&G, Compton
The Californians: A-F (9/24 start)	37,500	Singer Sewing, YGR; alt wk open	Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Brown & Wmsor Bates; Hazel Bishop, Spector
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Encore Theatre: Dr-F (last 9/14)	11,000	Quaker Oats, Needham, Louis & Brorby; Armour, FC&B
Cheyenne: A-F	90,000	Gen Elect, YGR, BBDO & Grey	Charles Farrell: Sc-F (last 9/16)	11,000	Whitehall, Bates; Lever, JWT
Circus Boy: A-F	34,000	Reynolds Alum (last 9/15), Clinton E. Frank; Mars (9 19 start), Knox Reeves; alt Kellogg (9 19 start), Burnett			
Rosemary Clooney: V-L (9/26 start)	42,000	Lever Bros, JWT			

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

31 August-27 September. 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.

# B. ALPHABETICAL PROGRAM INDEX *continued . . .*

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Father Knows Best: Sc-F	38,000	Scott Paper, JWT	George Sanders Mystery Theatre: My-F	15,000	Pabst, Burnett
Festival of Stars: Dr-F (last 9/17)	11,000	Purex, E. H. Weiss, Speidel, NCGK	Schlitz Playhouse: Dr-F	38,000	Schlitz, JWT
Tennessee Ernie Ford Show: Va-L (9/19 start)	38,000	Ford, JWT	Show For A Summer Evening Dr-F (last 9/17)	10,500 (alt wks)	Amer Tobacco, BBDO
G.E. Theatre: Dr-F	47,000	Gen Elect, BBDO	Phil Silvers Show: Sc-F	42,000	PG&G, Burnett, R. J. Reynolds, Esty
*George Gobel: V-L (9/24 start)	115,000	RCA & Whirlpool, KGE	Sgt. Preston: A-F	32,000	Quaker Oats, WBT
Godfrey's Scouts: V-L	32,000	Lipton, YGR; Toni, North	\$64,000 Challenge: Q-L	35,000	P. Lorillard, YGR; Revlon, BBDO
Gunsmoke: A-F	38,000	LGM, DFS; Sperry Rand (1 wk in 4), YGR	\$64,000 Question: Q-L	39,000	Revlon, BBDO
Harbourmaster: A-F (9/26 start)	38,000	R. J. Reynolds, Esty; alt wk open	Spotlight Playhouse: A-F	9,500	Pet Milk Gardner; alt S. C. Johnson; FCB
Have Gun, Will Travel: A-F (9/14 start)	33,000	Whitchall, Bates, alt Lever, JWT	S.R.O. Playhouse: Dr-F (last 8/31)	11,500	Whitchall, Bates; Helene Curtis, Ludgin
High-Low: Q-L (last 9/12)	12,000	Ford, JWT	Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curtis, E. H. Weiss
Hitchcock Presents: My-F	36,000	Bristol-Myers, YGR	Studio One Summer Theatre: Dr-L	55,000	Westinghouse, Mc-E
Robin Hood: A-F	35,000	Johnson & Johnson, YGR; Wildroot, BBDO	Sugarfoot: A-F (9/17 start)	40,000	Amer Chicle, Bates
I Love Lucy: Sc-F (9/11 start)	35,300	Gold Seal, Campbell Mithun; alt Sheaffer, Seeds	Ed Sullivan Show: V-L	79,500	Lincoln-Mercury, KGE
I've Got a Secret: Q-L	24,000	R. J. Reynolds, Esty	Summer Playhouse: Dr-F (last 9/17)	10,500 (alt wks)	Armstrong Cork, BBDO
Spike Jones: Mu-L (last 8/27)	35,000	LGM, DFS	Sunday News Special: N-L	9,500	Whitchall, Bates; alt Carter Products, Bates
*Kraft Tv Theatre: Dr-L	50,000	Kraft, JWT	Tales of Wells Fargo: A-F (9/9 start)	38,500	Amer Tobacco, SSC&B, alt General Motors, Kudner
Key Club Playhouse: Dr-F (last 8/30)	9,500	Mogen David, Weiss	Telephone Time: Dr-F	31,000	Bell, Ayer
Kukla, Fran & Ollie: J-L (last 8/30)		Gordon Baking, Ayer; & co-op	Theatre Time: Dr-F	12,000	Armour, FCB, Kimberly-Clark, FCB
*Julius LaRosa: V-L (last 9/7)	108,000	Gold Seal, North; SGH Stamps, SSCB (last 8/31); Noxzema, SSCB; Sunbeam, Perrin-Paus; RCA & Whirlpool, KGE; Kimberly Clark, FCB	The Thin Man: My-F (9/20 start)	36,000	Colgate-Palmolive, Bates
Lassie: A-F	34,000	Campbell Soup, BBDO	This Is Your Life: D-L	52,000	PG&G, B&B
*Life of Riley: Sc-F	30,500	Lever Bros, BBDO	Those Whiting Girls: Sc-F	11,000	Gen Foods, YGR; alt Max Factor, Anderson-McConnell
Lone Ranger: A-F (last 9/12)	24,000	Gen Mills, DFS; Swift, Mc-E	Tie Tac Dough: Q-L (9/12 start)	23,500	Warner-Lambert, Lennen & Newell; RCA, KGE
*Lux Video Theatre: Dr-L (last 9/12)	43,000	Lever Bros, JWT	To Tell The Truth: Q-L	22,000	Pharmaceuticals, Parkson
M Squad: My-F (9/20 start)	31,000	Amer Tobacco, SSC&B; alt H. Bishop, Spector	*TV Playhouse: Dr-L	52,000	Alcoa, YGR; Goodyear, Fuller, Smith & Ross
Perry Mason: My-F (9/21 start)	80,000	Purex, Weiss; alt Libby-Owens-Ford, FG&GR, 1/2 hr alt wks open	20th Century Fox: Dr-F	110,000	Revlon, C. J. LaRoche
*Masquerade Party: Q-L (last 9/1)	22,000	Max Factor (9/14 only), Anderson-McConnell	Twenty-One: Q-L	30,000	Pharmaceuticals, Kletter
Maverick: A-F (9/22 start)	70,000	Kaiser Aluminum, YGR	Undercurrent: Dr-F	11,500	PG&G, YGR; Brown & Wm'son, Bates
Meet McGraw: MyA-F	33,000	PG&G, Benton & Bowles	U.S. Steel Hour: Dr-L	60,000	U.S. Steel, BBDO
Meet the Press: I-L	7,500	Open	Voice of Firestone: Mu-L (9/9 start)	28,000	Firestone, Sweeney & James
Millionaire: Dr-F	34,000	Colgate, Bates	Wagon Train (9/18 start)	25,000 (1/2 hr)	Drackett, YGR; alt wk & 1/2 hr, alt wk open
Moment of Decision: Dr-F	36,000	Ford, JWT	Mike Wallace: I-L	15,000	Philip Morris, Ayer
Mr. Adams & Eve: Sc-F	41,000	Colgate, L&N; R. J. Reynolds, Esty	The Web: My-F	17,000	PG&G, B&B
*Arthur Murray Party: V-L	**	Bristol-Myers, YGR	Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade
My Favorite Husband: Sc-F (last 9/8)	10,500	Amer Tobacco, BBDO	Lawrence Welk: Mu-L	14,500	Dodge, Grant
Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitchall, Bates	Welk Top Tunes: V-L	19,000	Dodge & Plymouth, Grant
Navy Log: Dr-F	38,500	Amer Tobacco, SSCB; U.S. Rubber, F. D. Richards	West Point: Dr-F	40,000	Gen Foods, B&B
NBC News: N-L	9,500††	Ronson (9/23 start), NCGK; Glidden (9/11 start), Meldrum & Fewsmith	What's My Line: Q-L	29,500	Helene Curtis, Ludgin; Sperry-Rand, YGR
Original Amateur Hour: V-L (9/27 start)	23,000	H. Bishop, Spector	Jonathan Winters: C-L	12,500	Lewis-Howe, DFS
O.S.S.: A-F (9/26 start)	28,750	Mennen, Mc-E	Wire Service: Dr-F	77,000	R. J. Reynolds, Wm Esty; 1/2 hr open
Ozzie & Harriet: Sc-F (last 9/17)	36,000	Eastman Kodak, JWT	Jane Wyman: Dr-F (9/26 start)	36,500	H. Bishop, Spector; Quaker Oats, NL&B
Panic: Dr-F (last 9/17)	36,000	LGM, Mc-E; Max Factor, DDB	You Are There: Dr-F	37,000	Prudential, Reach, McClinton
Pantomime Quiz: Q-L	8,000	Amer Oil, J. Katz; Hamm, Camp-Mithun; Time-Life, YGR	You Asked For It: M-F	18,000	Skippy Peanut Butter, CBB
People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North	You Bet Your Life: Q-L	51,750	DeSoto, BBDO; Toni, North
People's Choice: Sc-F	34,000	Borden, YGR; PG&G, YGR	*Your Hit Parade: Mu-L (9/7 start)	49,000	Amer Tobacco, BBDO, alt Toni, North
Playhouse 90: Dr-L&F	39,000 (1/2 hr)	Amer Gas, L&N; Bristol-Myers, BBDO			
*Price Is Right: Q-L (9/9 start)	21,500	Phillip Morris, Burnett; Kimberly-Clark, FCB; Allstate, Burnett			
Private Secretary: Sc-F (last 9/10)	36,000	Speidel, NCGK; RCA, KGE			
Restless Gun: A-F (9/23 start)	37,500	Lever, OBG&M; Sheaffer, Seeds			
Richard Diamond: MyA-F	13,500	Warner-Lambert, SSC&B; alt sust			
Rin Tin Tin: A-F	36,000	Gen Foods, B&B			
Saber of London: My-F (9/13 start)	28,500	Nabisco, KGE			
Sally: Sc-F (9/15 start)	41,500	Sterling Drug, DFS			
		Chemstrand, DD&B; alt Royal Type-writer, YGR			

## Sponsored Daytime Programs

As the World Turns: S-L	\$ 3,400††	PG&G, B&B Pillsbury Camp-Mithun; Vick Chemical, BBDO (9/17 start); Swift, Mc-E (8/2 start); 2 segs & 2 alt segs open
Baseball Game of Week: Sp-L		Falstaff Brewing, DFS; Amer Safety Razor, Mc-E; Philip Morris, Burnett
Big Payoff: Q-L	6,000††	Colgate, Houston 2 days open
Bride & Groom: Au-L	2,600††	Toni, North Brillo, JWT (9/10 start); Lanolin Plus KFCAC (9/18 start); Minnesota Mining, BBDO (9/26 start); 1 day, 1 alt day, 3 segs & 3 alt segs

Listing continues on page 68

# 4. NIGHTTIME

# COMPARA

	SUNDAY			MONDAY			TUESDAY			ABC
	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 (6:30-7:30) (L 9/15) My Friend Flicka (9/22 S) sust		D Edwards Brown & Wmson	News (9/9 S) Ronson (9/23 S)		No net service D Edwards Whitehall	News (9/10 S) sust	
7:00	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Cowboy Theatre sust (L 9/15) Original Amateur Hour (9/22 S) Bishop	Sports Focus (9/2 Start) sust John Daly News sust	No net service D Edwards Brown & Wmson		Sports Focus (9/3 S) sust John Daly News sust	No net service D Edwards Whitehall	News (9/10 S) sust	Sports (9/4 S)
7:15										
7:30	Hollywood Film Theatre partic (7:30-9) (L 9/15) Maverick	Favorite Husband (L 9/8) Bachelor Father alt Jack Benny (9/15 S) Am Tobac	Circus Boy Reynolds (L 9/8) Sally (9/15 S) Chem- Strand alt Royal	Wire Service R. J. Reynolds (7:30-8:30)	Robin Hood Johnson & Jhn alt Wildroot	Georgia Gibbs sust (L 9/2) Price Is Right (9/9 S) Spidel alt	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Williams, Valli sust (L 9/3) News (L 9/3) Nat Cole (7:30-8) (9/10 S) sust	Disney 7:30-8
8:00										
8:15	Maverick (7:30-8:30) (9/22 S) Kaiser Alum.	Ed Sullivan Lincoln-Mercury (8-9)	Steve Allen S. C. Johnson alt Pharma, Greyhound	Wire Service sust	Burns & Allen Carnation alt Goodrich	Charles Farrell (L 9/16) Restless Gun (9/23 S) Warner- Lambert alt sust	Conflict (L 9/10) Sugarfoot (alt wks 7:30-8:30) (9/17 S) Am Chicle	Phil Silvers P&G alt R. J. Reynolds	Festival of Stars Purex alt Spidel (L 9/17) George Gobel (alt wks ) (8-9)	Disney Reynolds Derby J Gen F Gen M
8:30										
8:45	Hollywood Film Theatre (L 9/15) 9/22 tba	Ed Sullivan	Steve Allen (8-9)	Bold Journey Ralston-Purina	Talent Scouts Lipton alt Toni	Action Tonight Amer Tobacco alt sust (L 9/2) Wells Fargo A Tobac, Gen Mot	Wyatt Earp Gen Mills alt P&G	Private Sect'y (L 9/10) Eve Arden (9/17 S) Lever alt Shulton	Panic (L 9/17) L&M alt Factor George Gobel (9/24 S) RCA & Whirlpool	Navy Amer T U.S. R.
9:00										
9:15	Compass sust	G. E. Theatre Gen Electric	Tv Playhouse Goodyear alt Alcoa	Quest For Adven. (sust (L 9/2) Voice of Firestone Firestone (9/9 S)	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	Ozzie & Koda
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 (L 9/16) 11 Against Ice (9:30-10:30) (9/23) Timken	Telephone Time Bell	Spotlight Playhouse Pet Milk alt S. C. Johnson	Summer Playh'se (L 9/17) Bob Cummings (9/24 S) Reynolds alt Chese-Ponds	Momen Decis For.
10:00										
10:15	Mike Wallace Phillip 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 (L 9/16)	It's Polka Time co-op	\$64,000 Question Revlon	Nat King Cole sust (L 9/3) (9/10, 17 tba) Californians (9/24 S) Singer alt sust	Wed N Fight Mennen, (10-co)
10:30										
10:45		What's My Line Sperry-Rand alt H Curtis	No net service		Studio One Summer Theatre			Playhouse of Mystery (9/3 S) sust	No net service	Famous P 10:50-11 co-op

