

RECEIVED
OCT 3 1955
ROCKEFELLER PLAZA

SPONSOR

Magazine radio and tv advertisers use

3 OCTOBER 1955

50¢ per copy • \$8 per year

Exciting things are happening on

NBC-TV

and in the rich market of

RICHMOND

Petersburg and Central Virginia

They happen on the basic

NBC-TV station:

WXEX-TV

**SPOT RADIO
FIGHTS BACK**

page 31

Admen don't know their
women, survey finds

page 34

**OUT SOON: SPOT
TV \$ FIGURES**

page 38

Farm radio helps
boost insurance sales
275% for MFA Mutual

page 40

How long can B&M
coast uphill after its
26-week tv test?

page 42

Radio commercials, too,
can entertain

page 44

How do you sell on tv
when you can't
show the package?

page 46

DON'T BE DECEIVED!

the proof is now available

THERE IS NOTHING FINER

WTVR

*Richmond
Virginia*

the South's First TV Station

100,000 WATTS-1049 FEET-CHANNEL 6

it can't even be equaled

ABC and CBS

REPRESENTED NATIONALLY BY BLAIR TV INC.

P.S.—THE PROOF IS IN THE PUDDING—
THE WTVR FALL SCHEDULE IS SOLD SOLID!

REPORT TO SPONSORS 3 OCTOBER 1955

FCC split on uhf question

FCC begins formal consideration of uhf problem today (3 October) already split on question. Commissioner Robert E. Lee's proposal to move uhf stations into vhf band was made in face of a previous attack on idea by Commissioner Rosel Hyde. Lee would relax separation requirements for v's to permit dropping in of limited power v's. He would also move government services out of vhf portion of spectrum to allow more room for commercial stations. Hyde is in favor of de-intermixture so that most markets are either vhf or uhf.

-SR-

Fee tv on FCC shelf?

While headlines still crackle with fee tv news, fee tv appears stuck at dead center. FCC is concentrating on vhf-uhf problem; Chairman McConnaughey made clear agency is in no hurry to come to a decision on pay video. Meanwhile, 2 opponents in fee tv hassle have agreed on one thing: American people should have opportunity to decide issue. RCA Board Chairman David Sarnoff urged that fee tv be made an issue in 1956 presidential campaign. Zenith Radio's president, scrappy Commander E. F. McDonald, said he agreed but felt best way for U.S. public to decide was to give them a chance to see fee tv in operation.

-SR-

Stations balk on "Weekday"

While NBC Radio is going ahead with plans to program "Weekday," its Monday-through-Friday extension of "Monitor," number of large affiliates have still not agreed to carry the show. There is a strong possibility Westinghouse's NBC Radio affiliates will not go along. Problem revolves around low rates which many stations feel will attract national spot business. Said one important affiliate: "'Monitor' and 'Weekday' is fine for the small stations who don't have the money to do a bang-up program job but 50,000 watters with big overhead can't get along on pennies." Issue may be resolved with compromise whereby stations will carry only part of "Weekday." Westinghouse outlets currently carry only small part of "Monitor."

-SR-

New spot radio sales pitches

While stations and reps are concerned about loss of national spot radio accounts to spot carriers like "Monitor," they are playing down complaints that carriers are unfairly priced. Reps are meeting carriers head-on with positive sales pitches and evidence that spot can compete on dollar basis with low-priced network announcements. For examples of such pitches and story of what's happening in spot carrier controversy see "Spot radio fights back," page 31.

-SR-

4 million new tv homes

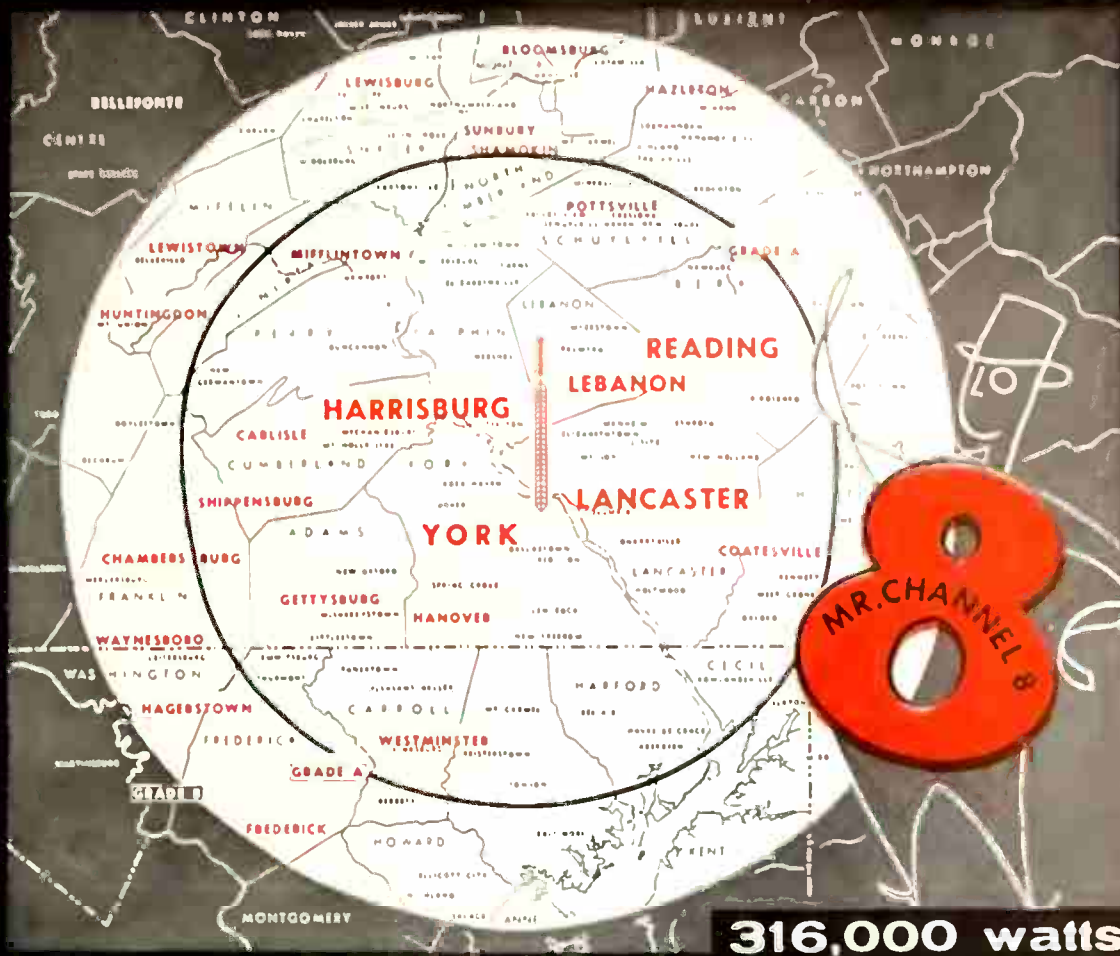
Lack of regular tv circulation study made new ARF-financed, Census-gathered figures on tv households interesting reading to admen. Figures revealed tv saturation in June was 67.2%. This compares with 59.4% in May 1954 ARF-Politz study. In terms of homes this means nearly 4 million new tv households in 13 months. Highlight of new ARF study is fact it points up essentially urban nature of tv. Tv saturation is 78.3% inside Standard Metropolitan Areas, 55.9% in urban places outside SMA's, 45.9% in rural territory outside SMA's.

