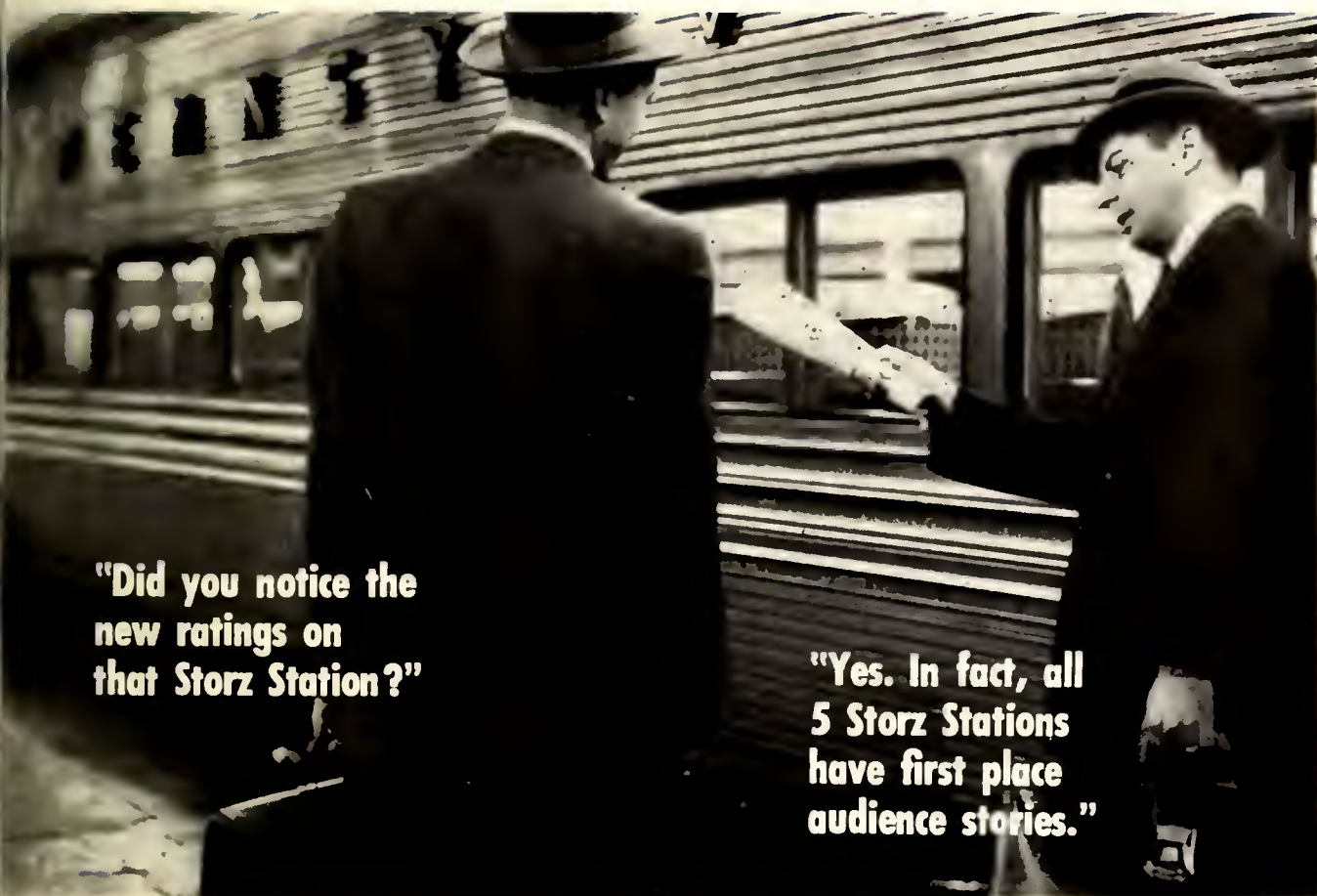


SPV 12 57 125000
WM HEDGAS
NBC RM 604
30 ROCKEFELLER PL
NEW YORK 20 N Y M39

13 APRIL 1957
40¢ a copy • \$10 a year

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



"Did you notice the new ratings on that Storz Station?"

"Yes. In fact, all 5 Storz Stations have first place audience stories."

any of these five important markets . . . you talk to the biggest audience with . . .

"The Storz Stations"!

MINNEAPOLIS-ST. PAUL . . . with WDGY.

Best Trendex puts WDGY first! Whether you prefer Pulse, Trendex, Hooper or Nielsen, WDGY has prime availabilities in many first place segments in every recent report. See John Blair or WDGY GM Steve Labunski.

CHICAGO . . . with KOWH.

Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex. Contact Adam Young, Inc., or KOWH General Manager Virgil Sharpe.

KANSAS CITY . . . with WHB.

First per Hooper, first per Area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among

Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIK.

Month after month WTIK maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a.m.-6 p.m., Mon.-Fri.) Ask Adam Young Inc. or WTIK GM Fred Berthelson.

MIAMI . . . with WQAM.

Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.6%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See John Blair or WQAM GM Jack Sandler.

IS NETWORK RADIO'S BOOM HURTING SPOT?

Spot is gaining, but it could grow faster, say its salesmen. They feel net radio is building by underpricing

Page 25

How spot radio helped launch the Viscount

Page 28

Key to planning local level air strategy

Page 32

Monthly tv cost and programing Comparagraph

Page 37

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

DIGEST BY THE RADIO

RELAX AND PLAY ON A

Bermuda Holiday!

You fly to Bermuda in less than 4 hours!



OPERATION:

FACELIFT FOR STATION WHTN-TV

rebuilding to keep pace with the increasing importance of Central Ohio Valley . . . expanding to better serve the needs of America's fastest growing industrial area.

DRAW ON THIS POWERHOUSE OF FACTS FOR YOUR SLOGAN:

When OPERATION FACELIFT is completed this Spring, Station WHTN-TV's 316,000 watts will pour out of an antenna 1000 feet above the average terrain! This means . . .

- **REBUILT AND IMPROVED STATION WHTN-TV** will be the ONLY "FULL POWER" STATION in Ohio Valley between Cincinnati and Wheeling!
- **REBUILT AND STRENGTHENED STATION WHTN-TV** will be the ONLY STATION to put a Grade A signal over the four top markets of Portsmouth, Ashland-Ironton, Huntington and Charleston!
- **REBUILT AND EXPANDED STATION WHTN-TV** will put city grade service over the two principal major markets of Huntington and Charleston!
- **REBUILT AND RE-VITALIZED STATION WHTN-TV** will be THE ONLY STATION with the sustained dominance of TV-power to insure your sales messages reaching the many families *earning far above the average* in the fast-growing industrial centers of Central Ohio Valley, living near and in the buying centers of Central Ohio Valley.
- **REBUILT, REFURBISHED, REFRESHED STATION WHTN-TV**, one of the fine Cowles stations, on Channel 13 over ABC basic network will dominate Central Ohio Valley. If you want your products to sell in this important market, plan to use the station that will blanket this entire area . . . STATION WHTN-TV.

OPERATION:

PAYOFF FOR YOU—AND HER!

write a slogan to sum up the exciting WHTN-TV story and



**WIN A GLORIOUS BERMUDA SUNSHINE HOLIDAY FOR TWO!
OR THE CASH EQUIVALENT IF YOU PREFER!**

In as few words as possible, no more than fifteen, write a slogan that dramatizes the TV-viewing appeal of Station WHTN-TV . . . that tells why Station WHTN-TV offers the TV-advertiser such dynamic dominance for his advertising money!

EASY! FUN! NOTHING TO BUY! EVERYTHING TO ENJOY! 103 PRIZES IN ALL!

- 6 happy days in Bermuda with round trip airplane transportation between New York and Bermuda
- round trip transfers in Bermuda between airport and hotel • room for two with private bath at the Castle Harbor Hotel for 6 nights • use of private beach and swimming pool facilities at hotel
- breakfast and dinner daily • sightseeing excursion • Not included personal items, tips and Bermuda head tax (payable in Bermuda) of \$2.85.

2nd Prize: \$150. 3rd Prize: \$75.

100 ADDITIONAL AWARDS FOR MERITORIOUS ENTRIES.

Contest open to the personnel of advertising agencies and their clients, except the Cowles Co. and their agencies.

PRIZE WINNERS WILL BE ANNOUNCED IN THE JUNE 17TH ISSUE OF THIS MAGAZINE.

WHTN-TV CONTEST

JUST FOLLOW THESE EASY RULES

Fill in and Mail Today

1. In space provided on this entry blank, print plainly your suggested slogan for Station WHTN-TV.
2. Entries must be postmarked not later than midnight, May 15, 1957.
3. Slogans will be judged on basis of originality, uniqueness, and aptness. Contest will be judged by Mr. Norman Glenn, publisher of SPONSOR, Mr. Robert Hutton of the Edward Petry Company, Mr. S. T. Paul, publisher of TELEVISION AGE, and Mr. Sol Taishoff, publisher of BROADCASTING-TELECASTING.
4. Contest subject to all Federal, State and local regulations. Winners will be notified by mail.

SUGGESTED SLOGAN FOR STATION WHTN-TV:

print your name and address below
Cut this coupon and mail to:

STATION WHTN-TV SLOGAN CONTEST
625 Fourth Avenue, Huntington 8, W. Va.

your name _____
your position _____
your home address _____
city _____ your firm _____
zone _____ state _____

TERRE HAUTE

2nd

INDIANA'S

LARGEST TV MARKET

- 251,970 TV Homes
- CBS, NBC, ABC Networks



TERRE HAUTE, INDIANA



WTHI-TV

and RADIO, too!

BOLLING CO., NEW YORK CHICAGO
LOS ANGELES, SAN FRANCISCO, BOSTON

© T.M.—CBS-TV

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

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- 25** Spot is booming too, but it could be growing faster its salesmen say. They feel net radio is not building on a sound basis, is hurting spot
- How Capital Airlines uses spot radio**
- 28** Capital pinpoints businessmen as the prime customer. The company is making giant strides with market-by-market advertising strategy
- Who's who in auto timebuying**
- 31** With the end of co-op plans in Detroit, eyes are on factory admen and agencies. Here's a list of the automotive timebuying decision-makers
- How to plan local level program strategy**
- 32** Just published "Buyers' Guide" gives station-by-station analysis of tv and radio programing. Here are highlights from its fact-filled pages
- The NCS problem**
- 34** Field work was done last spring, the figures released in January. But researchers are still working out an acceptable interpretation of data
- Tv costs and programing Comparagraph**
- 37** The breakdown of advertisers and brands using network tv is continued from last month. Spot tv basics features film show audience data

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In Next Week's Issue

Where does the money go?

A cost-by-cost analysis of stop-motion commercial, including every step in production. Designed to aid readers in cost comparisons

Spot radio's non-prime time clients

How well does spot radio do for them outside the so-called prime-time hours? What is their strategy? Whom do they seek to reach?

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Sponsor Publications Inc.

Central Iowa Loves WHO-TV!

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

It gives us a lot of satisfaction that the new Nielsen N.C.S. No. 2 runs very parallel to the audience coverage shown by the 1955 Iowa Television Audience Survey.

N.C.S. No. 2 now proves *again* that, day in and night out, WHO-TV gets into more Central Iowa homes than any other television station in the region!

You who have known the WHO *Radio* operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY 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



*In
Louisville-*

the more you compare programming,
ratings, coverage, or costs per
thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES

NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

NEWSMAKER of the week

The news: *The question, "What will Pat Weaver do now that he's left NBC?" was answered at last by himself on Wednesday when he spoke at the anniversary dinner of the Seattle Advertising Club. Weaver plans to interconnect tv stations in 15 major markets for live programming and to supply them with programs. "Program Service," as he calls it, will also be available to network affiliated stations.*

The newsmaker: Sylvester L. (Pat) Weaver, Jr., the man whose expansive imagination shaped so much of NBC TV programming strategy between 1949 and last fall, is about to set out on a new adventure in television. His plans for Program Service are just about as ambitious in scope as were his "spectaculars."

"Program Service," Weaver told the Seattle admen, "means programs created and produced for advertisers with network time. But it also means distribution of programs either on film, or live over phone lines, either sponsored or sold to stations for resale." Weaver feels the time is ripe now that independent vhf stations are

coming on the air. His eye is on the 15 major markets that by September should have independent vhf's "providing coverage of almost half the television homes in the country."

These he plans to interconnect and provide with programming fare so slotted that when the three networks are beaming, for example, kiddy shows. Weaver's Program Service will be running counter with a block of adult programs. "What I hope to do,"

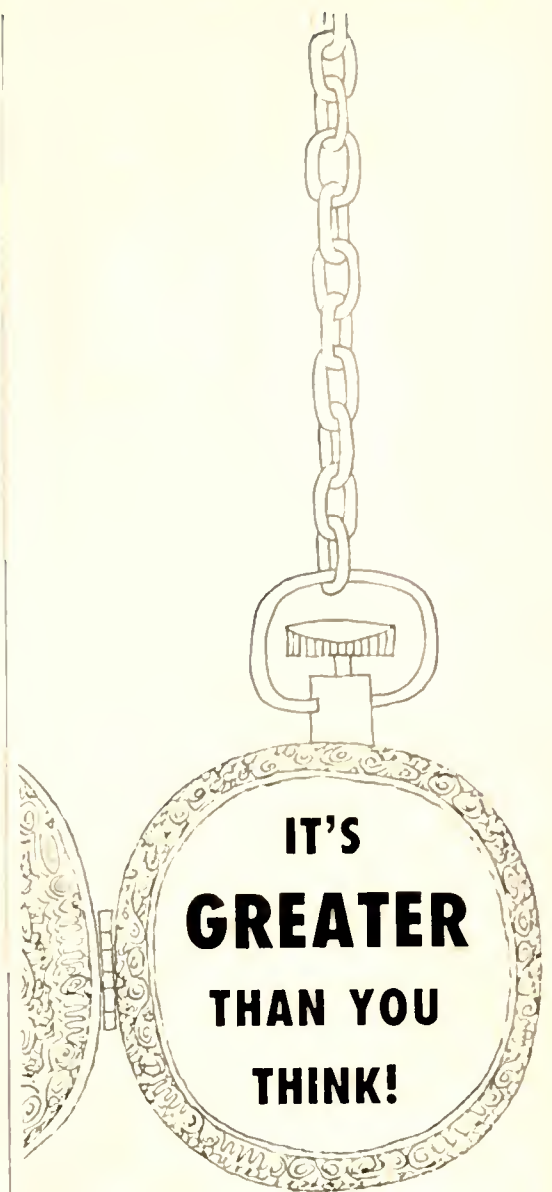


Sylvester L. (Pat) Weaver

Weaver said, "is offer the viewing audience and advertisers genuine alternatives to what the networks are offering—really not to the public—but against each other."

Here are some of his other plans for Program Service: (1) cultural and information shows; two of these in planning, *Culture* and *Controversy*, will be very long and designed for sponsorship by about 10 products to be publicized *without* sell. (2) Use of educational outlets in major cities for sponsored telecasts of opera, ballet, classical plays and news; Weaver intends to appear in Washington to ask for a change in FCC regulations to permit commercial identification on educational stations.

"I don't have to beat *Lassie* to be successful for my advertisers," said Weaver. "I can deliver them a small circulation in television no larger, say, than the circulation of an issue of *Life*. In time we will come to understand that . . . you do not have to degrade everything to win ratings which, on examination, count as equals moppets, morons and that fragment of our population who look at anything." Weaver hopes some programs may be commercial hits, but also sees small-audience shows as sound buys for sponsors. ▀



Measuring markets by metropolitan data? Better take another look at Salt Lake . . . It's greater than you think. Salt Lake is more than a city, it's a vast marketing area unified by powerful KSL radio . . . a market with greater retail sales than St. Louis or Baltimore. Get this Great Salt Lake story from your CBS radio spot sales representative.

KSL radio

**50,000 WATTS FOR CBS IN
THE MOUNTAIN WEST**

Just Like The Good Old Days—Only BETTER!

TELEVISION: A sponsor using today's most popular advertising medium reaches an average of 7.9 MILLION families in the average nighttime minute.* And, depending on the program buy, the sponsor's commercial message allowance generally ranges from two to six minutes.

RADIO: A sponsor using the CBS Radio Network IMPACT plan complements and insures television's effectiveness. He reaches a net of 8.3 MILLION families and he delivers over three minutes of commercial messages per family—at the most efficient costs in all advertising.

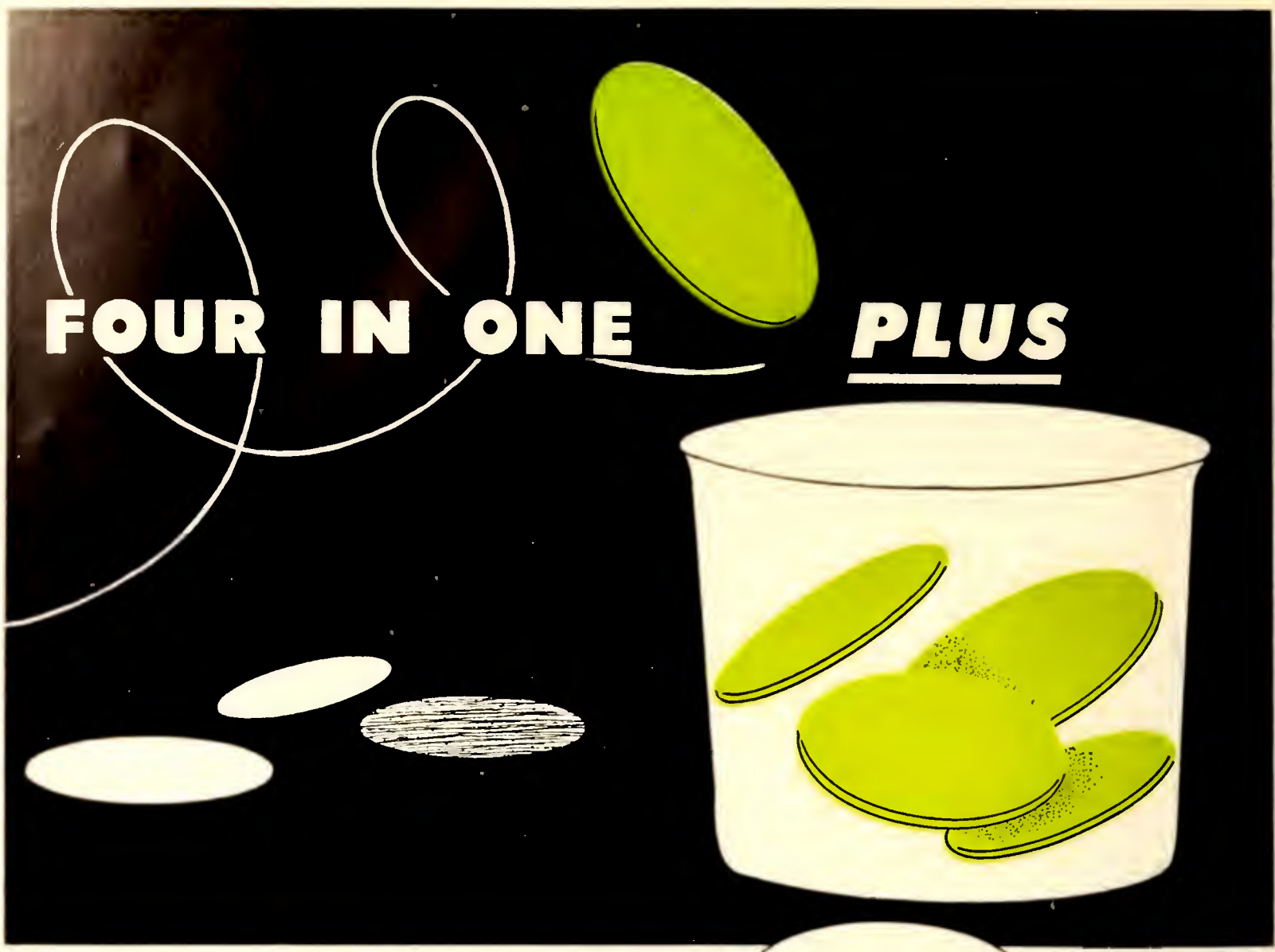


**He does far better than that across the street, on CBS Television.*

IMPACT

**ON THE
CBS RADIO
NETWORK**

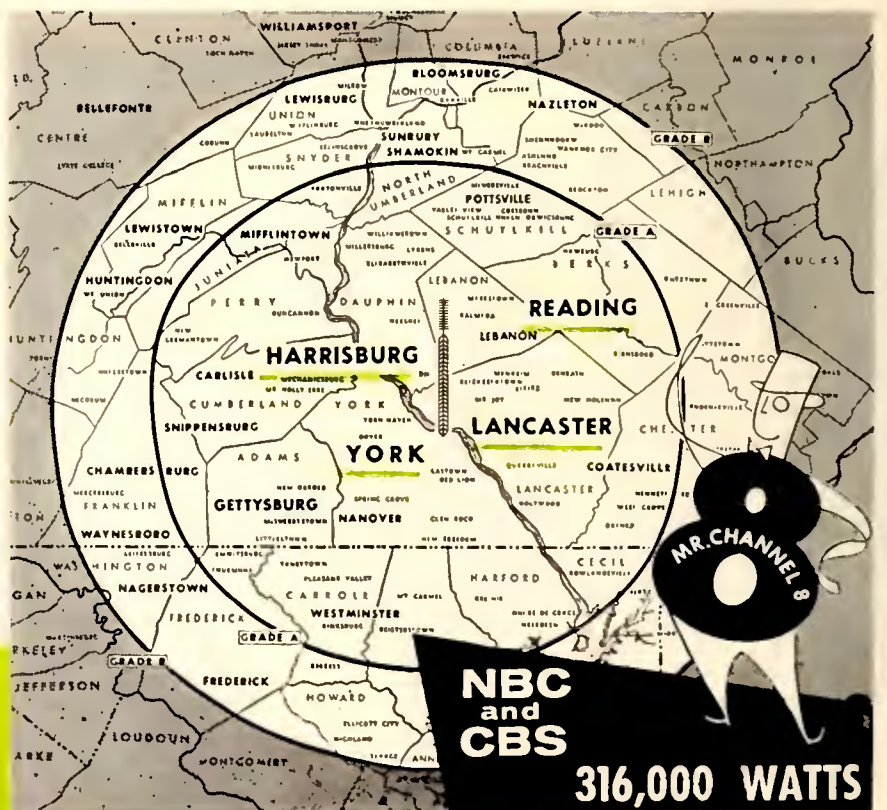
FOUR IN ONE PLUS



This one television station
delivers four standard
metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- \$3⅔ billion retail sales
- \$5¾ billion annual income

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PENNA.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative:

The MEEKER Company, Inc.

New York
Los Angeles

Chicago
San Francisco

SPONSOR-SCOPE

13 APRIL

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SPONSOR PUBLICATIONS INC.

This week marked the start of the big tv poker game—network option time. And, just as you might guess, agencies and clients held their cards close to their vests, figuring there's plenty of time to bet in earnest later on.

This inclination to sit tight (although 15 new shows have been bought, at that) stems from:

- The realization that there won't be a shortage of prime evening time for a while. This gives some leeway for maneuvering.
- A hope that better program material will come along. Or—failing that—that prices will be cut.

Meanwhile, here is a continuation of network decisions made by advertisers for next fall (for earlier accounts, see 27 March and 6 April issues):

- Jack Benny and Hit Parade have been renewed by American Tobacco.
- The Borden Co. is going along with The People's Choice.
- Eastman Kodak continues Ozzie & Harriet for another season.
- General Electric has Okayed the continuation of GE Theatre, Cheyenne, and Broken Arrow.
- R. J. Reynolds is sticking with Phil Silvers, People Are Funny, Bob Cummings, and I've Got a Secret. (It will add several more shows later).
- Schlitz renewed its Playhouse series for another year.
- Scott Paper will spend another 52 weeks with Father Knows Best.
- Toni will continue with People Are Funny and Talent Scouts (meanwhile looking for two more nighttime shows).

You don't need statistics to tell that this has been the shakiest season on record for network tv programs. Here are some figures compiled by SPONSOR-SCOPE to put the situation in perspective:

Total number of sponsored shows on the air this season	114
Number canceled to date	39
Casualty rate	34%
Number of sponsored shows that made their debut last fall	34
Number of survivors	15
Casualty rate among the 34 newcomers	55%
Number of shows likely to make their network debut in fall	42

(See News Wrap-up, page 72, for list of canceled newcomers.)

Gulf is pulling out of NBC TV for the summer. It wants to use the money for quick and intense marketing of its new brand of gasoline.

The reallocated funds will go to spot and newspapers.

Meantime Gulf has given the network a firm order for a half-hour in the fall.

Revlon may spread out over network tv with as many as six shows during the 1957-58 season.

Of Revlon's \$15.5 million ad expenditures in 1956, about \$10.1 million went for network tv and \$1.8 million for spot tv.

This year's outlay is heading for the \$15-million mark.

Revlon has placed an order with NBC TV for a nighttime version of Tic Tac Dough, but this is being held up pending settlement of a rate hassle.

CHICAGO

Advertising executives were starred in the Radio Advertising Bureau's presentation before the NARTB Convention in Chicago this week.

Called "Everybody's Doing It," the presentation featured the voices of executives from 12 companies explaining their radio strategy.

These executives spoke with unusual frankness, in some cases revealing future plans. Examples: Pepsi-Cola said it would expand radio spot in 1958 from the present 25 markets to 100. TWA reported spot radio was due for an additional 10% of budget next year.

President Kevin Sweeney, reporting on RAB's status, noted: (1) Operating budget will be at \$925,000 level by the end of 1957; (2) By spring of 1958 the RAB will be the biggest trade organization in the industry from a budgetary viewpoint.

TvB caught the spotlight at the NARTB convention with two research eye-fuls. Disclosure No. 1: A new Pulse study of newspapers vs. tv, with these highlights:

NEWSPAPER READERSHIP	READING TIME DAILY	TV VIEWERS	VIEWING TIME DAILY
103 million people	90 million hrs.	116 million	277 million hrs.

Tv's superiority: 12% in number of people and 207% in time spent with the medium.

The Pulse study indicates that housewives alone spend more time viewing tv than all members of the family put together spend reading newspapers. In terms of age groups, the time spent on tv vs. newspapers was: young housewives, 4 to 1 for tv; middle-aged housewives, 3 to 1 for tv; older housewives, 2 to 1 for tv.

Disclosure No. 2: The results of a Leo Burnett media study of cost-per-thousand people reached by each medium:

FULL-PAGE BLACK & WHITE NEWSPAPER AD	\$10.79
FULL-PAGE BLACK & WHITE WOMEN'S SERVICE MAGAZINE AD	6.48
MINUTE COMMERCIAL NIGHTTIME TV	1.42
MINUTE COMMERCIAL DAYTIME TV	1.05
MINUTE COMMERCIAL DAYTIME RADIO	0.95

The complex problem of tv allocations was clarified during the NARTB Convention by members of the Maximum Service Telecasters in an address by the group's Ernest W. Jennes.

Jennes warned that until MST and other groups affiliated in the Television Allocations Study Organization (TASO) make complete technical information available to the FCC on both uhf and vhf, there is no sound basis on which to change the existing allocations system.

MST went into the convention with 116 members; gained perhaps 20 more during the week.

Jack Harris, KPRC-TV, Houston, president of MST, said the objective was to enlarge membership to 200 stations. All stations, vhf and uhf, which have met FCC requirements, are eligible for membership.

Harris, his fellow MST officers and the entire board were reelected for another year.

Other officers were: First v.p., Charles Crutchfield, WBTV, Charlotte; second v.p., Don Davis, KMBC-TV, Kansas City, and secretary-treasurer, Harold Gross, WJIM-TV, Lansing.

Lester Lindow, MST executive director, urged a continuing educational campaign so that Government officials will understand issue involved in the tv allocations problem.

(For more Convention reports see WRAP-UP, page 70; and NARTB ROUND-UP, page 84.)

Radio and tv stations well might call this the Year of the Big Questionnaire. Spot buyers seemingly have an inventiveness that knows no end.

This week's twist:

An agency for a tobacco account asked not only for a detailed log of competitive brands on the queried station, but also a list of competitive brands on other stations in the market and detailed information on the schedules they were using.

In dealing with these requests, some stations now draw a line between what they consider proper data and "nosey" information. For instance: They'll reveal the names of competitive products on their station, plus the number of spots used per week; but they refuse to give the termination date.

Another cigarette brand—Pall Mall—is prodding stations on the matter of separation between commercials.

Pall Mall wants assurance in writing that its commercials are amply distant (15 to 30 minutes) not only from competitive brands but such "objectionable" products as dentifrices, digestive aids, mouthwashes, and chlorophyl gums.

Lanvin again is cashing in on the fact that 30% of women's cosmetics are bought for them by men.

For the second time within a year the perfume maker has bought the daily business news period on CBS Radio—for nine weeks prior to graduation time.

Lanvin's previous use of this program was to catch the Christmas trade.

The wallop of Westinghouse's "sand test" commercial re-emphasizes to appliance marketers this fact: If you've got the right tv demonstration gimmick, you don't have to worry much about floor demonstrations.

Tv started a trend toward making the manufacturer less dependent on the personal salesman's pitch, and Westinghouse's score with its washer line is proof that the objective can be reached.

Here's why a substitute demonstration method had to be found:

- Discount houses, which do little personal selling, control a large share of the appliance market (around half, in some lines).
- Department stores are going in for fewer demonstrations (because they are costly).

The tv networks are chewing on a proposal by Trendex that it deliver four reports a month, instead of the present monthly one.

Says Trendex: Four ratings a month would increase the scope of its service considerably.

Moreover, though the interviewing expense would rise sharply, NBC TV and CBS TV wouldn't have to pay quadruple the present price; for Trendex would take into account the many special surveys it does for these two customers.

Meanwhile Nielsen and the tv networks are still shuttling back and forth on the terms of a new NSI contract. The researcher hasn't yet told the networks what he thinks of their counter proposition.

If your tv show fell within the 91 Nielsen-ranked programs during the two weeks ending 9 March 1957, it reached a minimum of at least six million homes during the average minute.

The No. 1 program in that Nielsen report showed 16,820,000 homes per average minute; the 91st had 6,092,000.

SPONSOR-SCOPE estimates that the No. 1 show thus came in at \$1.40 per-1000-homes-per-commercial-minute, and the 91st show at around \$5.50.

The monthly margin of tv billings for the three networks—comparing 1957 to 1956—continues to get narrower as the over-all figures get bigger: **This February's edge for the trio was just 6%.**

In the prior two-year interval (1956 vs. 1955), says PIB, the difference was 19%.

Billings by network this February were: ABC TV, \$6,175,488, minus 3.8%; CBS TV, \$18,362,959, plus 8.5%; and NBC TV, 14,900,631, plus 7.7%.

Note: **The rate increase (between 8% and 9%) which CBS TV recently put into effect should start reflecting itself in that network's monthly reports in the next few months.**

Trendex is getting set for the day when it will be rating color tv homes as well as the strictly black-and-white variety.

So Trendex interviewers hereafter will ask each tv home whether it owns a color set.

This data will be useful in **compiling a sample** when all three networks start competing for the color audience.

NBC keeps stepping up the quota of color telecasting this fall; three new shows are committed to go all-color.

The program series: **Gisele Mackenzie, Chevrolet Show and Crisis.**

P&G's swing to its first love, daytime network, won't be quite so overwhelming as it looked a couple of weeks ago.

So far, plans call for:

- **A half hour across the board on NBC TV**, as noted in 23 March SPONSOR-SCOPE.
- **Retention of the present CBS TV lineup**, except for a single half hour across the board.
- **Possible purchase of a strip on ABC TV** to take advantage of that network's new daytime rate (a third of the nighttime rate).

Plans also provide for P&G's air media budget during the next fiscal year (ending 30 June 1958) to remain about where it is now: **\$58 million.**

Though it's cut back on the number of nighttime network shows for the 1957-58 season, **P&G will plow back the difference in increased time and show costs.**

The relationship between Lever's brand managers and the company's ad agencies has become more cozy.

Lever Bros. brand men now are taking suggestions, advice, and guidance more and more from agency people. Not so long ago they leaned heavily on the company braintrust.

Lever thus is the one company among the three soap giants whose brand managers are the masters of their own pursestrings.

Pat Weaver has lifted the curtain on his future plans and they include these general directions:

- 1) **A program producing service**—live or film, and for sale to advertisers or local stations.
- 2) **Hooking up independent vhf's in 15 markets** for some of his productions.
- 3) **Placement of his culture and controversy type programs on educational stations for "quiet sell" sponsorship**—if the FCC can be persuaded.
(See Newsmaker of the Week, page 5, for more details.)

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 61; Spot Buys, page 63; News and Idea Wrap-up, page 70; Washington Week, page 81; SPONSOR Hears, page 84; and Tv and Radio Newsmakers page 90.

Picture Ahead!

Brainstorm as you go.

Once upon a time there was an advertising agency, brainstorming like a mistral in a French Ph.D. factory.

"What," said the a.e., "can we do to open some accounts for good old NYZ Bank, our client for all these wonderful years?"

"Give away money," said a copywriter.

"Too expensive," said the a.e.

"Gong!" rang the presiding officer. "That's negative. No judicial judgment here. No killer phrases. No stop lights. Give it the old green."

"That's what I said," said the copywriter.

A finger snapped. "Hitch-hike," cried the art director. "Give away something valuable that isn't money—like cameras."

"On WMT," said the WMT salesman, hiding under the table in the conference room.

So they gave away cameras—and to this very day they don't know who suggested WMT.

Moral: If you want to sell time, get under the conference table when a brainstorming session is going on. They can't say no.

Hitch-hike to the moral: Cameras worked fine on WMT. Cheaper than money, too.

Hitch-hike to the hitch-hike: WMT has more total audience in its 34 county area than all other radio stations in the area combined. (Pulse)

WMT

CBS Radio for Eastern Iowa
National Reps: The Katz Agency



CASE HISTORY
-AUTOMOTIVE



KBIG does it again with Bardahl!

Southern California motorists love Bardahl . . . Bardahl loves Southern California motorists, and the prime way to reach them: broadcast advertising.

It's not just sentimental fancy with this Seattle-manufactured oil additive, which puts 95% of its regional budget into air media. The affection is based on year-after-year sales increases, ranging from steady to sensational.

"Each year we put quotas for our salesmen higher, and each year broadcast advertising helps them over the top" says William H. Barkley, President, Bardahl of Southern California Inc., Los Angeles. "1956 beat 1955 by 30%, and 1957 thus far is even ahead of that!"

Bardahl started using KBIG in 1953 (their spots won the Advertising Association of the West trophy as best-in-the-west commercial). Today Bardahl uses KBIG early morning news (also awarded trophies from the Radio-Television News Club of Southern California the last four successive years).

"We've shown how we feel about KBIG by renewing for another 13 weeks" says Jon Ross of Jon M. Ross Advertising, Los Angeles affiliate of Miller, Mackay, Hoock & Hartung, Seattle. "KBIG gives us all eight Southern California counties at exceptionally low cost-per-thousand."

Your Weed man has many more 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

Rena Mayer, Campbell-Ewald, New York, comments: "SPONSOR is constantly doing reports on how national representatives work, the nature of their jobs, etc. However, it takes a very special case to bring home the truly important role they play in the world of broadcast media, in addition to simply supplying 'availabilities.' In the case of our client, GMAC, the buying required a very specialized type of information which had to come from a variety of stations. What could have been an indescribably complex jigsaw puzzle took shape within a reasonable period despite the fact that our request for information was in an area which is not ordinary and, in many cases, is contrary to the usual direction of buying. Were it not for the representative's informed liaison position and their capacity to expedite and process information, our work would have been endless. Instead, we were able to utilize our time to its best advantage in actually selecting stations, with all of the special data before us well within our calendar requirements. In the everyday rush of business, there is a tendency to take the important function of the representative for granted."