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

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

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Brighter Day: S-L Capt. Gallant: A-F Comedy Time: Sc-F	10,000 wk 31,000 rerun	P&G, YGR Heinz, Maxon Kraft, JWT; Lever, BBDO; Welch, R. K. Manhoff; Chesebrough-Ponds, JWT; SOS, Mc-E; Miles, Wade; Gen Foods, YGR; 3 segs & 3 alt segs open; 1 seg co-op	It Could Be You—cont'd.		Miller; Alberto Culver, Wade; PG DFS; Miles Labs, Wade; Gen Food YGR; Chesebrough-Ponds, JWT; seg & 4 alt segs open
Bob Crosby: V-L (last 8/30)	3,150††	Gen Mills, Knox-Reeves; Gerber, D'Arcy; Wesson Oil, Fitzgerald; Swift, Mc-E; Toni, North; 5 segs & 3 alt segs open	Art Linkletter: V-L	4,000††	Campbell Soup, Burnett; Kellogg Burnett; Lever Bros, BBDO; Pill bury, Burnett; Simoniz, YGR; Star Brands, JWT; Swift, Mc-E; Stale RGR; Toni, North
Detective Diary: A-F Edge of Night: S-L	8,000 17,000 wk	Sterling Drug, DFS, 1/2 spon	Love of Life: S-L	10,000 wk	Amer Home Prod, Bates
Football Scoreboard: Sp-L (9/21 start)	5,000	P&G, B&B; Stand Brands, JWT; Pet Milk, Gardner; Pillsbury, Campbell- Mithun; Florida Citrus, B&B (8 23 start); Vick Chemical, BBDO (9 17 start); 1 alt seg open	Lone Ranger: A-F (CBS)	14,000	Gen Mills, DFS; Nestle, Mc-E
Fury: A-F Arthur Godfrey: V-L	33,000 4,150††	Kemper, Shaw	Lone Ranger: A-F (ABC) (9/21 start)	10,000	Gen Mills, DFS
Guiding Light: S-L Gumby: J-L Hotel Cosmopolitan: A-L (8/19 start)	10,000 wk 3,500†† 3,000††	Gen Foods, B&B; Borden, YGR Bristol-Myers, YGR; Florida Citrus, B&B (last 8/15); Gen Foods, YGR; Mutual of Omaha, Bozell & Jacobs; Scott Paper, JWT (last 8 8); Sher- win Williams, FG&R; Simoniz, YGR; Stand Brands, Armour, FC&B (9 26 start), Bates; Bauer & Black, Burnett (last 8/29); 3 segs open	Major League Baseball: Sp-L (last 9/28)		R. J. Reynolds, Esty, 1/4 spon
Howdy Doody: J-L	24,000		Medical Horizons: D-L	22,000	Ciba, JWT
It Could Be You: Q-L	3,000††	P&G, Compton Sweets Co., Eisen Toni, North; 4 days & 1 alt day open	Mickey Mouse Club: J-F	6,500††	Amer-Paramount, Buchanan; Armou Tat-Laird; Bristol-Myers, DCS Coca Cola, Mc-E; Gen Food FC&B; Carnation, Wasey; Gen Mill Knox Reeves; Mattel, Carson Rot erts; Miles, Wade; Minn Minni BBDO; Pillsbury, Burnett; SO Mc-E; 8 segs co-op
		Cont Baking, Bates; Sweets Co, Eisen; 1/2 open alt wks Amer Home Prod, Bates, Geyer; Ar- mour, T. Laird; Brillo, JWT; Brown & Wm'son, Seeds; Corn Prod, C. L.	Mighty Mouse: J-F	20,000	Gen Foods, B&B; Colgate, Bates
			Modern Romances: S-L	2,700††	Corn Prod, C. L. Miller; Kraft, JWT Sterling, DFS; Brillo, JWT; 2 al segs open
			Garry Moore: V-L	3,600††	Nestle, Mc-E; Campbell, Burnett Toni, North (last 8 13); Lever Bro JWT; Johnson & Johnson, YGR California Packing, Mc-E; Yardley Ayer; Florida Citrus, B&B (8/2 start); Gerber, D'Arcy (9 13 start) Dow Chemical, MacManus John

# YAGRAPH

31 AUG. - 27 SEPT

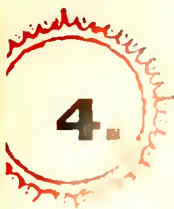
WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
IS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
service										
wards Wmson	News Gibben (9 11 S) alt sust		D Edwards Whitehall	News Homon (9 26 S)		D Edwards Brown & Wmson alt H Bishop	News (9 13 S) sust			
service		Sports Focus (9 5 S) sust	No net service		Sports Focus (9 6 S) sust	No net service				
wards Wmson	News Gibben (9 11 S) alt sust	John Daly News sust	D Edwards Whitehall	News Homon (9 26 S)	John Daly News sust	D Edwards Brown & Wmson alt H Bishop	News (9 13 S) sust			
Lucy Gold Sheaffer	Helen O'Connell sust (L 9 11) News sust (L 9 11)	Lone Ranger (L 9 12) Circus Boy (9 19 S) Mars alt Kellogg	Sgt. Preston Quaker Oats	Wms, Valli: News sust (L 9 5) Tic Tac Dough (9 12 S) ICA alt Warn Lamb	Rin Tin Tin Nabisco	Beat the Clock H Bishop alt sust	O Connell News (L 9 6) Saber of London (9 11 S) Sterling	Flight Number Seven sust	Buccaneers (L 9 11) Perry Mason (7 30 S) 8:30 (9 21 S)	People Are Funny Toni alt R J Reynolds
Record 18 S	Masquerade Party (L 9 4) Wagon Train (7 30 S 8:30) (9 18 S) Drackell	Cowtown Rodeo (8 9) sust	Bob Cummings Henyolds (L 9/10) Harbourmaster (9 26 S) Reynolds alt sust	You Bet Your Life DeSoto alt Toni	Jim Bowie Amer Chile	West Point Gen Foods	Blondie Toni alt Nestle	tba	Durante (L 9 7) Perry Mason Purex alt Libby Owens Ford	Julius La Rosa (L 9 7) Perry Como (L 11 S) (8 9)
Father Knows Best Scott Paper		Cowtown Rodeo	Climax Chrysler (8:30-9:30)	Dragnet L&M alt Schick	Crossroads Chevrolet	Destiny Gen. Foods alt Ford	Life of Riley Lever Itros	tba	2 For The Money (L 9 21) Pendleton Rodeo (9 11 S) 8:30 Gen Mills	Kimberley Clark BCA & Whipps Sunbeam, Noxzema Amer Dairy Kosmark
Kraft Theatre Kraft (9-10)		Theatre Time Armour alt Kimberly Clark	Climax	People's Choice Borden alt P&G	Key Club Playhouse M. David (L 8 30) Enterprise (9 6 S) sust	Mr. Adams & Eve Colgate alt R J Reynolds	Jos Cotten Show alt Lever (L 9 13) M Squad Amer Tobac alt Bishop (9 20 S)	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Helene Curtis	Sanders Mystery Theatre Pabst (L 9 11) (L 9 21 S) L&M Max Pat
Kraft Theatre		Ind. for Amer. sust (L 9/19) O.S.S. (9 26 S) Mennen	Playhouse 90 Amer Gas alt Bristol Myers	High-Low (L 9 12) The Ford Show (9 19 S) Ford	A Date With The Angels Plymouth	Schlitz Playhouse Schlitz	Big Moment sust alt Ralston Purina (L 9 13) The Thin Man Colgate (9 20 S)	Lawrence Welk	S.R.O. Playhouse (L 8 31) Have Gun, Will Travel (L 14 S) Whitehall alt Lever	Dollar A Second Toni (L 9 21) (L 9 21)
This Is Your Life P&G		Focus sust	Playhouse 90 Phillip Morris alt Bristol Myers	Lux Theatre (10-11) (L 9 12) Rosemary Clooney (9 26 S) Lever	The Big Beat sust	Undercurrent P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10:concl)	Country Music Jubilee Am Chile alt Williamson-Diekle	Gunsmoke L&M alt Snerry Rand Miss America Pageant (9 11) (9 20-12) (L 10)	Encore Theatre Quaker alt Armour (L 9 21)
No net service			Playhouse 90 Klimb Clark alt Allstate (9 12 S)	Texaco Command (9 19) (10-11) Tex Jane Wyman (9 26 S) Bishop alt Quaker		Pantomime Quiz Amer Oil & Hamm alt Time	Red Barber St Farm Ins	Country Music Jubilee	Jimmy Dean H Bishop Assignment Foreign Legion alt (9 21 S)	Your Hit Parade Amer Tobacco alt Toni (9 7 S)

PROGRAM	COST	SPONSORS AND AGENCIES
Garry Moore - cont'd.		Adams (9 25 start); Vick Chemical, BBDO (9 17 start); Gen Foods, YGR (9 12 start); Gen Mills, DFS (9 6 start); Sunshine Biscuit, Cunningham & Walsh (9 20 start); 2 alt segs open
CAA Football: Sp-L (9/21 start)	1 1/2 million for all	Bristol-Myers, DCSGS; Libby-Owens-Ford, FSR; Sunbeam, Perrin-Paus; Zenith, Ludgin; (14 spon ea—Ntl Games 9 21, 28)
Our Miss Brooks: Sc-F	rerun	Gerber, D'Arcy; Johnson & Johnson, YGR; Nestle, Mc-E; Gen Mills, DFS; Sunshine Biscuit, Cunningham & Walsh (9 19 start); Purex, Weiss (9 26 start); Vick Chemical, BBDO (9 27 start); 2 days, 1 seg & 1 alt seg open
Price Is Right: Q-L	3,170††	Lever Bros, BBDO; Chesebrough-Ponds, JWT; Gen Foods, YGR; SOS, Mc-E; Lanolin Plus, KFCG (9 9 start); Minn Mining, BBDO (9 26 start); 4 segs & 4 alt segs open
Pro-Football: Sp-L (9/8 start)	2 million for all	Pabst, Burnett; Standard Oil, D'Arcy; National Brewing, Doner; Ballantine, Esty
Queen for a Day: Au-L	3,000††	Amer Home Prod, Bates, Geyer; Brown & Wmson, Seeds; Corn Prod, C. L. Miller; Dixie Cup, Hicks & Greist (last 8 28); Miles, Wade; Minn Mining, BBDO; Sandura, Hicks & Greist (last 9 4); Stand Brands, Bates; Sunkist, FCB (last 9 19); Toni, North; P&G, Compton; SOS, Mc-E; H. W. Gossard, Weiss; Lanolin Plus, KFCG (9 9 start); 1 seg & 1 alt seg open
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	12,500 wk	Colgate, Bates

PROGRAM	COST	SPONSORS AND AGENCIES
Tales of the Texas Ranger: A-F	18,000	Sweets Co. Eisen; Flav-R-Straws RGR
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; 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 (last 8/16)	10,000 wk	Toni, Tatham-Laird; Wesson, Fitzgerald; 3 days & 1 alt seg open
The Verdict Is Yours: Dr-L (9 2 start)	3,250††	Gerber, D'Arcy; Wesson Oil, Fitzgerald, Swift, Mc-E, Toni, North; Gen Mills, Knox Reeves, 1 day 3 segs & 3 alt segs open
Wild Bill Hickok: A-F	27,000	Kellogg, Burnett

### Specials and Spectaculars

PROGRAM	COST	SPONSORS AND AGENCIES
Eleven Against The Ice: Dr-F	\$110,000	Timken Roller Bearing, BBDO—9 23
Miss America Pageant: M-L	\$175,000	Philco, BBDO—9 7
*Texaco Command Appearance: V-L	\$200,000	Texaco, Cunningham & Walsh—9 19
Wide, Wide World: M-L	\$210,000	General Motors, MacManus, John & Adams—9 15
World's Championship Rodeo Pendleton: Sp-L	\$200,000	General Mills, Tatham-Laird—9 14



# DAYTIME

# COMPARA

	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	Arlene Francis sust		Garry Moore Gerber (9/3 S) alt sust Fla. Cit. (8/27 S) V. Chem (9/17 S)	Arlene Francis sust	
10:15										
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Stand Brands sust	Treasure Hunt sust		Arthur Godfrey Mutual of Omaha sust	Treasure Hunt sust	
11:00										
11:15		Eye On New York sust			Bristol-Myers Bristol-Myers (last 9/30)	Price Is Right sust Lanolin Plus (9/9 S) alt sust		sust Gen Foods (9/17 S)	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			Hotel Cosmopolitan (8/19 S) sust Love of Life Amer Home Prod	Tic Tac Dough P&G alt Church & Dwight Toni alt P&G		Hotel Cosmopolitan sust 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 sust alt P&G		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Chese-Ponds alt sust Brillo (9/10 S) 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	Frontiers of Faith (9/15 S) sust		As the World Turns P&G sust	Club 60 co-op		As the World Turns P&G Vick Chem (9/17 S) alt sust	Club 60 co-op	
2:00										
2:15		Pro-Football (2-concl.) (9/8 S)	National Tennis Singles (9/8, 2-5) sust		Our Miss Brooks sust	Club 60		Our Miss Brooks sust Gerber (9/3 start)	Club 60	
2:30										
2:45		Pro-Football Pabst Standard Oil Ntl Brewing Ballantine	Wisdom (9/15 S) sust		Art Linkletter Stand Brands Campbell Soup	Bride & Groom Toni alt sust		Art Linkletter Swift (8/2 S) alt Toni Kellogg	Bride & Groom sust Brillo (9/10 S) alt sust	
3:00										
3:15		Pro-Football (to concl)	National Tennis Singles	American Bandstand (3-4:30) partie & co-op	Big Payoff Colgate	Matinee (3-4) partie	American Bandstand (3-4:30) partie & co-op	Big Payoff sust	Matinee (3-4) partie	America Bandstar (3-4:30) partie & co-op
3:30										
3:45		(See above)	Mr. Wizard (last 9/8) Look Here (9/15 S)	American Bandstand	Verdict Is Yours sust Gerber alt sust	Matinee	American Bandstand	Verdict Is Yours Wesson Oil Swift (9/3 S) alt Toni	Matinee	American Bandstand
4:00										
4:15		(See above)	Youth Wants To Know alt Amer Forum sust	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Lanolin Plus (9/9 S) alt sust Toni alt Brown & Williamson	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Stand Brands	American Bandstand
4:30										
4:45		(See above)	Zoo Parade sust Wide World (9:15 S, alt wks) (1-5:30) Gen Motors	No net service	Edge of Night P&G Stand Brands	P&G Modern Romances Sterling Drug (9/16 S, alt sust)	No net service	Edge of Night P&G Fla. Cit. (8/27 S) alt V. Chem (9/17 S)	P&G Modern Romances sust alt Brillo	No net service
5:00										
5:15	College News Conference sust	Face The Nation sust	Frontiers of Faith sust (last 9/8) Wide Wide World	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	Mickey Mouse Club co-op Gen Mill
5:30										
5:45	Open Hearing sust	World News Round-Up sust	Outlook sust	Coca Cola Miles alt Minn Mining			Armour Carnation			Mattel alt Gen Mill