REPORT TO SPONSORS for 3 October 1955

- Post-tv rise in B&M sales** Burnham & Morrill sales in Green Bay test market are up 128% over last year, during second month after end of test tv campaign. Rise is startling in view of 98% over-all gain during 6 months of tv. (For recap of B&M's tv test and analysis of current sales, see page 42.)
-SR-
- British want straight tv pitch** Reports on British tv commercials have emphasized softness of selling. But need for kid gloves in selling British public may have been exaggerated. Initial Schwerin tests of 25 British tv commercials (in such product categories as food, cleansers, medical supplies, household goods, cosmetics and beverages) indicate that "entertainment-pitch" tends to be resented by British as a form of "sneaking-in the commercial." That's observation made by Eric Boden, managing director of Schwerin's British offices. Like American viewers, he says, British prefer straight, honest sell.
-SR-
- Crabmeat sales up 40% with tv** Dilemma faced by Japanese King Crabmeat: How to sell contents of crabmeat cans on tv without promoting specific brands? Product found solution in 13-week daytime tv participation schedules, via Gotham-Vladimir agency. (See story in detail on page 46.) Andy Vladimir, agency's young radio-tv plans director, now faces dilemma of his own: 2 weeks ago he won 2 round-trip tickets to Spain at New York Premium Show. Andy, a bachelor, can't decide whom to take along.
-SR-
- Paper-Mate won't change strategy** "We won't change our advertising strategy as a result of Gillette buying Paper-Mate," says Dave Kittredge, company's ad manager. "Our situation is comparable to Toni, which Gillette took over 7 years ago." (Toni recently switched most of billings from Weiss & Geller to new agency being formed by Don Nathanson. Toni operates autonomously from Gillette whose agency is Maxon.) Paper-Mate intends to remain with Foote, Cone & Belding. It's heavy air user with over \$2 million spent in radio-tv.
-SR-
- ABC Radio to revamp daytime** Taking a tip from NBC, and its extension of "Monitor" concept into weekday, daytime radio, ABC is planning to eventually extend its 5-minute show format at night to before-dark periods. ABC's radical revamping of its nighttime programing, scheduled to start 24 October, will permit advertisers to buy 5 minutes at any time from 7:30 to 10:00 p.m. Price per segment is \$800 with discounts for volume buying. Each half hour at night will be divided into 5 minutes of news together with 25-minute programs broken into 5-minute segments.
-SR-
- ANA studies sales promotion** Question of what sales promotion activities (which include various kinds of radio-tv merchandising tie-ins) should be charged against ad budget is being studied by ANA. Topic is one of many under survey as part of ad group's expanded services to members. Expansion includes new Information Services department, which will be headed up by Joseph M. Allen, ANA radio-tv director. Allen was recently named a vice president.
-SR-
- Uses ratings to promote station** Use of ratings by stations for audience promotion may be more common in future. WNEW, New York, indie, now cites local Niensens to tell audience it is tops in certain time periods. Idea came from Bud Brand, station's publicity director, who resigns 15 October to set up own PR firm.

(Sponsor Reports continues page 119)

AMERICA'S 10TH TV MARKET



WGAL-TV

LANCASTER, PENNA. NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have \$5½ billion to spend each year. For maximum sales in a multi-city market, advertise on WGAL-TV.

Representatives: **MEEKER TV, INC.**

New York San Francisco
Los Angeles Chicago

ARTICLES

Spot radio fights back

Reps and stations, while concerned over spot carriers, are now adopting an aggressive sales attitude. An industry storm may be brewing over the carriers

31

Admen don't know their women

Special survey of AWRT members for SPONSOR produced many valuable tips on selling all types of products to women via local radio and television

34

Critics rap film-tv "offspring"

Loudly heralded mergers between Hollywood and tv haven't been well received by the critics. SPONSOR reports a cross-section of views

36

One down, one to go

TvB and N. C. Rorabaugh will provide quarterly reports on spot tv spending starting January 1956. Spot radio still remains unmeasured for all practical purposes, though RAB is currently considering study

38

Farm radio helps boost insurance sales 275%

MFA sponsors up to 50 daily public service shows on local radio; developed air media pattern over 10 years and built premium volume from \$5 million to \$13 million since 1950. Grass roots approach is basic strategy

40

How long can B&M coast uphill after campaign?

Two months after the 26-week test ended, sales were 128% over the same period last year. Unique marketing background of the firm may keep rate high longer than usual. Recap of campaign is given

42

Radio commercials, too, can entertain

Standart and O'Hern agency says soft sell on radio can build goodwill and sales better than "the loud pitch," and entertain listeners as well

44

Japanese Crabmeat takes to tv for 48% boost

Weekly participations on women's cooking shows with demonstrations of crabmeat recipes upped Japanese Crabmeat sales from 10 to 40% within 14 weeks

46

COMING

Timebuyers of the U. S.

An up-dated version of the list that was published in three parts in the issues of 11 July, 8 and 22 August will appear in a simpler, self-contained section for easy reference. Source is John E. Pearson Co., reps

17 Oct.

Radio rescues a bumper prune crop

After a trial of spot radio in 23 cities, the California Prune Advisory Board is putting \$90,000 into a fall spot radio campaign to boost sales