Dick Pickett, Foote, Cone & Belding, New York, believes: "The resurgence of radio may force some advertisers out of the medium. There is concern on two fronts: (1) The over-crowding of commercials in the peak listening periods. Radio, being the non-visual medium, must attract audience attention and stimulate a personalized image on the part of the listener with auditory impressions. Over-commercialization defeats this purpose because, if it does not chase the audience, it certainly dilutes the effectiveness of the individual advertiser's message. (2) The recent wave of rate increases. Arbitrary rate increases without any apparent justification may counter-balance radio's current competitive price advantage. While it is true that operating



costs have gone up, too many rate increases are based on the simple law of supply and demand rather than increased audience. Advertisers object to being penalized by the popularity of the medium itself." Dick feels that if these practices become more prevalent, many advertisers will find it necessary to re-evaluate their use of the medium. The advertiser wants a fair shake for his money in radio."



Again...

Detroit's Baseball Station

WJBK RADIO

**MICHIGAN'S MOST POWERFUL
INDEPENDENT STATION**

10,000 Watts Days . . . 1000 Watts Nights

1500 KC

TOPS IN NEWS, MUSIC and SPORTS



Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES HDQTRS.
625 Madison, New York 22, N. Y.
Plaza 1-3940

*All Detroit Tiger Games...
Night and Day...at Home and Away*



in the
billion
dollar
Columbus
Georgia
market

WRBL radio LEADS in

- homes delivered*

DAY OR NIGHT MONTHLY
WRBL—over 54,420
Station B—34,940

DAY OR NIGHT WEEKLY
WRBL—48,810
Station B —31,940

DAYTIME WEEKLY
WRBL—46,310
Station B—31,090

DAYTIME DAILY
WRBL—29,960
Station B—19,400

WRBL-TV LEADS in

- TV homes
by 222%*

more than Station B
*Source: NCS No. 2

LEADS in

- Promotion

First prize national winner in promotion of Ray Anthony Show.

Merchandising and promotion of your show on WRBL or WRBL-TV receives the attention of the same people who won this award as the best in the nation.

WRBL

AM - FM - TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

by Bob Foreman

Agency ad libs

How to reduce the risks of tv

Although I am less enchanted than most with horse racing, Las Vegas and gin rummy, nevertheless, I feel I am one of the real Big-Time Gamblers. I buy tv programs.

As is well known to everyone who has ever invested in a tv property, here is risk with a capital R. For instance:



You have screened a pilot. You find it to your liking. The price of 39 new and 13 reruns (of which you want half) amortizes out right for your budget. A certain time slot appeals to you; the line-up is right, the competition appears ready for the taking. So you buy. Alas!

The competing shows on the two other networks are both yanked. Blockbusters move in. The first gives away a million dollars every 13 weeks. The second has a \$75,000 talent budget and more promotion than Shigemitsu received after Pearl Harbor.

In addition, the feed-in to your time spot loses the services of its Ace Comic and takes an immediate nose dive.

Mr. Packager had, of course, signed all the legal documents binding him to produce 39 epic episodes. But—he found out he couldn't afford to live up to the contract thanks to both script trouble and wife trouble. Soooo—

The new packager is an alfalfa zillionaire who likes tv

Packager having a bankable contract looks for a loan. But money for such ventures comes at a high rate of interest, forcing him to sell out which he does. The new packager turns out to be Socrates Stemwinder, Oklahoma alfalfa zillionaire who always wanted to get into tv anyway. Now where are we?

Well, there's a valid contract to be sure, but it will be executed by an alfalfa expert who, by the way, is fortified by the world's leading cost accountant. Said cost accountant is going to see that the series comes in at a profit. Therefore, it is logical to conclude that the aesthetic values in the pilot will never appear in episodes Two, through Thirty-nine. As if it isn't enough, now hear this:

You also have acquired a co-sponsor along the way. This chap appeared meek and compatible when you first agreed to share the series. Now he turns out to be a werewolf in sponsor's clothing. Contractually, he is allowed to utilize his half, including the cross-plug on your weeks, for any and all products, he manufactures. However, you did not realize his small subsidiary in Teaneck makes depilatories, deodorants, hair straighteners and synthetic fertilizers. Un-tasty bedfellows for your fine food product! Now you really are distraught!

All these things have happened and will happen again! What can we in this business do? First—all of us should try to persuade producers to provide our advertisers with an escape clause! Some-

NOW

NUMBER

1

IN

OMAHA*

**All Day—32.5 average
Dominant**

***Morning—34.7**

Afternoon—30.6

Feb.-Mar. 1957

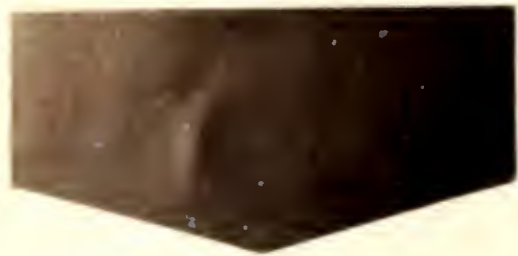
HOOOPER

24 HOURS

**AVERY-KNODEL
REP.**

5000 WATTS

KOIL



there's
something
special
about...



W-P-O-W

New York, New York
1330 Kilocycles — 5,000 Watts
First new station in
New York City in 14 years
Represented by Telebroadcasters

it's a
TELE-BROADCASTERS
station

TELE-BROADCASTERS, Inc.

41 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-8436

H. Scott Killgore, President

Owners and Operators of
WPOW, New York, New York
KALI, Pasadena, Los Angeles, Calif.
KUDL, Kansas City, Missouri
WPOP, Hartford, Conn.
WKXV, Knoxville, Tennessee

where along the way—at the 13-show mark, if possible, a “way out” would be a life saver. A risk reducer. A short-rate (penalty) if need be is all right. If we in television can convince producers to provide this vital protection, we would stabilize this business—and take it out of the complete-gamble category. A few other safety valves:

Sliding price-scale based on ratings is being considered

If you can't negotiate an escape clause, try to contract for a sliding price scale based on ratings. This, too, is tough and complicated, but a hedge against the tv gamble. One major film producer I know of is entertaining such a pricing structure.

Try to get some real control over your program format—your story lines, your casting. By exerting the right kind of pressure along the way, real improvements are possible.

Insist on having a qualified person representing you at all the shooting sessions as well as screenings. Then you won't be amazed by what you see later. Also—make the contract *unassignable* without your permission. Investigate thoroughly the producer's financial status, the various executors of the property's aesthetic status.

And, of course, above all—make sure you pray!

55% OF NEW TV SHOWS FLOPPED THIS YEAR

For details on tv show failures see *Sponsor-Scope*, this issue

ABC
Cavalcade



CBS
The Brothers

NBC
Noah's Ark



Don Lee's Do-it-yourself Hints



HOW TO
CLEAN UP
ON THE
PACIFIC COAST

Mutual
DON LEE
DON LEE
RADIO

1313 North Vine Street
Hollywood 28, California

1000 Van Ness Avenue
San Francisco 9, California

With a mop and a broom? Certainly not...

but the 45-station Don Lee Network—the *only* radio network specifically designed for the job—will give you a clean sweep of the entire Pacific Coast. No matter what other media you use, Don Lee (and only Don Lee) will give you the broad base you need for *complete* coverage of the Pacific Coast market.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.

LOS ANGELES **KHJ** 5000 W 930 KC

SAN FRANCISCO **KFRC** 5000 W 610 KC

To clean up in the West's two largest, most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

'WAY OUT IN FRONT!

**ONLY
WSAZ-TV
COVERS
THE
HUNTINGTON-CHARLESTON
MARKET**

NIelsen: NCS #2 1956			
% PENETRATION OF COUNTIES IN COVERAGE			
WSAZ-TV	STA. B	STA. C	
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957



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

*News and views for women in
advertising and wives of admen*

Women's week

Y&R's first lady v.p.: There's recent proof that women's creative ability is getting increased recognition among top tv-radio agencies in Mary O'Meara's promotion at Y&R. Long-time copy director at the agency, Mary has been appointed v.p., with creative supervision over such major air media clients as General Foods, International Silver and Johnson & Johnson.

AWRT Convention: Biggest business-social event combined coming up for lady broadcasters is the annual Convention of the American Women in Radio and Television, in St. Louis 25-28 April. Theme this year is "The Scope of the Feminine Field in Radio and Television." and AWRT expects a record attendance of 700 members, compared with last year's top attendance of 520.

Industrywide question: With more and more admen and broadcasters bringing their wives to industry conventions, will AWRT members bring their husbands?

Exurbia or suburbia? There's a conflict of definitions that sprang up recently among young advertising executive-homeowners: Where does suburbia end and exurbia begin? SPONSOR made a survey of wives of admen living in Connecticut (picked at random, hence allow for correction factor). While they arrived at no common geographic delineation between suburbia and exurbia, they did agree on these criteria:

1. The suburban wife (with children) comes to New York once a month on the average. The exurbanite wife of comparable social, financial and family status makes the trip less than 10 times a year, more likely six or seven times, and then for weekends.

2. Suburban wives shop in the suburbs. Exurbanites come to Manhattan, generally twice a year, for a big shopping spree.

3. Suburban families' friends are generally in a similar business as the husband's, be it agency or company advertising. They may go so far as to include copywriters, commercial artists, artists' agents. Exurbanites "wouldn't be caught dead" with other advertising exurbanites. Friends are more likely to own hardware stores, work for moving companies.

This column would appreciate any other criteria for suburbia vs. exurbia, be it for the environs of Chicago, San Francisco, Detroit—any advertising center.

1957 Adwoman of the Year: The nominations are now in for the Advertising Woman of the Year competition sponsored by the Advertising Federation of America. The winner will be announced at AFA's 53rd annual convention in Miami Beach, 9 June.

Panel of judges includes Bennett Cerf, president of Random House; Everett Harlan Andreson, v.p. of General Mills; and Edward N. Cole, head of Chevrolet Motor Division.



Some seem to have more than others . . .

That's the way it is. Some folks have more buying power than others—and that's important to anyone who has something to sell.

People who want to sell radio listeners in Metropolitan Detroit and the Great Lakes area just naturally call on WJR—and with good reason. WJR reaches the most people with the most buying power.

According to the Bureau of the Census, folks 30 years of age and over control 81% of the purchasing power. According to a survey made by

Alfred Politz Research, Inc., WJR has more listeners in this choice group on an average day than the next six *Detroit radio stations combined!* That's a lot of people, a lot of money, and a lot of purchasing power.

We'd like to give you a closer look at our figures, and prove just how much WJR and its multitude of listeners can do for you and your products. Ask your ad manager to get in touch with the Henry I. Christal representative in your area. He's got the facts and will be glad to go over them with you.

The Great Voice of the Great Lakes

WJR *Detroit*
50,000 Watts CBS Radio Network

Build up your buying power for the future with U. S. Savings Bonds.



AN *Essential* BUY IN WASHINGTON STATE



KPQ
WENATCHEE

The AA STATION

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

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

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

That's AUDIENCE APPEAL:

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

5000 WATTS 560 KILOCYCLES

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

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

National Reps:
FORJOE AND CO., INC.
One of the Big 6 Forjoe Represented Stations of Washington State

Portland and Seattle Reps:
ART MOORE & ASSOCIATES

49th and
Madison

Don't be prime-time blind

In your SPONSOR issue of March 16, 1957, your article entitled "Don't be prime-time blind" was an excellent one!

I thought it might be of interest to you to know that we are using a new phrase (and have been for some time), when an agency or account wants availabilities. We ask if they want "women's traffic time" . . . this being 10:00 a.m. to 4:00 p.m. across the board. A lot of advertisers really are seeking a predominantly women's audience, but unless radio starts selling "women's traffic times," as well as the requested and accepted traffic times that we now know, we are all really in trouble for availabilities.

We have had some astounding success stories with nighttime radio, as well as with midday radio.

I am looking forward to more articles similar to this analysis of times other than 7:00-9:00 a.m. and 4:00-6:00 pm.

David H. Morris, *general manager*
Veterans Broadcasting Co.
K-NUZ Radio, Houston

I thought the most terrific article on radio that I have ever read was in your March 16 issue, entitled "Don't be prime-time blind."

Would it be possible for you to send me 25 reprints of this article? I would like to personally deliver them to advertising account executives, who I am sure should have read the article, but may have passed it up.

Clyde R. Spitzner
commercial manager,
WIP, Philadelphia

I read your article from the March 16, issue of SPONSOR entitled "Don't be prime-time blind."

Congratulations! I haven't seen the case stated more clearly by anyone.

Mark Olds, *radio program manager*
KYW Radio, Cleveland

● SPONSOR is planning more articles on this subject and wishes to thank the many readers who have come forward with suggestions.

Aid to easy reference

Your "Sponsor-Scope," "Washington Week" and "Sponsor Hears" are terrific additions to your magazine. I'd like to suggest that you send us these scoops all set-up for reference filing.

I think your publication department ought to find it comparatively easy to put three punch holes and perforations in the margin so that "stealing" them out of SPONSOR would be an easy and pleasant task.

Dexter Hall, v.p. and director
Cambridge Television Center,
New York

• SPONSOR would like comments from other readers on Dexter Hall's suggestion that SPONSOR-SCOPE be perforated.

This is a fan letter which is long overdue SPONSOR.

As a regular reader of your magazine I have always found it most interesting and informative. I am constantly amazed at the wealth of helpful information contained in it.

For me, reading SPONSOR is one sure way of getting a continuing education in broadcasting and advertising. Keep up the good work . . . and best wishes for continued success.

Donald E. Preven,
SSCB, New York

"Pattern of distribution"

An original contribution to advertising research, by an individual Radio Station, is a rare thing. The KROW study, "Pattern of distribution—grocery brands in the San Francisco-Oakland market," is unique in its concept, its scope, its execution, and as a project of a single Radio Station.

J. G. (Gil) Paltridge, vice president and general manager of the Radio Station KROW, Oakland, sensed the need, by grocery product advertisers and their agencies, of more information on the actual distribution of their products in his station's market. Having determined the area and scope of the study, Paltridge directed the research. Collaborating with him was Reinhardt Advertising, Inc., KROW's counsel.

Copies of the study are available to grocery product manufacturers, their distributors or selling agents and their advertising agencies. Over 300 requests for copies have been received prior to publication.

We hope that you will recognize this study as a diligent effort to assist advertisers and advertising.

A. Leo Bowman,
Reinhardt Advertising, Oakland

Nielsen Survey shows WJDX still superior

41,520
more **WEEKLY**
RADIO HOMES
than any other Mississippi station!
NIELSEN NCS No. 2

For coverage and audience...

WJDX RADIO 620 JACKSON, MISSISSIPPI

WJDX delivers 121,840 weekly radio homes in Mississippi and Louisiana!

Mississippi's only fulltime radio news and farm departments.

superior coverage, both day & night since 1929

NBC WJDX
AM • FM

For complete details NCS No. 2
George P. Hollingbery Co.
or WJDX, Jackson, Miss.



**The kids have left
for school . . .**

All new surveys show again:

**When the youngsters
are away . . .
Kansas City radios
stay . . . with WHB**



**Now
what station
will she listen to?**

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and see what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB continues its domination! According to every major survey, everyone of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including A & P, Milgram's, Thriftway, A & G, Wolferman's and Kroger. Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager George W. Armstrong. And while you're at it, get the *whole* day and night picture!

WHB 10,000 watts, 710 kc.
KANSAS CITY

**WHB—FIRST 140 OUT OF 140
1/4 HOURS BETWEEN 9 and 4!**

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.



IS THE NET RADIO BOOM A DRAG ON SPOT?

Station reps say spot billings are at a peak but could
go much higher if not for "underpricing" by networks

Network radio has never had it so good, or at any rate not since tv's hypnotic screen was turned on to full brilliance.

The four radio networks of ABC, CBS, MBS and NBC in the first three months of this year signed a total of 93 national and regional advertisers to contracts representing millions of dollars. Broadcast Advertisers Reports shows network radio had 103 different national and regional advertisers sponsoring 126 network programs (as of 15 March).

The new network boom started about six months ago. But as these

advertiser dollars have moved into the network radio column from other media lineups, there's been a louder competitive clamor. The loudest clamor has come from spot radio's salesmen who tag network radio as cannibalistic.

They said it in print a fortnight ago when the Station Representatives Association blasted the selling techniques of NBC as being directly competitive. The SRA memo, signed by managing director Larry Webb, went to every NBC Radio affiliate.

The SRA memo, however, is just one sign of ferment. SPONSOR, talking

with a cross-section of station representatives to determine the actual effect of network's boom on spot radio, sought to bring these undercurrents into focus.

Do spot people think network radio is hurting them or trampling on the spot medium, as some allege?

The representatives queried agreed both on generalities and on specifics.

Their first point of agreement: network radio's boom hasn't kept spot from continuing to break past billings records.

SRA's Larry Webb estimates the first quarter of 1957 will prove to be

Spot proponents level two main charges at the radio networks: they're under-pricing, under-selling and raiding spot for clients and new ideas

at least 20% ahead of last year. Adam Young, Jr., of the company of that name, says his first quarter radio billings are ahead of the same period last year by 59%. Wells Barnett, assistant to the president of John Blair & Co., thinks the entire year's spot radio billings will be ahead by 20%, hitting a high of between \$170 and \$180 million.

But these men, and every other station representative with whom SPONSOR talked, likewise agree that spot radio revenue would be a lot bigger if network radio weren't "encroaching" on spot's territory and on spot's techniques. They level these charges at the four radio networks:

1. Network radio is by any "realistic" definition a variation on spot radio in this hard-selling era.

2. Network radio, in its programming and selling, is undermining and underpricing spot radio.

Both of these issues came to a head with the release of the memo on NBC from SRA. SRA reported on a recent NBC Radio agency presentation which, says SRA, "consisted of a direct com-

parison between a proposed network radio campaign and a hypothetical spot radio campaign."

Parts of the presentation, as reported by SRA, made its comparison without taking "into account saturation plan rates" in spot radio; used a Pulse figure "arbitrarily chosen"; included a "Pulse metropolitan rating which was arbitrarily reduced"; made network cost-per-1,000 projections on a base of "47,615,000 total U. S. radio homes without mentioning the fact that they guarantee clearance on stations totaling only 75% of the rate base of the full network, rather than the full network total"; and "halved the rating base outside the metropolitan area for spot but left it at 100% for the network calculations."

SRA suggested that stations "should have the privilege of calling into question sales practices which tend unfairly, even dishonestly, to depreciate the value of one of the stations' prime sources of revenue—spot radio."

The point of the letter to stations, said SRA, "is to advise you in some detail as to how your affiliated net-

work is competing with you for essential business."

These explicit charges, and others which are implicit in the SRA memo, form the basis of anti-network sentiments among station representatives. NBC declined to issue a formal answer to the Station Representatives Association assertions. But SPONSOR learned that it had wired its affiliates.

George A. Graham, director of sales planning for the radio network, said this was the "one instance" in which there had been a direct price comparison of the two radio media. He said his staff "prepared calculations based on a set of price and rating specifications supplied by an agency. We did not initiate the project, nor did we develop the specifications on which the comparisons were made. We did the calculations as requested by the agency."

While refusing to be drawn into the discussion on SRA's memo, NBC Radio Vice President Matthew J. Culligan makes this statement about network radio and NBC in particular:

"The networks are on the way up. NBC Radio is doing the very thing which advertisers and stations have urged us to do over the years of television's growth. We are rebuilding our programming. We are furnishing a better service to our stations. NBC Radio is adapting to today's needs both in terms of programming and sales.

"We at NBC are doing things un-

Network radio's programming bulwarks



Hottest show item at NBC is new, extended 17-hour daily schedule of news. NBC Radio's Joe Culligan hails top newsmen



Daytime serials form solid base for ABC's morning bloc, keyed to such dramas as *My True Story*. Soaps are perennial favorites



Impact sales plan at CBS is new, covers program package of nighttime, weekend features with such long-term favorites as *Amos 'n' Andy*, pictured in 1927, today

precedented in network radio. We are giving our affiliates an exclusive competitive advantage with the world news as it happens through news on the hour and our Hot Line service. We have designed network-local promotions which have enabled stations to sell dealers and distributors new schedules of local advertising at prime rates. Our no-waste policy has greatly increased stations' sales incentives. The record speaks for itself and only the short-sighted will fail to recognize the sincerity of NBC Radio network efforts."

The contention of the reps, essentially, is that networks have long since stopped competing with what used to be their major competitors, newspapers and magazines, and now are raiding spot. The prime prospect targets, they allege, are (1) spot radio accounts and (2) spot tv accounts.

"Creative salesmanship is a myth," said one rep, "a shrine at which networks worship every morning but which never shows up in action. The networks take the easiest way out and the easiest way is to tap the spot radio accounts."

John Tormey, radio sales manager for Avery-Knodel, summarizes: "If you're gonna ride a man's back, don't pick his pockets at the same time."

Network radio is underpriced, say the reps, and upgrading of spot radio rates is made difficult when the networks stress tonnage. They cite these as typical examples:

"One advertiser I used to service wanted a campaign in the 25 top markets. A network gave him those 25 cities, and 250 more, for the same amount we would have charged him for a spot campaign in the 25," said one rep. Another: "One network has a new sales plan which, with frequency discounts, gives an advertiser a full minute on about 260 stations for only \$800. This means the network gets about \$3 per announcement per station. If the station gets a dime it's lucky."

Morris Kellner, radio sales manager of The Katz Agency, says network selling "is worse than the schlockiest individual station. They're selling solely on price and they're not telling advertisers what radio can do for them—just how cheap it is. It's opportunistic selling—dollar grabbing for today without any attempt to recapture the prestige a network needs.

"Newspapers and magazines fight it

SPOT \$\$ MOVE TO NETWORK

SPONSOR asked a major station representative to analyze all current network radio accounts as to whether the network money was likely to have come (1) entirely or (2) partially from spot radio budgets.

Group 1: Entire budget drawn from spot

Beck-Nut Parking Co.
Bristol-Myers Co.
Bufferin (ABC, CBS)
Brown & Williamson
Kool cigarettes
Ex-Lax
General Tire & Rubber
tires
Lever Bros.
*Pepsodent toothpaste,
tooth brushes*
Mentholatam Co.
chest rubs

Nestlé Co.
Nescafé instant coffee
Park & Tilford
Tintex
R. J. Reynolds Tobacco
Camel cigarettes
Sun Oil Co.
United Dye & Chemical
Bon Ami
Warner-Lambert
*Super Anahist
products*

Group 2: Part of budget drawn from spot

American Motors
American Oil Co.
Amoco gas and oil
Bristol-Myers
Bufferin (NBC)
Carter Products
*Colonaids
Little Liver pills*
Colgate
*Ad detergent
Colgate dental cream
Fab detergent
Florient aerosol
Vel detergent*
Foster-Milburn
Doan's pills
General Foods
*Calumet baking powder
Jell-O desserts, pie fillings
LaFrance bluing*

Gillette
*Foamy Shave
razors and blades*
Lever Bros.
*Breeze detergent
Spry*
Liggett & Myers
L&M cigarettes
National Biscuit Co.
Dromedary cake mix
Salada Tea
Snyderella
Standard Brands
*Royal desserts,
pie fillings*
Sterling Drug
Warner-Lambert
Listerine products

out on a legitimate basis, not on a convenience and price basis. Magazines use slick paper instead of newsprint; they do a good selling job; they establish a difference between themselves and newspapers. But network radio is going down death alley."

It used to be, says one rep, that both network and rep worked for the benefit of the station. But today, he says, "the rep works for the station, and the station works for the network. Today the station is the network's crutch."

Many reps contend it's uneconomical

to be a network affiliate today, citing the fact that 16 to 17 of the top 25 markets have an independent in top position in terms of ratings and audience. Approximately 70¢ of every spot radio dollar goes back to the station while, say the reps, a maximum of 10¢ in every network radio dollar goes to the affiliate. A station which used to get one-third of the amount the advertiser spent with the network now gets from 30¢ to 60¢ on a \$15 national rate, estimates one rep.


Paul Weeks, vice president for radio at H-R Reps, says the networks have reneged on the two functions for which they were created: (1) entertainment and (2) service. "Today," he says, "television has taken over the entertainment, on a network basis, and local stations are providing better service than the networks do.

"This is because people in charge

(Please turn to page 36)

ARTICLE IN BRIEF

Is the sales boom in network radio hurting spot? Not in dollars, say the reps. They allege spot—and all radio—is being hurt by network programming, sales and pricing techniques. The four networks have made 93 sales in the past three months.



SPOT RADIO LAUNCHES THE VISCOUNT

**Capital's switch from national media to
spot radio helps zoom Viscount seat sales and
volume from \$50 to \$100 million in 2 years**

The jet age of commercial airlines was launched in the U. S. in 1955, the same year in which Capital Airlines inaugurated its first significant radio advertising campaign. The events were interrelated, because it was Capital—the first U. S. carrier—who brought to this country for the first time the Viscount plane with the jet prop. Rolls Royce engine.

Today, less than two years later, Capital is the fifth largest airline in the country. Its passenger sales in 1957 are expected to double the 1955 gross of some \$50 million. It has beat out competition from the major national airlines in many of its on-line cities. SPONSOR estimates it is spending more than \$2 million a year in advertising to do it.

Radio, which has held its steady job with Capital for only two years, today is getting about \$300,000 a year for its services. And it'll probably get a raise next year.

A lot of airline professionals are still wondering what happened. Why is it that Capital, which this spring marks its 30th anniversary, remained in relative obscurity for so long a time? And how did it remove the veil which separated it from the public?

Joel S. Daniels, Jr., advertising manager of Capital, thinks it can be summed up pretty simply. "Viscounts, and a switch to local advertising."

There are a lot of elements implicit in this over-simplification, however. These involve the competitive position of Capital which led to the big—and expensive—decision to invest in a brand new product, the Viscount. Another consideration is the fact that Capital has no really long runs and its average is a slim-profit trip of 300 miles. It works very close to the margin with such a small field staff that one major competitor has more salesmen in New York City alone than Capital maintains for its 77 on-line markets.

These are some of the important considerations in the decision of Capital executives to move into the jet era ahead of anyone else. It ordered 60 jet-prop Viscounts that year, starting its first run on a market-by-market basis in July 1955. Last year, 22 Viscounts were in service, and this year 60 are flying the Capital sky routes. By August the company will have 75 Viscounts in its Washington hangars.

Capital wanted radio to push this new Viscount service. It had several solid reasons for switching from other media.

It had tried almost every other kind of advertising. From national newspapers and magazines it had added spot television, and from there participations in network television. It found national media weren't suited to Capital because of its regional flight patterns.

The answer: local media, newspapers and radio. This combination had been tried only once by Capital. It now looked promising for two reasons: the Capital management's decision (1) to put all its promotion eggs in the Viscount basket and (2) to promote the new plane market by market.

Capital's vice president in charge of traffic and sales, James W. Austin, has proof that his team's advertising and merchandising thinking has worked. In 1954, the year before the Viscount was introduced, annual sales totaled \$48 million. In 1955, sales went up \$2 million to \$50 million. But in 1956, after the Viscount and after ra-

ARTICLE IN BRIEF

Capital Airlines is spending \$300,000 annually on spot radio in on-line markets after successful introduction of new jet-type Viscount. Airline, after two years of radio and local newspaper, is No. 3 in nation. Sustaining campaign stresses news.

dio, sales were \$65 million. This year they may well exceed \$100 million.

Austin points to other persuasive—and tangible—evidence.

"March 1957 business is ahead of the same month last year by 65%. Last year we had a 17% share of the Washington-Chicago market. By November, it was up to 50%. Today, in any area where we have reasonably frequent Viscount service, we have an impressive percentage of the market. We're the number one airline, in terms of passengers boarded, in several major cities.

"We carried three million passengers last year, and expect to have at least four million this year. (Only nine million persons in the U. S. travel by

air.) Our rate of growth for the year ahead should exceed 50%, with an estimated 10% growth rate for the entire industry. Last year we more than doubled the growth rate of the industry."

Radio, market by market, helped do this job. This is the contention of both Austin and Daniels. Daniels projected his radio campaign to two phases: the introductory and the sustaining. The introductory phase, pushing the launching of Viscount service, is almost complete now that 110,000 miles of the airline's 165,000 daily flight miles are flown by the jet-prop plane. Radio's sustaining effort is now destination advertising with continued emphasis on the Viscount's unique qualities.

Daniels started out with some radio basics which hold true for both the introductory and the sustaining campaigns. Perhaps the biggest basic is that he wanted to reach businessmen.

"We are not a vacation airline because we operate in the heart of industrial America. Most of our customers are business people, mainly

Strategists at Ryan Agency (left to right): William Green, radio-tv director; Louise Coble, radio-tv copy chief; and Sam Hunsaker, a/c



Capital's radio is in sustaining phase for Viscount after introductory drive with saturation

men. We figure about 75% of our ticket sales are made to people traveling on business."

He chose radio—and news—to reach these men who travel on business assignments by air. He bought morning news shows, or transcribed one-minute adjacencies to them, adding late-afternoon and late-evening times for occasional extra emphasis in certain markets. This is his preference today.

He still likes multiple-station schedules in the same markets and usually buys stations with strong news personalities who know the news and don't merely pick it up off the news wire half an hour before show time.

Capital's frequency has changed considerably, however. The introductory campaign featured saturation announcements and programs, the former at perhaps 150 weekly per market. This heavy schedule opened with a bang a week or two before Viscount service started in any market. Quantity was maintained for the following three or four weeks, gradually decreasing to the continuing or sustaining schedules used today.

These schedules are placed through Lewis Edwin Ryan, Washington advertising agency. William J. Green, director of tv and radio there, keeps the biggest chunks of business in some 25 of the 77 on-line cities where most of the air traffic flows. Contracts are for 52 weeks every year, be they for programs, announcements or both. If the buy in other on-line cities is announcements, the pattern is 10 to 15 per week on a "flight" basis. In a 52-week city, where a news show is used, the agency will try to alternate on two stations—Monday, Wednesday and Friday morning on one, Tuesday, Thursday and Saturday on the other.

These are generalizations, however, says Green. "We play each of our markets by ear, and we keep close tabs on how each is shaping up. Then we decide the air pattern."

Sam Hunsaker is account executive on the Capital account. He, Green and other agency and Capital executives are sure that radio is reaching the line's best target—the businessman. Proof comes in assorted ways.

"We know of no authoritative, comprehensive report which shows that

our best prospects, businessmen, are listening—but we feel sure they are, and that they're responding by going to our ticket counters," says Green.

Two of the types of documentation which guide him are circulation reports from stations and independently conducted research.

One of the biggest boosts to Capital's conviction that it's reaching men comes from Radio Advertising Bureau. Some time ago, RAB issued a brochure on the radio listening habits of businessmen—and the men were interviewed at six major airports.

Some of the findings: 58% of these men regularly listen to radio in the morning before work and evenings after work; 69% tune to news during one or more periods of the day; 38% listen to their cars one or more periods of the day.

Junior and senior executives—Capital's biggest passenger class—prefer a thoughtful news analysis, says Daniels. That's what he, and his station lineup, try to give them. He has consistently visited every station before it started Capital's air campaign. He talks with management and with the featured talent to explain Capital's advertising concept and its Viscount copy themes.

Radio gives him the time to explain these copy themes at a cost the company can afford. "We had a big story to tell, in talking about a plane no one had ever heard of. A full minute on radio gave us an opportunity to tell the full story.

"Radio offers us great flexibility. We can pinpoint the times that we want, switch in new copy with no delay, take enough time to tell our story interestingly.

"We've built it up as a new concept in flight, and we were helped in this by the impression most Americans have as to the excellence of the Rolls Royce engine. Within two weeks after we started advertising in any market, we sold like mad. We've had consistently excellent results."

Radio took over the job handled for other airlines by big outside selling staffs. Daniels explains: "We watch our per passenger acquisition cost very carefully. We have to get maximum exposure at the lowest cost with the best possible message. This is our basic job."

"Radio has played a very important part in our growth," says Daniels. "which is why it went from practically nothing to 15% of our budget. We think we've reaffirmed our confidence in radio advertising."

Businessmen are the radio target of Joel S. Daniels, Jr. (l.), asst. v.p., adv.; James W. Austin, v.p., traffic, sales. They figure 75% of Capital's sales are to business travelers



WHO'S WHO IN AUTO TIMEBUYING

CAR BRAND	COMPANY AD MANAGER	AGENCY	ACCOUNT EXECUTIVE	TIMEBUYER
Plymouth	L. T. Hagopian dir. adv. & sales prom. 6334 Larnh Rd., Detroit 31	N. W. Ayer & Son 1100 Penobscot Bldg., Detroit 26, Mich.	Wm. T. Lowe supv. set Warren Abrams radio & tv serv. rep., Detroit	(New York) Helen Hart wig & Richard Bonbury
De Soto	James L. Wichert dir. adv. & sales mgr. 6000 Wyoming, Detroit 31	BBDO 1800 Penobscot Bldg., Detroit	R. E. Anderson gen. mgr John McKee acct. supv.	L. Wenrich media supv W. B. Crouse
Dodge	A. C. Thomson adv. mgr. Wendell D. (Pete) Moore dir. adv. & sales prom. 7900 Joseph Campan Ave., Detroit 11	Grant Adv., Inc. 2900 Guardian Bldg., Detroit	M. B. Cather a.e. W. A. Hammond media dir.	James A. Brown
Dodge Trucks	W. D. Moore dir. adv. mgr. A. C. Thomson adv. mgr. W. L. Kessinger asst. 21500 Mound Rd., Detroit 31	Ross Roy, Inc. 2751 E. Jefferson Ave., Detroit 7, Mich.	W. H. Gerstenberger v.p. & acct. supv. Robt. G. Lyon a.e.	Carl E. Hassel v.p. & media dir.
Chrysler	Burton R. Durkee dir. adv. & sales prom. & H. L. Ault adv. mgr. 12,200 E. Jefferson Ave., Detroit 15	McCann-Erickson 3516 Penobscot Bldg., De- troit.	F. W. Overesch, v.p. & acct. group head Robt. M. Ellis a.e.	Kelso Taeger media dir. Wm. J. Davis asst. media dir.
Chevrolet	W. G. (Bill) Power GM Bldg., Detroit 2	Campbell-Ewald Co. GM Bldg., Detroit	Colin Campbell sr. v.p. & gen. a.e., Philip L. Mc- Hugh v.p. radio & tv	Carl Georgi v.p. & media dir.
Pontiac	B. B. Kimball Pontiac 11, Mich.	MacManus, John & Adams, Inc. Bloomfield Hills, Mich.	Hovey Hagerman sr. v.p.	Chas. N. Campbell media dir.
Buick	Paul Holt Hamilton Ave., Flint 2 Mich.	Kudner Agency, Inc. 575 Madison Ave., New York City	Steve Richards	John Marsich, Ann Gardi- ner, Marge Scanlon
Oldsmobile	L. F. Carlson dir. of adv. Townsend St., Lansing 21, Mich.	D. P. Brother & Co. GM Bldg., Detroit	Sheldon Moyer v.p. & asst. mgr. A. L. Corradi, a.e.	Watts Wacker media dir. Jack Walsh
Cadillac	W. T. LaRue merch. mgr. 2860 Clark Ave., Detroit 32	MacManus, John & Adams, Inc. Bloomfield Hills, Mich.	Chas. F. Adams v.p.	Elmer W. Froehlich v.p. dir. of media
GMC Trucks	H. T. DeHart 660 South Blvd., East Pontiac, Mich.	Kudner Agency, Inc. 575 Madison Ave., New York City	J. W. Millard	John Marsich, Ann Gardiner
Ford (cars and trucks)	Henry M. Jackson v.p. & supv. Ford car W. G. Moore v.p. & supv. Ford truck 3000 Schaefer Rd., Dear- born, Mich.	J. Walter Thompson 2130 Buhl Bldg., Detroit	Donaldson B. Thorburn v.p. & supv. radio & tv	Ralph Bachman media dir. (Detroit), Tom Glynn, Dorothy Thornton (New York)
Mercury	R. J. Fisher, adv. & sales prom. mgr. 3000 Schaefer Rd., Dearborn, Mich.	Kenyon & Eckhardt 1500 Penobscot Bldg., Detroit	D. J. Gillespie, v.p. & acct. supv., Richard T. O'Riley v.p. & sr. a.e., W. G. Mar- tin v.p. & a.e.	Brendan Baldwin media supv. (New York), Don C. Miller sr. v.p., Louis Ken- nedy
Lincoln	J. J. Seregny 3000 Schaefer Rd., Dearborn, Mich.	Young & Rubicam 1600 Penobscot Bldg., Detroit	A. P. Butler v.p. & acct. supv., H. E. Beard a.e., J. R. Braeken, Jr. a.e., T. R. Maynard, Jr. a.e.	T. A. Nixon R. C. Hollbrook
Edsel	E. E. Fox adv. mgr. 3000 Schaefer Rd., Dear- born, Mich.	Foote, Cone & Belding 1060 National Bank Bldg., Detroit	Bruce Miller Albert Remington	Robt. Hussey, media dir. Genevieve Lemper chief timebuyer (Chicago)
Nash & Hudson	Fred W. Adams dir. adv. & merch., 14250 Plymouth Rd., Detroit 32, E. B. Bro- gan, adv. mgr. Rambler, A. D. Gage adv. mgr. Nash, Hudson & Met- ropolitan	Geyer Adv., Inc. 14250 Plymouth Rd., Detroit	J. F. Henry v.p. & a.e. E. J. Rogers asst. a.e.	J. R. Telisky Detroit media dir.
Studebaker Packard	S. A. Skillman gen. sales mgr., 635 So. Main, South Bend, Ind.	Benton & Bowles 444 Madison Ave., New York City	James Black acct. supv. Frank Stephan a.e.	Richard McCoey






SOURCE: This directory was compiled for SPONSOR by William H. Cartwright, manager of Edward Petry & Co., Detroit.