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

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

The network schedule on this and preceding pages (68, 69) includes regularly scheduled programming 31 August to 27 September, 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



# A G R A P H

## 31 AUG. - 27 SEPT

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Garry Moore Chemical (9:25-8) Lever Bros.	Arlene Francis sust Owens Corning (9:25-8) West more (9:18 only)		Garry Moore Nestle alt (9:12-8) Gen Foods Nestle alt (9:12-8) Gen Foods	Arlene Francis sust		Garry Moore Gen Mills (9:18-8) alt Sun Wks (9:28-8) Gerber (9:18-8) alt Sun Wks (9:00-8)	Arlene Francis sust		Capt Kangaroo sust (9:30-10:30)	Howdy Doo Continental Baking alt Sweet's Co
Arthur Godfrey Lever Williams Imoniz	Treasure Hunt sust		Arthur Godfrey Hauer & Black (L 8:20) Gen Foods (9:5-8) sust	Treasure Hunt sust		Johnson & Johnson alt Col Parking Lever	Treasure Hunt sust		Mighty Mouse Gen Foods alt Colgate	Gumby Sweet's Co
Bristol-Myers Bristol-Myers	Price Is Right Gen Foods alt sust Lanolin Plus (9:18-8) alt SOS		Gen Foods Fla Cit (L 8:15) Armour (9:26-8)	Price Is Right sust Minn Mining (9:26-8) alt sust		Yardley alt Fla Cit (8:23-8) Gen Mills (9:8-8) alt V Chem (9:27-8)	Price Is Right Lever sust		Susan's Show sust	Fury Gen Foods alt Border
Strike 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 Gallie Heinz
Hotel Cosmopolitan sust	Tic Tac Dough Amer Home Prod alt sust P&G		Hotel Cosmopolitan Toal alt sust Love of Life Amer Home Prod	Tic Tac Dough Kraft Minnesota Mining alt P&G		Hotel Cosmopolitan sust Love of Life Amer Home Prod	Tic Tac Dough Starkist Tuna alt SOS P&G		Big Top sust	True Story Sterling Dr
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		Search for Tomorrow P&G	It Could Be You Amer Home Prod alt sust		Big Top	Detective Di Sterling Dr
Guiding Light P&G	Brown & Wmson alt Corn Prod		Guiding Light P&G	P&G alt sust		Guiding Light P&G	P&G alt Corn Prod			
News (10) sust	Close-Up co-op		News (11:10) sust Stand Up & Be Counted sust	Close-Up co-op		News (11:10) sust Stand Up & Be Counted sust	Close-Up co-op		Lone Ranger Gen Mills alt Nestle	No net servi
The World Turns P&G sust	Club 60 co-op		As the World Turns P&G Pillsbury	Club 60 co-op		As the World Turns P&G Swift (8:2-8) alt sust	Club 60 co-op		No net service Dizzy Dean co-op (1:45-1:55)	No net serv
Miss Brooks sust	Club 60		Our Miss Brooks Nestle alt sust Sunshine Biscuit (9:19 start) alt Purser (9:26-8)	Club 60		Our Miss Brooks Gen Mills alt (9:13-8) Gerber Johns & Johns alt (9:27-8) V. Chem.	Club 60		Baseball Game of the Week (1:55-4:30) Falstaff Brewing	No net serv Leo Duroche Warmup co-op
Art Linkletter Lever Bros Imoniz	Bride & Groom sust Lanolin Plus (9:18-8) alt sust		Art Linkletter Kellogg Pillsbury	Bride & Groom Minn Mining (9:26-8) alt sust sust		Art Linkletter Lever Bros Swift alt (8:9-8) Staley	Bride & Groom sust		Baseball (con't) Amer Safety Razor Philip Morris	Major Leagu Baseball (2:30-concl) Keynotes at L. reg 9:25
Payoff Colgate	Matinee (3-4) partie	American Bandstand (3-4:30) partie & co-op	Big Payoff sust	Matinee (3-4) partie	American Bandstand (3-4:30) partie & co-op	Big Payoff Colgate	Matinee (3-4) partie		Baseball	co-op
Verdict Is Yours alt sust	Matinee	American Bandstand	Verdict Is Yours sust	Matinee	American Bandstand	Verdict Is Yours sust Gen Mills alt sust	Matinee		Baseball	
Brighter Day P&G	Queen for a Day sust Amer Home alt Corn Prod	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Sunkist (L 9:9) alt Min. Mining Miles	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day SOS alt Gossard Amer Home Prod alt Corn Prod		Baseball	
Edge of Night P&G	P&G Modern Romances Corn Prod alt Sterling Drug	No net service	Edge of Night P&G Pillsbury	P&G Modern Romances Kraft	No net service	Edge of Night P&G Fla Cit (8:23-8) alt V Chem (9:27-8)	P&G Modern Romances Sterling Drug alt Corn Prod		No net service	NCAA Footb. (var times S) Fla approx 4:4 9:21 S
Comedy Time Lever	Comedy Time SOS alt sust	Mickey Mouse Club co-op Pillsbury alt Am-Par	Comedy Time Kraft Miles alt Welch	Comedy Time Kraft Miles alt Welch	Mickey Mouse Club co-op co-op	Comedy Time sust Gen Foods alt sust	Tales of the Texas Rangers (9:21-8) Flav R Straws Sweet's		No net service	NCAA Footb. Games 9:21, Meyers Lib Beans Prod, S Team Zenith
		Bristol-Myers Gen Foods			Gen Mills Gen Mills		Lone Ranger 9:21-8 Gen Mills		No net service	Football S. Kemp in p.m. F. abal

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 page 64, 66.

# SPONSOR ASKS

What are the trends in tv and radio premium offers this fall ?

**Thomas Bohan**, premium buyer for Compton Advertising Inc., New York Premium offers experienced a slight decline (1.3%) during the first six months of 1957 as compared with the first half of the preceding year. However, most of the premium suppliers contacted were highly optimistic of an increase in premium offers this fall. Some of these suppliers have already closed major deals scheduled for fall



*"An artist's drawing of someone you love"*

promotion. Radio and television is expected to share with print in advertising these offers.

The strength of any offer depends on how well it is communicated. The personal touch of radio is excellent for depth penetration. The ability to demonstrate and sell premiums through television gives a third dimension to a premium promotion. The flexibility of radio and television is an important consideration in scheduling promotional offers.

Based upon offers made in the last 18 months, the trend is toward more upscale premiums and more adult in-package merchandise.

The major cereal companies have reduced their use of in-package juvenile premiums. It would seem that this move will cut down the amount of advertising time devoted to promoting their premium offers. The leader in the field, the Kellogg Co., in announcing a reduction of juvenile in-package offers for the balance of 1957 stressed that no cutback was anticipated in its scheduled self-liquidating premiums—money and box tops.

A study of the cash offer requirements in the last 18 months points up

the trend toward higher-priced premiums. With rising costs, it is harder to find appealing premiums in the lower price range. The consumer is accustomed to paying more for just about everything today. So if an offer represents good value, she will be willing to spend a dollar or more for the premium. There have been several very successful \$2.00 premium offers. Based upon the number of offers made in the first half of 1957, the most popular premium offers were \$1, more than \$1 and 50¢, in that order.

According to *Premium Practice Magazine*, the most popular premiums have been the games, toys, and sporting goods group. Most of these offers have been made by food manufacturers aimed at the juvenile market. The general kitchenware group was a very close second in popularity. The soap and food manufacturers were the leading sponsors of these premiums offers appealing largely to women.

The *Premium Practice* survey pointed out that only 21.1% of recent premium offers had a related use to the product sponsoring them. Most of the offers were beamed at housewives (46.1%) and juveniles (22.5%).

Among the current popular free premium offers are a lipstick, hotplate pad, steak knives, measuring spoon, and a canister pack.

In the self-liquidating category under \$1, there are offers of perfume, nylon stockings, aprons, toy birds, and beach balls.

The \$1 and over premiums are headed by picnic bags, silver-plated candy dishes, barbeque sets, sets of glasses, stainless steel ware, and "An artist's drawing of someone you love."

**Louis M. Hovey, Jr.**, *Funke and Hoffman*, New York

The most apparent premium trend in radio and television this fall will be a "trading-up" in self-liquidating premiums being offered. The cause of

this trend is threefold as we see it.

The first consideration is the constant growth in the premium industry as a whole. This growth, especially during the past five years, has opened the way for new concepts in premium merchandising. For example, more and more premium offers are appearing which feature merchandise for \$1.50, \$2.00 and \$2.50. It is now possible to offer a higher quality of merchandise which a few years ago would have been eliminated because of the 25¢, 50¢, and \$1.00 price barrier.

The second consideration is the competitive market. Because of the number of liquidating premium offers that appear each week, large users are striving to offer the best possible value. This means that "premium buyers" are more selective and use more scientific methods for choosing a premium item. Thousands of dollars are spent each year just testing merchandise and much guesswork has been eliminated.

The most important consideration in this new trend, however, is the unpredictable, unscientific "Mrs. American Housewife." This woman has to



*"the unpredictable Mrs. American housewife"*

be wooed and courted to convince her that she should take advantage of a premium offer. This can only be done in one way—advertising. Without advertising, "Mrs. American Housewife" won't cooperate regardless of the value, appeal and quality of any offer.

Premiums will have to be promoted more aggressively than ever and I feel that radio and tv will play a major part in the expansion and continued growth of the premium industry.

**H. L. Bergman, v. p., sales promotion.**  
*Grey Advertising Agency*

In general, the prospects for the further growth of premium offers made through broadcast media in the coming year are good.

The number of tv offers will probably continue to exceed those made on radio (despite radio's lower rates) because of the advantages of visual demonstration of premium items afforded



*"the advantages of visual demonstration"*

by tv. Use of local tv and radio facilities by national advertisers has proven to be a quick and economical method of testing premiums before the offer is made nationally.

Established patterns have shown a sharp rise in broadcast offers (for both radio and tv) beginning around the Christmas season and reaching a peak in the early spring of the new year. This pattern is likely to continue.

Daytime radio and tv directed to women and children (chief targets of over 70% of all premium offers) will undoubtedly continue to be the predominant time period used, with "kid" premiums featuring fewer giveaway offers, and using more self-liquidating premiums.

Purchase prices required in self-liquidating offers to women are generally on the increase and this trend should follow through in offers made via broadcast media. With consumers accustomed to luxury items, many premium users are meeting success with high-priced items formerly considered unsuitable as premium offers.

**Jack Levin, president, Larido Corp.,**  
*New York*

This fall promises to be one of the most active premium seasons in recent years and it stands to reason that both radio and tv, the two major advertising media, will have their share of premium offers. Both radio and tv have successfully demonstrated their ability to pull premium returns, providing the commercial is properly prepared so that it sells the premium merchandise rather than merely men-

tioning the offer as an after-thought.

To give you a better idea as to what's in store for the American family, I will mention some premium promotions scheduled for this fall.

Children appeal: despite rumors and conflicting reports that cereal companies are dropping premiums, we have orders from several of the major cereal companies for free package inserts and self-liquidating premium offers, promoted heavily on tv and radio.

And for those who feel that big premium returns are a thing of the past, one of our cereal accounts recently purchased one-half million units of a 25¢ self-liquidator and this morning we received a substantial re-order on this same item. We believe that alert tv copy was responsible for its success.

In the adult field, "free" offers are making headway. One of our soap company accounts has used over one million of one of our products which was offered free in exchange for three box tops.

The growing importance of "free" offers is understandable when one considers the present high cost of merchandise, handling charges and postage. Chances are that by the time we add on fixed overhead, a 25¢ premium is the same item that most housewives can purchase in their local stores for that price. An adult 25¢ self-liquidator no longer exists, for all



*"An adult 25¢ self-liquidator no longer exists"*

practical purposes, and 50¢ seems to be the lowest self-liquidator price for any adult offer this fall.

We believe that you will see an abundance of fashion items being offered to housewives this fall and they will be offered for \$1.00 and \$2.00 plus the usual box tops or labels. We have a number of such promotions scheduled and know of more. While the household gadget or kitchen-aid premium has always done well, the market seems saturated. Recent tv offers include petty coats, sweaters, bermuda shorts, blouses, and hosiery for the entire family. We think that you will be seeing more of this type of premium and at higher prices.

# 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

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, totaling 36.7% of the metropolitan population, receive 43¢ out of every payroll dollar, and where . . .

**KANV IS THE ONLY 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!



National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Schick Inc.**, Lancaster, Pa., is initiating a campaign in 100 top markets to promote its three new electric shavers—the Powerhouse for men, the Oriental and Sophisticate for women. A \$4.5 million budget for tv and print is the highest ever used by Schick for a fall campaign. Schedule kicks-off 4 November for seven weeks. Minutes and chainbreaks during nighttime hours will be sought; saturation frequency will vary from market to market. Buying is not completed. Buyer: Paul Roth. Agency: Benton & Bowles, New York. (Agency declined to comment.)

**Colgate-Palmolive Co.**, New York, is entering Midwestern markets to advertise a dental cream. Starting date is 4 September for 19 weeks. Nighttime minutes and chainbreaks are wanted. Average frequency: five spots per week per market. Buyer: Charles Valentine. Agency: Ted Bates & Co., New York. (Agency declined to comment.)

**General Foods Corp.**, Jell-O div., White Plains, N. Y., is going into major markets for its Chiffon Pie pudding. Short-term schedule will begin 16 September. Daytime minutes will be used. Frequency: approximately 12 spots per week per market. Buyer: Marie Fitzpatrick. Agency: Young & Rubicam, New York.