17 Oct.

DEPARTMENTS

TIMEBUYERS

AGENCY AD LIBS

40 E. 49TH

NEW & RENEW

MR. SPONSOR, Malcolm P. Taylor

SPONSOR BACKSTAGE

SPONSOR ASKS

TOP 20 TV FILM SHOWS

TV RESULTS

P. S.

ROUND-UP

FILM CHART

FILM NOTES

AGENCY PROFILE, Terence Clyn

NEW TV STATIONS

RADIO COMPARAGRAPH

NEWSMAKERS

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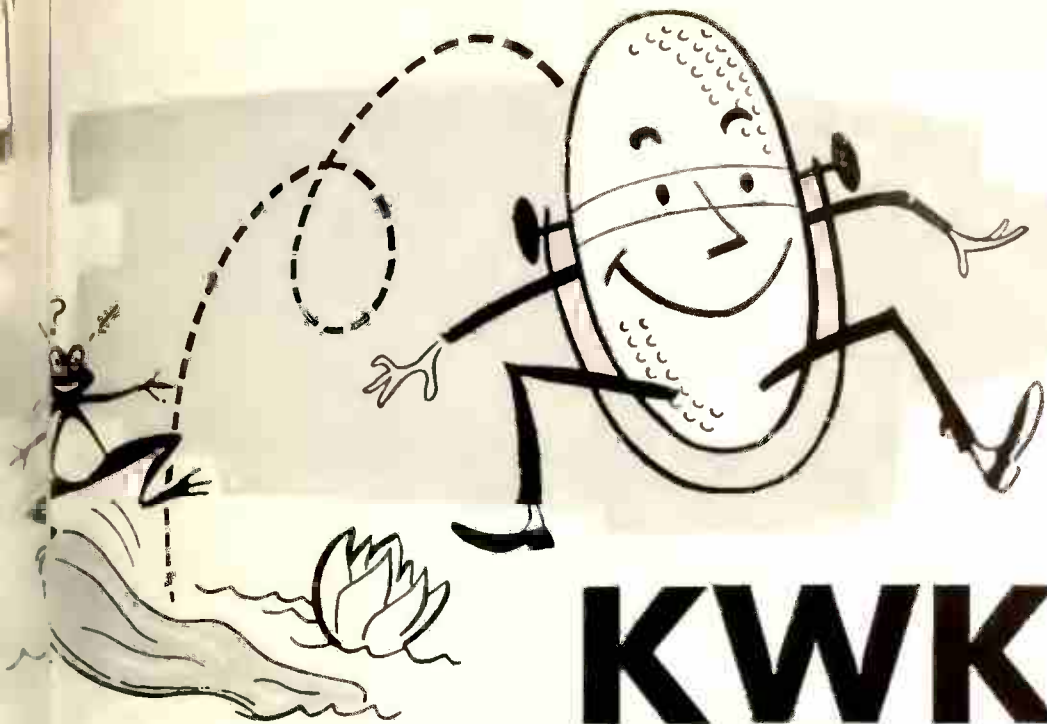
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KWKH SHREVEPORT

HOPS INTO FROGMORE, TOO!

Our coverage will *make you jump for joy*, too—in-cludes *thousands* of farms, *hundreds* of towns like *Frogmore* (La.)—within our 80-county daytime SAMS area.

It is the home-town favorite, too. Latest Hoopers show KWKH leading its nearest "competitor" *morning, noon and night*—up to 104%!

Per-thousand-homes is 46.4% less than that of the second Shreveport station. The Branham Company has the facts.



Nearly 2 million people live within the KWKH day-time SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS

SHREVEPORT, LOUISIANA

ARKANSAS

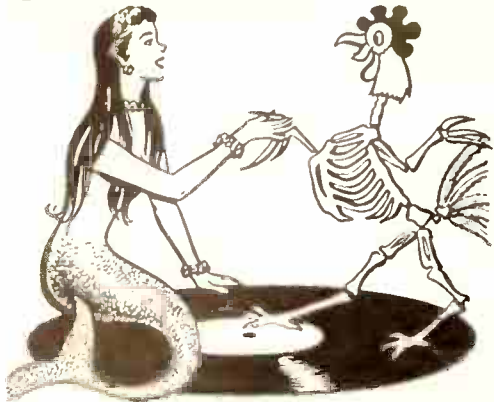
50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

CASE HISTORY—FOOD



**16% sales increase
from \$5000 budget in
Southern California!**

Would this make you happy? It delighted Lynden Canning Kitchens of Seattle, who chalked up this gain in their glass and tin packs of quality boneless chicken products.

Time: Summer 1955 over 1954.

TERRITORY: Santa Barbara-Tehachapi, south to Mexican Border—a lush market of 6½ million.

PLAN: A dozen one-minute jingle spots daily Thursdays and Fridays—April to August.

RADIO: Station KBIG exclusively, covering all eight Southern California Counties from Catalina.

OTHER ADVERTISING: Product identification strips on backs of Los Angeles busses. Point-of-purchase mobiles and stock cards.

THEME: "No Bones About It"—this clever radio musical jingle with tie-in display material was created by Rune Goranson Company, Lynden's advertising agency. Says Mr. Goranson, "Our 'No Bones' campaign in Southern California really has paid off. We have had an exceptionally fine year and we attribute a good share of the success to the coverage given us throughout the area by KBIG."

KBIG was a "hot" station for this summer product because it delivers all Southern California at lowest cost-per-thousand listeners. It can be just as hot for you this winter.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllivood 3-3205

Not. Rep. Robert Meeker & Assoc. Inc.

Timebuyers at work



Alfred Ritter, Compton, New York, is in the throes of working out 1956 budgets for Standard Brands, Socony and other agency accounts. This fall, he notes, spot radio has made a big comeback. "Slowly, but surely," says he, "some of the old clients who'd left the medium seem to be returning to it for its low-cost circulation. In radio it's cumulative audiences that are important. Radio today is getting a stronger hearing in media proposals than during the past two years." Al adds that the continued strength and growth of tv is inevitable, but he feels that two factors are turning some low-budget tv advertisers back to radio: (1) tight top availabilities; (2) need for greater selectivity in buying tv time because of the continuously rising costs.



William Warner, Ted Bates & Co., New York, has often worried about the relative values of minute and 20-second announcements. "Right now, 85% of my work is in placing minutes," says Bill, "because we're dealing with a food product which requires the time in order to get across the ease of preparing the food, its nourishment value or possibly give a brief recipe. Of course, the minute length confines us to early and late evening or daytime tv. We feel that a product with a well-known brand name can usually do as effective a job with 20's or even I.D.'s, but new products generally require the longer copy story. The main drawback of I.D.'s and 20's occurs when stations do multiple-spotting. Then every advertiser is the loser because the effectiveness of each message is decreased appreciably."



Ed Kurman, Benton & Bowles, New York, entered media buying from the analysis group a few months ago. "I think our analysis group gave me the best possible background for media buying," he says. "We did analyses for various accounts and used almost all research tools that buyers have access to continuously. We also had the opportunity to get acquainted with virtually every account in the shop. In this group, a trainee gets a broad picture of advertising such as he never could by specializing on a particular account from the start. We worked with all the buyers' source materials, and we also got insight into all types of accounts. Actually, trainees going into various departments in the agency can use this heavy research background. It's particularly helpful in our media department, since I buy both print and air media."

"Mobile Units*" are important . . .



*We ought to know . . . we have a custom built model that's an engineer's delight.

But in Louisville . . .

WHAS-TV Programming pays off!



"WHAS-TV NEWS"
6:15—6:30 P. M.
Monday through Friday
(Market's only daily newscast
with exclusive local newsreel.)

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington,
Righter & Parsons,
Associated with The Courier-Journal
& The Louisville Times



BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



Maybe you can match up these faces, and maybe you can't. But one thing's sure: you can't match this WCBS Radio team for talent, anywhere.

Their unique talents extend into every conceivable field of entertainment . . . from the theatre to the concert stage to the world of sports. And their unique selling efforts extend to every conceivable audience . . . from parent-teacher meetings to high school dances to local supermarkets to client sales meetings. Everywhere they go, they're selling themselves . . . and selling their advertisers.

CAN YOU MATCH THESE?

As a net result, WCBS Radio consistently places more programs on the list of Top Ten participating shows than all the other New York network stations combined.

Unscramble this matched set of nationally-known local personalities (see answers at right), and put their matchless talents to work selling your product. Just call CBS Radio Spot Sales or Henry Untermeyer at . . .