HOW TO PLAN LOCAL LEVEL PROGRAM

TELEVISION: The 1957 "Buyers' Guide to Radio and Tv Station Programing" has just been published by SPONSOR (30 March). This 176-page book is the result of a survey to which a total of 515 television stations responded. The television section includes a state-by-state master directory of tv stations showing the amount of time each devotes to various types of programing, together with data on power, net affiliations, representatives, etc. Also covered in full detail by use of tables and text are such subjects as farm television (273 stations in this category), feature film

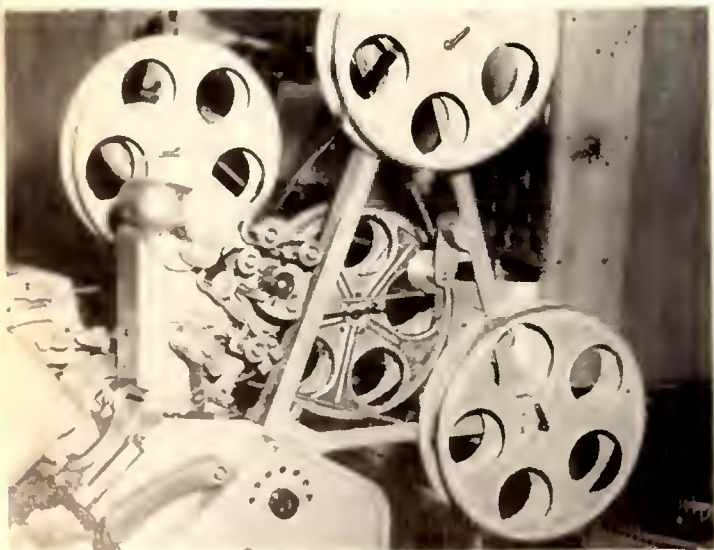
complete with names of buyers of this product at tv stations, film and slide data listing station contacts along with what sizes of slides and films stations use, homemaking shows, sports regularly featured on 410 stations. There is also a section devoted to special appeals programing and another that lists the facilities offered by 440 tv stations. Just a few of the many local tv programing trends in 1957 covered in "Buyers' Guide" are highlighted in the charts below. They show a rise in feature film use over 1956. Daily sportscasts have bounced back strong after a dip last year.

THREE YEARS OF TV PROGRAMING AT A GLANCE

Type of Programing	ABC CBS NBC					
	% STATIONS PROGRAMING Network shows	% STATIONS PROGRAMING Syndicated film (Daily)	% STATIONS PROGRAMING Homemaking (Weekly)	% STATIONS PROGRAMING Special audiences (Weekly)	% STATIONS PROGRAMING Farm (Weekly)	% STATIONS PRO-AM Sports (Daily)
1955	94%	82%	96%	9%	56%	85%
1956	93%	76%	70%	11%	50%	71%
1957	96%	76%	71%	9%	53%	80%
'57 vs. '56	+3%	-----	+1%	-2%	+3%	+9%

'55 base: 381 stations. '56 base: 495 stations. '57 base: 515 stations.

Biggest gain in use of feature film comes in late evening



PROGRAMING TIME	% STATIONS PROGRAMING FEATURE FILM			
	1955	1956	1957	'57 VS. '56
Some time daily	95%	82%	85%	+3%
Morning	16%	19%	17%	-2%
Afternoon	60%	67%	67%	-----
Early evening	33%	27%	27%	---
Late evening	83%	86%	92%	+6%

NOTE: Percent changes shown on these pages are numerical, not percentage differences.









Just published "Buyers' Guide" provides station-by-station analysis of tv and radio programming



RADIO: This year, 2,676 radio stations contributed information to SPONSOR's "Buyers' Guide" for 1957. The data that they furnished has gone into the making of the comprehensive radio master directory that lists how many hours per week each station devotes to various categories of programming plus names of representatives, power and frequency data, net affiliations, etc. Also based on the answers of these 2,676 stations to SPONSOR questionnaires are such special sections as: farm radio and details on 601 stations reporting such fare; a list of 567 stations regularly

scheduling programs for Negro audiences; a roundup of 126 stations beamed at Latin-American listeners; and 307 stations that program in 57 different foreign languages. Still another section is given to the 372 stations that reported scheduling 10 or more hours per week of religious and gospel programs. Radio music gets the full treatment with the following categories covered: concert, country and western, and popular. Stability more or less keynotes the pattern of local programming, despite small 1957 percentage losses that show up in many of the '56-'57 comparisons printed below.

LOCAL RADIO PROGRAMING TRENDS SINCE 1955

		% OF STATIONS PROGRAMING			
		1955	1956	1957	'57 VS. '56
	Concert Music (10 hrs. or more)	23%	31%	29%	-2%
	Country & Western (20 hrs. or more)	16%	21%	17%	-7%
	Farm (5 hrs. or more)	31%	28%	29%	+1%
	Foreign (Other than Mex.-Amer.)	17%	16%	11%	-5%
	Mexican-American (U.S. stations only)	7%	7%	5%	-2%
	Negro	29%	29%	21%	-8%
	Popular (75 hrs. or more)	12%	15%	15%	
	Religious & Gospel (10 hrs. or more)	17%	21%	20%	-1%

'55 base: 2172 stations. '56 base: 2515 stations. '57 base: 2676 stations.

• NCS problem: What is NCS, anyway? A measure of signal coverage or regular audience circulation? Or both?

On top of this, there is the problem of getting groups of agencies handling one client to agree on a standard method of putting the NCS material to actual use. The fact there are no pat answers to NCS has aroused disputes within agencies, too. When it couldn't get agreement among its own people on how to use NCS tv data, one of the top air agencies set up two groups to work on the problem. When agreement comes the agency will still have to decide what to do with radio.

The main reason the agencies are still processing NCS data as of spring 1956 is that they didn't get the tv material until the end of the year although the original target was early fall. The radio reports came later. Because they received the tv reports first and because more money is usually involved in tv buys, the agencies naturally started working on tv data first. A number of the big agencies have still not gotten around to adjusting the radio data and some of the research people dread facing the decisions that will have to be made.

Certainly adjustments are necessary. NCS reports are regarded as raw data; there's hardly an agency around that will use the material as it comes.

It is also commonly agreed that some systematizing is necessary. This is not because systematizing will necessarily provide a better picture of station coverage or circulation. It's primarily because it's literally impossible to buy each and every station on its own merits and at the same time take into account each time the station is bought the requirements of the type of buy, type of product and type of campaign. To buy stations in this admittedly ideal manner would require agencies to feed and support a huge corps of timebuyers, analyzers, estimators and researchers.

In addition to this very practical reason for setting up yardsticks, agencies and clients have their own ideas of what coverage and circulation data should measure.

This doesn't mean that agencies are setting up rigid, across-the-board standards for all stations. By and large, the agencies are trying to be flexible but there's only so much time and executive manpower available.

ARTICLE IN BRIEF

Great mass of NCS data and fact that reports weren't received till end of year are keeping agencies busy with analysis. Problems yet to be solved include cut-off points, projection of ratings, updating data because of population growth, and show changes.

Probably the hottest disputes between buyers and sellers that will come out of the data processing now going on at the agencies will revolve around cut-off points, which is a percentage point below which agencies will not credit a county to a station's audience. There's nothing that gets a station's dander up so much—and for obvious reasons. While cost-per-1,000 buying in recent years has made admen more aware of the need for calculating the station's "full" audience, the cut-off philosophy still has a strong hold. It is particularly important in network buying where the agency has to decide which station to buy in areas where signals overlap. In such situations, the agencies are after the station's major area of influence. The fact that station A has 20% of the audience in a particular county is not so important as the fact that station B,

coming in from other market, has more.

But it appears that cut-offs will be used by some of the top agencies in spot buying, too. They will certainly be used in applying NCS No. 2 radio data. Few agencies will give a southern California station credit for nighttime audiences in Idaho, for example.

While tv stations have less irregular coverage patterns than radio outlets, cut-offs are already being applied by timebuyers in spot purchases. There are a variety of reasons for this policy but one reason commonly given is this: In the absence of evidence to the contrary, it is assumed that a viewing home in an outlying area with a relatively low NCS audience does not watch as many hours as a home closer in and in an area with a relatively high NCS audience. The assumption is that poorer reception and signals from other markets tend to limit viewing.

There is no hard-and-fast evidence to prove this, but neither is there any to disprove it. NCS does not measure intensity of viewing. Each home credited to a station in NCS is given equal weight. But the agencies point out that it is possible that a home in an

(Please turn to page 56)

CHANGING TV PICTURE

- 1.** Network affiliation changes during the last 11 months of 1956 affected 20 market areas in 14 states. A total of 38 stations were involved, many of whom lost affiliations to other outlets.
- 2.** Changes affecting signals during same period involved 39 stations in 37 market areas. There were 34 power changes, 11 changes in antenna location and 10 changes in the height of antennas.
- 3.** New commercial stations on the air totaled 29 in as many markets plus two satellites and one repeater. All 29 stations were vhf outlets. In addition two uhf stations returned to the air.
- 4.** Leaving the air during the last 11 months of 1956 were 10 stations. All were uhf outlets. Among the markets affected were Boston, Wichita, Lansing, Kingston, N. Y.; and Reading, Penna.

Source: Material above was gathered by ARB for the period from 1 February 1956 to approximately the end of the year. Field work for ARB's "A to Z" coverage study was done during January 1957.



LATE, GREAT NEWS ABOUT THE FARMER'S DAUGHTER

Out in the country—in rich and ready Hometown and Rural America you'll find a *new* kind of traveling salesman and believe us, friends, a spectacularly new kind of farmer's daughter. She was always pretty, wholesome and versatile. *Now* in case you haven't seen one lately, she's prettier than ever (thanks to the many nationally advertised cosmetics which she learns about on her local KBS station). She's better fed and as smartly gowned as any career girl you'll see on 5th Avenue in New York or Michigan Avenue in Chicago.

In the Keystone markets the farmer's daughter is just part of the more than 90 MILLION Keystone listeners who are intensely loyal to the 925 Keystone Affiliated LOCAL radio stations.

The story of the farmer's daughter is one which we at Keystone have brought right smack up to date—with facts and figures and sales potentials for *your* products that you ought to know about. We'll be happy to *tailor a network* to fit your specific sales and marketing problem. No obligation to you and a very definite pleasure for us.

Write us or telephone us!



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 programing and costs

COMPARAGRAPH

The current Comparagraph completes the second part of a new feature introduced in the 16 March issue: a breakdown of sponsored tv network shows by major industry categories, advertisers and brands. Combined with show ratings, this information permits a comparison of how competing network sponsors in the same industry are doing in attracting audiences. The spot tv section of the Comparagraph contains audience composition data on more than 100 syndicated program series now on tv. The Comparagraph also contains the regular network tv program schedule for the next four weeks plus authoritative data on program costs. The next Comparagraph will appear in the 11 May issue of SPONSOR.

- 1** Program profile provides cost, sponsored hours data . . . see below
- 2** Index of network tv sponsors has show ratings . . . page 38
- 3** Spot tv basics cover audience data on film . . . page 42
- 4** Comparagraph gives day-by-day chart of all net shows . . . page 50
- 5** Alphabetical index of all shows includes cost data . . . page 52

1. NETWORK PROGRAM PROFILE

AVERAGE COST OF PROGRAMING BY TYPES

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Hour drama		Half-hour drama		Situation comedy		Hour comedy-variety	
\$59,000	12	\$35,062	16	\$36,801	15	\$65,555	9
Half-hour comedy-var.		Half-hour adventure		Quiz		Daytime serials	
\$39,607	7	\$30,155	16	\$25,835	12	\$10,429*	7

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

NUMBER OF SPONSORED HOURS: LIVE AND FILM*

Daytime

Network	Sponsored hours	% live	% film
ABC	11.50	8.7	91.3
CBS	35.17	90.0	10.0
NBC	19.97	85.0	15.0

Nighttime

Network	Sponsored hours	% live	% film
ABC	23.50	42.6	57.4
CBS	27.00	57.4	42.6
NBC	22.67	62.5	37.5

*For week of 7-13 April

2. HOW COMPETING CLIENTS COMPARE

Second part of list showing ratings garnered by various advertisers shown below

Designed to aid advertisers in making quick comparisons between their show ratings and those of competitors, this new Comparagraph feature is the second and final installment of a list started in the last Comparagraph issue (16 March). The list covers major industry categories in network tv. It will be repeated in two parts with updated data starting with the 11 May issue. The next list will cover autos, confections and soft drinks, cosmetics and toiletries, dental and drug products. Data is based on material supplied by Broadcast Advertisers Reports, monitored off-the-air by tape recordings, plus national Pulse tv ratings. Footnotes give further data on this list of advertisers and brands.

Industries covered here include food, soap and tobacco

Food and Grocery Products

American Dairy Assn.	
Disneyland; ABC; W-N; processed milk products	29.1
American Home Products	
Arthur Godfrey Time; CBS; W-N; Chef Boy-Ar-Dee food products	21.7
It Could Be You; NBC; M-D; Chef Boy-Ar-Dee food products	4.8
Love of Life; CBS; M,F-D; Chef Boy-Ar-Dee food products	8.8
Armour & Co.	
It Could Be You; NBC; W-D; Star canned meat	4.8
Mickey Mouse Club; ABC; Tu,W-D; Dash dog food, Star meat products	20.1
Best Foods	
Bob Crosby; CBS; Tu-D; Nucoa margarine	7.9
Galen Drake; ABC; Sa-N; Nucoa margarine, Skippy peanut butter	6.4
Garry Moore; CBS; Tu-D; Hellmans mayonnaise	9.0
Our Miss Brooks; CBS; Tu-D; Nucoa margarine, Hellmans mayonnaise	6.8
You Asked for It; ABC; Su-N; Skippy peanut butter, Nucoa margarine	11.2
Borden Co.	
Fury; NBC; Sa-D; dairy products, processed milk products	10.2
Peoples Choice; NBC; Th-N; processed milk products	21.0
Queen For a Day; NBC; W,F-D; dairy milk products, processed milk products	12.9
Campbell Soup Co.	
House Party; CBS; M-D; Franco-American food products, frozen soups	9.5
Garry Moore; CBS; M-D; Franco-American food products	9.0
Lassie; CBS; Su-N; canned soups, baked beans, frozen soups	22.8
Carnation Co.	
Burns & Allen; CBS; M-N; Friskies, instant chocolate drink, processed milk products	27.3
Mickey Mouse Club; ABC; Tu-D; instant chocolate drink, processed milk products	20.1
Continental Baking Co.	
Howdy Doody; NBC; Sa-D; baked goods	7.9

Corn Products Refining Co.

It Could Be You; NBC; W,F-D; Karo, Mazola	4.8
Queen for a Day; NBC; W,F-D; Karo, Mazola	12.9

Derby Foods

Disneyland; ABC; W-N; Peter Pan peanut butter	29.1
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General Foods

Bengal Lancers; NBC; Su-N; Jell-O, Sanka instant	9.1
December Bride; CBS; M-N; Gaines dog food, Maxwell House instant, Swans Down baking mixes	28.3
Fury; NBC; Sa-D; Post dry cereals	10.2
Arthur Godfrey Show; CBS; Th-D; Bakers cocoanut	10.2
Hiram Holliday; NBC; W-N; Jell-O, Sanka regular	10.4
I Love Lucy; CBS; M-N; Sanka instant	34.9
Mighty Mouse; CBS; Sa-D; Post dry cereals	14.2
Roy Rogers; NBC; Su-N; Bakers chocolate mix, Maxwell House regular, Post dry cereals	10.9
West Point Story; CBS; F-N; Swans Down baking mixes, Maxwell House regular, Post dry cereals	17.7
Zane Grey; CBS; F-N; Maxwell House instant	20.8

General Mills

Bob Crosby; CBS; W,F-D; Betty Crocker baking mixes, Bisquick	7.9
Giant Step; CBS; W-N; Betty Crocker baking mixes, dry cereals, Gold Medal flour	10.1
Lone Ranger; ABC; Th-N; Betty Crocker baking mixes, dry cereals	16.5
Lone Ranger; CBS; Sa-D; Betty Crocker dry cereals, other dry cereals	11.1
Mickey Mouse Club; T,W,Th,F-D; dry cereals	20.1
Texas Rangers; CBS; S-D; dry cereals	10.9
Valiant Lady; CBS; W,F-D; Betty Crocker baking mixes, Bisquick, Gold Medal flour	8.1
Wyatt Earp; ABC; Tu-N; Betty Crocker dry cereals	25.3

Gerber Products

Bob Crosby; CBS; W-D; baby and junior foods	7.9
Our Miss Brooks; CBS; W-D; baby and junior foods	6.8

Gordon Baking Co.

Kukla, Fran & Ollie; ABC; M,F-N; Silver Cup bread	5.9
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Hartz Mountain Products

Circus Time; ABC; Th-N; Dog Yummies, pet foods	8.7
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H. J. Heinz

Capt. Gallant; NBC; Su-D; ketchup	10.8
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Kellogg Co.

House Party; CBS; Tu,Th-D; dry cereals	9.5
Arthur Godfrey Show; CBS; Tu,Th-D; dry cereals	10.2
Name that Tune; CBS; Tu-N; dry cereals	17.4
Wild Bill Hickok; CBS; Su-D; dry cereals	10.2

Lever Bros.

House Party; CBS; W,F-D; Good Luck margarine, Spry	9.5
Garry Moore; CBS; W,F-D; Good Luck margarine, Spry	9.0
Video Theatre; NBC; Th-N; Imperial margarine, Spry	18.4

National Biscuit Co.

Rin Tin Tin; ABC; F-N; dry cereals	20.7
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National Dairy Products

Comedy Time; NBC; Th-D; Kraft orange juice, salad dressing, spreads	6.2
Kraft Theatre; NBC; W-N; Kraft cheeses, jellies & preserves, marshmallows, salad dressing, spreads	23.8
Modern Romances; NBC; Th-D; Kraft cheeses, dinners, orange juice	8.6
Tic Tac Dough; NBC; Th-D; Kraft cheeses, salad dressings, spreads, orange juice	5.2

Nestle Co.

Blondie; NBC; F-N; Nescafe instant	19.9
Garry Moore; CBS; Th-D; Eveready cocoa	9.0
Oh Susanna; CBS; Sa-N; Nescafe instant	17.1
Our Miss Brooks; CBS; Th-D; Eveready cocoa	6.8
Valiant Lady; CBS; Th-D; Eveready cocoa	8.1

Pet Milk Co.

George Gobel; NBC; Sa-N; processed milk products	23.1
Red Skelton; CBS; Tu-N; processed milk products	24.7

Figures on page 40 are based on Broadcast Advertisers Reports for the week ending 8 February. 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 Pulse material for the week ending 7 February. 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.

CIRCULATION? *Here is the*

one and only way to measure it accurately

- | | | |
|----|--|---|
| 1 | 100% personal visits to homes. . . . | Not 50% by mail, which introduces error of certain stations measured mostly by mail, while others are measured mostly by personal interview |
| 2 | 100% of all persons in household participating in interview. . . . | Not dependent by mail on unknown and varying degree of cooperation from family to family |
| 3 | 100% separate Radio sample and 100% separate TV sample. . . . | Not TV and Radio querying in same questionnaire opening to TV part first |
| 4 | 100% tabulated data from questionnaires only. . . . | Not mixture of interviews, mail, ballots, diaries, meters, etc. |
| 5 | 100% of all U.S. Counties surveyed and sampled. . . . | Not clusters of counties with interviews made in part of the counties and subject to intricacies of signal patterns |
| 6 | 100% out-of-home audience included. . . . | Not just a "hope and a prayer" that self-administered mail questionnaires will obtain out-of-home audience |
| 7 | Adequate sample in each county. . . . | Not clusters in order to build up size of sample |
| 8 | Aided-recall use of station roster showing call letters, channel numbers, dial positions, in all interviews. . . . | Not unknown procedures and unaided recall, perhaps benefitting radio stations sharing call letters with TV stations |
| 9 | Current information delivered within 60 days from field interviewing. . . . | Not ancient history when released many, many months later, too dated for practical use |
| 10 | Reported size and sample for each county shown in each station's report. . . . | Not a guessing game as to how many replies came from individual counties |
| 11 | Realistic time periods reported—morning, afternoon, night and total for daily and weekly. . . . | Not unrealistic monthly data, in frustrated hope of meeting print-media total circulation claims |
| 12 | Costs that you can afford for exact station data. . . . | Not a "Dutch treat" survey, with some stations benefitting more than others |

This is the kind of research done in Pulse's standardized "C P A's"—Cumulative Pulse Audience studies, perfected for maximum usefulness for accurate, dependable circulation data. They hold up under toughest scrutiny! 1956 CPA survey reports are listed to the right—more for '57!

. . . see your reps for these markets

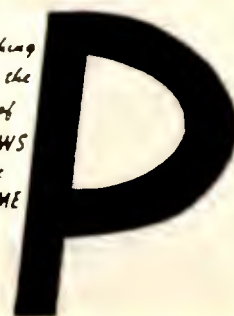
Baltimore—Radio—WFBR
 Billings—Radio—KOOK
 Boston—Radio—WEEI, WHDH
 Buffalo—Radio—WKBW
 Central California—Radio—KFRE
 Chicago—Radio—WBBM WIND, WMAQ
 Chicago—TV—WNBQ, WBBM-TV
 Cincinnati—Radio—WCKY
 Cleveland—Radio—WERE
 Dallas—Radio—KLIF, WRR, KRLD
 Denver—Radio—KTLN
 Detroit—Radio—WKMH
 Eugene, Ore.—Radio—KORE
 Fort Worth—Radio—KXOL
 Houston—Radio—KNUZ, KRCT
 Houston-Galveston—TV—KCUL-TV
 Indianapolis—Radio—WFBM
 Jacksonville—Radio—WIVY, WJAX
 Los Angeles—Radio—KABC, KFAC, KFI, KHJ, KMPC, KNX, KLAC
 Los Angeles—TV—KHJ-TV, KNXT
 Louisville—TV—WHAS-TV
 Lubbock—TV—KDUB-TV
 Mason City-Albert Lea-Austin—TV—KROC-TV
 Memphis—Radio—WHBQ
 Miami—Radio—WQAM, WCKR
 Milwaukee—Radio—WOKY
 Minneapolis-St. Paul—Radio—WCCO, WLOL, WTCN
 Nashville—TV—WLAC-TV
 New Orleans—Radio—WDSU, WTIX, WSMB
 New York—Radio—WCBS, WINS, WLIB, WABC, WMCA, WRCA, WNEW
 Peoria—Radio—WIRL
 Phoenix—Radio—KOOL
 Phoenix—TV—KOOL-TV
 Pittsburgh—Radio—KDKA
 Richmond—Radio—WLEE, WRVA
 Sacramento—Radio—KCRA, KROY
 St. Louis—Radio—KMOX, KSD, KWK, KXOK, WIL
 Salt Lake County—Radio—KALL, KNAK
 Salt Lake 4 Co.—Radio—KDYL, KSL
 San Antonio—Radio—KONO, KTSA
 San Diego—Radio—KFMB, KGB, KSDO, KSON
 San Francisco-Oakland—Radio—KROW, KSFO
 San Francisco-Oakland—TV—KRON-TV
 Scranton-Wilkes Barre—TV—WBRE
 Seattle—Radio—KING, KJR
 Spokane—Radio—KNEW
 Springfield, Mass.—Radio—WACE-TV—WWLP
 Syracuse—TV—WSYR-TV
 Toledo—TV—WSPD-TV
 Washington, D.C.—Radio—WGMS, WTOP
 Worcester—Radio—WAAB
 Louisville Area—Radio—WAVE
 Nashville Area—Radio—WSM

THE PULSE, INC. 730 Fifth Avenue, New York 19, New York • 6399 Wilshire Boulevard, Los Angeles 48, California

Largest Sampling Outside U. S. Census

2,000,000
different families

*Replacing
 radio the
 place of
 INTERVIEWS
 in the
 HOME*



Pillsbury Mills
 Arthur Godfrey Show; CBS; Tu,Th-D; baking mixes, chilled rolls & biscuits, pancake mixes 10.2
 Arthur Godfrey Time; CBS; W-N; baking mixes, chilled rolls & biscuits 21.7
 House Party; CBS; Tu,Th-D; baking mixes, Best flour 9.5
 Mickey Mouse Club; ABC; Th-D; baking mixes 20.1

Planters Nut & Chocolate Co.
 Eddie Fisher; NBC; W-N; peanuts 8.1

Procter & Gamble
 Brighter Day; CBS; M,Tu,Th-D; Crisco 5.6
 Jane Wyman; NBC; Tu-N; Crisco 26.0
 Search For Tomorrow; CBS; M-F-D; Pluffo 8.6

Quaker Oats Co.
 Caesar's Hour; NBC; Sa-N; Aunt Jemima mixes, Ken-L-dog food 23.2
 Sgt. Preston; CBS; Th-N; dry cereals, Ken-L dog food 14.5

Ralston Purina Co.
 Bold Journey; ABC; M-N; hot cereals, dry cereals, Ry-Krisp 8.6

Reddi-Whip Corp.
 Queen For a Day; NBC; Th-D; dessert topping 12.9

Scott Paper Co.
 Father Knows Best; NBC; W-N; Scottkins, Scottowels 22.4
 Arthur Godfrey Show; CBS; Th-D; Cut-Rite, Scottowels 10.2

Standard Brands
 Arthur Godfrey Show; CBS; M-D; Blue Bonnet margarine, Hunt Club dog food, Royal desserts & pie fillings 10.2
 House Party; CBS; M-D; Chase & Sanborn instant, Tender Leaf tea 9.5
 Tennessee Ernie; NBC; Tu,F-D; Blue Bonnet margarine, Chase & Sanborn instant, Royal desserts & pie fillings, Tender Leaf tea 6.0
 Valiant Lady; CBS; M-D; Blue Bonnet margarine, Chase & Sanborn instant 8.1

Gasoline, Oil, Etc.

American Home Products
 Secret Storm; CBS; F-D; Freezone 5.6

American Oil
 Person to Person; CBS; F-N; Amoco gas & oil 22.0

Gulf Oil
 Life of Riley; NBC; F-N; gas & motor oil 23.5

Cleansers, Polishers

American Home Products
 D. Edwards; CBS; Th-N; Aerowax 8.7
 It Could Be You; NBC; M-D; Aerowax 4.8
 Love of Life; CBS; Tu,F-D; Aerowax Easy Off oven cleaner, Griffin shoe polish, Sani-Flush 8.8
 Queen For A Day; NBC; M-D; Aerowax, Sani-Flush 12.9
 Secret Storm; CBS; M-F-D; Aerowax, Easy Off oven cleaner, Griffin shoe polish, Sani-Flush 5.6

B. T. Babbitt Co.
 Caesar's Hour; NBC; Sa-N; Bab-O 23.2

Best Foods
 Garry Moore; CBS; Tu-D; Shinola shoe polish 9.0

Bon Ami Co.
 West Point Story; CBS; F-N; Jet Bon Ami 17.7

Brillo Manufacturing Co.
 It Could Be You; NBC; Th,F-D; scouring pads 4.8

Colgate-Palmolive Co.
 Big Payoff; CBS; F-D; Ajax 8.2
 Mr. Adams & Eve; CBS; F-N; Ajax 20.9
 Strike It Rich; CBS; M,W-D; Ajax 8.1

S. C. Johnson & Son
 Red Skelton; CBS; Tu-N; waxes & polishes 24.7
 Robert Montgomery; NBC; M-N; waxes & polishes 23.5

Procter & Gamble
 As The World Turns; CBS; M,W,F-D; Comet 6.0
 Edge Of Night; CBS; M-F-D; Comet, Spic & Span 5.9
 Search For Tomorrow; CBS; M-F-D; Spic & Span 8.6

Purex Corp.
 Big Surprise; NBC; T-N; Old Dutch 16.2

Simoniz Co.
 Arthur Godfrey Show; CBS; W-D; Ivalon sponge, waxes & polishes 10.2

S O S Co.
 Bob Crosby; CBS; F-D; scouring pads 7.9
 Mickey Mouse Club; ABC; W-D; scouring pads 20.1

Sterling Drug
 Modern Romances; NBC; W,F-D; Engerine cleaning fluid 8.6

Laundry Products

Armour & Co.
 George Gobel; NBC; Sa-N; Liquid Chiffon 23.1
 Danny Thomas; ABC; M-N; Liquid Chiffon 13.8

Colgate-Palmolive Co.
 Big Payoff; CBS; M,W,Th,F-D; Ad, Fab, Vel 8.2
 Strike It Rich; CBS; M-F-D; Ad, Fab, Vel 8.1

Lever Bros.
 House Party; CBS; W,F-D; Lux liquid, Rinso 9.5
 Garry Moore; CBS; M,W,F-D; Lux liquid, Rinso 9.0
 On Trial; NBC; F-N; Rinso 20.8
 Video Theatre; NBC; Th-N; Lux liquid, Rinso 18.4

Procter & Gamble
 As The World Turns; CBS; M,W,F-D; Ivory Snow, Oxydol 6.0
 Bob Crosby; CBS; Th-D; Ivory flakes 7.9
 Brighter Day; CBS; M-F-D; Cheer 5.6
 Brothers; CBS; Tu-N; Joy 18.8
 Edge Of Night; CBS; M-F-D; Dreft, Tide 5.9
 Guiding Light; CBS; M-F-D; Duz 8.0
 Hey Jeannie; CBS; Sa-N; Dash 17.6
 Lineup; CBS; F-N; Cheer 25.1
 People's Choice; NBC; Th-N; Cheer 21.0
 Queen For A Day; NBC; M-F-D; Dash, Ivory Snow 12.9
 Search For Tomorrow; CBS; M-F-D; Joy 8.6
 Tennessee Ernie; NBC; M-F-D; Dreft, Tide 6.0
 Loretta Young; NBC; Su-N; Tide 22.7

Purex Corp.
 Big Surprise; NBC; Tu-N; Beads-O-Bleach 16.2

A. E. Staley Manufacturing Co.
 Garry Moore; CBS; F-D; Sta-Flo 9.0

Appliances

General Electric
 Broken Arrow; ABC; Tu-N; major appliances 18.3

Hoover Co.
 Garry Moore; CBS; Tu-D; vacuum cleaners 9.0

Radio Corp. of America
 Producers' Showcase; NBC; M-N; major appliances, tubes 27.4

Singer Sewing Machine Co.
 Playhouse 90; CBS; Th-N; sewing machines 33.7

Sylvania Electric Products
 Buccaneers; CBS; Sa-N; small appliances, tubes 14.5

Westinghouse Corp.
 Studio One; CBS; M-N; major appliances 21.4

House General

Aluminum Co. of America
 Alcoa Hour; NBC; Su-N; Alcoa wrap & aluminum 22.7

American Home Products
 It Could Be You; NBC; M-D; Wizard spring bouquet & pine scent 4.8
 Love Of Life; CBS; F-D; Wizard spring bouquet & pine scent 8.8
 Secret Storm; CBS; M,Tu,F-D; Black Flag insecticide, Wizard Wick, Wizard spring bouquet & pine scent 5.6

Best Foods
 Bob Crosby; CBS; Tu-D; Rit dyes & color remover 7.9

Colgate-Palmolive Co.
 Big Payoff; CBS; Th,F-D; Florient Aerosol 8.2
 Strike It Rich; CBS; Tu,Th-D; Florient Aerosol 8.1

Dow Chemical Co.
 Queen For A Day; NBC; F-D; Saran wrap 12.9

S. C. Johnson & Son
 Robert Montgomery; NBC; M-N; Glade air freshener 23.5

Kaiser Aluminum Co.
 Circle Theatre; NBC; Tu-N; foil 21.2

Lehn & Fink Products
 It Could Be You; NBC; Tu-D; Lysol 4.8
 Queen For A Day; NBC; Tu-D; Lysol 12.9

Sylvania Electric Products
 Buccaneers; CBS; Sa-N; light bulbs 14.5

Tobacco

American Tobacco Co.
 Big Story; NBC; F-N; Pall Mall 22.6
 Hit Parade; NBC; Sa-N; Filter tip Tareyton, Lucky Strike 23.2
 Navy Log; ABC; W-N; Pall Mall 16.3
 Private Secretary; CBS; Su-N; Filter tip Tareyton, Lucky Strike 21.2

Brown and Williamson
 It Could Be You; NBC; W-D; Raleigh cigarettes 4.8
 Lineup; CBS; F-N; Viceroy 25.1
 Queen For A Day; NBC; M-D; Raleigh cigarettes 12.9
 Tennessee Ernie; NBC; M,W-D; Raleigh cigarettes 6.0

General Cigar Co.
 John Daly; ABC; M-F-N; cigars 5.6

Liggett and Myers
 Edgar Bergen; CBS; Tu-N; L&M 17.4
 Dragnet; NBC; Th-N; Chesterfield 24.1
 Gunsmoke; CBS; Sa-N; L&M 23.5
 Noal's Ark; NBC; Tu-N; Chesterfield 16.3

P. Lorillard
 Jackie Gleason; CBS; Sa-N; Old Gold 28.1
 \$64,000 Challenge; CBS; Su-N; Kent 26.2

Philip Morris
 Playhouse 90; CBS; Th-N; Marlboro 33.7

R. J. Reynolds
 Bob Cummings; CBS; Th-N; Winston 20.7
 I've Got A Secret; CBS; W-N; Salem, Winston 24.3
 Mr. Adams & Eve; CBS; F-N; Camel 20.9
 People Are Funny; NBC; Sa-N; Salem 21.3
 Phil Silvers; CBS; Tu-N; Camel 27.5
 Wire Service; ABC; Th-N; Camel 7.6

Where TV means **TELLAVALLEY**

The Fox River Valley from Green Bay to Fond du Lac *Alone* is a better market than many well-publicized TV stations have to offer.

One of America's best known industrial concentrations . . . 75 miles of mills and manufactories . . . several are the largest in the world in their field . . . many FRV products are household words everywhere!