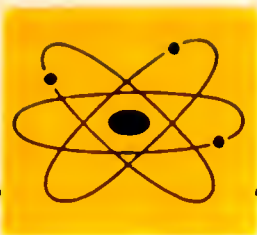
**Continental Baking Co.**, New York, is planning a campaign in major markets for its Profile bread. Schedule will start 16 September for an indefinite run. Daytime and nighttime minutes and chainbreaks are being sought; frequency will depend upon the market. Buying is not completed. Buyer: George Detelj. Agency: Ted Bates & Co., New York. (Agency declined to comment.)

**P. Lorillard Co.**, New York, is preparing a schedule in major markets for its Newport cigarettes. Campaign kicks-off shortly for six weeks. Minutes will be slotted during nighttime hours, with an average of 10 spots per week in each market. Buying is completed. Buyer: Roger Hutzenlaub. Agency: Young & Rubicam, New York. (Agency declined to comment.)

### RADIO BUYS

**National Shoes, Inc.**, Bronx, N. Y., (stores in New York, New Jersey, Connecticut, Massachusetts and Maryland) is using heavy saturation. Minute e.t.'s will be placed daytime and nighttime, with 690 announcements per week on 27 stations. Fall schedule will run until the end of the year. Buying is not completed. Buyer: Joyce Peters. Agency: Emil Mogul Co., New York.

**Clayton Labs.**, div. of Grove Labs., St. Louis, is going into scattered markets to promote its Citroid compound. Campaign will start 21 October for four weeks. Advertiser is buying daytime and nighttime minutes on every day of the week with heavy saturation. Frequency will depend upon the market. Buying isn't completed. Buyer: Betty Nasse. Agency: Dowd, Redfield & Johnstone, New York. (Agency declined to comment.)



**THIS IS ALBUQUERQUE**

The nation's  
**90<sup>TH</sup>**  
**MARKET**  
in total  
retail sales!\*



In case you hadn't noticed, Albuquerque, New Mexico is now a *billion dollar market!* It's the fastest-growing major market in the surging Southwest, and ranks 90th in the nation in total retail sales.

Look at these figures: In the metropolitan area alone, population is up to 218,800 (61,400 families) with a spendable income of more than \$372 million.

In the last year, food sales have increased 64%, drug sales 74% and total retail sales an amazing 62% to a new high of \$290,276,000!

And this is just the beginning! Today, business

activity in Albuquerque is increasing at a rate *three times above the national average!*

KOB Radio and KOB-TV are the unchallenged, leading media in this young, active-buying market. Powerful KOB, the Southwest's 50,000-watt pioneer station commands the Pulse ratings just as KOB-TV Channel 4, is tops in ARB ratings.

Now under the progressive management of KSTP, Inc., broadcast leaders in Minneapolis-St. Paul, KOB and KOB-TV are your *best buys* in atomic Albuquerque!

\*SALES MANAGEMENT "Survey of Buying Power," May 10, 1957

RADIO **KOB** TELEVISION  
 770 K.C. 50,000 WATTS Channel **4**  
 NBC  
**ALBUQUERQUE, NEW MEXICO**  
*"Serving and Selling the Surging Southwest"*  
 Represented by Edward Petry & Co., Inc.

# 26 MEN

***thundering  
out of  
the West***



... The 26 daring Arizona Rangers tamed America's last wild territory... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

*new!* **ADULT** *action!*  
**WESTERN**

**SOLD**, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- Humpty-Dumpty Stores
- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Pies

**CONTACT:**

**ABC FILM  
SYNDICATION**

1501 Broadway, N.Y.C.  
Lackawanna 4-5050

# FILM-SCOPE

31 AUGUST  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

Syndicated film now occupies so much of a tv station's diet that broadcasters feel they can get a little more finicky about the menu.

This week FILM-SCOPE asked its roster of Station Spotters about their relationships vis-a-vis syndicators. In a word, this is what the stations say: "Let's be a little more sophisticated in our dealings. Sure, we all started out with ham and eggs. Now let's sharpen our tastes." Specifically:

1) In syndicated fare, a good pilot film is the best convincer. The fact is that most stations have neither the executive time nor the facilities to buy on such intangibles as a star's reputation, track record of the distributor, etc. They want to see something in black and white.

2) Station decisions on film no longer are one-man, impulse jobs. Often the station manager, sales manager, program and/or film director figure in the confab. Thus a pushy film salesman sometimes does more harm than good.

3) Stations would like a better briefing on the potential angles in a film which could be used as sales hooks.

4) Merchandising is so important these days that more promotional aids—on a continuing basis—are desirable. An original kit, without follow-up stuff, usually is too primitive.

5) If station's could make their dreams come true, the ideal syndicated film salesman would be a fellow who has had station experience himself.

6) The syndicator who romances a single station in a market too ardently alienates the affections of the others. They get suspicious that a "deal" may be afoot (aside from which their feelings are hurt).

Screen Gems' Rauch Party is starting talk about a trend toward country-type films.

Offhand, there's plenty of documentation for such speculation. Jimmy Dean, Pat Boone, Tennessee Ernie Ford—and (if you want to make the category loose enough) Lawrence Welk—are riding a crest. America seems to be in a nostalgic mood.

But statistics warn against a hasty conclusion. There have been less than a dozen major country-music variety films in the last five years.

Observers note that there has been a sustained appeal for this type of entertainment when broadcast live and featuring the latest popular tunes. But, they ask, can this freshness and spontaneity be retained via film?

On the action front, it looks like the big play will be toward more westerns, more horror stuff, and more mysteries.

The Gray Ghost, CBS syndication series, almost set a precedent for exposure over three local stations at the same time. But it didn't quite make it.

Colonial Stores, buyer of the show for Richmond, thought the episodes of the Civil War exploits of Virginia-born Capt. John Mosby worthy of a link-up of all three Richmond stations.

However, so many problems intervened that Colonial's good intentions couldn't be realized.

As syndicated film sales multiply abroad, a new kind of wheel is being added to the executive machinery—the international tax expert.

Actually, two related problems face him:

1. **Foreign exchange.** Often a film company wants to keep its money outside the U.S. for reinvestment abroad, or bring it home by a circuitous route to get a better rate that way.

2. **Taxes.** By establishing a “base” company in some favorable foreign spot, a film company sometimes can cut its tax bill on foreign earnings to the bone. It can keep the money working overseas, or bring it home only when its tax position here makes such a maneuver favorable.

Nations with especially low taxes (or none at all) on money earned outside their borders are known as “tax havens.” Panama generally is regarded as the best in this hemisphere and some U.S. film companies already have anchored there.

**Bibliographical note:** A detailed study of this subject has just been published by the Law School of Harvard University (*Tax Factors in Basing International Business Abroad*; Cambridge 38, Mass.: \$5). A quick check list appeared in the July issue of *Management Digest* (McGraw-Hill; 33 W. 42nd St., N.Y.C. 36; \$1). Another source: The United Nations.

Very much on the rise as a market for U.S. syndicators this fall is Puerto Rico.

The climate is benign: About 10% of all shows in P.R. are syndicated fare, and of the top 15 programs four are film imports dubbed in Spanish. Here are some samples: (Source—Telepulse, 1957)

	RATING	AUDIENCE SHARE
Cisco Kid	52	75%
Foro 7 (Stage 7)	51	69
Agente X (Man Called X)	44	66
Rin Tin Tin	40	65

**This quartet is having a real romp:** Cisco Kid walloped a live competitor by over 2½ times: Agente X is estimated to pull 20,000 more homes than Quedo-Rovira, which opposes it: and Foro 7 tops Alegrias-Cast (live) by more than 25 rating points.

Note: Three viewers or more per set are not uncommon for films. Puerto Rico has 3 tv stations, an estimated 180,000 sets, and a population of some 459,000 families.

Carter Products is making more and more syndication buys via SSCB, but they will continue to be on a market to market basis.

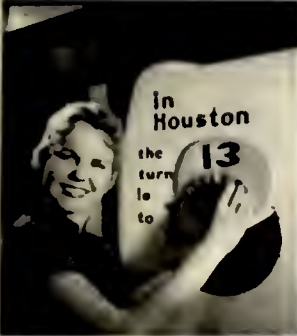
As explained this week to FILM-SCOPE by an SSCB buyer: “These are mostly opportunistic buys. In other words, we pick and choose according to how the local figure for syndication matches up to our appraisal of the market.”

**FLASHES FROM THE FILM FRONT:** Horror is having a hey-day. A.A.P. is offering a mystery-horror package (yet untitled) of 52 films from its Gold Mine Library . . . Screen Gem's shock package of 52 films has been sold to 10 stations . . . Michel Kraike, producer of the classic thriller, *Trader Horn*, says that the half-hour series will be shot in London and Africa for release in fall 1958 . . . WPIX, New York, reports 20 hours of mystery and suspense-adventure scheduled for fall.

CBS Newfilm has added six more stations in the U.S. and Radio Televisora Nacional, Bogota . . . A.A.P. reports first sale of Warner Bros. feature package in Great Britain to Associated TV, LTD. of London for \$250,000 . . . NTA has purchased controlling interest in KMGM-TV, Minneapolis-St. Paul . . . General Cigar bought NTA's *Sheriff of Cochise* for White Owl Cigars in two markets thru Y&R.



In Houston  
the turn  
is to  
**13**



because  
we think  
television is  
more than

old movies  
or  
new ones



...more  
than just  
riding the  
network!

The Best  
Network,  
movies  
and  
local "live"  
everyday makes



## AND HERE'S FURTHER PROOF!

May A R B Shows—

KTRK-TV First in Prime time — 6-10  
p.m. Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m.  
to Midnight Monday thru Friday

KTRK-TV First in Nighttime — 6 p.m.  
to Midnight Sunday thru Saturday

KTRK-TV Leads With Top 3 Shows and  
Five of Top 10 in Houston!



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

# DOMINANT

## Tampa - St. Petersburg

**Now 10th in retail sales per capita**

—as stated by U.S. Department of Commerce!

**Dominated by WTVT**

—ask your Katz representative for the latest ARB!



**34th** in Total Retail Sales  
(Up from 36th previous year)

**39th** in Food Store Sales  
(Up from 44th previous year)

**31st** in Drug Store Sales  
(Up from 33rd previous year)

# ANNUNCIATE

... twin cities of the South

# WTVT

**TAMPA - ST. PETERSBURG**



The WKY Television System, Inc.  
WKY and WKY-TV Oklahoma City  
WSFA-TV Montgomery  
Represented by the Katz Agency

DEPARTMENT STORE

AUTOMOBILES



**33rd** in General Merchandise Sales (Up from 37th previous year)    **29th** in Automotive Sales (Up from 34th previous year)    **35th** in Service Station Sales (Up from 39th previous year)

(Source: Sales Management Survey of Buying Power, 1956 & 1957)

as always . . .

New Orleans'

**ONLY**

**STATION**

with 100%

**All Negro**

**W  
M  
R  
Y**

★ **PROGRAMMING**

★ **PERSONALITIES**



"Versatile"  
**Larry McKinley**

10 to 12-noon  
4 pm to Sign Off



"Sister"  
**Bessie Griffin**

12 to 2 pm



"Deacon"  
**Jack Willman**

8:30 to 10 am



"Groovy"  
**Gus Lewis**

Sign on to 8:30  
2 to 4 pm

**WMRY**

**The Sepia Station**  
**1000 WATTS 600 KC.**  
**New Orleans**

Mort Silverman—Exec. V. P. & Gen. Mgr.  
Gill-Perna, Inc.—Nat'l. Rep.

# News and Idea WRAP-UP

## ADVERTISERS

Acquisition of the J. B. Williams Co. by Pharmaceuticals, Inc., announced formally last week, adds a substantial line of nationally advertised brands to those already manufactured by the company.

Williams manufactures and distributes Aqua Velva, Kreml Hair Tonics and a score of other nationally accepted products. Pharmaceuticals markets Geritol, Sominex and Serutan among others.

Plans are to continue J. B. Williams under present management as a subsidiary of Pharmaceuticals. The present network schedule of the parent company (*Twenty One*, NBC; *To Tell the Truth*, CBS; and a new panel show *What's It For*, starting 12 October on NBC, could afford ample room for the Williams Division products.

Pharmaceuticals is a heavy air media advertiser, Williams (up until this point) is not.

Helene Curtis has announced appointment of McCann-Erickson, Chicago, as agency replacing Earl Ludgin & Co. for the firm's *Spray Net* and *Shampoo Plus Egg*.

George Factor, Helene Curtis vice president, also announced a realignment of products among the company's other two agencies:

**Gordon Best & Co.** will handle *Suave*, *Suave for Men*, *Lentheric*, Curtis beauty shop products as well as a new men's product to be announced shortly.

**Edward H. Weiss** agency will handle *Stopette* deodorant, *Enden Dandruff Treatment Shampoo*, *Kings Men Toiletries* and *Lanolin Discovery* spray hairdressing.

H. J. Heinz "Once in a century" campaign (built on the coincidence of 1957 and "57 varieties" slogan) will climax with a new national promotion set for fall.

The 1957 Jamboree Pennant Sale, promoting the leading Heinz products,

will be kicked off with extensive consumer magazine advertising and the firm's two network tv shows, *Captain Callant* and *Studio 57*.

Heinz Condensed Soups and new pack Ketchup will be heavily supported by the television effort. Maxon, Inc., of Detroit, is the agency for Heinz grocery products.

**Reynolds Metals Co.** will launch an ambitious campaign this fall based upon research confirming the superiority of aluminum foil as a bread wrap.

A consumer magazine series will kick off the drive to educate the bread industry (and the housewife) to the advantages of foil wrapped baked goods. Commercials on Reynolds' *Circus Boy* and *Disneyland* (which the metals firm co-sponsors beginning September 11) will be seen by an estimated 60-million tv viewers.

In the heat of August U. S. Steel is making its final plans for *Operation Snowflake*. The promotion campaign is geared again this year to 26,000 retailers and the sale of major appliances as Christmas gifts for the family. Heavy tv and newspaper advertising will back the merchandising with the theme "Make it a white Christmas . . . give her a major appliance." Free promotion kits go to all retailers. Agency is BBDO, Pittsburgh.

**Advertiser appointments:** **Robert M. Van Brundt** has been named advertising manager of the hearing aid division of **Zenith Radio Corp.**, Chicago. He has been tv advertising manager of **Motorola** for the past five years.

At **General Electric**, **Richard D. Kennedy** has been named to the new position of advertising and sales promotion manager of the receiving tube department in Owensboro, Ky. He directs advertising, sales promotion and publicity for both original equip-

ment and distributor sales for all types of tubes.