WCBS RADIO *New York*
50,000 watts • Number One Station in the Number One Market

GIVE UP? Here, in case you're having trouble, is what they really look like. Put them all together, they spell livelier audiences. Bigger sales. . .



BOB HAYMES



MARTHA WHITELY



ACH STERLING



GA. EN. DRAKE



JOHN HENRY FALT



HERMAN H. COHEN



LANNY ROSS



BILL LEONARD



BILL RANDE



Whether you're selling ponties or
peanuts—dog food or dishwashers...
KSDO tells the most people all
about it in San Diego's
billion dollar market.

Measured by the HOOPER yardstick...
KSDO is first in San Diego
... delivers the most audience.

May we prove we can sell something
for you in San Diego?



AGENCY AD LIBS



by Bob Foreman

Single approach to all kids is not enough

The first part of this is being scratched out following a significant event in the life of any family. Some minutes ago our five-year-old boy was dispatched for his first bout with the forces of formal education. Events such as this always cause one to reflect gravely; hence I ruminated on the big difference when today's youngster approaches school, compared to those of the pre-tv era.

At the age of five, our lad's predecessors, his two sisters included, had never seen a full-length motion picture, a baseball or football game, or experienced the works of Thorne Smith. In addition, this boy's vocabulary is unquestionably broader than were those of his sisters, tinged though it may be with the patois of Dodge City and punctuated with interstellar references.

His understanding of what constitutes fair play, whether fists or side-arms or the comparative calm of a business transaction is involved, is certainly a lot sharper than if he waited for lectures from Daddy.

His experience with aircraft, the mechanism of automobiles and other symbols of our times is more vivid and authentic than it would be had he come into contact with these through the comic book. Or from his mother for that matter.

Whether he is "traumatized" by what he sees before bed time, as an MD friend of mine infers, I can't say. However, if the symptom of the trauma is inability to fall asleep, our new scholar has shown no trouble getting to sleep even during "The Skin of Our Teeth."

Thus, though it may be discounted as parental puffery, I think tv has helped to make him smarter in some ways than he might have been without exposure to it.

But as the target of advertisers this lad is a marked person. He and millions like him have been exposed to more advertising than yesterday's children three times his age.

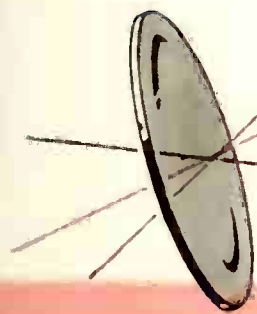
Consequently his knowledge of brand names, his ability to repeat theme lines and reproduce jingles, his cognizance of product superiorities and his appetite for scores of items, edible and otherwise, is nothing short of phenomenal. And typical.

The best advertising techniques which the medium has to

(Please turn to page 70)

on our 6th anniversary...
another

colorful FIRST!



KMTV Chief Engineer, Ray Schraeder, with KMTV's new RCA color television camera.

KMTV, Omaha, starts its 7th year with the announcement that it is now equipped to televise local studio shows and film programs in *full color*. With the installation of special color TV equipment, KMTV now becomes the first TV station in its section of the Middle West to telecast live programs right from its own studios in *full color*. KMTV has been televising color network programs in full color since December of 1953, and will carry a greatly expanded schedule of color programs this fall.

The new color facilities of KMTV represent a tremendous achievement. Out of the 461 television stations now on the air in the United States, KMTV becomes the 15th to televise local studio programs in *color* . . . and the 42nd station in the nation to telecast local films, slides and movies in *full color*.

So whether you want your product advertised in full color — or in black-and-white — KMTV is equipped to give you the finest facilities and services in Omaha — one of the nation's fastest growing markets. It's another colorful first for KMTV and KMTV advertisers—and another reason why — in Omaha, the place to be — is Channel 3.

TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.



CBS-TV
ABC-TV

OMAHA

Represented by

Edward Petry & Co., Inc.

1000 F ST. N.W. • WASHINGTON, D.C. 20004 • BRANCHES: CHICAGO • ST. LOUIS • NEW YORK



30,428 pieces of mail from only five broadcasts! That's conclusive proof of the impact and popularity of a radio program. For nothing beats listener response. WCCO Radio is now counting the greatest audience reaction in its 31-year history—reaction to its new *As You Like It* series. One feature alone—the Unscramble-the-Town contest conducted by Cedric Adams on Tuesday nights—has pulled this astonishing mass of mail. And it's come from every one of WCCO Radio's 109 primary counties in four Northwest states!

Count me in, Cedric!

This tremendous response is not only testimony of the ever-growing vitality of WCCO Radio but also of the wide appeal of the *As You Like It* series itself. It's a Monday-thru-Friday strip of full-hour (7-8 p.m.) variety shows with the Northwest's five outstanding radio personalities—Cedric Adams, Bob DeHaven, Clellan Card, Ed Viehman and Gordon Eaton—taking nightly turns as emcee. It's loaded with ingredients to help your sales curve rise *As You Like It*. And at an amazingly low cost!

Count yourself in by checking with us or CBS Radio Spot Sales.



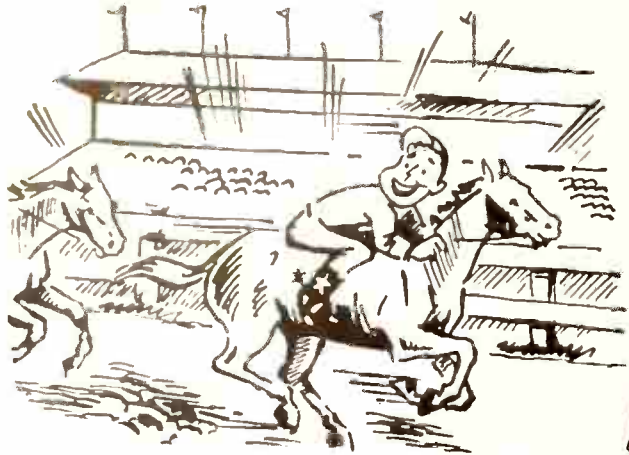
Bob DeHaven
Clellan Card
Gordon Eaton
Ed Viehman

WCCO RADIO

Minneapolis-St. Paul

The Northwest's 50,000-Watt Giant

KCEN-TV 100 K.W.
Channel



STILL

**Out in
FRONT!**

IN THE **BIG...**

WACO-TEMPLE

CENTRAL TEXAS MARKET

**ALL 15 OF THE TOP 15 ONCE A WEEK SHOWS
AND 8 OF THE TOP 10 MULTI-WEEKLY SHOWS
ARE ON KCEN-TV**

WACO-TEMPLE TELEPULSE
JUNE • 1955

**KCEN-TV rated FIRST in 356 of the 411 Quarter
Hours it was On the Air during the Survey**

KCEN-TV
Rated First

in 213 of the 264
quarter hours it was
on the air prior to 6 P.M.



AFFILIATE



KCEN-TV
Rated First

in 143 of the 147
quarter hours it was
on the air after 6 P.M.

YOUR BEST BUY IN THE RICH.....