These industries give stability and permanence to this extraordinary market . . . and their many thousand employees earn more, save more, build more and buy more than state and national average.

This is the Wonderful Fox River Valley's TELEVISION STATION!
CHANNEL 5

BUT! . . . WFRV-TV DELIVERS THESE CONTIGUOUS WISCONSIN MARKETS EQUALLY AS WELL.

1. MARINETTE AND MENOMINEE AND THE NORTH OF GREEN BAY MARKET extending far into Michigan.
2. THE RICH AGRICULTURAL COUNTIES south of the Valley right to Milwaukee County.
3. THE SHEBOYGAN, MANITOWOC, INDUSTRIAL LAKE SHORE MARKET.

WFRV-TV

**ABC-CBS, CHANNEL 5
Green Bay, Wisconsin**

The big station serving this big and prosperous multi-market area.

One-Third of the Population of Wisconsin. 353,840 TV Homes.

A Billion Dollars Retail Sales.

**Maximum Power. Highest Tower,
1165 ft. above average terrain.**

Soren H. Munkhof,
Exec. V.P. & Gen. Mgr.

HEADLEY-REED TV Rep.

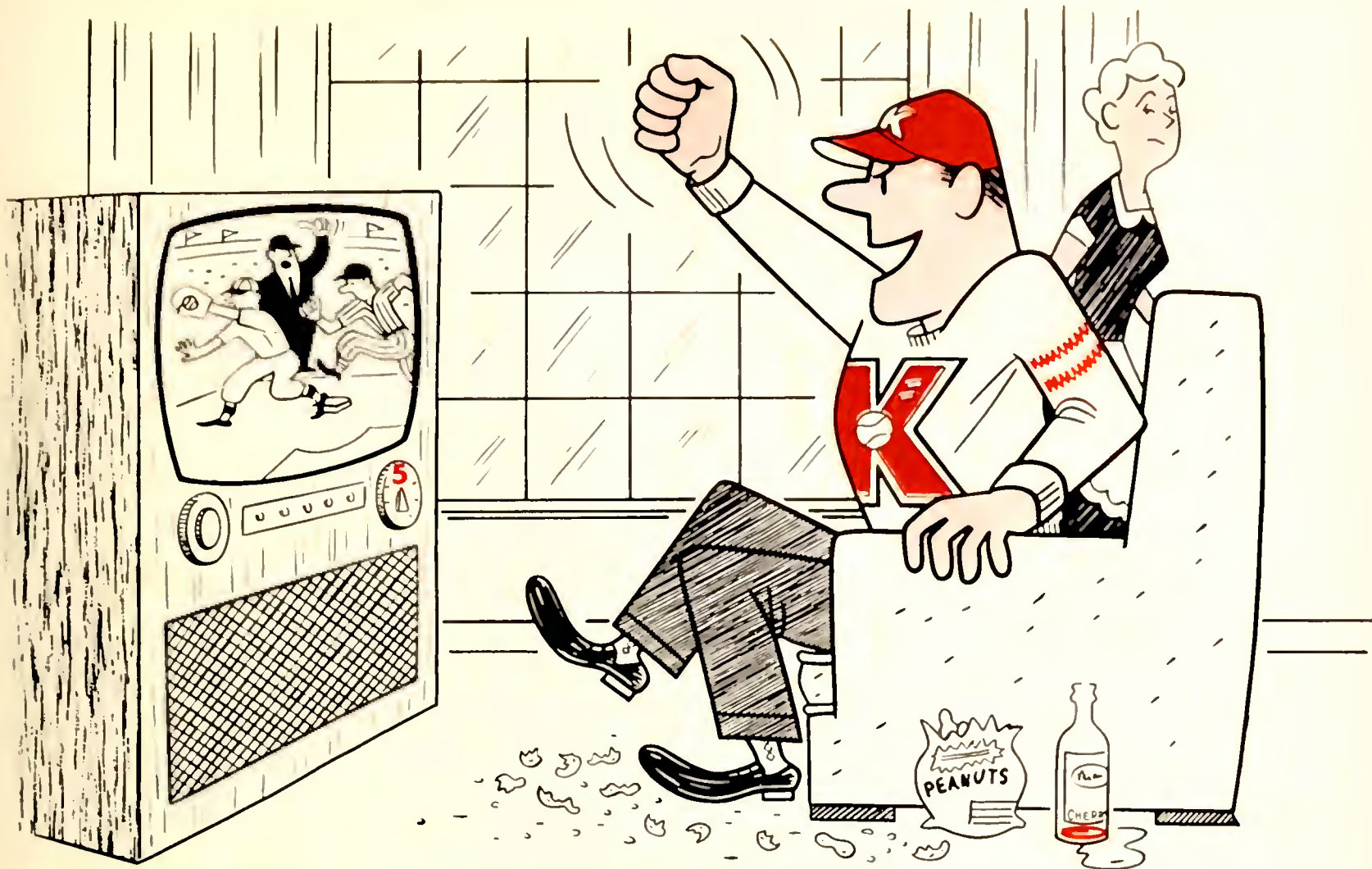


3. SPOT TELEVISION BASICS

Audience composition to 109
 syndicated shows in 23 markets
 indicates appeal by age, sex

Audience composition data shown below cover syndicated films—mostly of the half-hour variety—shown in four or more of the 23 markets covered in this Pulse study. The period surveyed covers 2 through 8 January 1957. Figures here can be compared with a similar list published in the Comparagraph run in the 19 January issue of SPONSOR. A number of programs listed here, however, were not shown in the 19 January issue. Markets covered were Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Los Angeles, Milwaukee, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Providence, San Francisco-Oakland, Seattle-Tacoma, St. Louis, Washington.

Show	Distributor	No. of viewers per 100 homes				Total
		Men	Women	Teen	Children	
Amos 'n' Andy	CBS Film	73	79	11	36	199
Annie Oakley	CBS Film	41	56	16	89	202
Badge 714	NBC Film	71	79	15	58	223
Beulah	Flamingo	56	84	11	22	173
Boston Blackie	Economee Tv	82	79	14	33	208
Brave Eagle	CBS Film	56	47	11	76	190
Buffalo Bill Jr.	CBS Film	35	24	13	91	163
Captain Midnight	Screen Gems	26	29	13	87	155
Celebrity Playhouse	Screen Gems	71	95	11	26	203
Championship Bowling	Walter Schwimmer	81	71	13	16	181
China Smith	NTA	79	79	14	37	209
Cisco Kid	Ziv Tv	56	41	16	84	197
City Detective	MCA-Tv	77	82	16	21	196
Code 3	ABC Film	77	77	12	21	187
Combat Sergeant	NTA	57	62	17	65	201
Confidential File	Guild	81	84	11	8	184
Corliss Archer, Meet	Ziv Tv	52	80	17	50	199
Count of Monte Cristo	TPA	68	69	19	26	182
Cowboy G-Men	Flamingo	42	36	19	82	179
Crosscurrent	Official	58	74	18	25	175
Crunch and Des	NBC Film	69	74	18	49	210
Dangerous Assignment	NBC Film	83	89	13	19	204
Dateline Europe	Official	81	90	16	15	202
Death Valley Days	Pacific Coast Borax	84	77	16	41	218
Doug. Fairbanks Presents	ABC Film	74	96	18	15	203
Dr. Christian	Ziv Tv	74	89	11	23	197
Dr. Hudson's Secret Journal	MCA-Tv	77	82	14	13	186
Esso Golden Playhouse	Official	73	86	9	26	194
Fabian of Scotland Yard	CBS Film	62	79	12	15	168
Falcon, The	NBC Film	83	86	15	13	197
Federal Men	MCA-Tv	76	71	15	16	178
Flash Gordon	Guild	68	69	14	77	228
Foreign Legionnaire	TPA	71	52	12	62	177
Florian Zabach	Guild	38	73	7	19	137
Frankie Laine 1/2 Hr.	Guild	59	78	16	13	166
Frontier	NBC Film	77	85	14	21	197
Frontier Doctor	Hollywood Tv	72	79	11	18	180
Gene Autry—1/2 Hr.	CBS Film	59	51	19	82	211
Gene Autry—1 Hr.	MCA-Tv	57	50	16	80	203
Goldbergs, The	Guild	71	87	13	36	207
Grand Ole Opry	Flamingo	63	82	15	24	184
Great Gildersleeve	NBC Film	79	83	13	28	203
Guy Lombardo	MCA-Tv	74	87	13	12	186



Another BIG season for KSTP-TV!

Since April 27, 1948, when it became the *first* television station in the Northwest, KSTP-TV has remained the leader in this vital, four billion dollar market.

Again this Spring, business is good, due to KSTP-TV's superior entertainment, talent, service and showmanship.

Among the exciting new programs that will add to KSTP-TV's unmatched listener loyalty this year will be NBC's major league Baseball Game of the Day. Of the 26 games, 22 will be

National League contests—a "natural" for this red-hot National League area!

Better check right now on the few choice availabilities left on this and other outstanding KSTP-TV shows. Your nearest Edward Petry office or a KSTP-TV representative will be happy to give you the facts about *your best buy* in this market of 688,588 television homes.

KSTP-TV

CHANNEL
100,000 WATTS



MINNEAPOLIS • ST. PAUL Basic NBC Affiliate

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

Show	Distributor	No. of viewers per 100 homes				Total
		Men	Women	Teen	Children	
Headline	MCA-Tv	76	82	11	15	184
Highway Patrol	Ziv Tv	81	86	13	37	217
Hopalong Cassidy—½ Hr.	NBC Film	59	54	21	83	217
Hopalong Cassidy—1 Hr.	NBC Film	53	49	17	85	204
1 Led Three Lives	Ziv Tv	79	83	15	29	206
Inner Sanctum	NBC Film	81	75	16	15	187
1 Search For Adventure	George Bagnall	74	70	18	21	183
1 Spy	Guild	77	81	13	23	194
Joe Palooka	Guild	71	57	13	56	197
Judge Roy Bean	Screencraft	59	72	13	20	164
Jungle Jim	Screen Gems	33	29	16	84	162
Kit Carson	MCA-Tv	36	31	17	84	168
Laurel and Hardy	Governor	37	39	19	93	188
Liberace	Guild	34	87	16	15	152
Life of Riley	NBC Film	79	75	19	29	202
Life With Elizabeth	Guild	64	13	13	11	174
Life With Father	CBS Film	69	86	15	39	209
Little Rascals	Interstate Tv	21	29	16	86	162
Lonc Wolf	MCA-Tv	84	80	13	21	198
Long John Silver	CBS Film	34	29	19	82	164
Looney Tunes	Guild	18	29	11	93	151
Man Behind the Badge	MCA-Tv	73	87	15	35	210
Man Called X	Ziv Tv	81	87	17	18	203
Mickey Rooney Show	Screencraft	63	84	14	36	197
Mr. and Mrs. North	Bernard L. Schubert	83	86	19	21	209
Mr. District Attorney	Ziv Tv	79	90	15	15	199
My Favorite Story	Economee Tv	40	83	12	9	144
My Little Margie	Official	72	87	19	22	200
New Orleans Police Dept.	Minot Tv	67	79	15	11	172
Passport To Danger	ABC Film	70	79	12	31	192
Patti Page	Oldsmobile	70	89	17	10	186
Pendulum, The	Thompson-Koch	52	73	14	19	158
Police Call	NTA	38	69	19	25	151
Popeye	AAP	35	31	16	91	173
Public Defender	Interstate Tv	80	84	16	13	193
Racket Squad	ABC Film	84	80	15	12	191
Ramar of The Jungle	TPA	30	28	18	92	168
Range Rider	CBS Film	57	41	17	84	199
Ray Milland Show	MCA-Tv	75	81	13	14	183
Rockey Jones, Space Ranger	MCA-Tv	23	32	17	77	149
Rosemary Clooney	MCA-Tv	70	86	16	17	189
San Francisco Beat	CBS Film	81	85	13	21	200
Science Fiction Theatre	Ziv Tv	76	61	19	23	179
Sheena Queen of The Jungle	ABC Film	41	40	16	80	177
Sheriff of Cochise	NTA	74	66	13	49	202
Sherlock Holmes	Guild	77	71	18	25	191
Sky King	Nabisco	40	43	19	85	187
Soldiers of Fortune	MCA-Tv	71	69	14	31	185
Stage 7	TPA	75	89	17	7	188
Star Performance	Official	73	86	9	26	194
S. Donovan, Western Marshal	NBC Film	50	36	18	85	189
Stories of The Century	HITS	70	82	15	24	191
Studio 57	MCA-Tv	73	86	16	19	194
Stu Erwin Show	Official	72	83	14	14	183
Superman	Flamingo	26	30	19	91	166
Susie	TPA	56	82	11	23	172
Three Musketeers, The	ABC Film	74	76	15	48	213
Uncovered	Thompson-Koch	61	77	19	37	194
Unexpected	Economee Tv	64	82	21	39	206
Victory At Sea	NBC Film	76	70	19	13	178
Waterfront	MCA-Tv	81	84	16	15	196
Whistler, The	CBS Film	84	82	16	14	196
Wild Bill Hickok	Flamingo	55	34	19	83	191
Willy	Official	40	63	19	45	167
Your All Star Theatre	Screen Gems	54	84	13	29	180
Your TV Theatre	Economee Tv	53	89	15	12	169

ADVOCATE LUTHERAN CHURCH, GERMANTOWN, PA. ▲▲▲ AFTON, N. Y. FIRE DEPARTMENT
 ▲▲▲ TRI-COUNTY CRIPPLED CHILDREN'S ASSOCIATION, HARRISBURG ▲▲▲ ALTOONA
 BEAUTIFICATION COMMITTEE ▲▲▲ ANTI-DEFAMATION LEAGUE, NEW HAVEN ▲▲▲ AMERICAN
 WAR MOTHERS ▲▲▲ AIR FORCE RESERVE, PHILADELPHIA ▲▲▲ BROOME COUNTY, N. Y.
 EXTENSION SERVICE ▲▲▲ UNITED CHURCHES OF GREATER HARRISBURG ▲▲▲ ALTOONA
 CIVIC MUSIC ASSOCIATION ▲▲▲ AMERICAN LEGION OF CONNECTICUT ▲▲▲ AMERICAN
 HERITAGE ▲▲▲ AMERICAN CONSERVATION SOCIETY, PHILADELPHIA CHAPTER ▲▲▲ BROOME
 COUNTY, N. Y. CIVIL DEFENSE ▲▲▲ HARRISBURG FOUNDATION FOR THE BLIND ▲▲▲
 ALTOONA CHURCH ATTENDANCE DRIVE ▲▲▲ TOYS FOR TOTS ▲▲▲ CHELTENHAM, PA.
 COMMUNITY ART CENTRE ▲▲▲ AMERICAN EDUCATION WEEK ▲▲▲ AMERICAN WOMEN'S
 ORGANIZATION FOR REHABILITATION THROUGH TRAINING, NORTHEAST PHILADELPHIA
 CHAPTER ▲▲▲ BROOME COUNTY, N. Y. FAIR ▲▲▲ HARRISBURG CHAPTER, AMERICAN RED
 CROSS ▲▲▲ ALTOONA COMMUNITY THEATRE ▲▲▲ BISHOPS RELIEF FUND, NEW HAVEN ▲▲▲
 AMERICAN RED CROSS ▲▲▲ AMERICAN BUSINESS WOMEN, PHILADELPHIA CHAPTER ▲▲▲
 BINGHAMTON ANNUAL ARBOR DAY ▲▲▲ HARRISBURG AREA SCHOOL DISTRICT ▲▲▲
 ALTOONA PLANNING COMMISSION ▲▲▲ CONNECTICUT SERVICE FOR THE BLIND ▲▲▲
 AMERICAN COUNCIL TO IMPROVE OUR NEIGHBORHOODS ▲▲▲ AMERICAN RED CROSS,
 PHILADELPHIA CHAPTER ▲▲▲ BROOME COUNTY, N. Y. FARM, HOME AND 4-H CLUB CENTER
 ▲▲▲ HARRISBURG PUBLIC LIBRARY ▲▲▲ ALTOONA CHORAL SOCIETY ▲▲▲ CONNECTICUT
 FOREST FIRE DANGER RATING SERVICE ▲▲▲ BETTER SCHOOLS ▲▲▲ BAKERLY CATHOLIC
 ACTION LEAGUE, SOUTH PHILADELPHIA ▲▲▲ SACRED HEART SOCIETY, HARRISBURG
 ▲▲▲ ALTOONA LIBRARY ▲▲▲ CONNECTICUT FLOOD RELIEF ▲▲▲ BOY SCOUTS OF AMERICA
 ▲▲▲ BROAD STREET METHODIST CHURCH, DREXEL HILL, PA. ▲▲▲ BINGHAMTON BROWNIES
 ▲▲▲ HARRISBURG GOODWILL INDUSTRIES ▲▲▲ ALTOONA BUSINESS AND PROFESSIONAL
 CLUB ▲▲▲ CONNECTICUT FOUNDATION FOR THE BLIND ▲▲▲ BLOOD DONOR SERVICE ▲▲▲
 BURLINGTON, N. J. SENIOR HIGH SCHOOL ▲▲▲ BINGHAMTON POLIO SHOT DRIVE ▲▲▲
 PENNSYLVANIA NATIONAL GUARD, HARRISBURG ▲▲▲ ALTOONA FIREMEN'S ASSOCIATION
 ▲▲▲ CONNECTICUT HUMANE SOCIETY ▲▲▲ BIG BROTHER ASSOCIATION ▲▲▲ BEAVER
 COLLEGE, PA. ALUMNAE ASSOCIATION ▲▲▲ BINGHAMTON SALVATION ARMY ▲▲▲
 HARRISBURG LEAGUE OF VOTERS ▲▲▲ ALTOONA MERCY HOSPITAL AUXILIARY ▲▲▲
 CONNECTICUT SAFETY COUNCIL ▲▲▲ BROTHERHOOD WEEK ▲▲▲ BRIDGEBORO, N. J. PTA
 ▲▲▲ BINGHAMTON PUBLIC LIBRARY ▲▲▲ PHILADELPHIA ZOOLOGICAL GARDENS ▲▲▲
 ALTOONA DISTRICT OF PARKS AND RECREATION ▲▲▲ CONNECTICUT CHILDREN'S CYSTIC

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FIBROSIS ASSOCIATION ▲▲▲ BETTER VISION ▲▲▲ BLANKENBERG, PA. SCHOOL PTA
 ▲▲▲ BINGHAMTON SONS OF ITALY BUILDING FUND ▲▲▲ HARRISBURG CHURCH OF CHRIST
 SCIENTIST ▲▲▲ ALTOONA RED CROSS ▲▲▲ CONNECTICUT NATIONAL GUARD ▲▲▲
 BLOODMOBILE BLOOD BANK SOLICITATION, NEW HAVEN ▲▲▲ BAPTIST HOME FOR THE
 AGED, PHILADELPHIA ▲▲▲ BINGHAMTON BUILDING FOR BOYS CAMPAIGN ▲▲▲ AMERICAN

CANCER SOCIETY, HARRISBURG CHAPTER ▲▲▲ ALTOONA POLICEMEN'S ASSOCIATION ▲▲▲
 CONNECTICUT COAST GUARD ▲▲▲ CARE ▲▲▲ CATHOLIC YOUTH WEEK, PHILADELPHIA ▲▲▲
 BINGHAMTON RED CROSS ▲▲▲ HARRISBURG PROTESTANT CHURCHES ▲▲▲ ALTOONA PTA
 FOUNDER'S DAY BANQUET ▲▲▲ CONNECTICUT STATE GUARD ▲▲▲ CANCER CRUSADE ▲▲▲
 CORN-PICKING SAFETY, PHILADELPHIA ▲▲▲ BINGHAMTON BOYS CLUB ▲▲▲ AMERICAN
 ASSOCIATION OF UNIVERSITY WOMEN, HARRISBURG CHAPTER ▲▲▲ ALTOONA LITTLE
 LEAGUE ▲▲▲ CONNECTICUT OPERA ASSOCIATION ▲▲▲ CHRISTMAS SEALS ▲▲▲ CONVENTION
 OF VEGETABLE GROWERS, PHILADELPHIA ▲▲▲ BINGHAMTON NAVAL RESERVE ▲▲▲
 HARRISBURG SYMPHONY SOCIETY ▲▲▲ ALTOONA KIWANIS HEALTH FARM ▲▲▲ CONNECTICUT
 STATE DENTAL DEPARTMENT ▲▲▲ CIVIL DEFENSE ▲▲▲ CHARLES MORRIS PRICE SCHOOL,
 PHILADELPHIA ▲▲▲ BROOME COUNTY PLANNED PARENTHOOD ASSOCIATION,
 BINGHAMTON ▲▲▲ HARRISBURG COMMUNITY THEATRE ▲▲▲ ALTOONA CIVIC CALENDAR
 ▲▲▲ CONNECTICUT GROUND OBSERVER CORPS ▲▲▲ CONELRAD ▲▲▲ CHILDREN'S HEART
 HOSPITAL, PHILADELPHIA ▲▲▲ CORNELL, N. Y. SCHOOL OF AGRICULTURE ▲▲▲
 TUBERCULOSIS AND HEALTH SOCIETY OF DAUPHIN AND PERRY, PA. COUNTIES
 ▲▲▲ ALTOONA UNDERGRADUATE CENTER ▲▲▲ CONNECTICUT STATE EMPLOYMENT SERVICE
 ▲▲▲ CIVILIAN OVERSEAS JOBS ▲▲▲ CHAPEL OF THE FOUR CHAPLAINS, PHILADELPHIA ▲▲▲
 CANDOR, N. Y. MARDI GRAS ▲▲▲ HARRISBURG BETHESDA MISSION ▲▲▲ ALTOONA
 SYMPHONY SOCIETY ▲▲▲ DIABETES FUND, NEW HAVEN ▲▲▲ CIVIL AIR RAID TEST ALERT
 ▲▲▲ CHELTENHAM, PA. METHODIST CHURCH MEN'S CLUB ▲▲▲ CHENANGO BRIDGE, N. Y.
 BOY SCOUTS ▲▲▲ ROTARY CLUB, HARRISBURG ▲▲▲ AMERICAN BUSINESS CLUB, ALTOONA
 CHAPTER ▲▲▲ FOSTER PARENTS PLAN, NEW HAVEN ▲▲▲ COMMUNITY CHEST ▲▲▲ MUSIC
 THEATRE OF ABINGTON, PA. ▲▲▲ CHENANGO COUNTY, N. Y. 4-H CLUB ▲▲▲ AMERICAN
 LEGION AUXILIARY, HARRISBURG CHAPTER ▲▲▲ ALTOONA BARBERSHOP HARMONY
 ASSOCIATION BENEFIT ▲▲▲ GUIDE DOG FOUNDATION, NEW HAVEN ▲▲▲ CLEAN COMICS ▲▲▲
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 THE HARRISBURG CIVIC CLUB ▲▲▲ BELLWOOD, PA. BENEFIT ▲▲▲ HARTFORD SYMPHONY
 ▲▲▲ CONSUMER CREDIT ▲▲▲ CEREBRAL PALSY ASSOCIATION, PHILADELPHIA ▲▲▲ CORNING,
 N. Y. HOME FOR THE AGED ▲▲▲ EAST PENNSBORO TOWNSHIP, PA. CIVIC CLUB ▲▲▲ BLAIR
 COUNTY, PA. MARCH OF DIMES ▲▲▲ JEWISH APPEAL, NEW HAVEN ▲▲▲ CRUSADE FOR
 FREEDOM ▲▲▲ CHRIST CHURCH, PHILADELPHIA ▲▲▲ CARBONDALE, PA. REDEVELOPMENT
 PROGRAM ▲▲▲ WEST SHORE, PA. BUSINESSMEN'S ASSOCIATION ▲▲▲ BLAIR COUNTY, PA.
 MOTHERS MARCH ON POLIO ▲▲▲ NEW HAVEN YMCA ▲▲▲ CIVIL AIR PATROL ▲▲▲ CHRIST
 CHURCH, GERMANTOWN, PA. ▲▲▲ DEPOSIT, N. Y. SCHOOL COMMITTEE ▲▲▲ GIRL SCOUTS,
 HARRISBURG CHAPTER ▲▲▲ BECARRIA, PA. COMMUNITY FUND DRIVE ▲▲▲ NEW HAVEN
 SISTER KENNY FUND DRIVE ▲▲▲ CATHOLIC DAUGHTERS OF AMERICA ▲▲▲ CHOIR OF
 CATHERINE CHALMERS CHAPTER 272, ORDER OF EASTERN STAR, PHILADELPHIA ▲▲▲
 ENDICOTT, N. Y. CHAMBER OF COMMERCE ▲▲▲ HARRISBURG JUNIOR LEAGUE ▲▲▲ THE
 NEW HAVEN BOY SCOUTS ▲▲▲ DAUGHTERS OF THE AMERICAN REVOLUTION ▲▲▲ DEBORAH
 TUBERCULOSIS SOCIETY, PHILADELPHIA ▲▲▲ ELMIRA, N. Y. COUNTY FAIR ▲▲▲ HARRISBURG

POLICE ATHLETIC LEAGUE ▲▲▲ BLAIR COUNTY, PA. PLANNING COMMISSION ▲▲▲ NEW HAVEN ADOPT A DOG COMPANION ▲▲▲ DISABLED AMERICAN VETERANS ▲▲▲ DREXEL HILL, PA. JUNIOR WOMEN'S CLUB ▲▲▲ ENDICOTT, N.Y. ROTARY CLUB ▲▲▲ STEELTON, PA. CHAPTER 919, WOMEN OF THE MOOSE ▲▲▲ BLAIR COUNTY, PA. HEART ASSOCIATION ▲▲▲ NEW HAVEN GOODWILL INDUSTRIES ▲▲▲ EASTER SEALS ▲▲▲ DOG ADOPTION SERVICE, PHILADELPHIA ▲▲▲ ELMIRA, N. Y. HIGH SCHOOL PLAYERS ▲▲▲ THE LADIES AUXILIARY, FRATERNAL ORDER OF POLICE, HARRISBURG ▲▲▲ BLAIR COUNTY, PA. BOY SCOUTS ▲▲▲ NEW HAVEN PUBLIC LIBRARY ▲▲▲ FEDERAL HOUSING AUTHORITY ▲▲▲ DELAWARE VALLEY CHAPTER, BOY SCOUTS OF AMERICA ▲▲▲ ENDICOTT, N. Y. JUNIOR CHAMBER OF COMMERCE ▲▲▲ EASTERN STAR, HARRISBURG CHAPTER ▲▲▲ BLAIR COUNTY, PA. RETARDED CHILDREN FUND ▲▲▲ NEW HAVEN TUBERCULOSIS SOCIETY ▲▲▲ FIRE PREVENTION WEEK ▲▲▲ FREE LIBRARY OF PHILADELPHIA ▲▲▲ ELMIRA, N. Y. HOSPITAL FUND ▲▲▲ HARRISBURG BOYS CLUB ▲▲▲ BLAIR COUNTY, PA. SPEECH CLINIC ▲▲▲ NEW HAVEN RED CROSS ▲▲▲ FLAG WEEK ▲▲▲ PHILADELPHIA FELLOWSHIP COMMISSION ▲▲▲ HILLCREST, PA. MOTHERS GROUP ▲▲▲ THE KEYSTONE COUNCIL, BOY SCOUTS OF AMERICA, HARRISBURG ▲▲▲ BOOKER T. WASHINGTON COMMUNITY CENTER, ALTOONA ▲▲▲ NEW HAVEN CHAMBER OF COMMERCE ▲▲▲ FIGHT FOR SIGHT ▲▲▲ FAMILY SOCIETY OF DELAWARE COUNTY ▲▲▲ JOHNSON CITY, N. Y. AMERICAN LEGION ▲▲▲ HARRISBURG LITTLE LEAGUE ▲▲▲ BLAIR COUNTY, PA. SCHOOLS, U. S. SAVINGS STAMPS ▲▲▲ PRESERVATION OF CONNECTICUT ELM TREES ▲▲▲ FLOOD RELIEF ▲▲▲ FRANKFORD, PA. SYMPHONY ORCHESTRA ▲▲▲ MONTOUR FALLS, N. Y. CHAMBER OF COMMERCE ▲▲▲ TRI-COUNTY UNITED FUND, HARRISBURG ▲▲▲ BLAIR COUNTY, PA. MEDICAL SOCIETY ▲▲▲ FRONTIERS OF FAITH ▲▲▲ FORT WASHINGTON, PA. LITTLE LEAGUE

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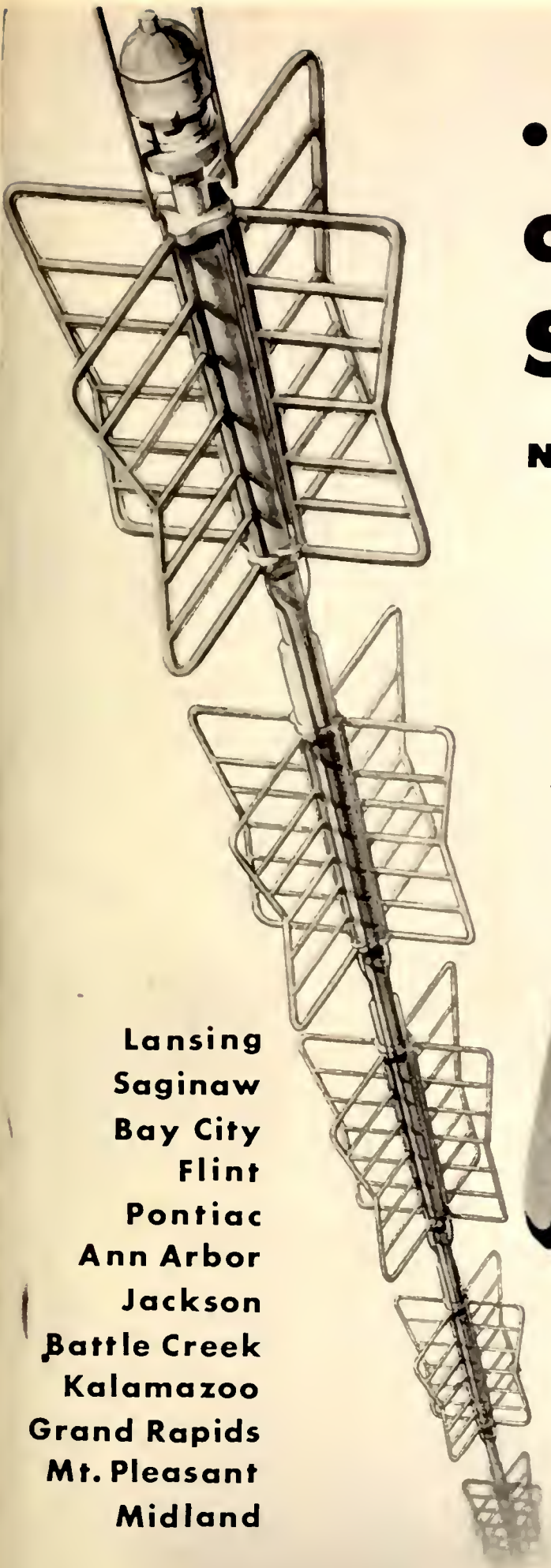
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 HARRISBURG ▲▲▲ CURTIN, PA. HIGH SCHOOL BAND UNIFORM DRIVE ▲▲▲ GOODWILL
 INDUSTRIES ▲▲▲ FIRST BAPTIST CHURCH OF PHILADELPHIA ▲▲▲ ROBERSON MEMORIAL
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 ▲▲▲ CENTRE, PA. COUNTY HOSPITAL FUND DRIVE ▲▲▲ GROUND OBSERVER CORPS ▲▲▲
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 OF CHRISTIAN SERVICE ▲▲▲ SUSQUEHANNA, PA. PTA ▲▲▲ DIABETIC WEEK, ALTOONA ▲▲▲
 GET OUT THE VOTE ▲▲▲ FELS JUNIOR HIGH SCHOOL HOME & SCHOOL COUNCIL,
 PHILADELPHIA ▲▲▲ SAYRE, PA. ECONOMIC DEVELOPMENT ▲▲▲ GALLITZIN, PA. MOOSE
 CLUB BENEFIT ▲▲▲ GIRL SCOUTS OF AMERICA ▲▲▲ FIRST PRESBYTERIAN CHURCH,
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 HIGHWAY SAFETY ▲▲▲ GLORIA DEI CHURCH, PHILADELPHIA ▲▲▲ TOWANDA, PA. CITY
 PLANNING GROUP ▲▲▲ NATIONAL ENGINEER WEEK, BLAIR COUNTY, PA. ▲▲▲ INCOME TAX
 INFORMATION ▲▲▲ MALVERN, PA. RETREAT ▲▲▲ VESTAL, N. Y. CIVIL AIR PATROL ▲▲▲
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 ZION HADASSAH, PHILADELPHIA ▲▲▲ WELLSBORO, PA. CHAMBER OF COMMERCE ▲▲▲
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DAYTIME

COMP A

	SUNDAY			MONDAY			TUESDAY			BC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust			Garry Moore Campbell Soup Lever Bros alt Bird & Son	Home partic 10-11		Garry Moore Hoover Best Foods	Home partic	
10:15										
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Stand Brands Stand Brands	Home		Arthur Godfrey Mutual of Omaha Norwich	Home	
11:00										
11:15		Eye On New York sust Easter Services (11-12, 4/21 only)	Palm Sunday Church Service (11-12, 4/14 only)		Bristol-Myers Bristol-Myers	Price Is Right sust		Kellogg Pillsbury	Price Is Right sust	
11:30										
11:45		Camera Three sust			Strike It Rich Colgate	Truth or Consequences sust		Strike It Rich Colgate	Truth or Consequences sust	
12N										
12:15		Let's Take Trip sust			Valiant Lady Stand Brands Love of Life Amer Home Prod	Tic Tac Dough P&G alt sust Toni alt P&G		Valiant Lady Wesson Oil Love of Life Amer Home Prod	Tic Tac Dough Sweets Co P&G	
12:30										
12:45		Wild Bill Hickok Kellogg			Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust Amer Home Prod		Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust Alberto Culver alt sust	
1:00										
1:15		Heckle & Jeckle Sweets Co, alt 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 sust		As the World Turns P&G	Club 60 co-op		As the World Turns P&G	Club 60 co-op	
2:00										
2:15		No net service	Passover Program (2-2:30, 4/14) NBC Opera (2-4, 4/21)		Our Miss Brooks sust	Club 60		Our Miss Brooks Best Foods alt sust	Club 60	
2:30										
2:45		No net service	Watch Mr. Wizard sust		Art Linkletter Stand Brands Campbell Soup	Tenn Ernie Drackett (4/22 only) Brown & Wmson alt sust		Art Linkletter Kellogg Pillsbury	Tenn Ernie Stand Brands Stand Brands	
3:00										
3:15		Passover Program (3-3:30, 4/14 only)	Youth Wants To Know sust alt Amer Forum sust	Afternoon Film Festival (3-4:30) partic	Big Payoff Colgate	Matinee (3-4) partic	Afternoon Film Festival (3-4:30) partic	Big Payoff Colgate	Matinee (3-4) partic	Afternoon Film (3:00 to 3:30)
3:30										
3:45	Johns Hopkins File 7 sust	The Last Word sust	Zoo Parade sust	Afternoon Film Festival	Bob Crosby sust Gerber alt sust	Matinee	Afternoon Film Festival	Bob Crosby Wesson Oil Best Foods	Matinee	Afternoon Film (3:30 to 4:00)
4:00										
4:15	College News Conference sust	Face The Nation sust	Wide Wide World (alt wks 4-5:30) Gen Motors	Afternoon Film Festival	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Amer Home Prod Drackett (4/22 only)	Afternoon Film Festival	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Stand Brands (4/16 start) Lehn & Flink alt Stand Brands	Afternoon Film (4:00 to 4:30)
4:30										
4:45	Medical Horizons Ciba	World News Round Up sust	Wash Square (alt wks 4-5) Helene Curtls (last 4/21)	No net service	Edge of Night P&G	Toni alt Brown & Williamson P&G Modern Romances Sterling Drug	No net service	Edge of Night P&G	Modern Romances Culver alt Sweets Co	No net service
5:00										
5:15	Dean Pike sust	See It Now Pan Am (5-6, 5/5 only)	Topper (alt wks 5-5:30) sust	Mickey Mouse Club co-op co-op		Comedy Time Wesson Oil (4/25 start) co-op	Mickey Mouse Club co-op co-op		Comedy Time sust	Micki M (4:30 to 5:00) Ger III
5:30										
5:45	The Empty Cup (5:30-6, 4/11 only)	Odyssey sust (5-6, 4/14 start)	Outlook sust Tournament of Champions (5-6, 4/21 only)	Coca Cola Miles alt Minn Mining			Armour B. F. Goodrich			Matte (5:30 to 6:00) Ger III