Colgate-Palmolive Co., New York, names C. Gilbert Green as general sales manager of its toiletries division. H. P. McClure has been named to the new position of general sales and promotion manager of food and drug store chains. Their appointments are part of the company's divisionalization program which began early this year.

## AGENCIES

Five-way promotion is being introduced in New York by Reach, McClinton & Co. with its new monthly house organ *Reading Matter*. It chats informally about employees, some of the campaigns, marketing theories and scuttlebutt originating at the water cooler.

There's a passel of new client appointments of agencies this week. Among them: P. Lorillard Co. consolidated all of its cigarettes—Old Gold, Kent and Newport—into one agency, Lennen & Newell, which previously serviced only Old Gold.

Consolidated Film Industries, a division of Republic Studios, to Tilds & Cantz, Los Angeles . . . Procter & Gamble's American Family Products to Tatham-Laird, Chicago . . . Mutual Benefit Life Insurance Co. to Grant Advertising, New York, with an expanded advertising and promotion plan in prospect.

Davis Products to Frank Wright National Corp., San Francisco, with discussion of tv and radio among media for use in '58 . . . Perpetual Savings and Loan Assn. to Beck-

man, Koblitz, Inc., new Los Angeles agency (see below.)

There are several new changes this week for your agency lists, too, as three new ones come on the scene.

Phil Field, formerly of Lew Sanders Advertising, has opened Field Advertising in Chicago. He will specialize in consumer packaged goods . . . In Kansas City, a foursome has formed Avery, Reel, Holloway and McDonald Advertising. They



BEAUMONT

ORANGE

PORT ARTHUR

*Newfoundland's*  
Most Powerful Twins

**CJON-TV** Channel 6  
St. John's  
**CJOX-TV** Channel 10  
Argentia



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

WEED & CO. U.S.

STOVIN-CANADA

Angling for greater sales in the  
**Beaumont-Port Arthur-Orange**  
area? You need the only facility  
covering this oil-rich market  
of 1,000,000 prosperous Texans—  
**K F D M** Beaumont Radio & TV

CBS  
ABC



See PETERS-GRIFFIN-WOODWARD, INC.

## PICTURE WRAP-UP



Over 350 guests, including press, clients, advertisers and dignitaries attended WLW-TV's color debut of Ruth Lyons and her 50-50 Club at the Netherland-Hilton Hotel in Cincinnati



New attraction on WPST-TV, Miami, will feature a boxing match between Phyllis Kugler (r), Women's Champion, and Barbara Buttrick



Hal Morgan, WGAR d.j., milked a prize Holstein at Cuyahoga County Fair and listeners reported that from the sound effects, he was really doing a bang-up job of it



Young ballooners had a treat when Shari Lewis carried up and down Fifth Ave. in pre-show promotion for *Hi Mom* on WRCA-TV. Over 1,000 helium-filled balloons were given away to passers-by



Unerring judgment of New York account executives is borne out in their selection of June Cook as Miss Washington of 1957 in a WWDC contest. Judges (l. to r.) Thomas Comerford, Y & R; William Groome, Ted Bates; William Dollard, Y & R



Pretty corny. Seventh annual corn field day at WHDH, Boston, is announced by farm and food director Joe Kelly (with bell). Kelly kept corn fresh in wading pool, cooked and served it throughout the day to WHDH personalities, staff, guests

are James A. Avery, Roy F. Reel, Bob Holloway and Wurd McDonald, all former executives with Carter Advertising Agency there. Three Carter officers will serve as consultants to the new group: Charles Carter, Josephine Dahlin and Fred Klemp, with ARH&M continuing to service several accounts handled formerly by Carter.

Another shop to open in Los Angeles is Beckman, Koblitz, Inc., with partners Milt Beckman, former owner of Beckman, Hamilton & Assoc., and Eddie Koblitz, founder of the Edwards Agency.

Agency personnel changes: Colin H. John has been named account executive in charge of Vauxhall motor car advertising at MacManus, John & Adams, Detroit. He continues as associate account man on Pontiac . . . Robert C. Mack is now v.p. in charge of tv and radio at Grant Advertising, Detroit. . . . Tom Kaufman joins Henry J. Kaufman and Assoc., Washington, in the public relations division . . . Robert J. Hooper is manager of the service department at Geyer Advertising, New York, and Angelo T. Cozzi has been manager of print production.

New to Anderson-McConnell in Hollywood: Joseph W. Harbison, Jr., as manager of industrial advertising from James C. Galloway Co.; William R. Averill as medical and drug copy chief from Herby E. Hill Advertising; Elizabeth Farrar as librarian and research technician from Simon & Schuster.

Jerry W. Ream has been named v.p. in charge of the consumer division at Klau-Van Pietersom-Dmlap, Inc., Milwaukee. One of four divisional heads, he directs advertising and merchandising on all consumer ac-

counts . . . Erwin H. Klaus is the new San Francisco manager of The Eschen Co., replacing Donald E. Kerwin who has resigned . . . At Kustor, Farrell, Chesley & Clifford, New York: James P. Barrett joins the account group after working at Leunen & Newell and Benton & Bowles; Marion Akins Yeh now heads tv and radio traffic after working at Ogilvy, Benson & Mather and The Biow Co.

James J. Ward has set up his own business as a sales engineering con-

## FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



### HERE ARE THE FACTS:

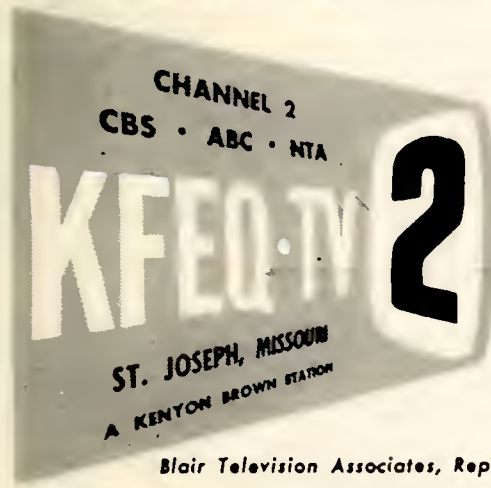
**STATION** — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

**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."



**AND ONLY ONE TV STATION IN THIS 37 COUNTY MARKET**



**WSTV-TV**  
STEUBENVILLE, OHIO  
CHANNEL 9 234,500 WATTS

Represented by Avery-Knedel, 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



## **Right from the horse's**

To make sure you say what you mean . . . mean what you say!—put your message on film . . . check and recheck it with real live audiences before it's finally aired. Then there'll be no "fluffs"—no fault to find with what's said and done.

Furthermore, you schedule to best advantage, save time and money—when you use EASTMAN FILM.

For complete information write to:  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

**Be sure to FILM IN COLOR . . . you'll be glad you did**





# mouth!

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

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

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

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

sultant in Chicago after resigning as general manager of the Los Angeles office of Arthur Meyerhoff & Co. He is being replaced by **Joel Benton**, former executive vice president of Cole, Fisher, Rogow.

New vice president at Leo Burnett Co., Chicago, is **Jack Kopp**, a brand supervisor who started with the company two years ago as an account executive. He was a marketing account executive at Needham, Louis & Brorby, also Chicago.

## NETWORKS

**Bowling**, which has done rather well on the film syndication circuit, will get network tv coverage this season.

American Machine & Foundry has bought the Sunday 8:30-9 p.m. spot on ABC TV for *Bowling Stars*. The show starts 22 September. Fletcher D. Richards is the agency.

Back in 1956 NBC TV tried a bowling show, *National Bowling Champions*, sponsored by White Owl in the Sunday 10:30-11 p.m. spot. This show lasted through the summer and into the early fall. After that the network ceased programing the late Sunday time slot.

The ABC TV bowling show is the fourth sports program set in the new fall line-up.

Here's the current tally of the regularly scheduled sponsored nighttime network tv shows by types:

Adventure	6
Comedy	2
Hour Drama	5
Half-hour Drama	9
90-minute Drama	1
Hour Music	1
Half-hour Music	2
Hour Mystery	2
Half-hour Mystery	3
Quiz-Panel	11
Situation Comedy	19
Sport	4
Hour Variety	8
Half-hour Variety	11
Hour Western	4
Half-hour Western	14
Miscellaneous	3

While CBS TV and NBC TV are busy filling in the open spots in the fall nighttime network tv schedules with sustainers, ABC

TV is holding its unprogramed half-hours open.

ABC TV currently has 3 half-hours open.

CBS TV's two sustainers that fill out its evening line-ups are: *Playhouse of Mystery*, Tuesday 10:30-11 p.m. and *Assignment Foreign Legion*, Saturday 10:30-11 p.m.

NBC TV is using *My Friend Flicka*, Sunday 6:30-7 p.m. and *Nat "King" Cole*, Tuesday 7:30-8 p.m. to plug up the holes.

Here's an interesting switch: **John A. Stearns**, long-time tv producer, has turned to radio. Stearns has been named an executive producer for the American Broadcasting Network and will be assigned to handle the new live musical programs planned by the radio network. Most recently he has been producer of NBC TV's *Arthur Murray Party* and before that was producer and director for *Armstrong Circle Theatre*, *Steve Allen Show* and *Faye Emerson Show*.

**Focus on personalities:** **Harry C. Folts** and **Aaron Beckwith** have been named account executives for ABC TV. Folts comes from American's radio arm and Beckwith from NTA where he was director of business development. . . . **S. William Aronson** has been appointed administrator in the cost control unit of the American Broadcasting Co. Aronson moves up from director of sales service for the American Broadcasting Network.

**Color notes:** Four of NBC TV's nine college football games, including the Army-Navy classic, will be colorcast this fall.

## REPS

Blair-TV is mailing a specially prepared 'Time Change Guide Map' to timebuyers and other agency personnel throughout the country who are faced with the bi-annual time change problem.

The guide will show the status of major cities with special information concerning the numerous exceptions which make time changes a big headache to the industry.

**Larry Surles**, formerly Eastern manager for radio, NBC Spot Sales, has been promoted to the



Only ONE is atop the  
Continental Divide  
Serving both the Atlantic and  
Pacific Sides of America

KXLF - TV4 -:- Mantona  
Butte

East—The Walker Co.  
West—Pacific Northwest Broadcasters

**How High  
Is UP?**

DON'T SLIP, MAN!  
2,049 FEET ABOVE  
SEA LEVEL, 1,010 FEET  
ABOVE AVERAGE TERRAIN.  
MAN, THAT'S OUR NEW TOWER  
GOING UP, WE STARTED  
JULY 24<sup>th</sup>!  
TARGET DATE SEPT. 17<sup>th</sup>!

MAN, BUYING POWER  
IS UP \$894,880,000  
IN THE "NEW METAL  
EMPIRE" TOO!

C.D. DUKE TULLY  
GEN. MGR. O  
NO INTERRUPTION IN  
TRANSMISSION

**WDSM-TV**  
NBC-ABC Channel 6  
**DULUTH-SUPERIOR**  
National Representatives  
PETERS, GRIFFIN, WOODWARD

newly created post of Manager of New Business. New job will free the sales executive of administrative details so he can concentrate fully on the development of new spot television business.

Esther Rauch has been appointed Midwest Sales Development Manager for John Blair & Co. Miss Rauch comes to Blair from the Leo Burnett Co., where she has supervised timebuying for International Harvester, Convert Rice, Marlboro and the Tea Council.

The rep company points out that her appointment is to keep pace with Chicago's growing importance in advertising placement, especially air media.

Seymour "Hap" Eaton has been named a television account executive in the New York offices of Peters, Griffin, Woodward, Inc.

Eaton joins the rep firm after four years with NBC Television Films in Chicago where he was North Central Sales Supervisor. Prior to that association, he was in varied advertising, public relations and promotion capacities for RKO Radio Pictures.

### RADIO STATIONS

WGH, Norfolk, Va., is hosting a special seminar on the Multiplex question on 26-27 September at the Hotel Chamberlin, Old Point Comfort, Va.

Pros and cons, technical and business sides of the Multiplex picture will be discussed. Also demonstrations of transmitting and receiving equipment will be on display plus an opportunity



"KRIZ Phoenix says you do gift wrapping."

### "THE SQUARES"



MOM



POP

(Adults who can buy)

LISTEN TO

# KiTE

"Cool Cats" Get Their Kicks Elsewhere

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station

NCS #2

Call Avery-Knadel, Inc.

### Montgomery's No. 1

Radio Station

# WRMA

Serving 200,000 Negroes

Announces the  
Appointment of

JUDD SPARLING

as Station Manager

AND

EVERETT - MCKINNEY, INC.

as National Representative

to observe reception up to 30 miles from the transmitter.

A novel public service idea passed on by WAPI, Birmingham, was the broadcasting of the annual Alabama High School All Star basketball and football games with some 50 Alabama high schools as "sponsors."

The games originated and broadcast by WAPI were also carried on 36 of the state's radio stations. Each station invited principals and superintendents of the high schools to use all announcement periods to inform listeners of the work and activities of the local schools.

WAPI along with the Birmingham News made the games available without cost to one radio station in every Alabama town and city.

WBAL, Baltimore, came up with a coup this month when it signed the May Co., department store, to a 52-week contract. The station says this is the first long-term pact between any Baltimore store and a radio station.

New call letters for some Bartell stations: WYDE will be the new call letters for WILD, Birmingham, come

Labor Day (2 September). WYDE is the sister station of WAKE, Atlanta, and the two Bartell Group stations have come up with a "natural" in the way of a promotion angle: the South's WYDE AWAKE radio team. This past week has seen an extensive promotion campaign for the WYDE WAKE duo. The WILD call letters now go to the former WBMS, Boston, another of the Bartell Group.

Idea at work from WDCY, Minneapolis-St. Paul: Local mayors from

surrounding cities and Minnesota towns are taking over part of the Don Kelly show (he's the Morning Mayor of the Twin Cities) to talk about safety, welcome visitors and appeal for current charity drives. . . . Meredith Publishing Co., Des Moines, has announced purchase of KRMG, Tulsa, subject to FCC approval.

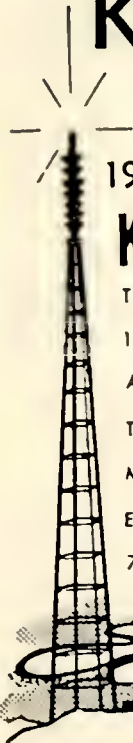
New affiliations: WOKO, Albany, this week becomes an affiliate of the American Broadcasting Network. WOKO was established in 1924.