**WACO-TEMPLE
CENTRAL TEXAS MARKET**

KCEN-TV

TEMPLE, TEXAS

General Offices: P. O. Box 188

Studios and Transmitter at Eddy, Texas,
Between Temple and Waco

WACO OFFICE:

506-7 Professional Bldg.

TWX: Eddy No. 8486

National Rep.:
Geo. P. Hollingbery Company
Texas Rep.:
Clyde Melville Co., Dallas

**49th and
MADISON**

SPONSOR invites letters to the editor.
Address 40 E. 49 St., New York 17.

IRON CURTAIN LIFTING

We are announcing today a TvB program for the release of spot television expenditures by advertiser and product.

Your long crusade to make these dollar data available is thus rewarded.

You can now revise that portion of your editorial platform which reads (25 July 1955 SPONSOR), "We fight for regular publication of spot television and radio advertising expenditures comparable to figures available for other major media."

"The Iron Curtain on spot television \$ figures" (to quote the heading of your last article on this subject) is about to lift.

OLIVER TREYZ
President
Television Bureau of
Advertising Inc.

RADIO'S MUSIC

Three cheers for your story, "Does radio play the wrong music" in a recent issue.

We feel so strongly about it that we posted the page, magazine and all, in our control room for all to see. WNNJ is a regional station, independent, and serving a predominantly rural area of northern New Jersey. So, we feel, more than ever, that hot, top tunes must be toned down to hold our audience. Naturally, we have our pop shows, but we restrict it to an hour, directed to teen-agers, from 4:00-5:00 p.m. The rest of our broadcasting day is spread over country-western, light classical, nostalgic tunes: even two hours a day of serious music—and do we have a loyal, buying audience!

... We try to hold all commercial spot announcements to 30 seconds—delivered in an easy friendly manner. No double-spotting, either. We feel that our daytime audience will listen to shorter spots, rather than the usual one-minute announcements. Slightly less revenue—but a surer audience.

Yes, we all liked your article, be-

KSLA - FULL POWER

- NOV. 15

**LOWEST COST
PER
THOUSAND**

... because present low rates are in effect for established clients through June 1956!

**CBS-ABC
NETWORK
SHOWS**

... sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

**22 MONTHS
ON THE AIR**

... Shreveport's only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich **ARK-LA-TEX MARKET...** More people with a higher spendable income! Over \$203 million in grocery sales, \$27 million in drug sales, \$236 million in automotive sales. 7,390 farms with a gross income of \$171,155,000.



**CHANNEL 12
SHREVEPORT
COVERING THE RICH
ARK-LA-TEX AREA**

... and now, great new **48-COUNTY - 3-STATE COVERAGE!**

**KSLA'S
316 KW
Market
Picture**

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	\$1,275,069,000
Income per household	3,411
Retail Sales	\$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

**FIRST
IN
SHREVEPORT,
LOUISIANA**

KSLA

CHANNEL 12

**Affiliated with
CBS and ABC**



CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

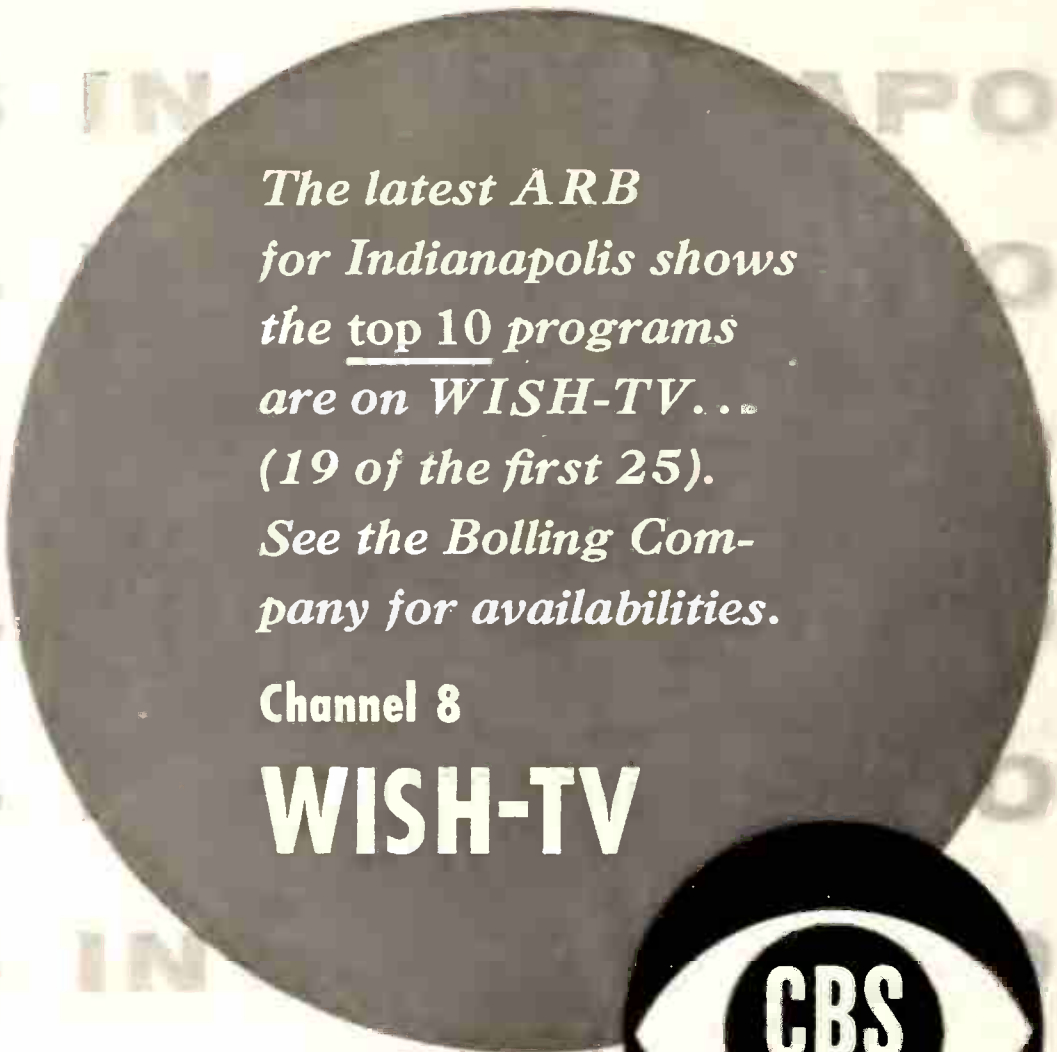
CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS

CBS IN INDIANAPOLIS



*The latest ARB
for Indianapolis shows
the top 10 programs
are on **WISH-TV**...
(19 of the first 25).
See the Bolling Com-
pany for availabilities.*

Channel 8

WISH-TV



40 E. 49TH

(Continued from page 14)

cause it proved a point we've been pushing for a long time.

THURSTON S. HOLMES
General Manager
WNNJ
Newton, N. J.

CANADIAN TV

I would like to thank you very much for your comprehensive article on Canadian television. Canadian tv has grown so fast with so many stations coming on the air that it has been almost impossible to grasp an up-to-date picture of the industry. I know your article will be of great service to many advertisers and their agencies.