HOW TO USE SPONSOR'S NEW NETWORK TELEVISION COMPARAGRAPH AND INDEX

The network schedule on this and following pages (52, 53) includes regularly scheduled programming on the air between 13 April and 10 May (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 as follows: *Tonight*, NBC, 11:30-12:30

GRAPH

13 APR. - 10 MAY

PROGRAM	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		
Garry Moore Home partle			Garry Moore Nestle alt sust Toni alt Swift	Home partle		Garry Moore Little Plate Glass alt sust Swift	Home partle		Capt Kangaroo sust	Howdy Doody Commercial Baking alt Norelto Co		
Godfrey Williams Home			Arthur Godfrey Gen Foods Scott Paper	Home		Johnson & Johnson alt Cal Parking Lever	Home		Mighty Mouse Gen Foods alt Colgate	Gumby Sweet's Co alt		
Price Is Right sust			Kellogg Pillsbury	Price Is Right sust		Yardley alt Little Plate Glass Staley alt SOS	Price Is Right Lever (5/3 start) sust		Winky Dink sust (last 1/27) Susan's Show (5/1 start)	Gen Foods at Borden		
Truth or Consequences sust Lever (5/1 start)			Strike It Rich Colgate	Truth or Consequences sust		Strike It Rich Colgate	Truth or Consequences sust Lever (5/3 start)		Texas Rangers Gen Mills alt Sweet's Co	Capt Gallant Hertz		
Tic Tac Dough sust P&G			Valiant Lady Toni alt Nestle Love of Life Amer Home Prod	Tic Tac Dough Kraft Minnesota Mining alt P&G		Valiant Lady Gen Mills Love of Life Amer Home Prod	Tic Tac Dough sust P&G		Big Top sust	True Story Sterling Drug		
It Could Be You sust Brown & Wmson alt Corn Prod			Search for Tomorrow P&G Guiding Light P&G	It Could Be You sust Welch alt Brillo		Search for Tomorrow P&G Guiding Light P&G	It Could Be You Amer Home Prod alt sust Brillo alt Corn Prod (4/15 start)		Big Top	Defective Diary Sterling Drug		
Close-Up co-op			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		Lone Ranger Gen Mills alt Nestle	No net service		
Club 60 co-op			As the World Turns P&G	Club 60 co-op		As the World Turns P&G	Club 60 co-op		No net service Dizzy Dean sust (1:45-1:55)	No net service		
Club 60			Our Miss Brooks sust Nestle alt sust	Club 60		Our Miss Brooks sust Johnson & Johnson alt sust	Club 60		Baseball Game of the Week (1:55-4:30) Falstaff Brewing	No net service Leo Durocher's Warmup		
Tenn Ernie sust Dixie Cup alt Brown & Wmson			Art Linkletter Kellogg Pillsbury	Tenn Ernie sust Miles		Art Linkletter Lever Bros Swift	Tenn Ernie sust		Baseball (con't) Amer Safety Razor Phillip Morris	Major League Baseball (2:00-concl) R. J. Reynolds		
Matinee (3-4) partle	Afternoon Film Festival (3-4:30) partle		Big Payoff Colgate	Matinee (3-4) partle	Afternoon Film Festival (3-4:30) partle	Big Payoff Colgate	Matinee (3-4) partle		Baseball			
Matinee	Afternoon Film Festival		Bob Crosby Toni alt Swift P&G	Matinee	Afternoon Film Festival	Bob Crosby SOS alt Swift Gen Mills	Matinee		Baseball			
Queen for a Day Dixie Cup alt Sandura alt (st 4/17) Borden alt Corn Prod P&G	Afternoon Film Festival		Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Sunkist alt Minnesota Mining Miles	Afternoon Film Festival	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Borden Amer Home Prod alt Corn Prod P&G		Baseball			
Modern Romances Corn Prod alt Sterling Drug	No net service		Edge of Night P&G	P&G Modern Romances Kraft	No net service Shroud of Turin (4:19 only)	Edge of Night P&G	Modern Romances Sterling Drug alt Corn Prod (st 4/19)		No net service			
Comedy Time Lever (5/1 start) sust	Mickey Mouse Club co-op Pillsbury alt Am-Par		Comedy Time Kraft Welch alt sust	Comedy Time Kraft co-op	Mickey Mouse Club co-op	Comedy Time sust	Kentucky Derby Gillette (5:15-5:45, 5:45 only)					
	Bristol-Myers Bristol-Myers				Gen Mills Gen Mills							

p.m.. Monday-Friday, participating sponsorship; *Sunday News Special*, CBS. Sunday, 11-11:15 p.m.. sponsored by Pharmaceuticals Inc.; *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, partici-

pating; *News*, CBS. 7:45-8:00 a.m. and 8:45-9:00 a.m.. Monday-Friday.

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

Sponsors, co-sponsors and alternate-week sponsors are shown along with the names of programs. Agencies, brands, costs and ratings appear in separate listings on pages 38, 52



4. NIGHTTIME

COMP A

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00										
6:15		Flicka sust	Meet The Press Johns Manville alt sust							
6:30										
6:45		Air Power Prudential	Roy Rogers Gen Foods		D Edwards Brown & Williamson			D Edwards Whitehall		
7:00					No net service			No net service		
7:15	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	77th Bengal Lancers Gen Foods	Kukla, Fran & Ollie Gordon Bkng-co-op	D Edwards Brown & Williamson		Kukla, Fran & Ollie Gordon Bkng-co-op			Kukla & Ollie Gordon Bkng-co-op
7:30				John Daly News Genl Cigar			John Daly News Genl Cigar	D Edwards Whitehall		John Da Genl
7:45	Hollywood Film Theatre partic (7:30-9)	Marge & Gower Champion alt Jack Benny Amer Tobacco	Circus Boy Reynolds Alum	Wire Service R. J. Reynolds	Robin Hood Johnson & Jhsn alt Wildroot	Nat King Cole Carter News American Can alt sust	Cheyenne Gen Electric (alt wks 7:30-8:30)	Name That Tune Whitehall alt Kellogg	Jonathan Winters Lewis-Howe alt News Quaker Oats	Disne Amer Amer Derby (7:30)
8:00										
8:15	Hollywood Film Theatre	Ed Sullivan Lincoln-Mercury (8-9)	Steve Allen Drackett (5-5 start), Grey- hound, Jergens (last 4-28)	Wire Service Miller Brewing alt sust	Burns & Allen Carnation alt Goodrich	Sir Lancelot Amer Home alt Lever Bros (3 wks in 4)	Conflict Chesebrough- Ponds (alt wks 7:30-8:30)	Phil Silvers P&G alt R. J. Reynolds	Arthur Murray Party Purex alt Speidel	Disne
8:30										
8:45	Hollywood Film Theatre	Ed Sullivan	Polaroid (4-21 start), U. S. Time	Voice of Firestone Firestone	Talent Scouts Lipton alt Toni	Wells Fargo-G Fds alt Am Tob (3 in 4) Prod Showcase (1 in 4, 8-9:30) Hancock RCA-Whirlpool	Wyatt Earp Gen Mills alt P&G	Private Secretary Lever alt Sheaffer	Panic L&M alt Max Factor	Navy Amer U.S. Navy
9:00										
9:15	Amateur Hour Pharmaceuticals (9-10)	G. E. Theatre Gen Electric	Tv Playhouse Goodyear alt Alcoa (9-10, 3 wks in 4)	Press Conference Corn Prod (start 4-15)	I Love Lucy P&G alt Gen Foods	Twenty-One Pharmaceuticals (3 wks in 4)	Broken Arrow Gen Electric alt Miles	To Tell The Truth Pharmaceuticals	Jane Wyman P&G	Ozzie & Harriet Kodak
9:30										
9:45	Kate Smith Youngstown Kitchens (9-10, 4-28 only)	Hitchcock Theatre Bristol-Myers	Chevy Hour Chevrolet (9-10, 1 wk in 4)	Welk Top Tunes New Talent Dodge-Plymouth (9:30-10:30)	Dec Bride Gen Foods	Robt Montgomery S. C. Johnson alt Mennen (9:30-10:30)	Cavalcade Theatre DuPont	Red Skelton Pet Milk alt S. C. Johnson	Circle Theatre Armstrong (alt wks 9:30-10:30)	Ford Time Ford
10:00										
10:15	Mike Wallace Philip Morris (4-28 start)	\$64,000 Challenge Revlon alt P. Lorillard	Loretta Young P&G	Welk Top Tunes	Studio One Westinghouse (10-11)	Robt Montgomery	It's Polka Time co-op	\$64,000 Question Revlon	Kaiser Alum Hr Kaiser Alum (alt wks 9:30-10:30)	Wed Int Fig Pabst alt (10-11)
10:30										
10:45	All About Music sust (10-10:30, 4-11, 21 only)	What's My Line Sperry-Rand alt H Curtis	No net service		Studio One			Spike Jones L&M	No net service	

5. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Air Power: Dr-F	\$ 37,000	Prudential, Calkins & Holden	Cavalcade of Sports: Sp-L	35,000	Gillette, Maxon
Steve Allen Show: V-L	63,000	Drackett (5-5 start), Y&R: Greyhound, Grey; Jergens (last 4-28), Orr; Polaroid (4-21 start), D. D. Bernbach; U. S. Time, Peck	Marge & Gower Champion V-L&F	41,000	Amer Tobacco, BBDO
Amateur Hour: V-L	23,000	Pharmaceuticals, Kletter	Cheyenne: A-F	90,000	Gen Elect, Y&R, BBDO & Grey
Ray Anthony Show: Mu-L	17,000	Plymouth, Grant	Circle Theatre: Dr-L	40,000	Armstrong Cork, BBDO
Red Barber's Corner: Sp-L	3,000	State Farm Ins, NLB	Circus Boy: A-F	34,000	Reynolds Alum, Clinton E. Fran
Beat the Clock: Q-L	18,000	Hazel Bishop, Spector	Climax: Dr-L	55,000	Buchanan
Jack Benny: C-F	65,000	Amer Tobacco, BBDO	Nat King Cole: Mu-L	14,000	Chrysler, Mc-E
Big Story: Dr-L&F	33,000	Amer Tobacco, SSCB; Ralston Purina, Gardner	*Perry Como: V-L	108,000	Carter, SSCB
Blondie: Sc-F	37,500	Nestle, B. Houston; Toni, Tatham-Laird, C. E. Frank	Conflict: Dr-F	90,000	Gold Seal, North; Kleenex, FC
Bold Journey: A-F	8,000	Ralston Purina, GBB	Joseph Cotten Show: Dr-F	38,000	Noxzema, SSCB; RCA, KGE; SC
Jim Bowie: A-F	32,000	Amer Chicla, Bates; Chcsbrough-Ponds, Mc-E	Crossroads: Dr-F	31,000	Stamps, SSCB; Sunbeam, Perrin-Pa
Broken Arrow: A-F	31,000	Gen Elect, Y&R; Miles, Wade	Bob Cummings Show: Sc-F	36,000	Chesebrough-Ponds, JWT & Mc-E
Buccaneers: A-F	24,000	Sylvania, JWT	John Daly News: N-L	6,000†	Campbell Soup, BBDO; Lever Bros. BBDO
Burns & Allen: Sc-F	33,000	Carnation, Wasey; Goodrich, BBDO	December Bride: Sc-F	28,000	Chevrolet, Camp-Ewald
Caesar's Hour: V-L	114,000	Babbit, DFS; Benrus, L&N, Knomark, Mogul; Quaker Oats, NLB; Wesson Oil, Fitzgerald	Disneyland: M-F	75,000	Colgate, Brown; R. J. Reynolds, E
			Dragnet: My-F	37,000	Du Pont, BBDO; General Cigar, Y&R
					Gen Foods, B&B
					Amer. Motors, BFS&D & Geyer; Am Dairy, Camp-Mithun; Derby, Mc L&M, Mc-E; Schick, W&L

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

of 13 Apr. thru 10 May. Program types are indicated as follows: (A) Adventure, (C) Comedy, (D) Documentary, (Dr) Drama, (I) Interview, (J) Juvenile, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Situation, (Sp) Sports, (V) Variety.

GRAPH

13 APR. - 10 MAY

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
			D Edwards Whitehall			D Edwards Brown & Wmson alt H Bishop				
service		Kukla, Fran & Ollie Gordon Bkng co-op	No net service		Kukla, Fran & Ollie Gordon Bkng co-op	No net service D Edwards Brown & Wmson alt H Bishop		This Is Galen Drake Best Foods		
	Xavier Cugat sust	Lone Ranger Gen Mills alt Swift	Sgt. Preston Quaker Oats	Dinah Shore Chevrolet	Rin Tin Tin Nabisco	Beat the Clock H. Bishop	Xavier Cugat sust	Rock 'n' Roll Revue sust (7:30-8:54 only)	Buccaneers Sylvania	People Are Funny Toni alt R. J. Reynolds
	News Time alt Miles			News Sperry Rand			News Miles			
Godfrey Myers Time Prod	Masquerade Party Associated Product alt Park & Tilford (1, 17 start)	Circus Time partic	Bob Cummings Colgate alt R. J. Reynolds	You Bet Yr Life DeSoto alt Toni	Jim Bowie Amer Chiclc alt Chesebrough- Ponds	West Point Gen Foods	Blondie Toni alt Nestle	Famous Film Festival partic 7:30-9:00	Jackie Gleason P. Lorillard	Perry Como (8-9) 8 & 11 Stamps Nozzema
rey alt ury	Father Knows Best Scott Paper	Circus Time	Climax Chrysler (8:30-9:30, 3 wks in 4)	Dragnet L&M alt Schick	Crossroads Chevrolet	Zane Grey Gen Foods alt Ford	Life of Riley Gulf Oil	Film Festival	Jackie Gleason sust	Sunbeam Kimberly-Clark RCA, Gold Seal
aire ite	Kraft Theatre Kraft (9-10)	Danny Thomas Armour alt Kimberly-Clark	Shower of Stars Chrysler (8:30-9:30, 1 wk in 4)	People's Choice Borden alt P&G	Treasure Hunt Mogen David	Mr. Adams & Eve Colgate alt R. J. Reynolds	Jos Cotton Show Campbell alt Lever Bros (3 wks in 4)	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt Helene Curtis	Caesar's Hr (9-10, 3 in 4) Benrus, Babbitt Quaker Oats Knemark, Wesson
A Secret ynolds	Kraft Theatre	Bold Journey Ralston-Purina	Playhouse 90 Amer Gas alt Bristol Myers	Ford Show Ford Wash Square Royal Melroe Helene Curtis (9-10, 5/9 only)	The Vise Sterling Drug	Schlitz Playhouse Schlitz	Big Story Ralston Purina alt Amer Tob (3 in 4) Chevy Show (9-10, 1 in 4)	Lawrence Welk	Hey Jeannie P&G alt L&M	Color Carnival RCA Whirlpool Olds (9-10:30 1 wk in 4)
el Hr steel (10-11)	This Is Your Life P&G	Telephone Time AT&T	Playhouse 90 Philip Myers alt Bristol Myers	Lux Theatre Lever Bros (10-11)	Ray Anthony Plymouth (10-11)	Line-Up P&G alt Brown & Williamson	Cavalcade of Sports Gillette (10-concl)	Ozark Jubilee Am Chiclc alt Williamson-Dickie	Gunsmoke L&M alt Sperry-Rand	Geo Gobel Armour alt Pet (3 wks in 4)
Ca-Fox Hr Bn (10-11)	No net service		Playhouse 90 sust	Lux Theatre	Plymouth	Person to Person Amer Oil & Hamm alt Time, Inc.	Red Barber St Farm Ins	Ozark Jubilee co-op	Two For The Money sust	Hit Parade Amer Tob alt Hudnut

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
DuPont Theatre: Dr-F	37,000	DuPont, BBDO	*Lux Video Theatre: Dr-L	43,000	Lever Bros, JWT
Cyatt Earp: A-F	30,000	Gen Mills, DFS; P&G, Compton	*Masquerade Party: Q-L	22,000	Associated Products, Grey; Park & Tilford, E. Mogul
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Brown & Wmson, Bates; Hazel Bishop, Spector	Meet the Press: I-L	7,500	Johns Manville, JWT; alt wks open
Father Knows Best: Sc-F	38,000	Scott Paper, JWT	Millionaire: Dr-F	32,000	Colgate, Bates
Ford Show: V-L	33,000	Ford, JWT	*Robert Montgomery: Dr-L	52,000	S. C. Johnson, NLB; Mennen Co, Grey
Ford Theatre: Dr-F	36,000	Ford, JWT	Mr. Adams & Eve: Sc-F	41,000	Colgate, L&N; R. J. Reynolds, Esty
J.E. Theatre: Dr-F	45,000	Gen Elect, BBDO	*Arthur Murray Party: V-L	**	Purex, E. H. Weiss; Speidel, NCGK
Giant Step: Q-L	23,000	Gen Mills, BBDO	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, Bates
Jackie Gleason: V-L	102,500	P. Lorillard, L&N	Navy Log: Dr-F	32,000	Amer Tobacco, SSCB; U.S. Rubber, F. D. Richards
Godfrey's Scouts: V-L	28,000	Lipton, Y&R; Toni, North	NBC News: N-L	9,500††	American Can, Compton; Miles, Wade; Quaker Oats, NLGB; Sperry-Rand, Y&R; Time-Life, Y&R; 1 alt seg open
Arthur Godfrey Time: V-L	38,000††	Amer. Home Prod, Y&R; Bristol-Myers, Y&R; Kellogg, Burnett; Pillsbury, Burnett	Ozark Jubilee: V-L	18,000	Amer Chiclc, Bates Williamson-Dickie, Evans (alt wks 10-10.30); co-op 10:30-11
George Gobel: C-L	45,000	Armour, FCB; Pet Milk, Gardener	Ozzie & Harriet: Sc-F	36,000	Eastman Kodak, JWT
Gunsmoke: A-F	38,000	L&M, DFS; Sperry Rand (1 wk in 4), Y&R	Panic: Dr-F	41,000	L&M, Mc-E; Max Factor, DDB
Hey Jeannie: Sc-F	41,000	P&G, Compton; L&M, Mc-E	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North
Hitcock Presents: My-F	34,000	Bristol-Myers, Y&R	People's Choice: Sc-F	34,000	Borden, Y&R; P&G, Y&R
Robin Hood: A-F	28,000	Johnson & Johnson, Y&R; Wildroot, BBDO	Person to Person: I-L	34,000	Amer Oil, J. Katz; Hamm, Camp-Mithun; Time-Life, Y&R
Love Lucy: Sc-F	52,000	Gen Foods, Y&R; P&G, Grey	Playhouse 90: Dr-L&F	117,000	Amer Gas, L&N; Bristol-Myers, BBDO; Philip Morris, Burnett
Love Got a Secret: Q-L	24,000	R. J. Reynolds, Esty	Private Secretary: Sc-F	36,000	Lever, OBG-M; Sheaffer, Seeds
Pike Jones: Mu-L	35,000	L&M, DFS	Rin Tin Tin: A-F	32,000	Nabisco, KGE
Kaiser Alum. Hour: Dr-L	58,000	Kaiser Alum, Y&R	Roy Rogers: A-F	32,000	Gen Foods, BGB
Kraft Tv Theatre: Dr-L	34,000	Kraft, JWT	Schlitz Playhouse: Dr-F	36,000	Schlitz, JWT
Kukla, Fran & Ollie: J-L	34,000	Gordon Bkng, Ayer; G co-op	77th Bengal Lancers: A-F	41,000	Gen Foods, Y&R
Missie: A-L	34,000	Campbell Soup, BBDO	Phil Silvers Show: Sc-F	42,000	P&G, Burnett; R. J. Reynolds, Esty
Life of Riley: Sc-F	32,000	Gulf Oil, Y&R	*Sir Lancelot: A-F	24,000	Amer Home Prod, Bates; Lever Bros, SSCB
Line-Up: My-F	31,000	Brown & Wm'son, Bates; P&G, Y&R			
Lone Ranger: A-F	24,000	Gen Mills, DFS; Swift, Mc-E			

**Talent and production costs are carried by A Murray

Listing continues on page 54

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

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Sgt. Preston: A-F	32,000	Quaker Oats, WBT	Voice of Firestone: Mu-L	24,000	Firestone, Sweeney & James
*Dinah Shore: Mu-L	22,000	Chevrolet, Camp-Ewald	Mike Wallace: I-L	15,000	Philip Morris, Ayer
\$64,000 Challenge: Q-L	32,000	P. Lorillard, Y&R; Revlon, BBDO	(4/28 start)		
\$64,000 Question: Q-L	32,000	Revlon, BBDO	Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Pabst, Burnett
*Red Skelton: C-L&F	48,000	S. C. Johnson FCB; Pet Milk, Gardner	Lawrence Welk: Mu-L	14,500	Dodge, Grant
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curtis, Weiss & Geller	Welk Top Tunes: V-L	16,500	Dodge & Plymouth, Grant
Studio One: Dr-L	45,000	Westinghouse, Mc-E	Wells Fargo: A-F	38,500	Amer Tob, SSCB; Gen Foods, Y.
Ed Sullivan Show: V-L	69,000	Lincoln-Mercury, K&E	West Point: Dr-F	40,000	Gen Foods, B&B
Sunday News Special: N-L	9,500	Pharmaceuticals, Kletter	What's My Line: Q-L	28,000	Helene Curtis, Ludgin; Sperry-Rai Y&R
Telephone Time: Dr-F	31,000	AT&T, Ayer	Jonathan Winters: C-L	12,500	Lewis-Howe, DFS
This Is Galen Drake: V-L	15,000	Best Foods, Guild, Bascom & Bonfigli	Wire Service: Dr-F	77,000	Miller Brewing, Mathieson; R. Reynolds, Esty; 1/4 sust P&G, Compton
This Is Your Life: D-L	52,000	P&G, D&B	Jane Wyman Show: Dr-F	27,000	Skippy Peanut Butter, GBB
Danny Thomas: Sc-F	36,000	Armour, FCB; Kimberly-Clark, FCB	You Asked For It: M-F	14,000	DeSoto, BBDO; Toni, North
To Tell The Truth: Q-L	22,000	Pharmaceuticals, Kletter	You Bet Your Life: Q-F	51,750	P&G, B&B & Compton
Treasure Hunt: Q-L	21,000	Mogen David, Weiss & Geller	Loretta Young Show: Dr-F	40,000	Amer Tobacco, BBDO; Warner Hu nut, SSC&B
*TV Playhouse: Dr-L	52,000	Alcoa, Fuller, Smith & Ross; Good-year, Y&R	Your Hit Parade: Mu-L	46,000	Ford, JWT; Gen Foods, B&B
20th Century Fox: Dr-F	110,000	Revlon, C. J. LaRoche	Zane Grey Theatre: Dr-F	45,000	
Twenty-One: Q-L	30,000	Pharmaceuticals, Kletter			
U.S. Steel Hour: Dr-L	58,000	U.S. Steel, BBDO			
The Visc: Dr-F	19,500	Sterling Drug, DFS			

Sponsored Daytime Network Programs 7 a.m.-6 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
As the World Turns: S-L	\$ 3,400††	P&G, B&B	Garry Moore (cont.)		son, Y&R; Lever Bros, JWT; Nestl Mc-E; Pittsburgh Plate Glas
Baseball Game of Week: Sp-L		Falstaff Brewing, DFS; Amer Safety Razor, Mc-E; Philip Morris, Burnett			Maxon; SOS, Mc-E; Staley, R&F
Big Payoff: Q-L	6,000††	Colgate, Houston	Our Miss Brooks: Sc-F	rerun	Swift, JWT, Mc-E; Toni; North Yardley, Ayer; 2 alt segs open
Brighter Day: S-L	10,000 wk	P&G, Y&R	Press Conference: I-L	8,500	Best Foods, DFS; Gerber, D'Arcy
Capt. Gallant: A-F	31,000	Heinz, Maxon	Price Is Right: Q-L	3,170††	Johnson & Johnson, Y&R; Nestl Mc-E; 5 segs open & 5 alt seg open
Comedy Time: Sc-F	rerun	Kraft, JWT; Lever (5/1 start) BBDO; Welch, R. K. Manhoff; Wesson (4.25 start), Fitzgerald; 5 segs & 1 alt seg open	Queen for a Day: M-L	3,000††	Corn Prod, C. L. Miller
Bob Crosby: V-L	3,150††	Best Foods, DFS, Ludgin; Gen Mills, Knox-Reeves; Gerber, D'Arcy; P&G, Wesson, Fitzgerald; SOS, Mc-E; Swift, Mc-E, JWT; Toni, North; P&G, B&B; 1 seg & 1 alt seg open	Search for Tomorrow: S-L	10,000 wk	Lever Bros (5/3 start) BBDO; 9 seg open
Detective Diary: A-F	8,000	Sterling Drug, DFS, 1/2 spon	Secret Storm: S-L	9,500 wk	Amer Home Prod, Bates, Geyer; Borden, Y&R; Brown & Wm'son, Seeds; Corn Prod, C. L. Miller; Dixie Cup
Edge of Night: S-L	17,000 wk	P&G, B&B	Strike It Rich: M-L	15,000 wk	Hicks & Greist; Drackett (4.2 only), Y&R; Lehn & Fink, (las 4/30), Mc-E; Mennen, Mc-E; Mile Wade; Minn Mining, BBDO, P&G
Fury: A-F	33,000	Gen Foods, B&B; Borden, Y&R	Texas Rangers: A-F	18,000	Compton; Sandura, Hicks & Griest
Arthur Godfrey: V-L	4,150††	Bristol-Myers, Y&R; Gen Foods, Y&R; Kellogg, Burnett; Mutual of Omaha, Bozell & Jacobs; Norwich, B&B; Pillsbury, Burnett; Scott Paper, JWT; Sherwin Williams, F&S&R; Simoniz, Y&R; Stand Brands, Bates	Tenn Ernie Ford: V-L	3,500††	Stand Brands, Bates; Sunkist, FCB
Guiding Light: S-L	10,000 wk	P&G, Compton	Tic Tac Dough: Q-L	2,500††	Toni, North
Gumby: J-L	3,500††	Sweets Co., Eisen	True Story: Dr-L	18,000	P&G, Burnett
*Heckle & Jeckle: J-F	6,000	Sweets Co., Eisen	Truth or Consequences: Q-L	3,450††	Amer Home Prod, Bates
Howdy Doody: Ju-L	24,000	Cont Baking, Bates; Sweets Co, Eisen; 1/2 open alt wks	Valiant Lady: S-L	10,000 wk	Colgate, Bates
It Could Be You: Q-L	3,000††	Amer Home Prod, Bates, Geyer; Brillo, JWT; Brown & Wm'son, Seeds; Corn Prod, C. L. Miller; Alberto Culver, Wade; Welch, Rich K. Manoff; 4 segs & 2 alt segs open	Wild Bill Hickok: A-F	27,000	Gen Mills, Tat-Laird; Sweets Co, Eisen; Brown & Wm'son, Seeds; Dixie Cup
Art Linkletter: V-L	4,000††	Campbell Soup, Burnett; Kellogg, Burnett; Lever Bros, BBDO; Pillsbury, Burnett; Simoniz, Y&R; Stand Brands, JWT; Swift, Mc-E			Hicks & Greist; Drackett (4.2 only), Y&R; Miles, Wade; Stand Brands, Bates; 4 segs & 1 alt seg open
Love of Life: S-L	10,000 wk	Amer Home Prod, Bates			Kraft, JWT; Minn Mining, BBDO
Lone Ranger: A-F	18,000	Gen Mills, DFS; Nestle, Mc-E			P&G, DFS, Sweets Co, Eisen; Toni North; 2 segs & 1 alt seg open
Major League Baseball: Sp-L		R. J. Reynolds, Esty			Sterling Drug, DFS, 1/2 spon
Medical Horizons: D-L	22,000	Ciba, JWT			Lever Bros (5/1 start) BBDO; 8 segs open
Mickey Mouse Club: J-F	5,040 to 6,300††	Amer-Paramount, Buchanan; Armour, Tat-Laird; Bristol-Myers, DCSS; Coca Cola, Mc-E; Gen Mills, Goodrich, Mc-E, Knox Reeves; Mattel, Carson Roberts, Miles, Wade; Minn Mining, BBDO; Pillsbury, Burnett; SOS, Mc-E; 8 segs co-op			Gen Mills, DFS; Nestle, Mc-E; Stand Brands, JWT; Toni, Tatham-Laird
Mighty Mouse: J-F	20,000	Gen Foods, B&B; Colgate, Bates			Wesson, Fitzgerald
Modern Romances: S-L	2,700††	Alberto Culver, Wade; Corn Prod, C. L. Miller; Kraft, JWT; Sterling, DFS; Sweets Co, Eisen			Kellogg, Burnett
Garry Moore: V-L	3,600††	Best Foods, DFS, Ludgin; Bird & Son, H. Alley & Richards; California Packing, Mc-E; Campbell, Burnett; Gen Motors, Campbell-Ewald; Hoover, Burnett; Johnson & John-			

Specials and Spectaculars for 13 Apr. -10 May

America Salutes Kate Smith: V-L	once only	Youngstown Kitchens, Grey—4 28
*Chevy Show: V-L	\$145,000	Chevrolet, Camp-Ewald—4 19, 5 5
Kentucky Derby: Sp-L	once only	Gillette, Maxon—5 4
*Producers' Showcase: Dr-Mu-L	320,000	RCA-Whirlpool, K&E; John Hancock, Mc-E—4 29
*Sat Color Carnival: Dr-Mu-L	250,000	RCA-Whirlpool, K&E; Oldsmobile, Brother—4 13
See It Now: D-F	125,000	Pan Am, JWT—5 5
Shower of Stars: V-L	140,000	Chrysler, Mc-E—5 2
*Washington Square: V-L	125,000	Royal McBee, Y&R; Helene Curtis, Ludgin—5 9, 9-10 pm
*Washington Square: V-L	125,000	Helene Curtis, Ludgin—last 4 21
Wide Wide World: M-L	195,000	Gen Motors, Brothers & Camp-Ewald

WBAY CH. GREEN BAY 2

GIVES PERSONAL SERVICE TO
the Land of Milk & ^MHoney*!



*SMALL CITIES & BIG FARMS...A MILLION FOLKS



NCS CONTROVERSY

(Continued from page 35)

outlying area may watch as "frequently" as a home in the home county and yet not watch as many *hours* per day, per week or per month. This fact would be reflected in average ratings except that ratings don't usually cover outlying areas.

For this and other reasons, some of the agencies are set to apply cut-offs as high as 50%, a fact destined to keep the coverage pot boiling for some time to come.

The issue of viewing intensity is

spilling over into another coverage dispute: the question of whether NCS data can be used in projecting ratings for computing cost-per-1,000 figures. The dispute at present is centered around the so-called SRA formula. This projection method was used with NCS No. 1 data and the advent of NCS No. 2 revived interest in it. (See "NCS No. 2 coverage muddle," SPONSOR, 2 February 1957.) Of late, it has received considerable public attention. SRA and committees from the 4A's have discussed the formula and Dan Dennenholz, Katz Agency research chief, covered its weaknesses and

strengths in an unusually detailed critique of projection methods at an RTES roundtable on 26 March.

Dennenholz's talk represents the consensus of a large group of research people in both the buying and selling end of radio, which is the medium the SRA formula was tailored for. He said (1) there is no sound statistical basis for projecting ratings, (2) the SRA formula is the "least bad" of projection methods, (3) if agencies insist on calculating cost-per-1,000 data they ought to use the SRA formula rather than other formulas which have been used in the past.

There was no public report on what took place at the 4A's-SRA confab, held in January, but SPONSOR learned the following about the meeting: The agency people felt that a field test of the formula was necessary before it could be widely accepted but there was also a feeling that a field test might only prove there is no way of coming up with a statistically sound projection method. No one proposed a formula which he felt was superior to the SRA method. Indications were that some agencies would use the formula, others would not, while still others would work out their own method. No formal conclusions were adopted but the implication was clear that further meetings on the subject would not be particularly profitable.

Some agencies using their own formulas, such as Emil Mogul, are coming up with the same answers as the SRA formula. This is no accident. There are a number of different ways of expressing mathematically the assumptions underlying the SRA formula, which has, at least, the advantage of simplicity.

The basic assumption behind the SRA formula is that the ratio of a station's program audience to its NCS audience is the same both inside and outside the rating area. In other words if a program audience in the rating area represents 20% of the station's NCS audience, it is assumed it is also 20% of the NCS audience (not total homes) in counties outside the rating area.

Some agencies find this hard to swallow. They have to assume, they point out, that the intensity of listening is, on the average, the same for a station's NCS homes both inside and outside the rating area. And this assumption, as pointed out earlier, is not accepted by many agency researchers.



When you want sales to multiply . . . send your budget down with the lowest cost per listener. See your H-R or Clarke Brown man.

860 kc 5000 watts

KONO
SAN ANTONIO RADIO

The SRA formula is preferred by the reps because, as worked out, it involves the use of a station's full NCS audience in the computations. There is nothing to stop agencies, however, from lopping off counties with low NCS penetration and using the SRA formula on the remaining counties. Agencies can also weight counties below a certain level of NCS penetration and still hold to the mathematics, if not the spirit, of the formula. They could, for example, multiply the percent of NCS penetration by itself. For example, if a station has 30% penetration in a county it would be credited with 9% ($30\% \times 30\%$).

Of course, all these involve assumptions, not facts. And it is the lack of facts that will continue to bedevil the agencies even if they have all the time in the world. For example, many of the problems pointed up early in the article must either be ignored or answered by arbitrary judgments which can be supported by logic—but nothing more. Recent ratings help, but the shortage of rating information for a station's entire audience area—which is the reason for projection of ratings in the first place—is a limiting

factor. NSI reports cover only 30 markets and many radio men see red whenever NSI is mentioned.

Because of the lack of time, some agencies do not even intend (at least, in the near future) to update tv home figures on the theory that, if they're going to be unfair, they might as well be unfair to everybody.

To further justify this attitude, these agencies point out that increases in tv saturation in the major markets are minor, anyway. There is no dispute about this. Cities of 500,000 and over showed a tv saturation growth of only 1% between April 1956 and January 1957, according to Market Research Corp. of America figures. Even in the farm areas, where tv growth is fastest, the increase during this nine-month period was only eight percentage points—from 53 to 61%. As for increases in population, the agencies assume that stations maintain the same relative popularity and coverage.

Changes in station audience due to people moving is another factor that has to be taken into account. The mobility of the U. S. family is much greater than most people imagine. During the period from 1950 to 1955,

a total of 156 million moved in the U. S., a figure nearly equal to the total population, which was 161 million in April 1955. Of the total movers, about two-thirds shifted to new quarters in the same county but 25 million moved to a different county in the same state while 26 million moved to a different state. This means an average of 10 million persons moved into or out of a county during a year's time. While it is true that in some cases those moving in may balance those moving out, suburban dwellers are increasing at a fast pace.

To figure out the results of a change in station power, antenna height or antenna site is a tricky problem. There are ways of estimating tv signal coverage from such changes (Headley-Reed, for example, has a formula) but radio coverage is a by-guess-and-by-God affair.