## EXPECT RESULTS

(and you'll get them)

when you present  
your product over

## KSMO-TV



191,000 watts

**KMSO-TV**

TRANSMITTER

100 MILE RADIUS

ATOP

TELEVISION

MOUNTAIN

ELEVATION

7000 FT.

SELLING  
WESTERN  
MONTANA

*Mosby's,  
Inc.*

the  
**ONLY**  
**SINGLE**  
**MEDIUM**  
selling **ALL**  
Western  
Montana

MISSOULA, MONTANA

POPULATION	1,180,000	10th	among U.S. Counties
BUYING INCOME			
Total	\$2,928,340,000	8th	among U.S. Counties
Per Family	\$ 8,503	5th	" " "
RETAIL SALES	\$1,534,786,000	11th	" " "
Food Store	\$ 403,423,000	9th	" " "
Auto Store	\$ 252,922,000	11th	" " "
Lumber, Bldg., Hdware	\$ 113,879,000	5th	" " "
Apparel	\$ 113,070,000	13th	" " "
Gas Stations	\$ 86,967,000	10th	" " "
Furn. House etc.	\$ 81,857,000	14th	" " "

(Sales Management, May 1957)

One station—**WHLI**—has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

SOON WHLI WILL INCREASE ITS POWER TO 10,000 WATTS

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
Long Island*

### Big Bonus Coverage

(Nassau, parts of Queens, Suffolk & Brooklyn)  
Population — 3,063,135  
Net Income — \$6,730,794,000  
Retail Sales — \$3,365,152,000

Paul Godofsky, Pres. & Gen. Mgr.  
Joseph A. Lenn, Exec. VP Sales

Represented by Gill-Perna

## Among Us Towers



... the tower with the SALES power in Oklahoma

You get

TWICE

AS

MUCH for your money  
on WKOW-TV



You make over twice as many sales impressions for your dollar when you choose WKOW-TV in Madison. For the greatest number of unduplicated network homes at the lowest cost per thousand your best buy is Channel 27.

Ask Headley-Reed for proof.  
Get the story on the \$53 Bicycle  
Tire.

**WKOW-TV**

ABC in Madison, Wis

## TV STATIONS

Local color programing continues on a steady increase. Latest tv station to originate its own color shows is WLW-T, Cincinnati.

Currently carrying 9 hours of network color (NBC TV), the station this month started eight and a half hours of local color.

**Idea at work from WFBG-TV, Altoona-Johnstown:** a New York to Johnstown, Pa., airlift of research executives from leading ad agencies for on-the-scene survey of tv coverage in the area.

**New affiliations:** KVII-TV, Amarillo, Tex., has signed as a primary affiliate of ABC TV. The station will be in operation before the end of the year... KELO-TV, Sioux Falls, S.D., has become affiliated with CBS TV. The station with its two satellites, KDLO-TV, Florence, S. D., and KPLO-TV, Reliance, S. D., serves the eastern half of South Dakota.

**People in the news:** Charles Hariman Smith has been retained by KDAL-AM & TV, Duluth, to conduct a special market research project... Gene C. Gaudette, former regional-local sales manager for WRAL-TV, Raleigh, N. C., has been named general sales manager for WAVY-TV, Norfolk, Va. Other additions to the WAVY-TV sales staff are: Charles "Chuck" Palmisano, Edward Bonham and Catherine Basnight as account executives... Jim Richey, formerly with KLMN, Denver, has joined KBTB, Denver, as an account executive.

## FILM

The oldest feature film theatre telecast over WGN-TV starts its ninth consecutive year of features on Sept. 1.

Jim Moran's Courtesy Theatre, a pioneer on Chicago tv, premiered on August 28, 1949, with Frederic March & Janet Gaynor in *A Star Is Born*.

Set count in Chicago was only 50,000 and 4,000 were in taverns. Moran did his own commercials, a practice he continues to this time. Courtesy Theatre has consistently been rated among the top 10 shows in Chicago, dominated only by network productions.



## 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 Humaldt 3-3100

Represented Nationally by—  
John E. Pearson Company

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



251.970  
TV Homes



BOLLING CO.  
NEW YORK  
CHICAGO

**WTHI-TV**

# 1st in Ratings

Pulse  
March '57

Morning  
Afternoon  
and  
Night

# 1st in Results

Among Birmingham's long term radio advertisers, Hill Grocery chain, a WJLD advertiser for 6 years without interruption says, "We at Hill's want to congratulate you and your radio station on the fine job in the last 5 or 6 years. This medium has really paid big dividends."

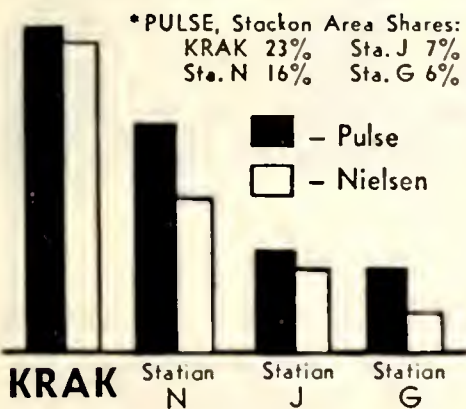
**WJLD** AM  
FM

**BIRMINGHAM, ALABAMA**  
The Nation's Finest  
Negro Radio Station  
Represented by FORJOE

California's Mid-Central Valley

# it's KRAK! FIRST

- Both Pulse & Nielsen



**NIELSEN, Daytime Weekly Listeners:**  
KRAK -- 79,458 Sta. J --- 48,868  
Sta. N -- 59,907 Sta. G below min.  
(NCS #2)

KRAK --- FIRST in ratings, coverage, programming, promotion, merchandising, selling!

# KRAK

Ask your Headley-Reed man . . . or call Alan Tarbet, HO 4-4551, Stockton, Calif.

**News & Re-news:** Ziv's *Highway Patrol* gets its second-year renewal by Ballantine for 52 week double-exposure on WPIX, N.Y. . . . *The New Adventures of Martin Kane* placed sixth among 103 syndicated films competing in 22 markets . . . **Screen Gems** reports its *Hollywood Serial Parade* are now sold in 52 markets . . . **The Habitant Soup Co.**, Manchester, N.H., bought *The Gray Ghost* for several major New England markets, including Boston. The show debuts on **WBZ-TV**, 16 October, 10:30-11:00 p.m. . . . **Guild films** reports sales in France and England in the past two weeks. French deal included *Liberace*, *Frankie Laine & Florian Zebach* series . . . **A.A.P.** announced sale of *Gold Mine Library* to **WGN-TV**, Chicago, the third major sale to that station in less than a year. Also a meeting of all sales personnel at the Edgewater Beach Hotel, Chicago, 27-28 August.

**People on the move:** **Harvey L. Fichter** appointed Northeast Account Supervisor for Official Films . . . **Abby Rand** has joined **Rogers, Cowan & Jacobs**, as account executive on **Ziv TV Programs, Inc. & World Broadcasting System** . . . **Richard W. Hubbell & John A. Buning** appointed business representatives for **International News Service**.

## 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. 20 Aug.	Tues. 27 Aug.	Change
<i>New York Stock Exchange</i>			
AB-PT	22 <sup>1</sup> / <sub>2</sub>	16 <sup>5</sup> / <sub>8</sub>	-5 <sup>1</sup> / <sub>2</sub>
AT&T	172 <sup>5</sup> / <sub>8</sub>	172 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Avco	6 <sup>5</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	- 1 <sup>1</sup> / <sub>2</sub>
CBS "A"	29 <sup>5</sup> / <sub>8</sub>	28 <sup>3</sup> / <sub>8</sub>	-1 <sup>1</sup> / <sub>4</sub>
Columbia Pic	19	18	-1
Loew's	17 <sup>3</sup> / <sub>4</sub>	16 <sup>3</sup> / <sub>4</sub>	-1
Paramount	33 <sup>1</sup> / <sub>2</sub>	33 <sup>7</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>2</sub>
RCA	34 <sup>1</sup> / <sub>2</sub>	33	-1 <sup>1</sup> / <sub>2</sub>
Storer	25 <sup>1</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>2</sub>	- 3 <sup>1</sup> / <sub>4</sub>
20th Fox	26	26 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Warner Bros.	21 <sup>1</sup> / <sub>2</sub>	22	+ 7 <sup>1</sup> / <sub>2</sub>
Westinghouse	61 <sup>7</sup> / <sub>8</sub>	62 <sup>1</sup> / <sub>2</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
<i>American Stock Exchange</i>			
Allied Artists	3 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>4</sub>	
Assoc. Art. Prod.	9 <sup>7</sup> / <sub>8</sub>	9 <sup>1</sup> / <sub>4</sub>	- 5 <sup>1</sup> / <sub>8</sub>
C&C Super	15/16	15/16	
Dumont Labs.	4 <sup>1</sup> / <sub>2</sub>	4 <sup>3</sup> / <sub>8</sub>	- 1 <sup>1</sup> / <sub>2</sub>
Guild Films	2 <sup>7</sup> / <sub>8</sub>	2 <sup>7</sup> / <sub>8</sub>	
NTA	8 <sup>1</sup> / <sub>4</sub>	7 <sup>7</sup> / <sub>8</sub>	- 3 <sup>1</sup> / <sub>4</sub>



## ON THE RICH Golden Spread

Amarillo, Capital of the Golden Spread, is growing and progressing with the best of the metropolitan markets in the great Southwest. Its population has increased over 76% since 1950.

- Effective buying income \$254,444,000.
- Annual wages per family \$6,541.
- Military payroll \$24,000,000 annually including military and civilian employees.

Get in on the Big Buy on Big 4, Amarillo's specialized television station.

CONTACT ANY KATZ MAN

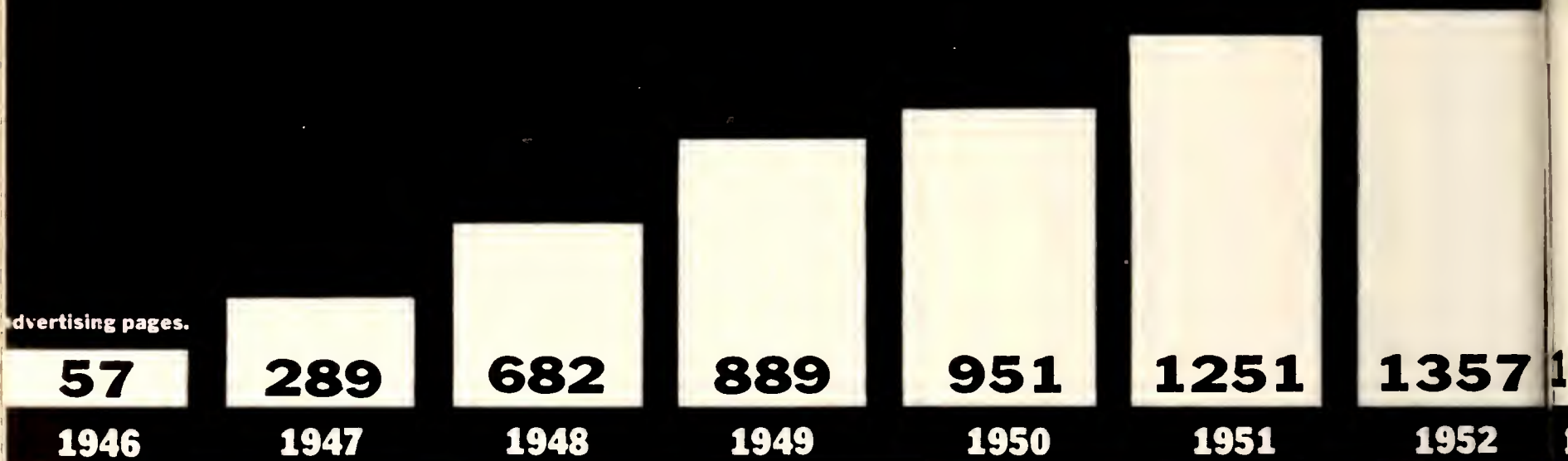
# KGNC-TV

Channel 4

AMARILLO, TEXAS

**FOR OVER 10 YEARS . . . . .**

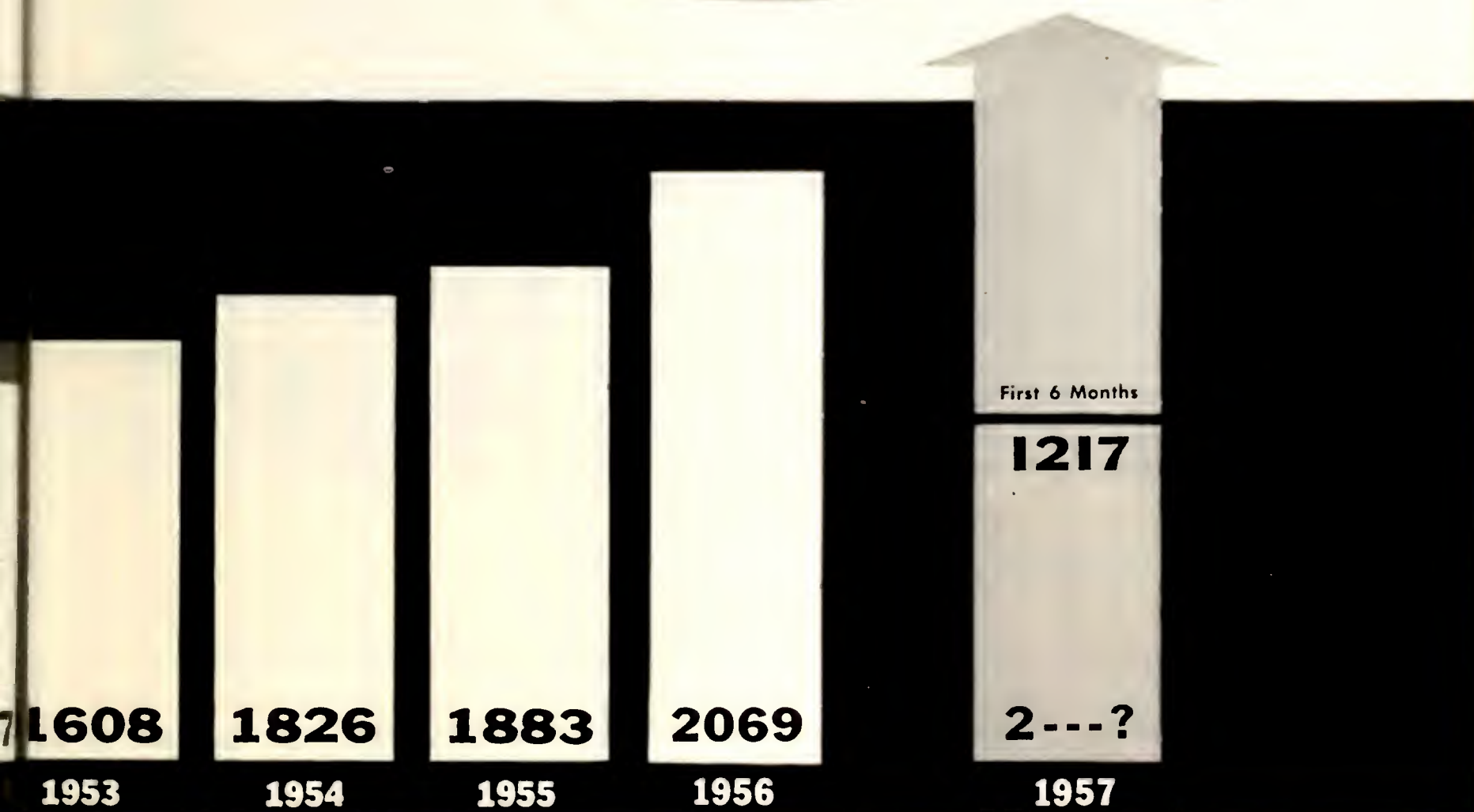
**every year for more than a decade SPONSOR  
as gone up in advertising pages.**