STEARNS R. ELLIS
Canadian Station
Representatives, Ltd.
New York

Pictures switched

Bruce Enderwood, Gruen Watch Co. v.p. in charge of advertising, feels convinced that SPONSOR readership transcends Ad Row and reaches most of the elevator men at 630 Fifth Ave., where his offices are located.



Mr. Enderwood

Mr. Reeves

"Ever since SPONSOR switched my picture with that of Rosser Reeves (see Agency Profile and Mr. Sponsor in the 19 September issue), I've been having a devil of a time getting them to let me off at the right floor."

The situation is aggravated, of course, by the fact that both Rosser Reeves, chairman of the board of Ted Bates & Co., and Enderwood have offices in the same building.

Drawled Reeves: "I don't mind the elevators. That picture made me look younger than I have for years."



Latest surveys prove
beyond question WMCT
is dominant first TV

station serving rich Memphis
market area of more than
382,000 TV homes (according to latest
distributors' figures.)

WMCT carries 21* of the
top 30 shows (earning a rating
of 25 or better)...first* in
film and children's shows...
first* in top-rated evening shows.

Clearly, your first choice
for Memphis TV is

*June 21-28 ARB



WMC-WMCF-WMCT

MEMPHIS' first TV station

100,000 WATTS

NBC Basic Affiliate
National Representatives The Branham Company Owned and operated by THE COMMERCIAL APPEAL

SOLD IN 70 CITIES BEFORE

Celebrity

TV EQUIVALENT OF AN ACADEMY AWARD MOTION PICTURE

First Run!



CELEBRATED STARS IN CELEBRATED
DRAMATIC ENTERTAINMENT AT



AVOID THE RUSH!

SECOND FILM WAS COMPLETED

Playhouse

PULITZER PRIZE PLAY



ORIES



ADMISSIONS

MON-FRI	
ORCH	BALC
2.40	1.20
SAT SUN HOL	
ORCH	BALC
4.80	2.40
MATINEE	
ORCH	BALC
2.40	1.20

SCREENGEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

John H. Mitchell
Vice President in charge of sales

3130 Maple Drive, N.E.
Atlanta, Ga.
Exchange 6100

230 N. Michigan Ave.
Chicago, Ill.
Franklin 2-3696

4924 Greenville Ave.
Dallas, Texas
Emerson 2450

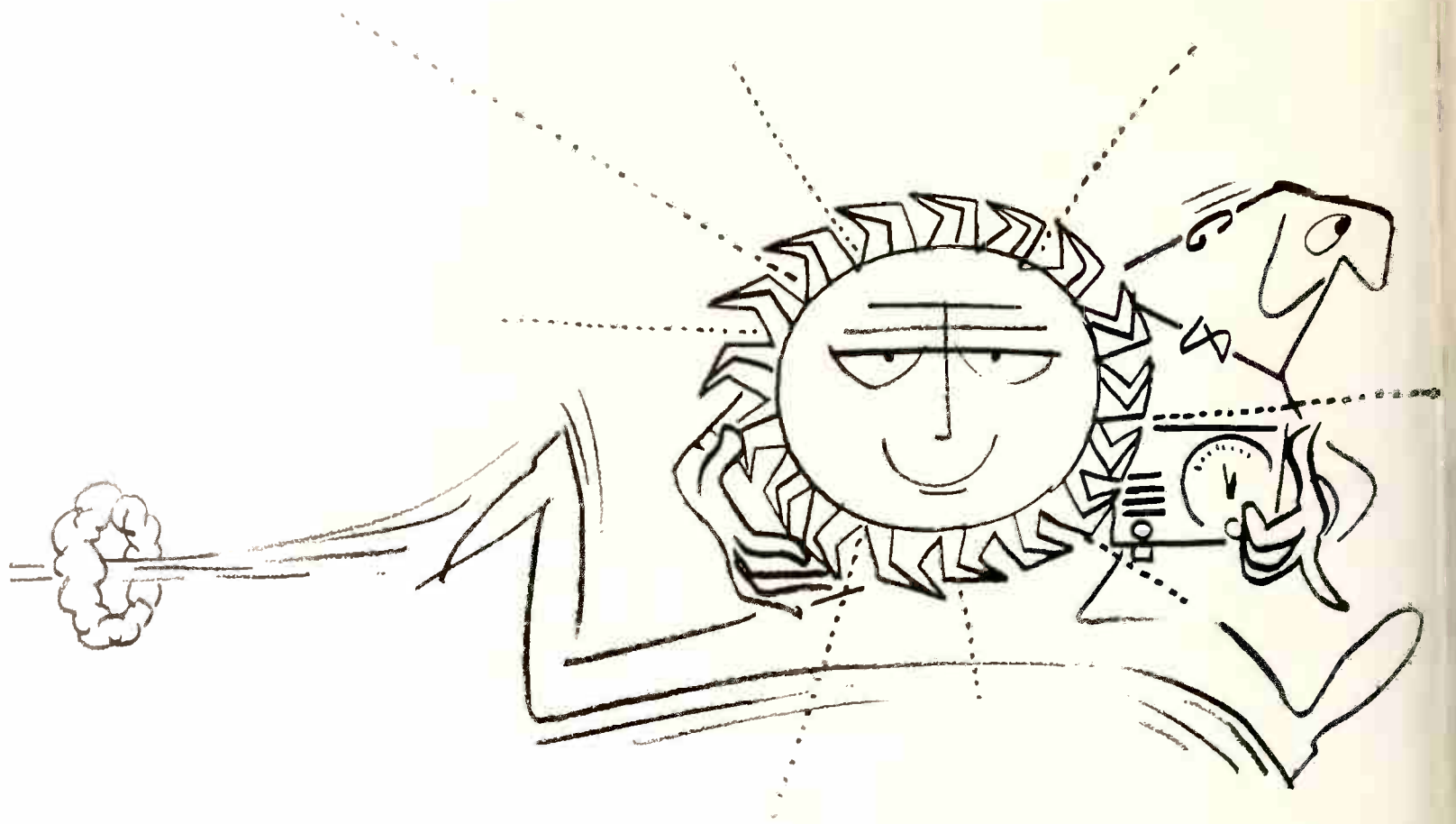
157 Bradley Street
Cleveland, Ohio
Chestnut 7-6736

233 West 49th Street
New York 19, N. Y.
Circle 5-5044

102-108 Peter Street
Toronto, Ontario
Empire 3-4096

212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903

995 Market St.
San Francisco, Cal.
Douglas 2-1060



THE FEELING OF **THE PULSE** IS:
WHB IS RUNNING AWAY WITH
 KANSAS CITY'S RADIO DAY

*Every daytime quarter hour,
 Monday-Friday, PULSE finds
 WHB in first place. So does
 Hooper, so it's unanimous.**

** PULSE—July-August Hooper—July-August*

PULSE and Hooper have WHB first in every daytime quarter hour. WHB has more than twice the audience of the second station. (All-day average Hooper: 44.9%.) Mid-Continent programming, ideas and excitement have achieved this dominance for WHB! The same programming, ideas and excitement can achieve dominance for you! Run over the Kansas City situation with the man from Blair, or WHB General Manager George W. Armstrong.