It has been suggested that agencies, instead of complaining about what they haven't got, should be grateful for what they have. But with the philosophy of market research riding high, the agencies probably won't relax until they have 99.44% of the facts—and nothing less.

APPEAL .

is crammed into WIS-TV programs and personalities in gross amounts. Skillfully integrated, the results are twofold:

Audience appeal—throughout 29 South Carolina counties populated by a million and a quarter of your sales prospects.*

Sales appeal—to scores of blue chip advertisers who've found WIS-TV the logical basic buy for South Carolina.

Example: Cactus Queve's Little Rescals shows boast nighttime ARB ratings, in the high 20's, every afternoon and move volumes of merchandise for such advertisers as:

BOSCO · M & M · CRACKER JACKS
SUNBEAM · PETER PAUL!

*NCS No. 2, Spring, 1956

WIS-TV-10

CENTRAL SOUTH CAROLINA'S VHF STATION

COLUMBIA, S. C.

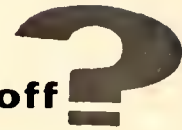
Represented by Peters, Griffin, Woodward, Inc.



Richard Shafto, President
Charles A. Batson, Managing Director

SPONSOR ASKS

How can sponsors make contests pay off?



Harry Bressler, vice president in charge of radio-tv commercials, Doherty, Clifford, Steers & Shenfield, New York

A television contest commercial has a lot of things to get over in the usual one-minute time allotment. We must establish the desirability of entering the contest, stress the major prizes and give the basic entry requirements. We also must put in a short plug for the product, because people usually have to buy the product in order to enter the contest.

So simplicity is vital. If you try to cram too much in, people are simply not going to make the effort to enter your contest.

Everyone agrees a good television commercial must be visual. But still, today, many contests that are pro-



"simplicity is vital"

moted primarily on television have non-visual prizes. The trend should be away from "cold cash" contests and toward some sort of a theme with a gimmick or hook that will make the television commercial more visual and more interesting.

For instance, we recently ran a highly successful "Name the Puppy" contest for Ipana on the *Mickey Mouse Club*, directed toward kids, of course. The first prizes were puppies which looked just like Lady of "Lady and the Tramp." This was a natural to create visual interest in the contest. If the kids already had a dog they got a bike. But in either case, it enabled us to show action—a kid playing with a puppy or a kid riding a bike, etc.

The basic key remains simplicity. You will have a lot of things to present in your commercial. Use a simple

proof of purchase and show it clearly when you show your product. Keep away from long, complex addresses. Keep legal and other non-essential (to the consumer) requirements to a minimum. Get good visual prizes and then organize your commercial to keep punching home the few simple points that you want to make.

F. H. Morse, account executive, The Reuben H. Donnelley Corp., New York

There are six points which television or radio sponsors should bear in mind in conducting a consumer contest.

1. He should ask himself: "Do we really need a contest?" All too many contests have been run in the past simply because a competitor had employed a contest. Objectives are frequently very poorly defined. Neither is a huge quantity of entries necessarily a sound objective. Many successful contests have pulled relatively few entries but have accomplished the sponsor's objective.

2. Keep any consumer contest simple. That would seem to be particularly important in television and radio where commercial time is limited.

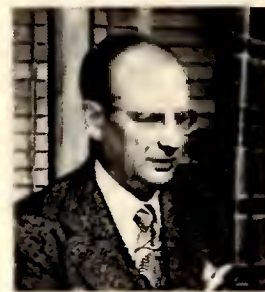
3. As far as possible stick to proven contest types. The 25-word statement and jingle completion contest may seem hackneyed to the sponsor and his agency but not hackneyed to the public. The facts are that these two types, plus naming contests and slogan contests, may always be depended upon to do a job (all other things being equal) whereas a labored unique idea quite frequently "falls on its face."

4. Offer an adequate prize schedule. However, it is not necessary to compete with the \$256,000 *Question*. A \$10,000 first prize is still quite interesting to most of us. Probably 90% of the people in the country don't make that much in a year.

Several sizable top prizes to challenge the public plus a fairly broad base of low modest prizes (because the

average contestant feels that he at least has a chance to win something) would seem to be indicated.

Occasionally a dramatic prize such as a race horse, an oil well, or "Win-



"stick to proven contest types"

Your-Weight-In-Gold" may be desirable but normally the most interesting prize to the public is good old hard cash. You don't have to waste a lot of air time in explaining what \$5,000 is.

5. Adequate promotion is another important consideration. Some advertising in addition to television and or radio is almost always desirable—for one reason to give necessary publicity to certain standardized required rules for which there is usually no time available on the air. Space advertising and point-of-purchase posters and entry forms serve as reminders and help to make the contest airings more effective.

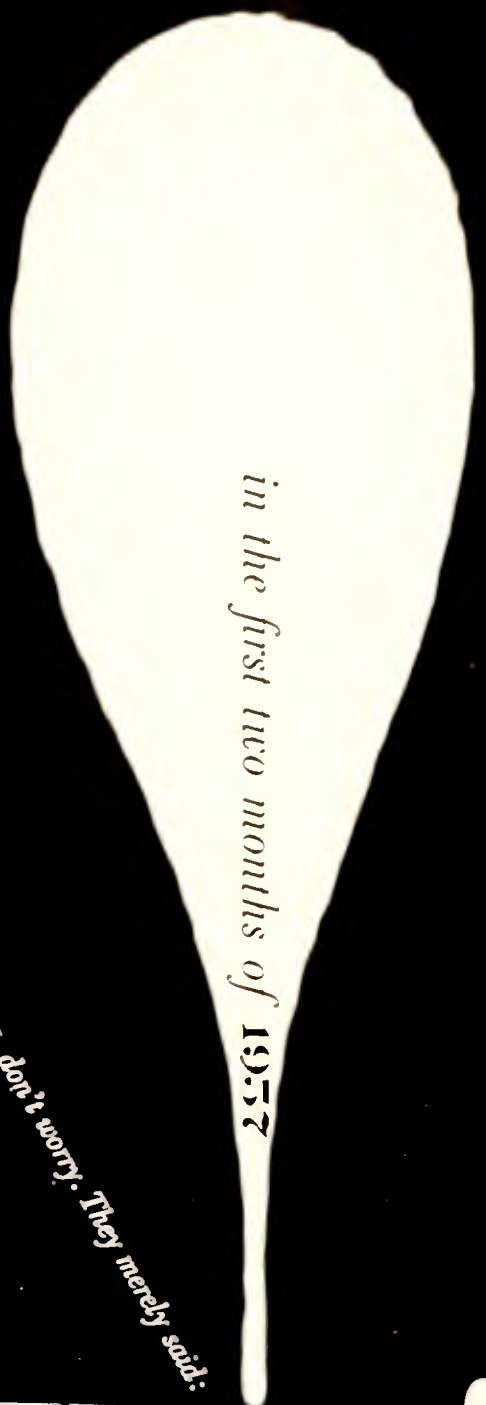
6. Finally, (and I am sure this statement would be expected from a Donnelley man) adequate competent judging is a "must." There are still too many people who think that all winners are simply "picked from the hat" as it were. The use of impartial professional judges help to gain the public's confidence.

Norman K. Steen, merchandising executive, Kenyon & Eckhardt, New York

To use contests effectively, whether in broadcast or print media, we must first determine the specific consumer act we wish to stimulate; in other words, our marketing objectives. Is the objective to induce purchases, by whom? Man, woman, or child? Or
(Please turn to page 60)

Adam Scheidt Brewing Co.
 Alderney Dairy Company
 Allstate Insurance Company
 Anheuser Busch, Inc.
 Atlantic Refining Co.
 Bayer Aspirin
 Brioschi
 Buick Motors
 Cadillac Motors
 Canada Dry Beverages
 Cantrell & Cochran Super Coola
 Chevrolet Motors
 Chrysler Corp.
 Cities Service
 Columbia Pictures
 Coty, Inc.
 Dodge Bros. Corp.
 Dole Frozen Juices
 Eveready Batteries
 F. H. Snow Canning Co.
 Ferrara Candy
 Ford Motor Co.
 G. Krueger Brewing Co.
 General Electric Co.
 General Pencil Company
 Gerber Baby Foods
 Good Humor Ice Cream
 Gulf Oil Corp.
 Heinz Co.
 Hensler Beer
 Hit Parade Cigarettes
 Instant Sanka Coffee
 International Salt Co.
 Kasco Dog Food
 Kent Cigarettes
 L & M Cigarettes
 Listerine
 Loft Candy
 Look Magazine
 Meduglia D'Oro Coffee
 N. B. C. Bread
 Nehi Beverages
 New York Times
 New York World Telegram
 Old Spice
 Oldsmobile Motors
 Packard Motor Co.
 Pall Mall Cigarettes
 Pepsi Cola
 Pontiac Motors
 Pratt & Whitney Aircraft Corp.
 R. C. A.
 Readers Digest
 Regent Cigarettes
 River Brand Rice Mills
 Ronzoni Macaroni
 Ruppert Beer
 Schmidt Beer

If you missed our ads in this week's BROADCASTING and Tuesday's RADIO DAILY, don't worry. They merely said:



in the first two months of 1957

in 1956 national spot advertising increased 99.75% on

WV PAT!

Scott Lawn Seed
 Seven-Up Co.
 Shell Oil Co.
 Sinclair Refining Co.
 Sunshine Biscuit Co.
 Tenda-Brand Frozen Foods
 Terre Co.
 Texaco
 Trans-World Airlines
 Twentieth Century Fox Film Corp.
 Volvo Corp.
 Welch's Refreshment Wines
 White Rock Beverages
 Winston Cigarettes



*national
 spot
 advertising
 has increased
 72.57%*

"The Gaslight Station" • New York • New Jersey

is it to secure added product exposure? Dealer traffic? A contest could be tailored to fit, and until you can define the marketing objectives your contest is to accomplish, you'll be working in the dark.

There is a very definite ratio of consumer exposure to contest returns. Devote full commercial time to the



"determine marketing objectives"

contest. Don't try to sell the product and then, as an afterthought, tag on a contest announcement. For the duration of your contest promotion, selling the contest is the most important advertising objective. You are competing with every other merchandising device: the other contests; the 10¢-off coupons—all fighting for the attention of Mrs. Housewife and fighting for her buying dollar.

In broadcast media we do not have the same flexibility that a print advertisement offers. Generally speaking, print media allows sufficient space and time to tell the complete contest story, entry rules, and other contest requirements. In broadcast advertising, time is of the essence and you cannot belabor any one particular point. Consequently, make your prize structure as compact as possible. Offer many prizes but only a few varieties. Because of the limited commercial time, it can be very expensive to "plug" brand name prizes that you might have received free in return for the commercial. In some cases, it may be far cheaper to purchase the prizes outright so that you have full control over your commercial and can limit the extraneous commercial "plugs."

One of the most successful ways of gaining consumer attention and enthusiasm for a contest is to build it into your show with realism and believability. For example, we recently ran a Nabisco "Name the Puppy" contest based on an episode in the *Adventures of Rin Tin Tin*. Rin Tin Tin's puppy had been stolen and later heroically recaptured. At the end of the episode, Rusty, the show's hero, announced the "Name the Puppy" contest, in which the contestant was re-

quired to submit the name he thought best suited for the Rin Tin Tin pup. It was a natural. The puppy had been the subject of various trials and tribulations, and possible puppy names flowed from the imaginations of youngsters and their parents. It was a highly successful contest.

By the same token, using the television or radio shows' personality to deliver commercials also helps insure the success of a contest. You capitalize on his or her personal reputation and their loyal fans. The public is rather leary about contests. Many consider contests to be "rigged" and that major prizes are won by professionals. It is important to stress the believability of a contest as well as the fact that your contest judging is completely objective and based on contest rules.

What makes for a successful contest? It isn't returns alone. There are too many other factors involved. We know that for every entry received, perhaps two and more people were motivated to buy the product or to see "your authorized dealer" or whatever was asked of them. Perhaps those people who did not send in entries, although they did follow contest instructions, were discouraged with the quality of their entry or were "too busy" to sit down and complete the entry requirements.

Take a stated set of marketing objectives and then evaluating against these objectives the number of entries, displays, dealer stimulation, etc., that resulted and you will have the best "tip on making broadcast media contests pay off."

Harry Hart, *Andlee Associates, Inc., New York, contest specialists*

Money may be a big attraction on quiz shows, but runs a bad second in contests. On the give-aways, the average person gets his kicks out of watching someone else win big dough. Although there is subconscious identification, the viewer is aware that he wouldn't stand a chance personally. But it's a different story with contests. First of all, it's a mistake to throw a big cash prize at the general public. The inevitable reaction is—"Me, I'd never make it." But just offer them the equivalent in merchandise. Then they feel they have a fighting chance. Somehow cash seems to be end-of-the-rainbow stuff, but not hard goods. There is a familiarity with merchan-

dise that people don't feel for an equal amount in greenbacks. For instance, Cadillacs they see every day and hope someday to own. They have small hope, however, of having \$5,500 in the palm of their hand.

Contest experience has taught me that an even bigger draw than one big piece of merchandise is a lot of small packages. Then even the timid have the confidence to enter. It's a lot of work for us, though—keeping me, my associate, Irv Lieber, and our staff on a round-the-clock basis.

As far as entries go, the simplified type is the best. Don't but don't get complicated. An impulse to enter a contest is a spur of the moment thing, but if you have to be a Philly lawyer to figure it out enthusiasm will cool fast. The best method is to simply ask for a short comment plus name and address. The comment can be connected with the contest's special-



"money runs a bad second in contests"

ized gimmick or it can be a simple product squib. Personally, I don't favor the squib type. Sending in something that begins "I like _____ because" somehow fails to capture the imagination. Furthermore, it appears to be an incredible act of arrogance on the part of the advertiser. It lacks appeal because people feel that they are having words put in their mouths and even shoved down their throats.

Prize-wise, I've always found it inadvisable to give away the advertiser's product. It leads to unpleasant associations in the mind of the public. Then they feel that the advertiser is using a peculiar means to push his own product and the effect is not good. However, it is a good idea to make the products given away as prizes supplementary to your client's own. For instance, a tire dealer can give away an auto. When a supplementary product is given away, you have unlimited opportunities of co-operative advertising. The other fellow's outlets become available also. A suggestion of utility to the prizes helps, but beauty and romance are most important. ■

NEW AND RENEW

NEW ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bridgeport Brass, Bridgeport, Conn	Hazard, NY	ABC	When A Girl Marries; Tu, Th 10:40-10:45 am, W F 10:35-10:40 am; 2 Apr
Campana Sales Co, Batavia, Ill	Erwin, Wasey, NY	ABC	Breakfast Club; M 9:05-9:10 am; 15 Apr
Cowles Magazines, NY	Mc-E, NY	CBS 201	Jack Benny, Su 7-7:30 pm; 7½ min spon; 10 Mar 13 wks
Cowles Magazines, NY	Mc-E, NY	CBS 201	Robert Q Lewis; Sa 11:40-11:45 am; 9 Mar, 14 wks
Charles E. Hires, Phila	Ayer, Phila	ABC	Late News; M-F 7:55-8 pm; 29 Apr
Hudson Vitamin, NY	Pace, NY	CBS 201	Robert Q. Lewis Sa 11:35-11:40 am; 23 Mar; 13 wks
Lever, NY	FCGB, NY	MBS	Charles Warren News; M-F 12:30-12:35 pm; 1 Apr
Lever, NY	FCGB, NY	MBS	Henry Gladstone News; M-F 5:30-5:35 pm; 1 Apr
P. Lorillard, NY	YGR, NY	CBS 201	Amos 'n' Andy; Th, F 7:10-7:15 pm; Sa 12:05-12:10 pm. 21 Mar; 13 wks
P. Lorillard, NY	YGR, NY	NBC 15B	Monitor; 20 5 min sports segs per weekend; 23 Mar; 52 wks
P. Lorillard, NY	YGR, NY	CBS 201	World Tonight, W, Th, F 9:10-9:15 pm; 20 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Robert Q. Lewis; Th, F 8:05-8:10 pm; 21 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Saturday Night Country Style; Sa 7:20-7:25 pm; 23 Mar. 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Sports; Sa, Su 8:45-9 pm; 23 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Suspense; Su 4:30-4:45 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Indictment; Su 5:10-5:15 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Johnny Dollar; Su 5:30-5:35 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Our Miss Brooks; Su 7:40-7:45 pm; 24 Mar; 13 wks
P. Lorillard, NY	YGR, NY	CBS 201	Mitch Miller; Su 8:10-8:15 pm; 24 Mar; 13 wks
Midas Muffler, Chi	Bozell & Jacobs, Chi	A8C	Late News; M-F 6:30-6:35 pm, 8 Apr
Minnesota Mining, Detroit	B8DO, Minneapolis	CBS 201	Amos 'n' Andy, M, Tu, W, 7-7:45 pm; 5 min seg; 4 Mar. 4 wks
Northwest Airlines, St. Paul	Camp-Mithun, Minneapolis	NBC 15B	Monitor; partics; weekend of 23 Mar & 27 Apr
Schieck, Lancaster, Pa	Warwick & Legler, NY	NBC 155	Bandstand; partics; M-F 10-12n; 25 Mar; 2 wks
Schieck, Lancaster, Pa	Warwick & Legler, NY	NBC 95	Bill Goodwin Show; M-F 1:05-2 pm; 25 Mar; 2 wks
Simoniz, Chi	YGR, Chi	CBS 116	George Hermon; Th, F 8:30-8:35 pm; 28 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	Eric Sevareid; Th, F 9:25-9:30 pm; 28 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	News; Sa 11-11:05 am, 2-2:05 pm, 6-6:05 pm; 30 Mar; 20 wks
Simoniz, Chi	YGR, Chi	CBS 116	Sports; Sa 12:55-1 pm, 5-5:05 pm; 30 Mar; 20 wks

RENEWED ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Bell Telephone, NY	Ayer, NY	NBC 188	Telephone Hour; M 9-9:30 pm; B Apr; 13 wks
Schlitz, Milwaukee	JWT, Chi	CBS 201	Arthur Godfrey; W, F 10:15-10:30 am; 3 Apr; 3 wks
Sterling Drug, NY	DFS, NY	A8C	My True Story; W, F; Apr; 26 wks
Toni, Chi	North, Chi	CBS 201	Robert Q. Lewis; Sa 11:45-11:50 am; 30 Mar; 52 wks

BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Louis F. Allen	WOV, NY, sls	WABC-TV, NY, sls
John J. Alves	WSJV-TV, Elkhart, Ind, production mgr	RCA Recorded Program Services, Dallas, southwest sls rep
T. K. Barton	KARK, KARK-TV, Little Rock, vp & gen mgr	Same, exec vp
Edwin W. Buckalew	Wayne Stener Productions, Hy, dir sls	Same, vp chg sls
Ken Light		WCCO, Minneapolis-St. Paul, merch dir
Collin W. Lowder	KIMN, Denver, vp & gen mgr	KFMB, San Diego, program dir
Bernard J. McGuiness, Jr.	WGIR, Manchester, NH, asst gen mgr	Same, gen mgr
Patrick McGuirk	KCBS, SF, producer-dir	KNX & CPRN, Hy, exec dir sports & public affairs
Jill Medby	D'Arcy, Houston, r-tv dir	KTRK-TV, Houston, sls
Thomas A. O'Neill	Ernst & Ernst, Phila	WFIL, WFIL-TV, Phila, asst business mgr
Guy J. Parry	Rochester Poster Advtg Co, Rochester, NY, sls rep	WROC-TV, Rochester, NY, sls rep
Donald R. Powers	WRDO, Augusta, Me, mgr	Maine Broadcasting System, Portland, mgr
Douglas J. Romine	KARK, KARK-TV, Little Rock, asst gen mgr	Same, vp & stn mgr
John F. Screen	WDSU-TV, New Orleans, asst commercial mgr	WSDU Radio, New Orleans, mgr
Gerald A. Vernon	JWT, NY, asso media dir	NBC Tv Net, NY, dir sls services

STATION CHANGES

KACT, Anacortes, Wash, is now an affiliate of the Keystone Broadcasting System	WAPA-TV, Puerto Rico, has sold 80% of its stock to the Winston-Salem Broadcasting Co, subject to FCC approval
KATZ, St. Louis, has been bought by Rollins Broadcasting, subject to FCC approval	WBBR, Brooklyn, has been bought by Tele-Broadcasters; call letters will be changed to WPOW
KETV, Omaha, will become an affiliate of the ABC Tv Net in Sept	W8LA, Elizabethtown, NC, is now an affiliate of the Keystone Broadcasting System
KGHI, Little Rock, Ark, is now an affiliate of the Keystone Broadcasting System	WDKD, Kingstree, SC, is now an affiliate of the Keystone Broadcasting System
KHON, Honolulu, has appointed Weed & Co natl reps	WDSR, Lake City, Fla, is now an affiliate of the Keystone Broadcasting System
KHVH, KHVH-TV, Honolulu, has appointed Duncan A. Scott natl reps	WEAT, WEAT-TV, West Palm Beach has been bought by Palm Beach Tv Co, subject to FCC approval
KHVH, KHVH-TV, Honolulu, will be represented in the east by Roy V Smith & Asso	WGKV, Charleston, W Va, has been sold to the Evans Broadcasting Co
KITO, San Bernardino, Cal, is now an affiliate of the Keystone Broadcasting System	W!CO, Salisbury, Md, is now an affiliate of the Keystone Broadcasting System
KNDC, Hettinger, ND, is now an affiliate of the Keystone Broadcasting System	WKNA, Charleston, W Va, has been sold to Kanawha Valley Broadcasting Co; call letters were changed to WKAZ
KOLY, Mobridge, SD, is now an affiliate of the Keystone Broadcasting System	WLW-I, Indianapolis, will become an affiliate of the ABC Tv Net effective 14 Sept
KRKS, Ridgecrest, Cal, is now an affiliate of the Keystone Broadcasting System	WRGR, Starke, Fla, is now an affiliate of the Keystone Broadcasting System
KVLV, Fallon, Nev, is now an affiliate of the Keystone Broadcasting System	WSFC, Somerset, Ky, is now an affiliate of the Keystone Broadcasting System
KWOE, Clinton, Okla, is now an affiliate of the Keystone Broadcasting System	WSWW, Platteville, Wisc, is now an affiliate of the Keystone Broadcasting System
Mt. Hood Radio & Tv Broadcasting has appointed Cole & Weber advtg agency	WYTI, Rocky Mount, Va, is now an affiliate of the Keystone Broadcasting System
WAAT-AM-FM, Newark, has expanded its FM schedule from 8 to 18½ hours daily	
WANE, WANE-TV, Fort Wayne, has appointed Edward Petry natl reps	

Man from

makes planet-shakin

es

TO EAT



Mars

ing statement!

LIVE? NO! A guest star (or guest-planetary) can be quite a handful. And when there's a "fluff" it's nice to know you've got it on film—not on the air! Just a snip, and out goes the offending passage. You're in control at all times—show, stations, time—clear across the country!

Truly, a good release is a better release on **EASTMAN FILM**.

For complete information write:

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

East Coast Division **Midwest Division**
342 Madison Ave. 130 East Randolph Drive
New York 17, N. Y. Chicago 1, Ill.

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

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

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

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

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

The Warner Bros. Co., Bridgeport, plans to introduce its *Good News Bra* on tv in the top 50 markets with repeat short-term campaigns. Minute film spots will be scheduled in early May during afternoon and late evening segments. The number of announcements per week will vary from market to market. Buying is not completed. Buyer: Chuck Eaton. Agency: C. J. La Roche, New York.

J. H. Filbert Inc., Baltimore, plans to use 70 eastern markets for its campaign to sell its margarine. The three-month campaign begins in May. Filmed minutes, 20's and 1.D.'s will be scheduled throughout the day to reach a wide segment of women. The number of commercials per week vary from market to market. Buying has just started. Buyers: Tom O'Dey and Bill Abrams. Agency: SSCB, New York.

Proctor Electric Co., Phila., is entering 19 markets to promote its new Mary Proctor steam iron. The 10-week campaign starts shortly. Product was tested successfully on WCAU-TV in Philadelphia; now the manufacturer is taking steps to expand to national advertising. Average number of announcements per week in each market will be 10 to 20. Most will be minute participations in daytime feature film shows. But wherever possible, the advertiser will buy high-rated 10- and 20-second announcements during prime hours. Film commercials are animated and live action and advertise the product as "the only steam iron with 17 sensibly distributed steam vents." Strategy: to reach as wide a segment of women as possible based upon a 100 Pulse rating per week in each market. Buying is completed. Buyer: Max Tendrich. Agency: Weiss & Geller, New York.

Continental Oil Co., Houston, is purchasing half-hour segments in some 40 mid-western markets to advertise its Royal gas with TCP plus. The advertiser is seeking the highest-rated nighttime availabilities for alternate sponsorship of the action film show *Whirlybirds* for 52 weeks, with a male audience in mind. Commercials will be on film. Buying is not completed. Buyer: John Nuccio. Agency: Benton & Bowles, New York.

RADIO BUYS

American Cyanamid Co., New York, is initiating a major campaign in Mid-western and Western markets to promote its Auremy-

Meeting our responsibilities...

over
one-half million
TV families
depend on

WRGB

for the finest
and most extensive
public service
programming in
the Great Northeast

Serving the Great Capital
District of Albany, Schenec-
tady and Troy plus—All of
Northeastern New York and
Western New England.

WRGB channel 6

Contact R. F. Reid, WRGB—
Schenectady or your local NBC
Spot Sales Representative

Spot buys continued...

cin Crumbles, a feed supplement for sheep, cattle and hogs. Seven-week campaign is scheduled during its peak selling season. The radio budget will be divided; 5-10 announcements per week on power stations, 10-20 announcements per week on local stations. Daytime minute participations, and adjacencies, have been bought on news, weather and farm shows. On tv, 10- and 20-second announcements will be slotted mainly in daytime segments. Film commercials will be placed in some 12 markets. Average number of announcements per week in each market will be seven to 12. Buying is completed. Buyer: Bob Palmer. Agency: Cunningham & Walsh, New York.

North American Philips Co., New York, is entering top markets throughout the country to place spots for its Norelco Electric Shaver. The Campaign begins in late April for eight weeks. Minute e.t.'s will be placed during early morning hours with a male audience in mind. Buying is not completed. Buyer: Doris Gould. Agency: C. J. La Roche, New York.

RADIO & TV BUYS

Lanolized, Inc., New York, is initiating a campaign to help promote the "Lanolized" trade mark in the fields of women's hosiery, undergarments, gloves, lingerie and girl's sleepware. On tv, spot reminders will be carried adjacent to the *Home Show*, *Strike It Rich*, *Queen for a Day* and *Big Payoff*. Six week round-the-clock schedule for minutes, 20's, 10's and I.D.'s hinges on Easter and Mother's Day. Total number of spots will be 125. On radio, 100 announcements have been bought for daytime slotting. Buying is completed. Buyer: Ted Kaufman. Agency: Ted Bernstein, Inc., New York.

Rayco Auto Seat Covers, Inc., Patterson, N. J., is conducting a campaign for its auto seat covers throughout the country running through the summer. On tv, minute commercials will be placed on 60 stations during nighttime segments. The average number of announcements per week in each market will run up to 20. On radio, one-minute commercials will be slotted on music and news programs on 50 stations. Average number of announcements per week in each market will be 20. Radio-tv campaign is co-ordinated to the opening of at least 24 new stores nationally. Film commercials on tv, and e.t.'s on radio, sell two themes: (1) Rayco seat covers approximate in style and appearance the original upholstery in new cars, with the slogan: "Rayco auto seat covers make your car look new. Save money, too!" (2) Rayco's crack-proof vinytan clear plastic seat covers which "Let the beauty show right through. . . . Keep upholstery showroom new." Buying is completed. Buyer: Lynn Diamond. Agency: Emil Mogul, New York.

WHIO-TV



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at \$3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO

whio-tv
CBS

One of America's
great area stations

Sir Seven
SERVETH
 North Central Wisconsin
 on
WSAU-TV



**A
 TEMPTING
 DISH FOR
 ADVERTISERS
 COMPRISED
 OF THE
 BEST INGREDIENTS**

Here is the recipe:*

**Mix 171,000 HOMES
 with \$567,064,000
 RETAIL SALES.**

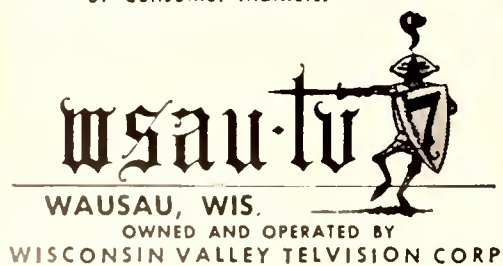
**Add \$207,408,000
 in GROSS FARM IN-
 COME.**

SERVES: 540,420 pop.

**YOU CAN BUY ALL THESE
 INGREDIENTS AT YOUR
 LOCAL MEEKER CO. OR
 HARRY HYETT STORE.**

DO IT TODAY!!

*SOURCE: 1956 SRDS ESTIMATES
 of Consumer Markets.



Agency profile

George Haight: off-Broadway magician

When George Haight came East from Hollywood in January 1956 to manage McCann-Erickson's tv and radio programming division, he felt he almost needed a passport so different did he find New York tv. Until then, he had been responsible for the agency's live shows originating from the West Coast. *Climax* and *Shower of Stars*. But the difference between agency tv operation in Hollywood and in New York, he believes, may diminish as more and more agencies hire showmen, rather than admen for their tv departments.

"The problems in tv are no different than in any other form of showbusiness," he told SPONSOR. "You can't find a ratings cure-all. Why should tv be different from Broadway? You get 300 new Broadway plays a year but only 15 of them make it. Even in tv's disappointing season last fall, the ratio of failures was far slimmer."

While he is conscious of ratings ("I've got to be: the clients are"), Haight sees a far more serious problem ahead for tv: the



Terry Clyne (l.), senior v.p., George Haight plan tv strategy together

eventual shortage of creative personnel such as producers and directors since tv has no practical training ground.

"Most of today's top tv directors came out of the tried, true and relatively cheap suspense shows. But with network costs so high today, there's little opportunity for talented young men to experiment and gain experience. Where will tomorrow's John Frankenheimer's, Sidney Lumet's and Dick Schaffner's come from?"

Haight feels that it's a network responsibility to provide the proving ground for young people through workshops at their owned and operated stations.

"There's no problem with performers," he says. "They've got lots of opportunities. But you can't let a neophyte director from an



ain't this the dangdest thing!

Sellin' vitamins for 15 years at the same ol' corral! Yep. Sunway vitamins sell and so does everything else folks learn about on KXLA. Don't matter if it's pills or pickles you're sellin', it'll move mighty durn fast on KXLA, most listened to 24-hour country and western music station.

10,000 watts covering the greater Los Angeles market

KXLA

1110 on the dial

Represented nationally by Burke-Stuart Co., New York, Chicago, Detroit, Los Angeles, San Francisco

**YOU SELL
LOUISVILLE
WHEN
YOU USE
WKLO's**

AIR-SALESMEN

Jack Bendt

Ginger Callahan

Paul Cowley

Tommie Downs

John Fraim

Wilson Hatcher

Bob Henry

Red Kirk

Jimmie Logsdon

Represented by
John Blair & Company



off-Broadway show get his feet wet in tv on a multi-million dollar network show."

The shortage of good tv directors is already making itself felt, he says. For one thing, other media are attracting the men that tv developed in its early days. At the same time, other media are not likely to provide new directors for tv to replace the ones who leave the medium.

"A Litvak or a Wyler does a fine job in tv alright, but they wouldn't do it regularly. At the same time, the cross-breeding between tv, Broadway and Hollywood on all levels is healthy for all three forms of entertainment."

Haight is one of those rare individuals who is doing just about exactly what he set out to do—that is to be knee-deep in show production. Since his graduation from Professor George Pierce Baker's 47 Workshop at Yale, Haight has been producing either Broadway, Hollywood or tv entertainment. On the New York stage, he's racked up producing credits for shows including *Kind Lady*, *Post Road*, *Wednesday's Child* and *Double Door*.

Prior to his tv days, he produced a number of pictures for MGM including *Lady in the Lake*, *See Here*, *Private Hargrove* and the *Maisie* series starring Ann Sothern.

While he doesn't claim any resemblance to F. Scott Fitzgerald's "last tycoon," Haight does feel that motion pictures provide far more opportunity for the perfectionist than television.

"There's no retake in tv," he told SPONSOR, adding with a grin: "Not even in film tv because of the economics of the business. The only way to make up for this economic and time factor is by better judgment of entertainment and careful pre-production planning."

"Good scripts are basis of good shows," says Haight

A hefty six-footer, Haight has little patience for aesthetic diletantism. "Mood, lighting, camera work are all important factors contributing to top production values, but unless the basic script has drama and action no amount of production can really save it."

Looking ahead to the fall season, Haight says it's too early to evaluate the relative strength of the three networks. "In tv programming today it's no longer a question of what, but of how. In other words, almost every category of programming has been tried by now. The telling factor in a show's success is not whether it's situation comedy or Western, but whether or not it's well done."

One thing Haight feels very strongly about: "You can't judge a new show from its first or second rating. Some shows need time to build a following. Other shows can be improved immensely by a time change or a change in the programming adjacent. There are far too many factors that influence a show's ratings to decide anything conclusive from six to eight weeks on the air. I think a client who puts out the kind of dough necessary for any new show should stick with it for a fair length of time to give it a chance to break through. I'd say that 13 weeks is the barest minimum."

Haight claims that tv doesn't take up all of his time, "although I do spend uncounted hours every week watching our own and competitive shows." He finds time for non-tv recreation with his wife and 12-year-old son: "We all love the theater."

The only hobby Haight had to cut out since leaving Hollywood is his magician act. "I used to do it for kids in hospitals, but it's been so long since then that I've lost my semi pro standing."

Another
ALL-TIME Record!

WABT

Birmingham
Alabama's Best in TV

Local television sales on WABT* for March, 1957, are the largest for any March in our 8 years of telecasting.

*Those who Know us BEST
use us MOST*

Represented by Blair-TV

*WAPI, our sister radio station, also hit an all-time record in local business for March.

**Buy
KMPC
and
KSFO**

**Reach
9 out of 10
Californians!**



**GOLDEN WEST
BROADCASTERS
KMPC KSFO**

Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President

**National Representatives:
AM Radio Sales Company**

News and Idea WRAP-UP

NARTB CONVENTION WRAP-UP

The theme of FCC Chairman McConnaughey's address to the NARTB Convention in Chicago this week was praise and reassurance for the industry (foreshadowed in his greetings to convention published in SPONSOR 6 April).

McConnaughey praised: (1) The NARTB for adoption of the Television Code, calling it "a sign of maturity and of the association's true devotion to the public interest."

(2) Networks for the excellent programs they are offering the public. He added networks "should not be stifled by crippling and destructive governmental controls."

(3) Westinghouse Broadcasting Co. which sponsored the Public Service Conference in Boston recently and the broadcasters who participated.

Reassuring broadcasters, he said of the Dean Barrow Study Committee on Network Practices: "The commission is well aware of the great and indispensable contributions which net-working has made to broadcasting."

McConnaughey recalled the networks pioneered in tv development and lost millions year after year, with profits coming only in the last few years, and remarked, "Should we begrudge them the fruits of their gamble with this new medium?"

McConnaughey's speech was carried nationally on CBS TV and Radio. The speech in effect was a public relations venture for the industry in which many points were designed for public as well as broadcaster consumption. The chairman gave the home audience the address of the Television Code Board in case they had complaints of tv abuses.

The 1957 NARTB Keynote Award went to Herbert Hoover, honoring him for his service to broadcasting while he was Secretary of Commerce.

The award pointed out that Hoover had helped devise an orderly system for Government regulation while avoiding censorship or Government

take-over of broadcast operations.