**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.





*“Our greatest challenge . . .  
the development of men”*

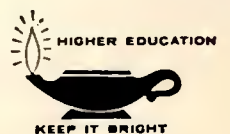
Ralph Cordiner, President, General Electric Company

*“Few expenditures we can make are more important than those for education. A well-educated person produces more and consumes more, makes wiser decisions at the polls, mounts a stronger defense against aggression, and is better able to perform the grave responsibilities of American citizenship.*

*“Freedom needs educated people. So do business and industry. I earnestly ask you to support the college or university of your choice in its planning for expansion and a stronger faculty. The returns will be greater than you think.”*



If you want more information on the problems faced by higher education, write to: Council For Financial Aid To Education, Inc., 6 E. 45th Street, New York 17, New York



*Sponsored as a public service, in cooperation with the Council for Financial Aid to Education*



# WASHINGTON WEEK

31 AUGUST

Copyright 1957

SPONSOR PUBLICATIONS INC.

Three of the fifteen members of the Senate Commerce Committee (which has jurisdiction over the FCC and broadcasting) got together on the floor of the Senate this week to give subscription tv a thorough blistering.

They agreed that the FCC doesn't have legal power to authorize the system and that Congress should make sure the FCC won't.

Sen. Charles E. Potter (R., Mich.) started the ball rolling by charging that the push for pay-tv is from equipment manufacturers and the motion picture people. The film industry, he said, would like to transform living rooms into theatres for the exhibition of stockpiled films.

Later Sen. Spessard Holland (D., Fla.) broke in to say that TV has had a severe impact on film theatres, that Congress has twice granted tax concessions to aid the theatres, and that pay-tv would undo what Congress attempted. He said "it would practically assure the destruction of most of the motion picture industry."

Potter then switched around to say, "The Senator is correct. It would put out of business all the community motion picture houses, in which we take a great deal of pride. They could not stand this kind of competition."

Sen. Strom Thurmond (D., S. C.), who has introduced a bill to prohibit pay-tv, noted that the Potter remarks summed up many of the reasons why Congress should pass his bill. Potter told him, "I shall work with the Senator, as a member of that subcommittee, to make sure that hearings are held on that bill next January."

Sen. Frank Lausche (D., Ohio) told the Senate that approval for the system would mean good programs would be available only to those who can pay for them "and pay tv will have a monopoly."

The Internal Revenue Service has issued a ruling which may plague those who buy tv stations for large sums:

The ruling holds that network affiliations do not qualify for depreciation allowances under the tax laws.

Apparently the ruling was prompted by the Westinghouse purchase of WPTZ-TV, Philadelphia, for \$8,500,000 in 1953. Westinghouse said the NBC affiliation accounted for \$5 million of the value of the station and wanted to depreciate it over 5 years.

IRS noted that affiliations usually persist over long periods of time, since it is to the advantage of the network as well as the station.

Even if it is cancelled, this is no greater blow to a station than would be loss of a principal customer by a company which has only one or two customers—and in such cases there are no tax concessions.

The same ruling held that local and national spot advertising contracts are not subject to the depreciation allowance. These were likened by IRS to business goodwill.

IRS said this ruling has nothing to do, one way or another, with a situation under which "a taxpayer sustains a deductible loss upon termination of a network affiliation contract where it continues in the broadcasting business."

The tv industry chalked up \$897 million in broadcast revenues alone in 1956, up 20.4% from the preceding year, the FCC reports. Industry profits before taxes were \$190 million vs. \$150 million.

The networks and their 15 owned and operated stations accounted for \$442 million of 1956 gross revenues (up from \$374 million) and \$85 million of net before Federal income tax (up from \$68 million).

# DECOY

Television's top formula—crime detection—  
gets a powerful new twist in

## "DECOY"

the all new, action-packed series  
that reveals, for the first time, the thrilling  
adventures of New York's women police . . .  
in uniform and in fascinating disguise  
—from rags to rubies . . . as they fight the vice  
and crime that threaten America's biggest city.

Based on actual cases . . . filmed on the  
streets of New York for authentic realism!

*starring*

## BEVERLY GARLAND

Hollywood and television's fast rising star,  
soon to be seen opposite Frank Sinatra in  
"The Joker is Wild"!

*produced by the makers of*

**The Big Story**  
**T-Men in Action**  
**The Man Behind**  
**the Badge**

famous for top sponsor results . . .  
highest production standards.

*call the man from:*



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





# SOLD!

Boston . . . . .	WBZ-TV
Chicago . . . . .	WGN
Cleveland . . . . .	KYW
Hartford . . . . .	WTIC
Los Angeles . . . . .	KTTV
New York . . . . .	WPIX
Philadelphia . . . . .	WPFH
Phoenix . . . . .	KPHO
Pittsburgh . . . . .	KDKA-TV
San Francisco . . . . .	KPIX

**\$600,000 SOLD IN  
FIRST TWO WEEKS!**

# SPONSOR HEARS

31 AUGUST  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

New names are being added daily to the list of bidders for tv rights to the pre-1948 Paramount Pictures library.

Latest entry: Eliot Hyman, who has just taken over the reins of Associated Artists Productions (which handles the Warner Bros. pool).

In the agency business—where the game of musical chairs is a way of life—Compton points with pride to the fact that the majority of its executives did not come from other agencies.

A recent survey of 53 v.p.s, account executives, and department heads shows that: 28% started their careers with Compton and still are there; 32% came from client ad departments; and 40% came from other ad agencies.

It's no secret that the big Hollywood film studios are taking substantial losses in commercial film making.

A sales executive for one of the studios made this typical promise to an agencyman this week: "We'll meet any bid you get and even better it. We need a backlog."

Tv advertisers are boring to find the water they suspect is in many network program packages. For instance:

A West Coast ad manager demanded (and got) a cost breakdown for a show submitted by a network. He questioned a \$3,000 item and was told it was the customary fee collected by the booking office for a star.

The item was rejected, and at the network's bidding the booking office yielded.

Latest approach from one of the we'll-get-it-for-nothing-if-you-pay-us-a-fee boys was pitched at the Asphalt Institute.

His letter to the Institute not only contained a promise to get thousands of free mentions and showings of asphalt roads but contained this passage: "It will do you more good than any paid advertising campaign."

At many a Madison and Michigan Ave. luncheon table, frustrated broadcasters, reps, and agency men take refuge in the game of "miracles." You're supposed to dream up a situation which would be gratifying but which—unhappily—never will occur. Here are some current samples:

- A media director, who talks about "creative" buying, orders his staff to disregard all ratings.
- An advertiser who scorns "track records" when—at his bidding—the agency has submitted a list of prestige programs.
- A tv-radio department director who admits that the programming strategy of another agency on the same account may be worth appraisal.
- A timebuyer tells a rep salesman: "I used poor judgment when I discarded your package and gave the order to the other station."
- A rep salesman tells a timebuyer: "I don't think the availabilities I've got will do the sort of job your campaign needs."
- A station teletypes its rep: "Don't worry about not landing us a spot in that saturation campaign; you can't get 'em all."

## ARMOUR

(Continued from page 43)

both producer and retailer and it's easy for a producer to get into the food business.

"There are still a lot of small producers starting in a garage without much capital investment. The average supermarket stocks more than 3,000 labels and only a few dozen are national. Maybe only 100 get any advertising. Advertising is not *the* criterion and it's not as mandatory for foods as for soap. You get *nowhere* in soap without advertising."

Another problem in meat marketing: "The small price difference in meat products—perhaps a penny on a pound of bacon—won't support a lot of advertising. Then, too, the retail store has taken over as the responsible party and it no longer offers shoddy merchandise. People have learned that they get what they pay for."

These marketing differences show up in television sponsorship. Dial has traditionally had exclusive or semi-exclusive sponsorship of its tv properties. But the national meat items and related products have shared programs under a complicated rotating and multiple sponsorship arrangement.

Skillin is the coordinator when two or more divisions use a common tv vehicle. Commercial time is committed to by the product divisions before a purchase is made so there's no problem of allocating commercial time afterwards. Skillin also does the shuffling when a division manager asks for more or less time or an exchange of it.

In the last several seasons Armour has sponsored a varied assortment of shows and personalities: *Garroway at Large*, *It Could Be You*, *Pride of the Family*, *Perry Como*. In most cases it has sought identification with a popular personality.

When it comes to programing, Armour leans to light entertainment and variety as contrasted with heavy drama, quiz or Western.

What is Skillin's thinking about tv? This is a summary.

**Tv is risky:** Regrettably, network television is a fairly large risk. The price is high in terms of total advertising budget, the nighttime contract is for a year and the network can guarantee nothing in the way of audience. There is nothing to prevent another network or local station from taking the audience away without giving any notice.

MEMO

Look again  
at your TV  
schedules in  
New Orleans

4

Buy Channel

See Your Katz Representative *TODAY*

CHANNEL

4

WWWL-TV

NEW ORLEANS

CBS

IN THE  
CRESCENT CITY

What would he like to see develop in television? Even though some of these developments might end up boomeranging, he'd like to have a 13-week cancellation clause. He'd like to select his own markets without having to accept a basic network, and he'd like the program charges for a network packaged show to be related to the audience delivered.

The advertiser, in Skillin's thinking, takes too big a risk for the amount of dollars he has to spend on nighttime network tv. His final objection: renewing an October start daytime show on the first of March, particularly when the show is on a 52-week firm contract.

He believes if networks and stations hope to enjoy their past prosperity they must intensify their efforts to attract and to hold viewers. That's why audience promotion is important to Armour. Competition for the viewer's favor becomes stronger as more stations come into a market and as the attraction of tv as a novelty decreases.

This is why Armour does its utmost to sell its own sales organizations and its dealers on the value to them of the company's advertising program.

**The personal touch:** Identification with a popular tv personality and a strong merchandising program are being matched in the upcoming new show, *The Big Record*.

The program, with Patti Page as mistress of ceremonies and performer, will introduce the stars who have made a popular recording a big success. The show is budgeted at \$50,000 a week for talent. It kicks off 25 September with Armour as co-sponsor (with Pet Milk, with which it shared the Gobel show for three years) on alternate weeks for 26 weeks. The station lineup is 108 currently and may go as high as 150.

Miss Page won't do the commercials, but "We hope she'll set 'em up and take 'em out" says James W. Cameron, vice president and account supervisor on Dial at FC&B.

He hopes to work with her as he has with Gobel and Como in showing the star performer "We have a fun product and one which is very interesting. This way we get more entertainment mileage even though it takes more time and is harder to do. We like to work with the star and the producer, as well as the writers, in order to get the most impact and the most meaning from our commercial situations."

Armour's biggest selling point about its products—whether it's to a high-priced network star or to a budget-conscious housewife—is that its items are "distinctively and desirably different." So says Skillin, adding: "Unless the product is really different, it can be easily substituted for another similar item. You need a speciality item to really make gains, and we think we've got something special in everything we make."

**Copy appeals:** Here are just some of Armour's multiple-product line which he identifies as being "distinctively and desirably different."

Dial soap was the first deodorant soap on the market in 1949, and it has been backed consistently with heavy radio and television advertising.

Armour's broad-breasted turkey is trussed in a different manner and the tendons are pulled. Miss Wisconsin cheese is packaged by a special patented process which prevents spoilage in an air-tight container. Cloverbloom is the only churned margarine on the market as all the other are rotator made. Dash dog food, unlike many competitive products, contains liver and has from its inception.

Pan-O-Gold, a new item now being test marketed, is a breaded, buttered, battered whole chicken stuffed with Pepperidge Farm bread crumbs dipped in 93-score butter and frozen in an aluminum pan for quick cooking.

These consumer-appealing differences, says Skillin, show up in every Armour product—and these same differences give the company its copy appeals.

Company advertising specialists work on the theory that all purchases are rationalized consciously or subconsciously. They attempt to provide that rationalization.

Most of the television advertising this season will hit three product lines: Dial and the soap division; the sausage division; the dairy, poultry and margarine division. The soap division, as contrasted with the other two, has a "high degree of autonomy," says Skillin.

David L. Duensing is manager of Armour Auxiliaries' marketing and advertising department. Duensing, for his division, and Skillin for the rest of the divisions make recommendations for specific advertising and sales promotion budgets on the basis of market need rather than past sales in that particular market.

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



**You Might Bicycle A Mile in 57-4/5 Seconds\* —**

**BUT . . . YOU NEED WJEF RADIO  
TO SPEED UP SALES  
IN GRAND RAPIDS!**

HOOPER RADIO AUDIENCE INDEX  
Metropolitan Grand Rapids, Michigan  
November, 1956 Thru January, 1957

	WJEF	B	C	D	E	Others
7 a.m.-12 noon	27.1	19.2	17.5	15.7	10.7	9.7
12 noon-6 p.m.	25.6	13.8*	23.2	17.2*	9.6	14.7

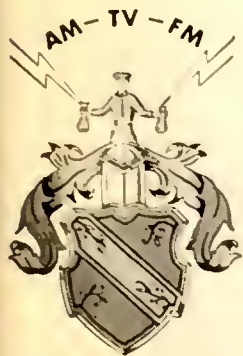
\*Adjusted to compensate for the fact that Stations B and D sign off at local sunset.