WHB

10,000 WATTS, 710 K.C.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans
 Represented by
 Adam J. Young, Jr.

KOWH, Omaha
 Represented by
 H-R Repts, Inc.

WHB, Kansas City
 Represented by
 John Blair & Co.

New and renewed

SPONSOR

3 OCTOBER 1955

1 New on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Aluminum Corp, Chi Aluminum Ltd of Can Anana Refrig, Anana, Iowa	Russel M. Seeds, Chi JWT, NY Maury, Lee & Marshall, NY YGR, NY	ABC CBS 73 CBS CBS 57	Life is Worth Living; Th 8-8:30 pm; 13 Oct Omnibus; Sun 5-6:30 pm; 9 Oct; 26 wks Football games; half Sat; 24 Sept Arthur Godfrey Time; T 10:30-10:45 am; 30 August; 26 alt wks
Home Prod, NY Boy-ar-dee div Antell, NY	Product Services, NY	NBC 50	Search for Beauty; M W F 10:30-11 am; 12 Oct-9 March College Football, Sat; 17 Sept; 10 wks Dr. Spock; alt Sun 3-3:30 pm; 9 Oct The People's Choice; Th 8:30-9 pm, 6 Oct, 6 Jan-29 Dec Bob Crosby Show; co alt T 3:30-3:45 pm; 13 Sept; 52 wks Super Circus; alt Sun 5-5:30 pm; 25 Sept; Medical Horizons; M 9:30-10 pm; 12 Sept
Mfg, NY Nut Packing, Canajoharie, NY Co, NY	KGE, NY YGR, NY	NBC NBC NBC-82	
Station Co, LA	Erwin-Wasey	CBS 143	
Choc, NY Pharmaceutical Products, Nmit, NJ Columbia, NY	Hilton & Riggio, NY JWT, NY Ted Bates, NY	ABC 44 ABC CBS 165	
Co, Wilmington, Del.	88DO, NY	A8C	
Cigar, NY Brewing, St Louis	YGR, NY D-F-S, NY	N8C A8C	
Motor Co, Ford Div, NY	JWT, NY	CBS 151	
Schenectady	YGR, NY	CBS-102	
Mills, Mnnpls	8BDGO, Mnnpls	CBS 136	
Motor, Chevrolet Div, Detr Motor, Pontiac Div, Detr	Campbell-Ewald, Detr McM, J & A, Bloom- field Hills 8BDGO, Cleve	ABC 118 N8C CBS 136	
Foodrich, Akron	Leo Burnett, Chi	CBS 121	
egg Co, Battle Creek egg Co, Battle Creek n Co, Green Bay, Wisc	Leo Burnett, Chi Campbell-Mithun, Mnnpls	CBS 71 CBS 50	
Bros, NY, for Lux Liquid & so Blue	JWT, NY	CBS	
Carbon Co, NY	Wm Esty, NY	CBS 121	
Co, White Plains Oats, Chi k, Stamford	Bryan Houston, NY Wherry, Baker & Tilden KGE, NY	CBS 84 CBS 68 N8C 127	
Paper Co, Chester, Pa Co, Chi	JWT, NY Weiss & Geller, Chi	CBS 73 CBS 76	
Oil & Snowdrift sls, New leans	Fitzgerald, New Orleans	CBS 89	
ern Union, NY	Albert Frank-Guenther, Law, NY	ABC	



Carroll



Bowman



Hall



Hook Jr.



McCormick



Hagedorn

2 Renewed on Television Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Oil, Balti	Katz, Balti	CBS 60	Person to Person; alt F; 10:30-11:00 pm; 9 Sept; 26 alt wks
Brol-Myers, NY	YGR, NY	CBS 81	Alfred Hitchcock Presents; Sun 9:30-10 pm; 2 Oct; 52 wks
Station Co, LA	Erwin Wasey, LA	CBS 147	Burns & Allen; alt M; 8-8:30 pm; 3 Oct; 26 alt wks
Crysler, Detr	McCann-Erickson, NY	CBS 132	Climax, Shower of Stars, Th 8:30-9:30 pm; 29 Sept; 52 wks
Labs, Elkhart, Ind. Co, Chi Valey of London, NY	Jeffroy Wade, Chi Weiss & Geller, Chi N.W. Ayer, NY	CBS 24 CBS 76 CBS 61	Garry Moore; T 10-10:15 am; 24 Sept; 52 wks Valient Lady; Th 21-12:15 pm; 1 Sept; 52 wks Garry Moore; F 11-11:15 am; 30 Sept; 13 wks

In next issue: New and Renewed on Radio Networks; Broadcast Industry Executives; New Firms, New Offices, Changes of Address, Agency Appointments

New and renew

3. Advertising Agency Personnel Changes

Lyman



NAME	FORMER AFFILIATION	NEW AFFILIATION
Rodney Albright	Biow, Beirn & Toigo, NY, sr film producer	Sullivan, Stauffer, Colwell & Bayles, NY, tv d supvr
Richard W. Bowman	Norman, Craig & Kummel, NY, tv-copy supvr	Same, also vp
Thomas C. Brennan	Official Films, N. Y.	Foote, Cone & Belding, NY, r-tv supvr
Sanford D. Buchsbaum	Kiesewetter, Baker, Hagedorn & Smith, NY, acct exec	E. T. Howard, NY, acct exec
Albert Carroll	Merck & Co, NY, adv dir	Benton & Bowles, NY, vp & dir prof mkt dpt
Donna DeCamp	Cary-Hill, Des Moines	Cary-Hill, Kansas City, cpy director
Hugh Dunbar	WK:C, Hazard, Ky, comm mgr	R. Malcolm & Assoc, Evansville, Ind. Pub Rel
Jack E. Fuir	N W Ayer, Phila, research analyst	John T. Hall, Phila, research, dir
Frank Cilday	McCann-Erickson, NY, bus mgr, tv dept	Same, mgr tv dept
John T Craff	Fletcher D. Richards, NY	Same, acct sup for Footwear & Cen Prod Dn Rubber Co
Morace Hagedorn	Kiesewetter, Baker, Hagedorn & Smith, NY. Pres	SSC&B, Hollywood, vp & acct exec
George Haight		McCann-Erickson, West Coast, dir of r-tv prod
Norman F. Hall	Erwin, Wasey, Okla City, r-tv director	Hall & Thompson, Okla City, pres
Kenneth Heffington	Meredith Pub Co, NY, Pub Rel	Cary Hill, Kansas City, cpy dir.
Kenneth H. Hieronymus	Okla Future Farmers of Am, Okla City, exec sec	Cardner Adv, St. Louis, regl acct exec for farm
Val Hollingsworth, Jr.	Scott Paper Co, Boston, asst to gen sls mgr	Harold Cabot, Boston, acct exec
Charles R. Hook, Jr.	Deputy postmaster gen, Wash, DC	Kudner Agency, NY, exec vp & member of comm
George Huntington	ABC, mgr radio sls development	D-F-S, NY, research project director
Thomas J. King	D. P. Brother, Detr, acct exec	D. P. Brother, Detr, vp
Walt E. Krueger		Mathisson & Assoc, Milw, exec administrator
Parmelee Lyman	Lennen & Newell, NY, acct exec for United Aircraft	Lennen & Newell, NY, also vp
Sanford C. Smith	Fletcher D. Richards, NY	Same, acct sup for Am Machine & Foundry Co
Harold Tuers	Harriet Hubbard Ayer, NY, adv mgr	Charles Antell, Balt, director of adv
Lloyd C. Whitebrook	Whitebrook Co, NY, pres	Kastor, Farrell, Chessley & Clifford, NY, vp & Same, exec vp
Guy S Warren, Jr.	D. P. Brother, Detr	