NARTB president Harold E. Fellows made the presentation which was accepted for Herbert Hoover by C. M. Jansky of Washington, a pioneer radio engineer.

Public relations consciousness of the NARTB was manifest in an address by Fellows. He pointed out that the ultimate control of radio and tv programming is in the hands of the people.

He assured his national audience that no group is more sensitive to the demands of the public than the executives of the nation's networks and stations.

Dr. George R. Town, executive director of TASO (Television Allocations Study Organization), expressed hope to the convention that within the year TASO will complete a major portion of its comprehensive study of engineering factors affecting tv allocations.

Annual Radio Pioneer Dinner at the convention awarded a plaque to Judge Justin Miller for the work he has done to open the nation's courtrooms to broadcast newsmen (see SPONSOR 23 February 1957).

Frank J. Starzel, Associated Press general manager, addressed the members.

The key to keeping radio's cost low may be provided by automation. Speakers at NARTB Convention described the station of the future as remote controlled with personnel freed from routine tasks. John Haerle, broadcast sales manager, Collins Radio Co., said the entire day's programming can be recorded on tape with certain cueing signals for commercials. He said "a minimum of studio personnel (probably zero) is required."

At present the FCC permits automation for stations under 10 KW with nondirectional antennas. The NARTB, however, has petitioned the FCC for extension of remote control authorization for more powerful stations.

For additional convention news see SPONSOR-SCOPE, page 9

ADVERTISERS

Lorillard's ad plans for this year, as revealed by president Lewis Gruber at a shareholders' meeting this week, will emphasize:

1) Concentration of "heaviest sales and advertising guns on the filter brands."

2) Introduction of "Newport," new menthol cigarette. The new cigarette uses "a unique method of treating menthol to induce a mild, minty taste."

Gruber also disclosed these expenditure figures: In 1956 the company spent \$14,800,000 on advertising—\$1,100,000 less than in 1955.

Greyhound, announcing 1957 advertising plans this week, says over half of its \$5 million budget will go to network television and newspapers.

Spot, both radio and tv, will also get a share of the \$5 million.

Greyhound has just returned to network tv via the *Steve Allen Show*, NBC TV. Grey is the bus firm's agency.

New products: Emerson Drug will introduce Fizzies, fruit-flavored tablets for making soft drinks, in May. Ad campaign will make heavy use of tv spot on local children's programs. Lennen & Newell is the agency. . . .

Noxzema is bringing out Nozain, greaseless antiseptic and anesthetic cream that relieves pain of skin itch. Nozain will be introduced via NBC TV's *Perry Como Show* on 6 July. . . .

Schick has developed a young men's shaver, the Schick Varsity, which has just gone on the market. Television will be among media used to promote the new product.

The A&P food chain is taking another step into local tv program sponsorship with a 52-week contract for the *Rosemary Clooney Show* on KYW-TV, Cleveland. A&P is also using syndicated film shows in New York. Steu-

I-N-C-R-E-A-S-I-N-G-L-Y the

NO. 1

Radio Station in Houston is

KNUZ

SHARE OF AUDIENCE

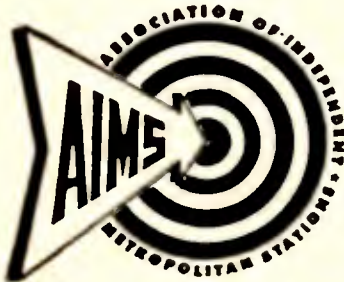
Hooper: Jan. - March, 1957

Monday thru Friday
7 A.M.—12 Noon

Monday thru Friday
12 Noon—6 P.M.

KNUZ	27.8
Net. Sta. "A"	— 9.3
Net. Sta. "B"	— 10.1
Net. Sta. "C"	— 11.9
Net. Sta. "D"	— 16.3
Ind. Sta. "A"	— 5.7
Ind. Sta. "B"	— 3.4
Ind. Sta. "C"	— 7.5

KNUZ	36.5
Net. Sta. "A"	— 12.6
Net. Sta. "B"	— 4.3
Net. Sta. "C"	— 9.3
Net. Sta. "D"	— 7.4
Ind. Sta. "A"	— 4.9
Ind. Sta. "B"	— 7.8
Ind. Sta. "C"	— 7.8



Take Your Choice . . . Hooper, Pulse, Nielsen and Cumulative Pulse ALL AGREE K-NUZ is No. 1 in HOUSTON!

KNUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

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

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

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

in
MEMPHIS
the
OK Negro Radio Buy
is
WLOK



WWRL NEW YORK CITY

I'm Deborah Meridith
Big sister and I drink
ONLY COCA COLA
because DR. JIVE*



*recommends
it on
WWRL*

Deborah Meridith
519 West 143rd St.
New York N.Y.

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

call or write

WWRL
Woodside 77, New York City
Tel—DEfender 5-1600
— BEST FOR NEGRO PROGRAMS

Among Us Towers



★ We tip our hat to KSW5-TV—
now world's tallest!

benville and Richmond. . . Alcoa, Reynolds and Kaiser Aluminum are joining forces and spending \$500,000 to promote National Metal Awning Month. All three companies will push the campaign on their NBC TV shows. G.E. has developed three new high frequency transistors that can replace vacuum tubes in tv sets. . . Merger of Thos. D. Richardson Co. (candy) with Beatrice Foods has been announced.

General Mills, which has just bought into *Disneyland*, will devote 75% of its commercial time on the show to scientific hoop-la, space travel, etc., and just one-quarter for actual sales pitch about Sugar Jets. The company will also offer space travel booklets as premiums. . . The Ohio Match Co. has voted to change its name to Hunt Foods and Industries, Inc.

People: Thomas S. Thompson is new advertising and merchandising manager for the Maxwell House division of General Foods. . . Carlyle E. Miller has been appointed general sales manager of the Toiletries and Dyestuffs division of Park & Tilford. . . William O. Dillingham has been made president of Hoffman Beverage Co. (Pabst subsidiary). . . Alfred F. Bowden, former assistant to the president of American Tobacco, has been elected v.p. and director of public relations.

Pepsodent now plans to find out exactly "Where the yellow went."

Starting 4 May, Pepsodent will run a consumer contest for prize-winning answers to the whereabouts of the "yellow." Spot radio and network tv will be used to promote the contest.

AGENCIES

Grey Matter, Grey Advertising's monthly bulletin, in describing the need for more skilled media planning, points out that, "more and more powerful vehicles are

in
NEW ORLEANS
the
OK Negro Radio Buy
is
WBOK

available to carry the advertiser's message. For instance:

- 55 million newspapers per day.
- 184 million single copies of magazines (ABC measured monthly, bi-weekly and weekly).
- 121 million radio sets in homes, cars, etc.
- 40 million homes with one or more tv sets.
- 80,000 vehicles in 400 markets carry car cards.
- 345,000 outdoor posters in 12,000 markets.

New agency appointments: Grey Advertising adds P&G's Pin-It Home Permanent. . . Marschalk & Pratt (division of McCann-Erickson) for Genesee Brewing. . . Earle Ludgin for Tidy House Products as of 1 August. . . Lawrence C. Gumbiner Advertising for Block Drug's Rem and Rel.

Focus on personalities: Frank A. Helton is the new vice president and manager of R&R's San Francisco office. . . L. M. Bud Booton has been appointed managing partner of Bruce B. Brewer & Co. . . W. A. Krause is now a partner of Bruce B. Brewer

**The Champ
Is Still Champ!**



4 of 5 top night-time shows!
You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. 'A. R. B.)



Champ in the day-time, too!
16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 show



8 of 10 top morning shows!
and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.



6 winners in 6 contests!
WAFB-TV is tops in merchandising, too. Four firsts, one second and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1955 Billboard Promotion . . . 1955-56 "Frank Leahy Show"

WAFB-TV
CBS ABC
First in TV in Baton Rouge
Reps: Blair Television Associates



**YOU MIGHT SHOOT AN ARROW 774 YARDS* —
BUT . . . YOU NEED WKZO RADIO**

**TO HIT THE TARGET
IN KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN!**

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME	
			Weekly NCS Circ.	Daily NCS Circ.
WKZO	208,450	107,490	95,520	67,470
B	106,570	43,420	38,670	25,630

One station dominates Western Michigan—WKZO, CBS radio for Kalamazoo-Battle Creek and Greater Western Michigan. Morning, noon, or night, Pulse ratings show that WKZO nearly *doubles* the share of audience of the nearest competing station.

And check the latest Nielsen figures at the left! In all Nielsen categories, WKZO delivers from 143% to 178% more homes than the second station!

Avery-Knodel can give you all the facts.

WKZO

**CBS RADIO FOR KALAMAZOO—BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



The Felzer Stations

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

*Charles Pierson set this record in 1955.

& Co. . . . Blair Walliser has been made account executive for John W. Shaw advertising handling the agency's New York accounts. . . . Margaret Harrison has joined BBDO as assistant to the sales promotion director of the marketing department. . . . Walter C. Davison has been made v.p. in charge of marketing and new business of Western Advertising. . . . Glen W. Fortinberry has joined Maxon as assistant to the president. . . . Pat Clark joins Noble-Dury in May as an account executive. They became v.p.'s: Bud Sherak, research director for K&E. . . . W.

Denning Harvey, account executive at K&E. . . . John B. Lanigan will join Compton on 1 May as a v.p. and account supervisor.

NETWORKS

So far 19 of the new shows that made their debut this season are already casualties—or just about to be.

- Here's the list:
- Ray Anthony Show
 - The Brothers
 - The Buccaneers
 - Can Do

- Circus Boy
- Conflict
- Hey Jeannie
- High Finance
- Hold That Note
- Hiram Holiday
- National Bowling Champions
- Noah's Ark
- On Trial
- 77th Bengal Lancers
- Herb Shriner Show
- Sir Lancelot
- Stanley
- Walter Winehell Show
- You're On Your Own

See SPONSOR-SCOPE for analysis of 1956-57 season's network show casualties.

Shows based upon fairy tales continue to click in network tv. Note these comparative Trendex ratings:

Peter Pan (#1)	48.0
Peter Pan (#2)	36.2
Jack & the Beanstalk	33.9
Wizard of Oz	29.4
Cinderella	43.3

Wizard of Oz was telecast at a time when the average moppet is in bed.

The Fibber McGee & Molly five-minute comedy vignettes which are to be scheduled in Monitor starting May will be based on fresh material.

There'll be 10 of these recorded passages per weekend.

An illustration of what can be done with basic census data in air media research can be found in the Keystone Broadcasting System's study of its farm coverage.

Keystone has related the coverage of its stations to the U. S. Census of Agriculture data showing that Keystone affiliates cover 85% of the nation's farms. The report shows number

TENNESSEE'S 2nd^{*} MARKET

KNOXVILLE

IS COVERED BY

WBIR-TV CHANNEL 10

316,000 watts covering more than 50 prosperous counties in Tenn., Ky. and N. C. One of the Nation's most powerful stations.

Call Your KATZ MAN
For Availabilities



"the TREND'S to TEN
in TENNESSEE"

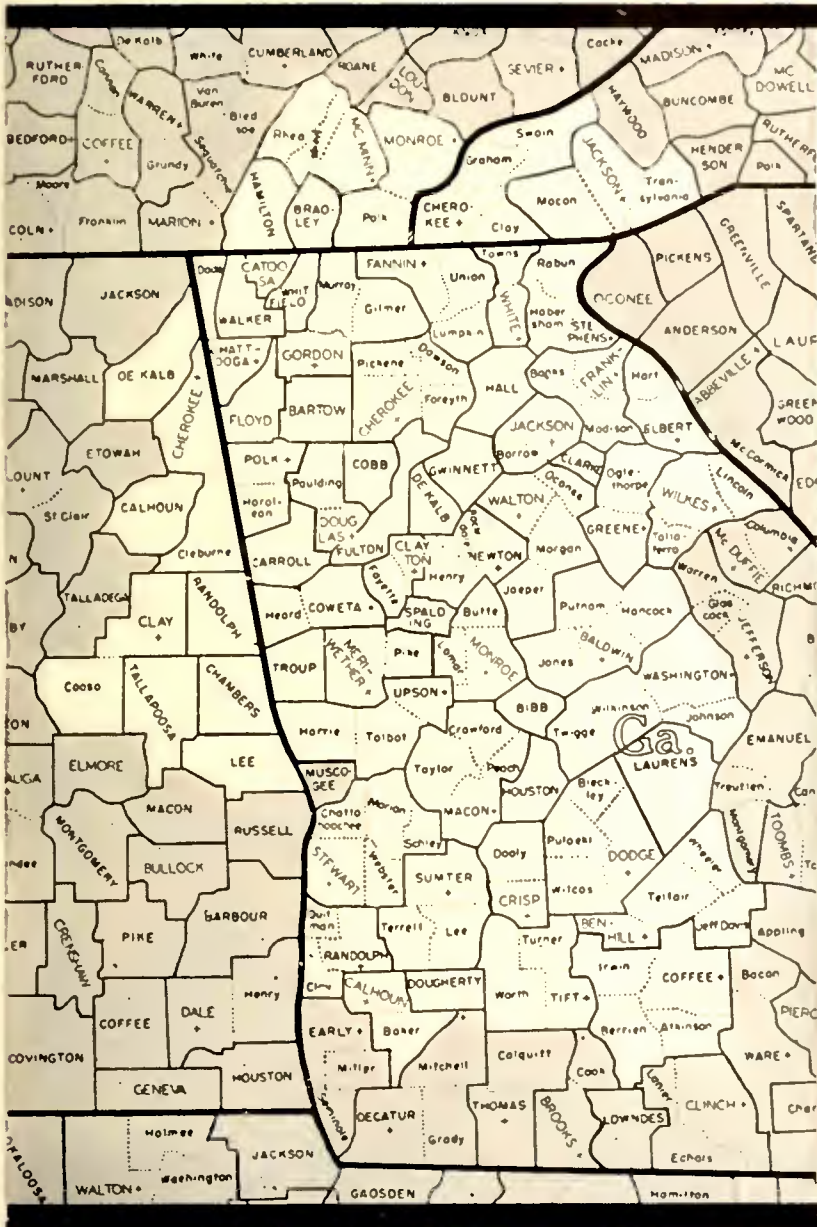
*
Metropolitan
Area Rank
MEMPHIS
KNOXVILLE
NASHVILLE
CHATTANOOGA

in
BATON ROUGE
the
OK Negro Radio Buy
is
WXOK



According to the Nielsen
Coverage Service Number 2

WSB-TV the dominant Georgia station



The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:

WSB-TV covers 100 counties

25% more than Station B

72% more than Station C

WSB-TV viewed by 119,810 families

7% more than Station B

24% more than Station C

RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of \$2,209,524,000. This is \$135,277,000 more than Station B, and \$456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

*SRDS Consumer Markets

"White Columns"
is the home
of WSB Radio
and WSB-TV



WSB-TV

ATLANTA

NOW EVEN MORE THAN EVER

Stockton's Most Listened to Station

HOOPER RADIO AUDIENCE INDEX

STOCKTON, CALIF.

OCTOBER - DECEMBER 1956

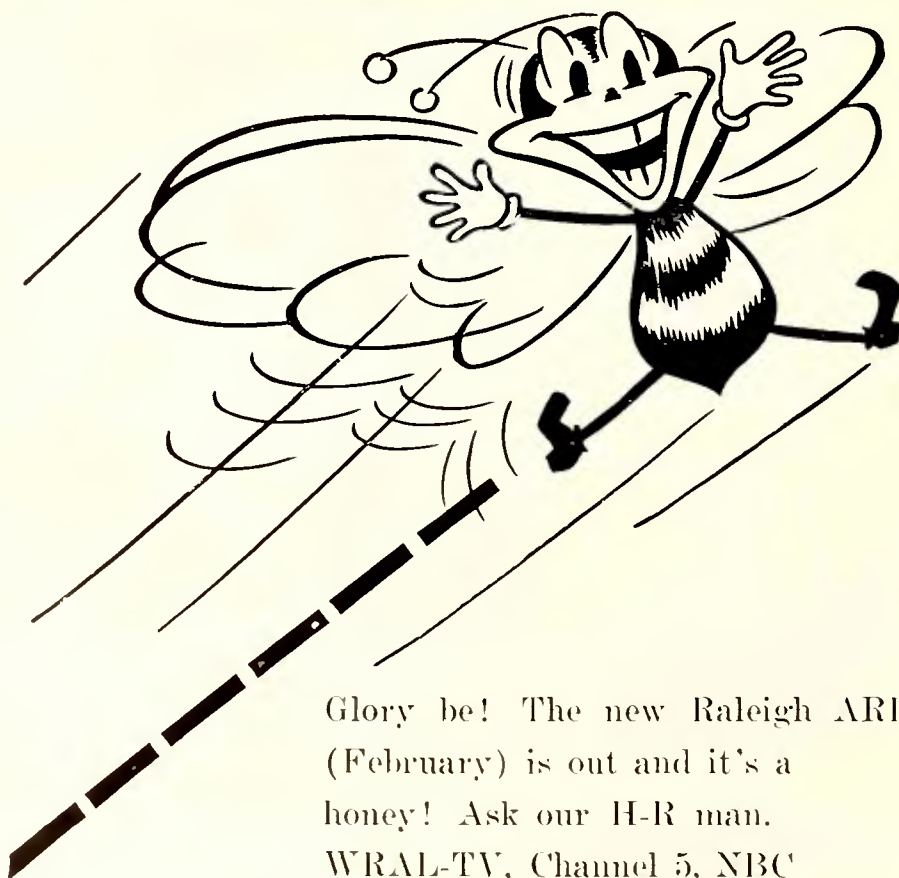
	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.0	14.2	8.1	42.1	11.6	5.4	18.5	10,163
	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	10.3	18.8	6.4	34.6	7.0	11.2	21.8	12,159

**K
S
T
N**

Fall 1956 Hooperatings again shows 4-year KSTN dominance of *Stockton Radio Audience.

*America's 92nd Market

Music · News · Personalities
Represented by Hollingbery



Glory be! The new Raleigh ARB (February) is out and it's a honey! Ask our H-R man, WRAL-TV, Channel 5, NBC full power. Raleigh TEMPLE 3-5553 . . . the most important television station in the risen South.

of farms and percentage reached by 669 of Keystone's 938 affiliates. The 669 figure represents the number of stations that actually have local farm programming.

Current programing notes: The Royal McBee Corp. and Helene Curtis will co-sponsor three of the nighttime *Washington Square* showings on NBC TV. In all, four irregular schedulings of the show in evening hours are due for the months of May and June. . . . S. C. Johnson takes over as alternate week sponsor on NBC TV's *Steve Allen Show* starting 7 July. . . . ABC TV is moving *Press Conference* into the nighttime schedule again. The Corn Products sponsored show will now be seen on Mondays 9-9:30 p.m. . . . **Masquerade Party** (NBC TV) has filled out its sponsorship roster through the month of June. New sponsors will be Beacon Wax, Park & Tilford and Knomark (Esquire Boot Polish).

This week's network renewals: DeSoto for *You Bet Your Life* (NBC TV). . . . G.E. for *G.E. Theatre* (CBS TV). Next season the *G.E. Theatre* will be all film. . . . General Mills for *Tales of the Texas Rangers* (CBS TV). . . . P&G for *Loretta Young Show* and *This Is Your Life* (NBC TV). . . . Bell Telephone for *Telephone Time* (NBC Radio). This renewal marks the program's 18th year on the network.

TV STATIONS

At WABD, New York, they've worked out a new wrinkle on the long-established treasure hunt gimmick.

Instead of hiding a \$100 (or as in one recent case a \$50,000) check, the treasure hidden somewhere around town is a rubber frankfurter, and the finding of same entitles the winner to his weight in weiners.

Since the sponsor of the hunt is Hebrew National Kosher Sausage Co. and the franks are all hidden within 40 paces of delicatessens selling the sponsor's products, the merchandising values of the stunt are as solid as the fun values.

Hebrew National sponsors *Entertainment Press Conferecne* on WABD. The agency and brains behind the treasure hunt is the Rockmore Co.

Tv applications: Between 25 March and 6 April, one construction permit

was granted and six applications for new stations were filed.

Construction permit went to Columbia Broadcasting System for Channel 11, St. Louis, permit allows 316 kw visual.

Applications include: Gila Broadcasting, Safford, Ariz., for Channel 34, Globe, Ariz., 10 kw visual, tower 2,313 feet above average terrain, plant \$75,449, yearly operating cost \$60,000; Radio Boise, Boise, Ida., for Channel 6, Nampa, Ida., 12.59 kw visual, tower 344 feet above average terrain, plant \$3,355, yearly operating cost \$101,000; New Hanover Broadcasting, Wilmington, N. C., for Channel 3, 100 kw visual, tower 167 feet above average terrain, plant \$413,129, yearly operating cost \$200,000; Pacific Television, Inc., Eugene, Ore., for Channel 11, Coos Bay, Ore., 12.22 kw visual, tower 712 feet above average terrain, plant \$70,800, yearly operating cost \$48,000; Columbia River Television Co., Kennerwick, Wash., for Channel 25, 8.22 kw visual, tower 1 foot above average terrain, plant \$76,000, yearly operating cost \$103,000; and Hector Reichard, Aquadilla, Puerto Rico, for Channel 13, 14.5 kw visual, tower 442 feet above average terrain, plant \$131,178, yearly operating cost \$45,000.

Storer sold its Birmingham, Ala., stations (WBRC and WBRC-TV) to Radio Cincinnati (Hulbert Taft, Jr., president) for \$6,350,000. . . . KFEQ-TV, St. Joseph, Mo., has just landed a 52-week contract from the Iowa-Missouri Walnut Co. for sponsorship of its local 4-H farm show.

Personnel notes: Francis C. Me-

call is the new general manager for WPST-TV, Miami. . . . John Conhoye has been appointed an account executive for KONO-TV, San Antonio. . . . Robert Provence has been made program director at WSOC-TV, Charlotte, N. C., while Fritz Gibson, Jr. and Russell McElwee have also joined WSOC-TV in the sales department. . . . Thomas B. Cookerly, formerly Carolinas sales manager, has been made national sales manager at WBTV, Charlotte, N. C., and Joseph W. (Buck) Timberlake, Jr., former local sales representative, has moved up to the Carolinas sales manager spot. Also at WBTV, A. Fred Gibson has joined the sales staff as local sales representative. . . . Earl W. Welde has been promoted to assistant general manager at WNAO-TV, Raleigh. Welde's job as sales manager will be taken over by Joseph F. McGinley who has been local sales manager. Lee Browning is the new general sales manager at WFIE-TV, Evansville, Ind. . . . Louis F. Allen has moved over to the WABC-TV, New York, sales staff. Dave Sacks takes over as sales manager for KGO-TV, San Francisco.

RADIO STATIONS

WMGM, New York, as it does each Spring, has again launched its big-

gest promotion of the year—in behalf of the Dodger's baseball broadcasts.

Promotions include an assortment of gimmicks such as: miniature baseball bats, pencils made like bats, etc. Printed matter sent out by the carload includes: "Who's Who in Baseball," "Baseball's Best Hitters," and the 1957 "Dodger Year Book."

These encouraging signs for FM's future were cited during an NARTB Convention panel:

1. FM is still growing and the future looks good, according to Robert T. Bartley, FCC commissioner.

2. There will be more FM sets sold in the next two years than AM—from Leonard Ashbach of Majestic International.

Agency panel members cited need for more adequate information on FM listening and called for special programming and not just duplication of AM.

Staten Island, New York, will get its own radio station on the first of May.

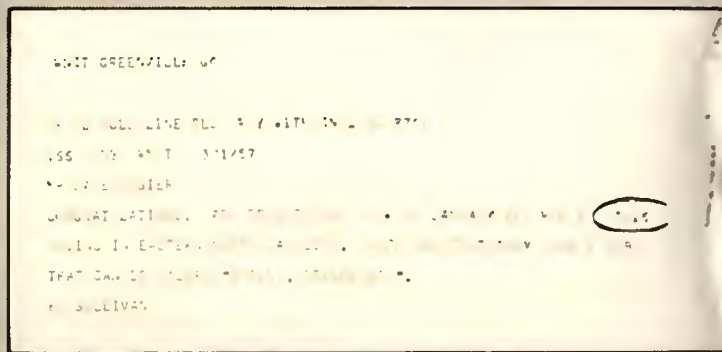
'Tele-Broadcasters' recent purchase of WBRR, Brooklyn, has been approved by the FCC and the call letters will be changed to WPOW. WPOW



"—but KRIZ Phoenix says I have a money-back guarantee!"

70.6 ARB* "RRILLY, RRILLY BIG!"

*19 County Report - Jan '57



Thanks, Ed Your show heads the top 15 shows in Eastern N. C.—every one on WNCT. In fact, ARB reports that WNCT dominates 140 night-time ¼ hours (6 PM - Midnight, Mon. thru Sun.) and grabs the lion's share of the daytime audience, too.

WNCT Greenville * N. C. channel 9

A. Hartwell Campbell, Gen'l Mgr.
316,000 Watts full time

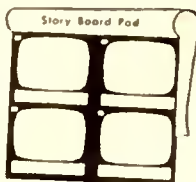
REPRESENTED NATIONALLY BY WOLLENGBERG



PRODUCTS FOR YOUR TV AND ART DEPT.

"STORYBOARD" PAD

The pad that has big 5 x 7 video panels that enable you to make man-sized TV visuals. Perforated video and audio segments on gray background.

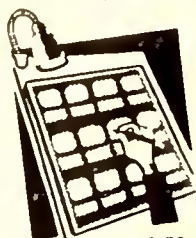


No. 72C—Pad Size 14 x 17" 2.50
(50 Sheets—4 Segments on Sheet)

No. 72 E—Pocket Size 6 3/4 x 8 1/4"
(50 Sheets—1 Segment on Sheet)

Tomkins TELEPAD

Most popular TV visual pad with 2 1/2 x 4" video and audio panels on gray background. Each panel perforated.



No. 72A—19 x 24" 3.50
(50 Sheets—12 panels on Sheet)

No. 72B—Pocket Size 8 x 18" 2.00
(75 Sheets—4 panels on Sheet)

VIDEO PAPER

Sensational new paper for TV artists. Makes an ordinary pencil line vivid and colors just pop! Write for sample.



FREE SAMPLES FOR THE ASKING!

Write on your letterhead for 200-page catalog of art supplies. "An Encyclopedia of Artists Materials"



ARTHUR BROWN & BRO.
2 West 46th St., New York 36,

will broadcast from studios in Staten Island and in New York.

New appointments: Richard W. Chapin is now general manager of KRGI, Grand Island, Neb., and **Roger Larson** has taken over as assistant general manager. Both men retain their positions with KFOR, Lincoln. . . **Ray Kozak**, KRGI sales manager has been upped to station manager. . . **Donald M. Ross** has resigned as KNN-CPRN general sales manager to become v.p. and general manager of Golden West Enterprises. . . **Walt Lochman** has joined the WHB, Kansas City, sales staff. . . **Edward L. Presnell** is a new member of the sales staff at KXOK, St. Louis. . . **James F. McBride** has moved to KIMA, Yakima, Wash., as sales promotion manager.

FILM

Tv films tend to mediocrity, **Richard Paek**, Westinghouse Broadcasting Co. programming vice president, told a tv film panel at the NARTB Convention on 8 April.

Paek wondered why "the more provocative half-hour shows are so often live."

The answer to better film programming, according to Screen Gems' general manager **Ralph Cohn**, is a better market. Cohn said the syndication business needed more time in peak viewing periods which must be brought about by tv expansion.

Another panel speaker, **Maurice J. Rifkin**, Ziv Tv sales vice president, also spoke on film quality. He said: "You can't make a good program cheap, nor make a cheap program good."

Growing importance of the international market to the U. S. film industry was underlined by two recent developments.

One is the fact that Ziv Tv launched

a new film series overseas at the same time it was released for syndication in the U. S.

The other was the announcement of a world-wide sales staff by TPA.

The Ziv show is *New Adventures of Martin Kane*. The show will be aired in Puerto Rico tv markets under a sponsorship pact with the National Biscuit Co.

Another international aspect to the show is that it is being shot abroad, location scenes being filmed in London and West European capitals. Aside from the "foreign intrigue" aspect of the story line, foreign filming offers a way for the syndicator to (1) unfreeze his earnings in foreign currencies and (2) bring the show into the states at a moderate cost.

A \$20,000-per-episode production cost is just about par for foreign-made films. However, a sale in Britain—Europe's most important tv market—can bring in about \$3,000 to the distributor. So, the latter can import a series into the States with a production hook of no more than \$17,000. On top of this, the distributor doesn't have to worry about paying foreign actors residuals, except in cases where the actor owns a part of the show.

TPA's world-wide sales staff was announced by President **Milton Gordon**. Sales reps will be named later this year in the Far East and Europe.

TPA already has reps in eight Latin-American countries, Canada and France. In Canada, arrangements have been made with station rep **Horace N. Stovin & Co.**, which will be exclusive distributors in the Dominion for TPA.

The distributor now has 12 series being shown in as many foreign lands.

Profit-wise, as they say on Madison Ave., the film distribution business is looking up.

NTA reported profits for the six

Men in TV production all say:

"The best spots come from Jamieson"



- ANIMATION
- SOUND
- STAGE
- LABS AND OPTICALS

JAMIESON

FILM COMPANY

3825 Bryan • TA 3-8158 • Dallas

"clients include:

Fitzgerald Advertising Agency
Crawford & Porter Advertising, Inc.
McCann-Erickson, Inc.
Tracy-Locke Company, Inc."

KSON

66 I 99

San Diego's No. 1 Radio Station

PULSE

"Out of Home" & "In Home"

Represented Nationally by FULGORE & Co.

in
LAKE CHARLES
the
OK Negro Radio Buy
is
KACK



months ending 31 January running 275% ahead of the previous corresponding period.

Official Films has become the first of the publicly-held tv distributors to go on an annual cash dividend basis.

NTA President Ely Landan announced profits for the six-month period were \$508,631, which exceeded total net income for all of fiscal 1956 (ending 31 July). The latest profit figure is equal to 77¢ on each of 662,600 shares outstanding.

NTA's announcement was coincident with the commercial kickoff of its film network early this month. The web wound up sold out for its 90 minutes of option time with Hazel Bishop and Sunbeam added to sponsors Warner-Lambert and P. Lorillard.

Official Board of Directors announced an annual 10¢ dividend policy and voted a 5¢ semi-annual dividend payable 3 June to stockholders of record on 30 April.

Harold Hackett, president and chairman, put gross sales for the eight months ending 28 February at \$6,368,000, up 75% over the previous corresponding period.

Personal appearances of a film show's star does more than create good-will and publicity—it rings up sales.

That's the conviction of James Butz, assistant director of advertising and sales promotion for Wilson & Co., Chicago meat packer.

Wilson sponsors MVA Tv's *Dr. Hudson's Secret Journal* in upwards of 20 markets covering three major regions. The firm is sending star John Howard to tour the southwest U. S. starting 14 April. Howard has previously junketed through New England and the southeast.

Butz said that during Howard's last tour Wilson wrote a considerable number of large orders from chain store and restaurant clients who attended parties and luncheons at which Howard appeared.

FINANCIAL

Bon Ami made a terrific comeback in 1956, with sales 92% over 1955. Net sales reached \$5,134,159 as compared to \$2,833,372 for the previous year. Net income was down due to huge research and advertising expenditures in the latter part of '56 for the new Jet Bon Ami. Net income was \$105,407 for 1956 as compared to \$134,597 in 1955. Jet Bon Ami is being heavily promoted via tv and radio spot.

Kaiser Aluminum reports net earnings for the calendar year of 1956 at \$42,349,131 as compared to \$36,021,114 for the previous 12-month period. Net sales rose to \$343,626,585 in 1956, 14% above 1955's \$301,031,135. Kaiser is represented in network tv by its alternate week drama hour on NBC TV.

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. 2 April	Tues. 9 April	Net Change
<i>New York Stock Exchange</i>			
AB-PT	22 ¹ / ₄	23 ¹ / ₂	+1 ¹ / ₄
AT&T	178	177 ³ / ₈	- ⁵ / ₈
Aved	6 ⁷ / ₈	6 ⁷ / ₈	
CBS "A"	34 ¹ / ₂	35 ¹ / ₂	+1 ³ / ₈
Columbia Pic.	18 ⁵ / ₈	18 ¹ / ₂	- ¹ / ₂
Loew's	18 ⁷ / ₈	18 ⁷ / ₈	
Paramount	35 ¹ / ₂	34 ³ / ₈	-1 ¹ / ₈
RCA	36 ¹ / ₂	35 ⁵ / ₈	-1 ¹ / ₂
Storer	27 ¹ / ₄	27 ¹ / ₄	
20th-Fox	25 ⁵ / ₈	25 ¹ / ₂	-1 ¹ / ₂
Warner Bros.	23 ¹ / ₂	23 ¹ / ₄	-1 ¹ / ₄
Westinghouse	56 ¹ / ₂	57 ¹ / ₄	+ ³ / ₄

<i>American Stock Exchange</i>			
Allied Artists	1	1 ¹ / ₈	+ ¹ / ₈
C&C Super	1	1	
DuMont Labs.	4 ⁷ / ₈	5 ⁷ / ₈	+1
Guild Films	3 ¹ / ₄	3 ¹ / ₄	
NTA	8 ¹ / ₂	8 ³ / ₄	+ ¹ / ₄

in
HOUSTON
the
OK Negro Radio Buy
is
KYOK



GOING PLACES
JAN
W SPARTANBURG, S.C.
Call: Grant Webb & Co.



Mr. Advertiser:
**DON'T LOOK DOWN
ON SOMETHING YOU
HAVEN'T
LOOKED UP!**

**SPECIALIZED NEGRO
PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI
For availabilities call Humboldt 3-3100
Represented Nationally by—
John E. Pearson Company

The Champ Is Still Champ!



4 of 5 top night-time shows!
You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. A. P. B.)



Chomp in the day-time, too!
16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 show.



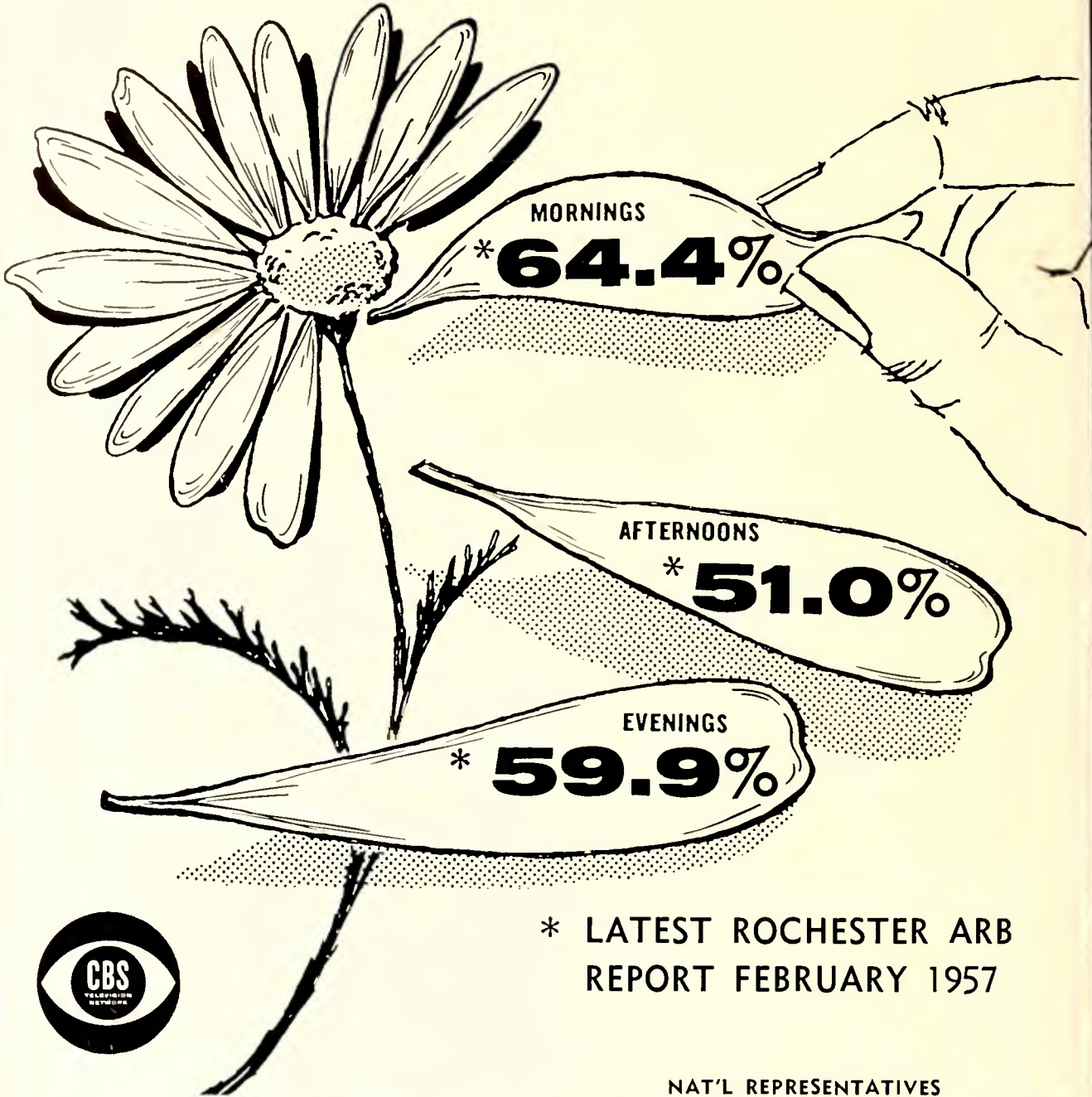
8 of 10 top morning shows!
and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.