New Hoopers, left, prove that WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, *all day long!*

*In the morning, WJEF delivers 11.2% more listeners than the next-best station — for only 7% more money!*

*In the afternoon, WJEF delivers 10.3% more listeners than the next-best station — for 27% LESS money!*

Ask Avery-Knodel for all the WJEF facts.



*The Felzer Stations*

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

# WJEF

**CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY**  
Avery-Knodel, Inc., Exclusive National Representatives

*\*In 1899, Charles Murphy rode a mile on a bicycle behind a train in 57-4/5 seconds.*

# ALL TEN

OF THE

# TOP TEN

PLUS

24 of the

TOP 25


ON

## WSAZ-TV

In the June 1957 ARB survey of the 110 county area served by Huntington Charleston television . . .

### WSAZ-TV PROGRAMS ARE WAY OUT IN FRONT

- 1 THE FORD SHOW
- 2 THE PERRY COMO SHOW
- 3 YOUR HIT PARADE
- 4 THE LORETTA YOUNG SHOW
- 5 THE CHEVY SHOW
- 6 THE PEOPLE'S CHOICE
- 7 FATHER KNOWS BEST
- 8 THE STEVE ALLEN SHOW
- 9 TWENTY ONE
- 10 THIS IS YOUR LIFE



**WSAZ-TV**  
CHANNEL 3  
HUNTINGTON-CHARLESTON, W. VA.  
**N. B. C. NETWORK**  
Affiliated with Radio Stations  
WSAZ, Huntington & WKAZ, Charleston  
LAWRENCE H. ROGERS, PRESIDENT  
Represented by The Katz Agency

## Reps at work

Phil D'Antoni, Weed & Co., radio sales, says, "I'm a fellow with great respect for audience ratings. But there are many instances where programs and/or stations with lower ratings can do a better job than those with higher ratings. It all depends on the kind of audience the advertiser is seeking and the type of product, service or idea he's selling." Basic potentialities, Phil points out, can be worked out strictly by program analysis—even in the absence of ratings. For example, sports programs appeal mostly to male listeners, daytime serial dramas get a mature female audience and d.j.'s capture the attention of teenagers. "Of course, there's overlapping," Phil says, "but we can predetermine bulk cross-sections of audience types in simple fashion.



There's no need for slide-rule breakdowns. We know the types of audiences we want and how to reach them. A share-of-the-audience figure is important only when your potential buyers have no distinct character. But in seeking special groups, the smaller, selected audience can usually ring the cash register bell more often than the larger unselected audience with fewer potential consumers."

Jerry Molfese, H-R Television, New York, feels that "Media people are more and more consulted on matters of basic marketing strategy on a policy-making level and permitted to participate in campaign mapping conferences. It's evident today that media people have an in-depth knowledge of not only purely media concerns, but are familiar with long-range objectives and policy considerations of their clients, from production problems and merchandising framework to the all-important marketing area—distribution and sales."



Jerry thinks it's this growing understanding of their client's problems and goals that's minimizing the necessity for making numbers buys and enabling buyers to make selective, creative buys tailored to fit the marketing strategy. "Naturally, there have been many beneficial long-range effects." Jerry says, "As media rose in prestige, morale accompanied it and buyer turnover reduced correspondingly. This trend has been further intensified by the increased average tenure of media personnel, whereby they've had time to get acquainted with the individual markets and can treat them in terms of their own requirements."



## SURVEY RESULTS ARE COMPLETE:

# KSTP Radio is FIRST with Twin City Housewives!

In July, 1957, a telephone survey of Twin City housewives was conducted by Research Associates, an independent St. Paul organization. Randomly selected calls were made to 508 homes in Minneapolis and St. Paul—proportionate to the number of telephone subscribers in the two areas.

The replies of 388 housewives to the question "What radio stations do you regularly listen to" were analyzed by Research Associates under the direction of Dr. Roy Francis, Professor of Sociology and author of several articles and text books on scientific research methods and statistical inference.

### HERE ARE THE RESULTS:

**33.5% chose KSTP**

**30.5% chose Station B**

**23.2% chose Station C**

Clearly, Twin City housewives prefer KSTP over all other radio stations in the area!

For further information on "The Northwest's QUALITY Station"—your *best* buy in the market—contact a KSTP representative or your nearest Petry office today!



**KSTP** *Radio*  
50,000 WATTS

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

**"The Northwest's QUALITY Station"**  
**Represented by Edward Petry & Co., Inc.**

# 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



**Allen M. Woodall**, president of Radio Columbus (WDAK, Columbus, Ga.) has been appointed chairman of the executive committee of the Radio Advertising Bureau. Woodall succeeds Ward D. Ingram as head of the seven-man committee. Ingram who was formerly with KHJ, Los Angeles, recently relinquished the chairmanship after acquiring some West Coast television properties. The new chairman is widely known throughout the southeast United States for his active interest in civic and business affairs. Woodall has been closely associated with the RAB since its inception in 1951. He is known for his management and promotional ability exemplified by his promotional "grand slam" several years ago when station-sponsored representatives grabbed off the Miss America title and national Soap Box Derby in one year.

**Eliot Hyman** has been elected president of Associated Artists Productions Corp. Hyman has been president of York Microstat Corp. for the past 12 years. York Microstat aided importantly in the development of micro-film for engineering use. He succeeds Louis Chesler as president, with Chesler continuing as chairman of the board. Hyman founded Associated Artists Productions, Inc. in 1947. That company was acquired by Associated Artists Productions Corp. in 1956 through an exchange of stock and is now a wholly owned subsidiary and functions under the name of A.A.P., Inc. A.A.P. acts as the parent company's distributing arm for cartoons and feature motion pictures to television. Hyman has extensive background in production and financing of major feature films such as: "Moulin Rouge" and "Moby Dick."



**DeWitt O'Kieffe** has been named vice president, creative planning at Leo Burnett Co. O'Kieffe formerly was vice president of the agency's tv commercial department. His appointment is a reversal of the trend to recruit creative heads from the ranks of print people. A tv commercial writer taking over may reflect acceptance of the status of tv as the number one media. O'Kieffe is one of the founders of the firm and is a member of the board of directors and agency plans board. He started his career in the advertising department of L. S. Ayers department store, Indianapolis. Then he joined Homer McKee Advertising in the same city. In 1930 he went to Erwin Wasey, Chicago, as a copywriter. In 1935 he joined Burnett. O'Kieffe is an active member of the Improvement of Advertising Content Committee of the 4A's.

# WBAY - CH. 2 GREEN BAY



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



\*WHERE A MILLION PEOPLE ENJOY LIFE....(1) IN SMALL CITIES, (2) ON  
BIG FARMS. A SERVICE AREA, ACCORDING TO NIELSON, OF 59 COUNTIES.

# SPONSOR SPEAKS

## Radio can't relax now

This is a fabulous spot radio year. The published figures put spot 37.9% ahead of last year in the first six months of 1957. Privately some reps calculate this business may go 40 or 50% ahead if the bull market this summer runs through the rest of the year.

But radio's comeback isn't built on bedrock yet.

If stations slacken the selling, promotion and programing pace they have now reached, a reversal can follow.

The wise station operator will plow some of his profits back into programing developments and into continued promotion of the post-tv radio concept.

There is plenty of work still to be done.

We find in check-ups with ad men that radio's story has not penetrated everywhere; that radio's present prosperity rests on a relatively narrow base.

There is need particularly to establish the concept that all stations today are not alike, that the really heads-up station has a distinct personality—even if its programing fits under the umbrella term "music-and-news."

The wise station will seek to explain what is unique about its personality to the advertiser.

The wise station will continue to develop the uniqueness of its personality through program investments.

If anything set radio up for a fall in pre-tv years, it was a tendency to stand pat in programing and promotion.

The wise station having passed once through the eye of the needle, won't let it happen again.

## "Good buy"

The other night we saw a commercial aimed at children on a pre-midnight feature movie program. We thought the commercial misfired in general and in that time slot in particular it was handicapped. Yet the spot was undoubtedly regarded as a "good buy" by agency and client alike on grounds of audience and cost-per-1,000. Apparently the fundamental concept that it's not how many you reach but how many you sell is still overlooked even by those who know better.

**THIS WE FIGHT FOR:** *As the new tv season starts, misunderstandings about ratings will multiply. No matter how long you've been in the business, resolve to double-check before you talk ratings—the easiest of all tools to misuse.*



## 10-SECOND SPOTS

**McElroy:** Now that an adman is Secretary of Defense, there's a whole batch of "Neil McElroy stories" making the rounds between Shor's and Louis & Armand. Typical questions: "I wonder whom he'll make brand man on the Navy?" and "Is it true he's planning a test war in Guatemala?"

**Only a rose:** Overheard in a florist shop on Madison Avenue—"I want to send a dozen roses to my wife; six red ones for passion, six white for purity—Boy, doesn't that sound like a regular tv commercial!"

**Convincing:** The new monthly house organ (*Reading Matter*) of Reach, McClellan Agency reports that Bill Shipley, the announcer who does Prudential's tv commercials, has just "argued himself" into a \$100,000 policy. *Spellbound by his own sales pitch, no doubt.*

**Cook-out:** On 15 September, Boston station WBZ-WBZA is throwing what it claims to be "the world's largest clambake." It may well be to judge by the food they're ordering: 4,800 pints of clam stew, 200 bushels of clams, 5,000 lobsters, 5,000 ears of corn, 6,000 pounds of sweet potatoes, 200 watermelons and 500 gallons of coffee. Let's hope nobody forgets to bring the portable radio!

**Chuckles:** They're trying to discover new comedy writers again. This time it's the National Laugh Foundation that proposes a "comedy development center" to spawn new humor talent. *First lesson they should teach the young tv funny-men is how to keep laughing when the ratings go down.*

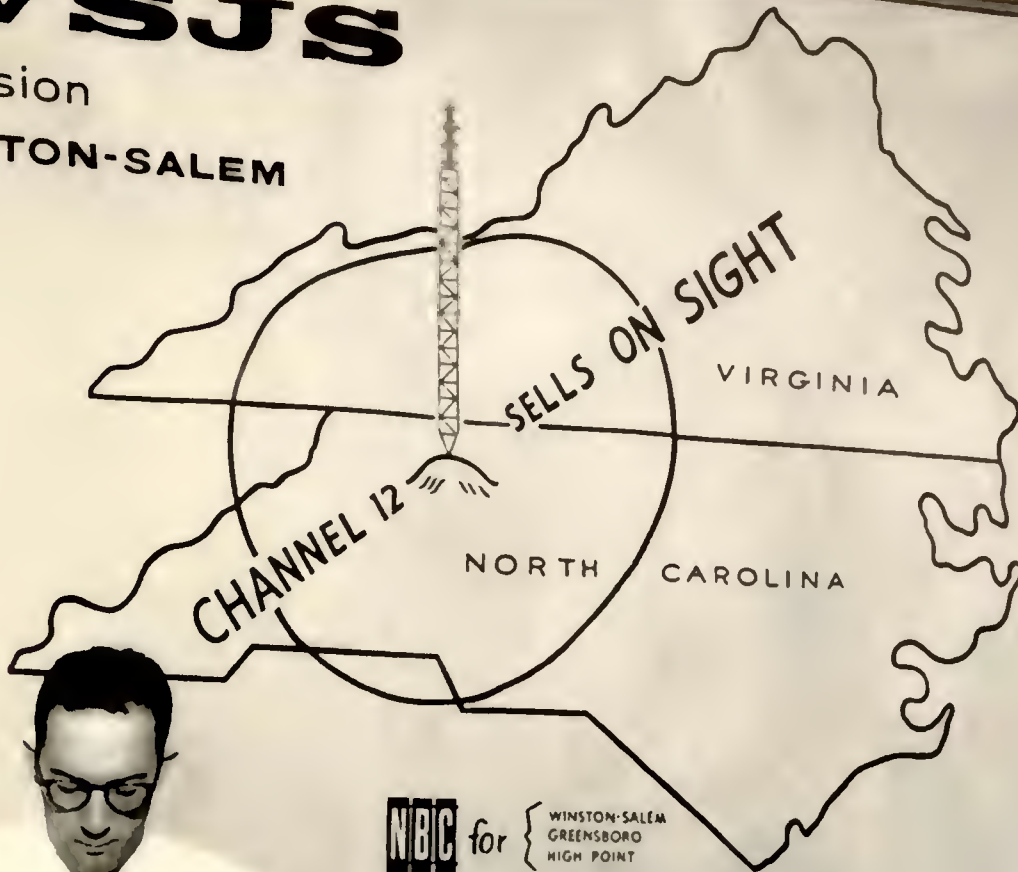
**Blasts off:** After eight years of selling cereal on Dumont television, Captain Video goes off the air. *Sort of swallowed up by space and time.*

**J. D.:** Phil Cowan, of Screen Gems, was lunching with a friend shortly after the recent sale of SG's horror series, *Shock*, to WABC-TV, New York. "Let's hope *Shock* isn't one of those wild bits that will influence kids," said the friend, "and send them out digging up graveyards." Phil assured the friend on that score, then added, "But better they dig up graveyards—it'll keep 'em off the streets."

# WSJS

television

WINSTON-SALEM



**NBC** for { WINSTON-SALEM  
GREENSBORO  
HIGH POINT  
AFFILIATE

RETAIL SALES TOTAL \$3,224,629,000\*



\*IN THE 75-COUNTY PIEDMONT NORTH CAROLINA AND VIRGINIA MARKET REACHED BY WSJS-TV  
CALL HEADLEY-REED FOR THE BIGGEST, RICHEST MARKET IN THE SOUTHEAST

# GET THE NEW VUE

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BURLINGTON • TRENTON • READING • ALLENTOWN • DOVER • LANCASTER • NEW BRUNSWICK • ATLANTIC CITY • CAMDEN • NORRISTOWN • BETHLEHEM  
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What an opportunity for a timebuyer! Now 7,000,000 people can see the bright new VUE on Channel 12! Our powerful new transmitter . . . located just across the river from Philadelphia . . . blankets the Nation's 4th richest market. Greater sports coverage, the Big 50 Movies, top-rated half-hour syndications and favored local personalities like Pete Boyle and The Selbys are building audiences fast!

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