6 winners in 6 contests!
WAFB TV is tops in merchandising, too. Four firsts, one second and one top four in these shows, 1956-57: Frank Leahy Show . . . The Millionaire . . . Screen Gems Programs . . . Lucy Show . . . 1956 Billboard Promotion . . . 1955-56 Frank Leahy Show.

WAFB-TV
CBS ABC
First in TV in Baton Rouge
Reps: Blair Television Associates

ROCHESTER LOVES US!



* LATEST ROCHESTER ARB
REPORT FEBRUARY 1957

ROCHESTER, N. Y.

NAT'L REPRESENTATIVES
THE BOLLING CO., INC. (WVET-TV)
EVERETT-McKINNEY (WHEC-TV)

**IT ALL
ADDS UP TO**

10

WASHINGTON WEEK

13 APRIL
Copyright 1957
SPONSOR PUBLICATIONS INC.

The stage is being set for the sequel to one of the biggest corporate strip-acts in Congressional history.

That sequel is the final report of the House Judiciary antitrust subcommittee—the one that forced CBS and NBC to disrobe in public.

This final report may have to be ultra-convincing and stimulate legislation of more than ordinary importance. Reason:

Otherwise there would be a serious question as to whether the subcommittee, under Rep. Celler's chairmanship, didn't abuse its authority in compelling the networks to bare their most intimate business secrets.

A final phase of the strip itself took place the past week with the release of four volumes and 6,448 pages of testimony and exhibits. This was the step that put CBS and NBC in a permanent glass case for all to inspect.

Look for some intense readership of this literature by those who do business with—or against—CBS and NBC, and whoever else would profit from knowing all the secrets.

The little evidence available this week indicated that the final report nevertheless would *not* be worth this tremendous "invasion" of business privacy.

The House subcommittee—unlike the sieve-like Senate Commerce Committee—was guarding its secrets well. No glimmer of the report's contents or release time could be had.

It was clear, however, that (1) the subcommittee's staff was having trouble getting agreement from a large enough number of committee members to make the report as sharp as it would like and (2) the timetable of the report's issuance has been further disrupted. It may be two weeks longer—or even more.

As regards the Senate Commerce Committee, this question suggests itself: Will its staff reports on network practices and allocations be bottled up as effectively as was the report urging a trial of pay tv?

The networks practices report is a milder document than that being urged by the House antitrust subcommittee's staff.

The allocations report is still being worked on by Nick Zapple and Kenneth Cox, of staff, even though Cox has already gone home to Washington State.

General Electric has taken the first step in its fight to stay on channel 6 with its WRGB, Schenectady, instead of making the FCC-ordered shift to UHF channel 47.

The initial move is a petition of FCC reconsideration. FCC's answer: An extension of time to the "show cause" order until 30 days after FCC action on the petition.

GE's retort: The FCC is offering a "post mortem inquest" rather than a full and fair hearing, particularly in view of the fact that the FCC already has proposed to add channel 6 to New Haven.

GE points to its \$2.5-million investment in the station and the \$100 million worth of VHF sets in that area. Says GE: The FCC is depriving GE and the public of their "rights and properties without due process of law."

Only Commissioners Bartley and Lee dissented to the FCC's letter to Congress backing five-year license periods for radio and tv stations.

Bartley, specifically, wants the periods to be without statutory limits.

THE PROCTER & GAMBLE COMPANY

"Tic Tac Dough"
"Matinee Theatre"
NBC DAYTIME TELEVISION

LEVER BROTHERS COMPANY

"The Price Is Right"
"Truth Or Consequences"
"Comedy Time"
NBC DAYTIME TELEVISION

STANDARD BRANDS, INC.

"Queen For A Day"
NBC DAYTIME TELEVISION

KRAFT FOODS COMPANY

"Tic Tac Dough"
"Matinee Theatre"
"Modern Romances"
"Comedy Time"
NBC DAYTIME TELEVISION

CORN PRODUCTS REFINING COMPANY

"Modern Romances"
NBC DAYTIME TELEVISION

WESSON OIL & SNOWDRIFT SALES CO.


"Matinee Theatre"
"Comedy Time"
NBC DAYTIME TELEVISION

MINNESOTA MINING & MANUFACTURING COMPANY

"Tic Tac Dough"
"Queen For A Day"
NBC DAYTIME TELEVISION

THE S. O. S. COMPANY

"Tic Tac Dough"
"Tennessee Ernie Ford Show"
"Queen For A Day"
NBC DAYTIME TELEVISION



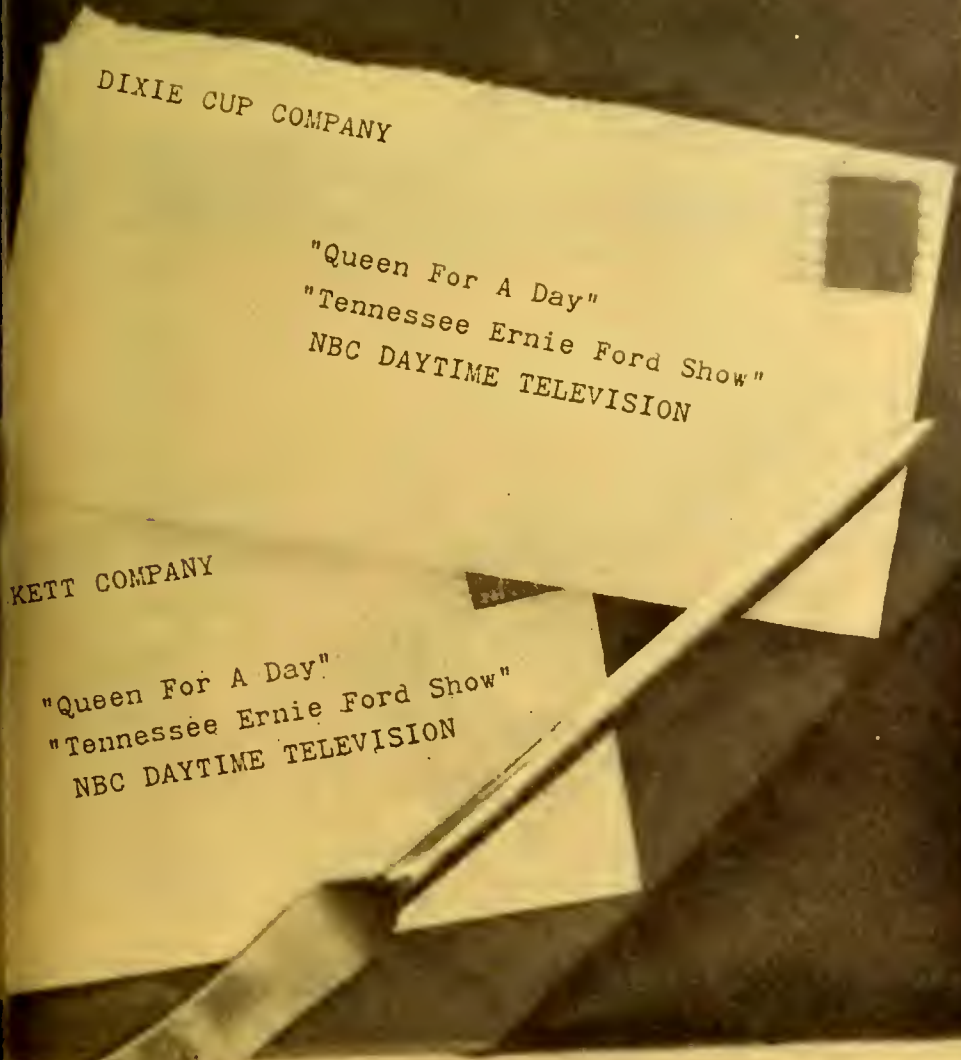
**\$17 MILLION
WORTH OF
LOVE LETTERS...**

were signed, sealed and delivered to NBC Daytime Television during the first 14 weeks of 1957. That's the amount invested in new daytime business on NBC by ten of America's leading advertisers.

Why?

Because Nielsen, Trendex and ARB all show that the greatest audience swing in daytime television history is on. Millions of viewers are shifting to NBC's new daytime line-up — making NBC the Number One network in daytime television.

Advertisers are finding NBC's imaginative new shows and glittering array of star sales-personalities attractive, too. Ten of them took pen in hand to prove it... by sending NBC some of the nicest fan mail a network ever received.



NBC TELEVISION NETWORK

*11 am-1 pm, 2:30-5:30 p.m. M-F

NARTB ROUNDUP

13 APRIL
Copyright 1957
SPONSOR PUBLICATIONS INC.

CHICAGO

Affiliates came away from network meetings preceding NARTB Convention with these reactions:

ABC TV affiliates feel this network is going places and won't be denied. Affiliates were enthusiastic about fall lineup, they report that ABC TV for the first time will be completely competitive in evening time and many daytime hours next fall.

For CBS TV, this was two days of non-problem sessions in which the network brought affiliates to a peak of enthusiasm in a series of reports by key men which emphasized the calibre of the CBS team.

MBS affiliates were digesting details of new MBS music-and-news format which is scheduled to go into effect 1 June. Affiliates' reaction ranged from enthusiastic belief that MBS had hit on a proper formula for today's radio, to remarks that network was copying the fare of independent stations.

Top officials of **both NBC TV and NBC Radio** discussed plans for summer and fall programming at a meeting with members of the executive and program committees of each network's affiliates. Joe Culligan, NBC Radio v.p., presented the plans for his network. George Harvey, v.p. and general manager of WFLA, Tampa, was elected chairman of the radio network affiliates' committee.

You'll be seeing a new insignia in lapels of the nation's pioneer telecasters. It will signify membership in the **Society of Television Pioneers** which was organized this week at the convention. (Executives active in tv before lifting of freeze in 1952 are eligible for membership.)

W. D. "Dub" Rogers, President of Texas Telecasting, Inc., Lubbock, Tex., chaired the session of 250 broadcasters who voted the society into existence.

The first step in formation of the society came at last year's NARTB convention when SPONSOR, which had honored the nation's pioneers with plaques and dinners at the 1954 and 1955 conventions, called together a group of broadcasters with a suggestion that they organize an all-industry society.

Those attending were: George Burbach, KSD-TV, St. Louis; John Fetzer, WKZO-TV, Kalamazoo; P. A. "Buddy" Sugg, WKY-TV, Oklahoma City, with Jack Harris, KPRC-TV, Houston and Harold Hough, WBAP-TV, Ft. Worth, on committee but not in attendance.

Those subsequently joining the committee were:

"Dub" Rogers; Campbell Arnoux, WTAR-TV, Norfolk; Glenn Marshall, Jr., WMBR-TV, Jacksonville; Clair R. McCollough, WGAL-TV, Lancaster; Richard Rawls, KPHO-TV, Phoenix; and Clyde Rembert. KRLD-TV, Dallas.

The organizational committee with "Dub" Rogers as chairman was installed as board of directors of the society. They will name officers and objectives.



no minor matter

The fact that WCBS-TV pays far more than lip-service to public service was demonstrated clearly when Nielsen was asked recently to measure the impact—in *commercial terms*—of a Police Athletic League drive and two other no-cost community campaigns on Channel 2.

The PAL's 51 announcements achieved 12,533,450 family impressions at a "cost per thousand" of only \$1.70. The other two "sponsors" did even better. One received 46 announcements... drew 12,297,510 family impressions at a \$1.07 "cost per thousand." And the other reached 8 out of every 10 metropolitan New York families, each an average of 4.7 times—18,192,420 family impressions at a remarkable 59¢ "cost per thousand."

These are only 3 of the 159 organizations to which WCBS-TV last year donated 5,600 announcements, with a rate-card value of \$2,250,000—but *without cost of any kind* to the organizations.

WCBS-TV channel 2, New York, CBS Owned

Represented by CBS Television Spot Sales

NET RADIO BOOM

(Continued from page 27)

of the radio networks are tv-minded because that's where the big money is. The brains were scooped out of radio into tv and the radio people gutted themselves because there was 10 times as much money in television."

All the station representatives with whom SPONSOR spoke said that almost every account which is now running on network radio is basically buying a spot radio campaign. By this construction, every dollar being spent on network radio is—indirectly—coming out of spot's pocket even though it may never actually have been in it.

"They find the cost irresistible," one rep commented. "I've had two accounts tell me they couldn't afford *not* to buy what the network offered."

But Kellner of Katz says this is a point of small return. "Neither cost nor ease of purchase is the answer for any client. His best buy is the one which will do the best sales job for him and his product and the cost has to be balanced with results."

Ease of purchase is a tough nut for the reps to crack, for they know the networks have a distinct advantage on this score. There's little doubt that a lot of buyers and agency executives are paper-weary. They like the idea of signing one contract and getting network staff people to do all the computations and ordering and clearing.

The reps give ground to the networks on this score and some of them concede that the networks are developing good salesmen. They may not like the sales tactics or what they call the "raiding" or the "rate-cutting," but they admit that the networks are being aggressive.

As one rep commented: "Their salesmen are doing great jobs, by and large. It isn't their fault that programming, policy and selling are out of line. They're hustling and they're getting the business. We don't argue with that. We just wish they'd respect their own medium as a completely different one from spot, and sell it that way."

They cite examples of accounts which have eliminated spot radio campaigns to move into network with the same type of basic "spot" buy but on

"network" facilities. Among them this season: Arrid, Bristol-Myers, Brown & Williamson, R. J. Reynolds, Tintex, Doan's Pills, Ex-lax, Jell-O, Spry, Chef Boyardee pizza pie, Pharmaco.

The networks are little phased by this internecine warfare.

They're high up the sales ladder and anticipating even greater heights. They're bringing new business into the network lineup and they consider many of these new accounts of significance to radio and advertising.

Here's a box score on how each of the four radio networks has done so far this year, with a summary of what they consider particularly "significant" sales.

► *ABC Radio*: 30 new orders since 1 January (including renewals).

Bridgeport Brass Co., for Good-air air refresher, Slug-a-Bug, Ban-X and Bug Bomb, using daytime network radio for the first time. It buys segments in the top-rated morning program block, four 15-minute portions of *When a Girl Marries*. R. J. Reynolds Tobacco Co. is buying 38 newscasts weekly, 18 of which are co-sponsored by Norwich Pharmacal.

Thinking behind the buys

► *CBS Radio*: 22 new orders since 1 January (including renewals).

Standard Brands purchased 30 seven-and-one-half minute units of daytime serials, a "heavy seasonal promotion and sales effort that demonstrates the flexibility of network radio as well as its reach and affordable frequency." P. Lorillard, for Kent cigarettes, has purchased 16 segments of the new Impact plan—"the first major purchase of Impact coinciding with the announcement of this new way to use weekend and evening radio." Charles Pfizer, a farm advertiser who is buying an Edward R. Murrow newscast on a limited network, "is a demonstration of the opportunity to use a major national personality on a regional basis."

► *MBS*: 12 new orders since 1 January (including renewals).

Philip Morris, after a test, extended its sponsorship of the *Country Music Show* to a full 52 weeks on an extensive Southern network for the 25-minute nighttime feature. "It has a long-range aspect to it, as opposed to the

more typical short-term saturation buy now so popular. PM wants to sell itself in the South, and is using a long-range, steady approach." R. J. Reynolds, with its *Camel Scoreboard*, includes seven five-minute periods weekly after the *Game of the Day* for the entire baseball season. "This reaffirms Reynolds' belief in radio inasmuch as it has sponsored the same show in previous years."

Quaker State Motor Oil, "a relatively new radio advertiser," bought half of *Game of the Day* on Saturdays for the entire season from 13 April to 29 September. In the blacked-out area of the country, Quaker State bought six weekend broadcasts by Frankie Frisch, making this a full network buy.

► *NBC Radio*: 29 new orders since 1 January (including renewals).

Brown & Williamson and Bristol-Myers are sponsoring *NBC Hourly News*. "This purchase of 17 five-minute news programs per day, Monday through Friday, by two sharing sponsors, represents the biggest sale of news broadcasts which has occurred in the history of radio. The total annual expenditure by both advertisers, \$4.2 million, represents the largest single radio time sale in the past four years. The *Hourly News* plus the new Hot Line service will enable each NBC affiliate to rank as the No. 1 station for news in its market."

Schick Inc.'s four-week purchase of 40 30-second announcements per weekend in *Monitor*, "bolstered by 10 six-second reminder announcements throughout the week, is an ideal illustration of the flexibility of network radio today as a short-term advertising medium for use in solving special advertising problems. Schick's problem was to achieve broad reach and at the same time repetition of its offer of a free Lady Schick razor with each man's razor purchased. Schick originally signed for only two weeks, and met with success sufficient to bring about extension of the schedule for an additional two-week period."

The points of contention between network and spot may be a bit sharper than ever before, but the contenders have no argument as to the status of radio billing.

It's higher than it's been in years and going up in both branches of radio. ■

Why McCann-Erickson Timebuyer selects
Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

Charles B. Willard

Charles B. Willard, McCann-Erickson
Timebuyer



McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW
Radio

WLW-T
Cincinnati

WLW-C
Columbus

WLW-D
Dayton

WLW-A
Atlanta

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas Crosley Broadcasting Corporation, a division of

AVCO

If you want

\$ALES\$



In

SHREVEPORT'S

Rich

NEGRO

Market



KANV

is THE station!

Get the PROOF!

It's yours for the asking

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

KANV

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

Reps at work

Bob Richer, Adam Young, Inc., New York, says "One of the primary problems of a radio rep is the multiplicity of rating reports. In most cases, the agency subscribes to only one of these reports. This places the rep at a disadvantage if his station doesn't subscribe to the same report; many agencies are reluctant to consider rating services other than the one they use. This policy creates a particularly difficult situation when a service to which an agency subscribes surveys a market twice a year and a station changes format after the first survey is completed. It is at least six months before a salesman can even attempt to make concrete proposals for this station based on share figures or cost-per-1,000. Even though another service surveys that same market on a monthly basis, it is often difficult to convince the buyer that the trend reported there should be given serious consideration. A unified rating system such as that used by print media will be a long time coming in radio. We would therefore like to see wider industry acceptance of all rating services and their methods. This would help to minimize the many rating problems."



Bill Vernon, Blair-Tv, New York, comments: "Sponsors who share 'prestige' network programs are kidding themselves if they believe they're establishing high sponsor identity in this manner. Most everyone knows the sponsors of *Kraft Theatre*, *Studio One*, the *Ed Sullivan Show* and *You Bet Your Life*. But try this test. Who



sponsors *Playhouse 90*, *Caesar's Hour*, *Steve Allen* and *Perry Como*? The blanks you're drawing prove the inability of a cluster of advertisers to establish sponsor identity within one network show—even an Emmy winner. These advertisers, then, receive the same benefits as national spot advertisers purchasing participations market-by-market. But the spot advertiser has additional advantages: (1) He saves programming costs and can re-invest for additional frequency where and when he needs it. (2) He can freely select his market, stations, and spots. While many advertisers with their own shows have sponsor identity, most don't. Therefore it must be realized that multi-sponsored programs are really spot television and nothing performs the role of spot television better today than spot television itself."

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IN
PHOENIX
KPHO-TV
IS ZOOMING

UP-UP-UP

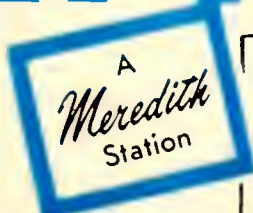


Competing against three network channels,
 KPHO-TV, Phoenix' only independent,
 reveals greatest climbing power!

Share of audience, 7 days, Sign on-Sign off

	ARB, NOV. '56	ARB, FEB. '57	Percent Change
KPHO-TV	23.3	26.4	UP 13.3%
NET STATION B	22.1	23.8	UP 7.7%
NET STATION C	20.0	20.7	UP 3.5%
NET STATION D	36.0	33.5	DOWN 6.9%

KPHO-TV *Channel 5* *Phoenix*



IN PHOENIX	it's KPHO and KPHO-TV	represented by The KATZ Agency
IN OMAHA	it's WOW and WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's WHEN and WHEN-TV	represented by The KATZ Agency
IN KANSAS CITY	it's KCMO and KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

"Did you say
11 consecutive
months?"



**YES, MR. MEDIA BUYER,
KVLC, Little Rock**

is undisputed TOPS in
**ELEVEN CONSECUTIVE
MONTHLY HOOPER
RATINGS!** And leading in
145 out of 200 quarter-hours
according to PULSE Metro-
politan Report!*

*MONDAY THROUGH FRIDAY
SIGN-ON TO SIGN-OFF



ARKANSAS'
ONLY MEMBER
AIMS GROUP



Get the KVLC SUCCESS STORY today!
New York: Richard O'Connell, Inc.
Dallas: Clarke Brown Company
Chicago: Radio-TV Rep., Inc.
Los Angeles: Tracy Moore and Asso.

Tv and radio NEWSMAKERS



William B. Quarton has stepped up as the new chairman of the NARTB's Television Code Review Board, following the resignation of G. Richard Shafto. Shafto, who has been chairman for two years, is president of WIS-TV, Columbia, S. C. Quarton, the new chairman, is vice president and general manager of WMT-TV, Cedar Rapids. He has been vice chairman of the Code Board since 1955. He entered the broadcasting field in 1931 with radio station KWCR, Cedar Rapids. In 1936 he joined WMT and was made general manager in 1943. He was a director of NARTB from 1948 to 1952 and was appointed to the Code Review Board in 1954. Quarton's elevation to the chairmanship left a vacancy on the board which has been filled by Donald H. McGannon, president of the Westinghouse Broadcasting Company.

Frank E. Heaston, media group supervisor since 1954, has now been appointed media director at Gardner Advertising. He replaces Frank Chipperfield in the post. On taking over the new position, Heaston said the media department will continue to operate through its present system of account groups, handling all media through media group heads. He feels this system, inaugurated at Gardner two years ago, expedites media handling both for the agency and the media representatives. Before joining the agency, Heaston was promotion director for KSTM-TV, St. Louis. Prior to that he was director of advertising of the LeBlanc Corp., Lafayette, La. He is a graduate of the University of Oklahoma. Gardner's two major air media accounts are the Ralston-Purina Company and the Pet Milk Company.



Carl Ward has been named national manager of CBS Television station relations. Ward, who is a 20-year broadcasting veteran, moves over to the tv position from WCBS, New York, where he has been general manager for five and a half years. He joined WCCO, Minneapolis, (CBS o&o) in 1945 as promotion manager, later becoming a member of the sales staff, assistant sales manager, sales manager and assistant general manager. His earlier background includes five years at KWTO and KABX, Springfield, Mo., where he organized the first sales promotion departments for the two stations; and a year at KTTS, CBS affiliate in Springfield. Reporting to Ward will be Robert Wood, new head of the contracts and records division of CBS TV station relations. Wood has been assistant director since 1952.

Ponder this!

Radio Baltimore

WCAO has:

823.33% more audience* than Station A
48.92% more audience* than Station B
1054.16% more audience* than Station C
1104.34% more audience* than Station D
714.70% more audience* than Station E
118.11% more audience* than Station F
77.56% more audience* than Station G
191.57% more audience* than Station H
489.36% more audience* than Station I
765.72% more audience* than Station J

**Source: January thru March, 1957, Hooper
Radio Index.
Total rated time periods*

Just released:

March, 1957 Hooper Business
Establishment Survey shows

WCAO FIRST!

with from 173% to 959% more
listeners than other Baltimore Stations

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

Radio Memphis

WMPS

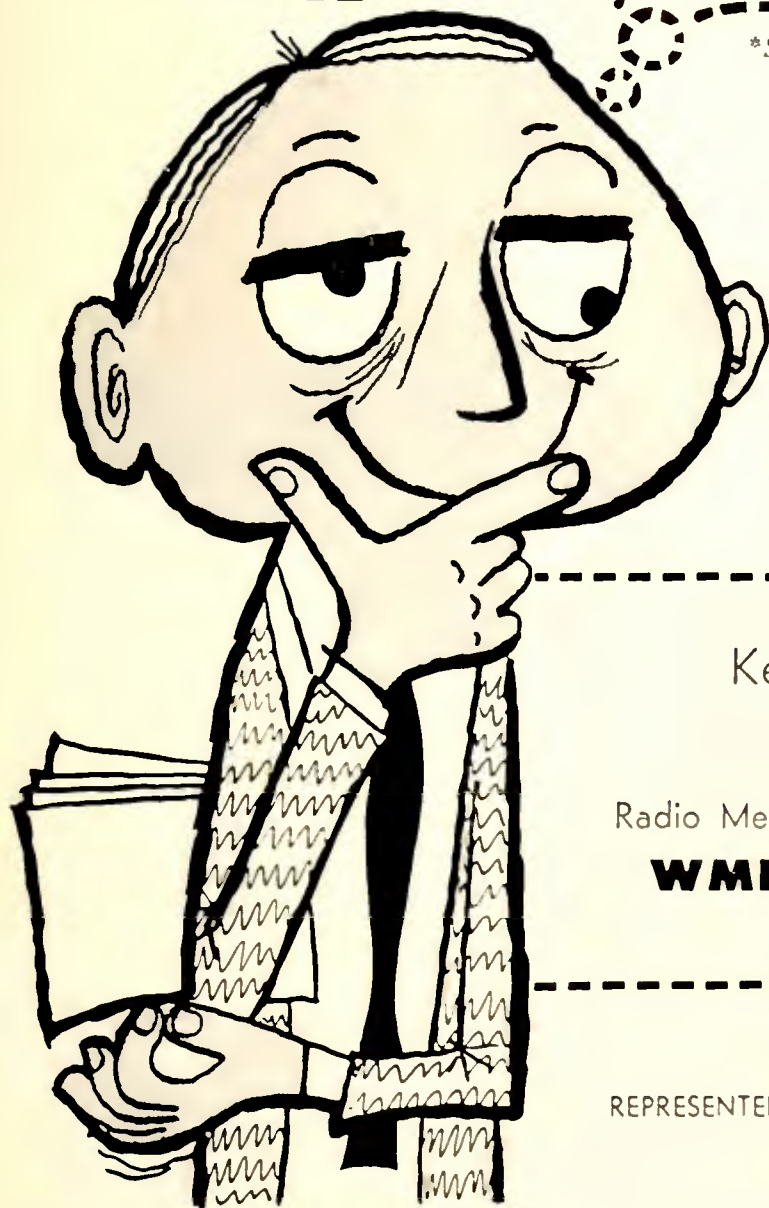
Radio Boston

WCOP

Radio Chicago

WJJD

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.



SPONSOR SPEAKS

Imitation threatens tv's future

Advertisers and agencies are now reasserting control over the content of television programming as the networks open the doors to more "outside" producers. This is to the good if it means tv will now enjoy more idea sources.

But there is a big danger which must be faced squarely by the industry and by advertising men.

The record of admen is sorry in one all-important respect: More than any other group concerned with programming decisions, advertisers and agencies have sought to play it safe by following the leader.

Advertiser follow-the-leader tactics have created this season's plethora of big-money quiz shows. What might have been a healthy programming trend in which several quiz innovations became established for the long haul has instead become a short-term circus. The quiz shows, or most of them, will fade because too many have jumped in with too little except the concept that a lot of money buys audience. Thus many programming decisions which were based on trend-riding will turn out to be exceedingly unprofitable.

This is the inevitable consequence of imitation and it can do grave damage to television. Obviously the advertiser and his agency have much at stake in each multi-million dollar programming decision. But copy-catting is not an insurance policy for success.

Unfortunately follow-the-leader thinking isn't confined to network tv programming. SPONSOR in examining its own recently-published *Buyers' Guide* was appalled to see how much alike stations are in their own programming.

While advertisers and agencies do not have the direct legal requirement to program in the public interest which the stations have, we urge them to themselves assume this responsibility. It is they who will ultimately benefit if the programming doors can be opened to the fresh and new rather than the tried and not-so-true. Both advertiser and station must recognize that the best way to program in the public interest is by providing the greatest variety rather than restricting the public's choice and in the end driving away audiences.



THIS WE FIGHT FOR: *Media effectiveness should be judged by cash-register results. But air media continue to rely on ratings. This is the fault of both broadcast and admen who should work together to create new yardsticks.*

10-SECOND SPOTS

Remember? The phrase "\$64 question" dates back to 21 April 1940 when it was first used on a radio quiz show. *Hardly paid to be smart those days.*

Quote: At the dedication of WGAL-TV's new studios, Rev. James Wagner dipped into the book of Ecclesiastes for what he considered the perfect poetic description of wireless communication: "A bird of the air shall carry the voice, and that which hath wings shall tell the matter." *Seems to us it could also describe the Whirlybirds show.*

Welcome: From a brochure describing services to visitors at Frank Block Associates agency in St. Louis—

WANT TO MAKE A PHONE CALL?
Just tell the Receptionist . . .

NEED TRAVEL RESERVATIONS?
The Receptionist will be glad to make plane or train reservations . . . check times, or call a taxi.

WANT COFFEE?
Coffee is served in our offices between 9 a.m. and Noon. The Receptionist will be happy to take your order.

WANT TO FRESHEN UP?
The men's washroom is second doorway off the corridor that leads from reception room to agency production department. The Receptionist will direct you.

Hard to tell this Receptionist from the girl at Travelers' Aid.

April Fool! In Baltimore, four stations, WCBM, WFBR, WITH and WBAL, joined in a hoax which involved the swapping of personalities to the bewilderment of tuners-in. *Another good joke would be to switch sponsors' names in the commercials.*

Aim straight: George Bolling, of The Bolling Co., sent out "Happy William Tell Day" cards on 1 April. As a follow-up, that same day Bolling salesmen across the country all wore arrows through their hats while making their calls on the agencies. *Bet that was a day of "pointed" presentations.*

Bus. Oppty.: From *N. Y. Times*—
PARTNER
ADVERTISING AGCY

Account Exec. or one-man agency with over \$150,000 good billing to join reputable, financially solid, fully recognized small agency. No immediate investment needed. . . .

But better make sure nothing goes haywire with that \$150,000 billing.

FIRST THINGS FIRST...

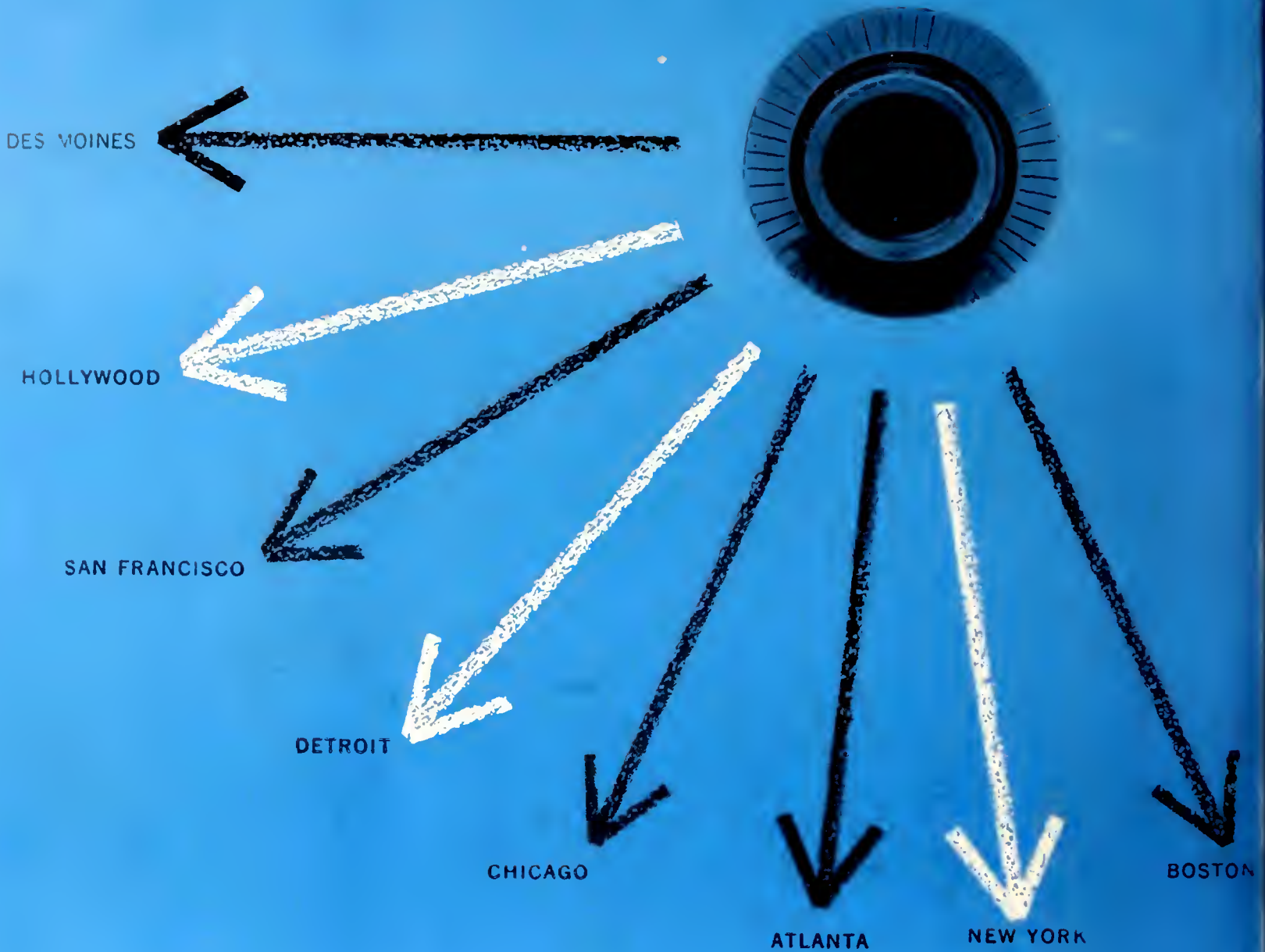
and
in denver
it's KBT
channel **9**

First in quarter hour leads or
percentage of audience*... during
the most important time classification.
Sign on to 10:00 P.M. Monday
through Friday



Represented by
Peters, Griffin, Woodward, Inc
*Jan 1957 ARB

JOHN C. MULLINS, President • JOE HEROLD, Station Manager
1089 Bannock • Dial TABor 5-6386



weed

and company

RADIO
STATION
REPRESENTATIVES