Parmelee



Witten



4. Sponsor Personnel Changes

Whitebrook



NAME	FORMER AFFILIATION	NEW AFFILIATION
John W. Brooks	Celanese Corp, NY, gen mdsg mgr	Same, director of mktng, textile div
Alfred F. Burton	Stamford Conn Drug, Stamford, pres	Zotox Pharmacal, Stamford, So sls mgr
George D. Crittenton	Lanolin Plus, Chi, asst sls mgr	Lanolin Plus, Chi, gen sls mgr
George O. Davies	P. Lorillard, NY, tres	Same, also director
Charles Fahler	Swift, Chi, brand mgr	Simoniz, Chi, brand mgr
Samuel C. Johnson	S. C. Johnson & Son, Racine, asst to pres	Same, new prod director & mbr of managem comm
Robert Joselyn	Armour, Chi, brand mgr	Simoniz, Chi, brand mgr
Harold J. McCormick	General Electric, Syracuse	General Electric, Syracuse, adv & sls prom mgr, rad-tv dept
Harris B. Parmelee	P. Lorillard, NY, director of research	Same, also vp
Irvin H. Peak	P. Lorillard, NY, vp & director of leaf activities	Same, exec vp
John D. Thuet	Sylvania Elec, Phila, district sls mgr	Same, radio sls mgr for rad-tv div
Laurence Witten	Allied Pub Rel Assoc, NY, vp & brd mbr	Juliette Marglen, NY, pres

Peak



5. Station Changes (reps, network affiliation, power increases)

Krueger



CJET, Smith Falls, E Ontario will initiate its first broadcasting year about 1 October and will be represented in US by Joseph Hershey McGillvra, in Canada by James L. Alexander

KOHR-TV, Lubbock, Texas achieves maximum power increase with new 50k transmitter

KMTV, Omaha, Neb is now televising local studio shows in full color

KOVR-TV, San Francisco, Calif., opens auxilliary studios in San Francisco

KTVW-TV, Seattle-Tacoma has appointed George P. Hollingbery natl reps

WCCO-TV, Minnpls & St. Paul, Minn, will undergo an expansion program to include more office space and an additional studio

WFAA-TV, Dallas, Texas has announced the construction of a tv tower 1685 feet high

WHTN-TV, Huntington, West Va. will open 2 October

WNCT-TV, Greenville, NC stepped up transmission to 316,000 watts on 29 August

WOV B'casting, NY purchased station WOV 8 August

WTAO-TV, Boston, Mass, has appointed Robert S. Keller Natl reps

WTSK-TV, Knoxville, Tenn will increase its power to 314,000 watts; will change its call letters to WTVK Television Knoxville

WWOR-TV, Worcester, Mass temporarily went off the air on 5 Sept because of the UHF problem

The truth will out!

WHEN Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.



WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives





THE KING-MAKER

Waits till dusk when his wife makes him go to the Laundromat. Kids keep hiding assorted small wildlife in his slippers. Crazy about bagpipe music, but not allowed to play within one hundred yards of the house. Aunt Margaret calls him "Cuddles"; hasn't spoken to Aunt Margaret since Armistice Day, 1939.

And in Washington, advertisers call WTOP Radio a better buy than any other station. WTOP is the station with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station.

WTOP RADIO

Represented by CBS Radio Spot Sales



Mr. Sponsor

Malcolm P. Taylor

President
Taylor-Reed Co., Stamford, Conn.

If you should hear a duet while driving through Stamford, Conn., chances are good that you're catching the vocals of Charlie Reed and Mac Taylor, former members of the Yale Glee Club, and currently co-owners of Taylor-Reed Co.

The two men have pretty fair reasons beyond *joie de vivre* for singing these days: The Taylor-Reed Co. will gross close to \$3 million in sales of Q-T Frosting, E-Z Pop and Cocoa Marsh in 1955.

"It's no exaggeration to say that tv built us," comments chubby, shrewd Mac Taylor. "Our budget's 100% spot tv because we found that tv gives us measurable results within a month. In each of 15 markets we're in we've had upwards of 20% sales increases during the past year."

Taylor claims his company is living proof of the value of daytime tv. "We're getting the women at a 40c or less cost-per-1,000 viewers by buying near Godfrey or other strong daytime programing. And I'll tell you something: it's pretty rare in advertising when you get a formula that's good market by market."

So convinced is he of the formula that he's putting \$500,000 behind it this year compared to \$300,000 last. Through Hicks & Greist, Taylor-Reed's agency, the company has made a couple of comic cartoon films which they call "the bop spot" and "woman in the shoe," with jazzy musical jingles and modern, off-beat drawings—off-beat in all but sales results.

"Let's face it," says Taylor. "A food company is primarily in the advertising business."

Taylor himself is a merchandiser "from way back." Got out of Yale in 1933, and has been "promoting something or other ever since," including expeditions to Labrador with Charlie Reed, trips throughout Europe with the glee club, and lately the three Taylor-Reed products.

At home in Darien, Conn., Taylor pretests self-liquidating kiddie premiums on his five youngsters who range in age from three to 13. likes to "pile the family into our little 26-footer (a cruiser)," and generally splits himself evenly between family and business.

"Too many parents pay little attention to the kids," says he, "and then before they know it. the kids are grown and away."

Top Salesman

N SOUTHERN MICHIGAN

INSIDE DETROIT OR OUT,
IT'S THE SAME STORY...
WJBK-TV TOPS 'EM ALL IN
AUDIENCE AND SALES PUNCH

WJBK-TV

CHANNEL **2** DETROIT

*First Choice of Viewers
in the 1,590,400 TV-Home Market of
Detroit and Southern Michigan*



**HERE'S MORE EVIDENCE TO SHOW
THAT CHANNEL 2 IS THE PLACE FOR YOU!**

American Detroit, August, 1955 - American Research Bureau

of daytime quarter hour periods	
with ARB survey with ratings of 9.0 and above.....	70
70 periods with ratings of 9.0 and	
WJBK-TV carries.....	60
of daytime periods rated 9.0 and above on	
Detroit-Windsor stations combined.....	10

Telepulse, August, 1955

- Of top 10 Nighttime shows 8 are on WJBK-TV
- Of top 17 Nighttime shows 12 are on WJBK-TV
(Three-way tie for No. 15 in top 15)

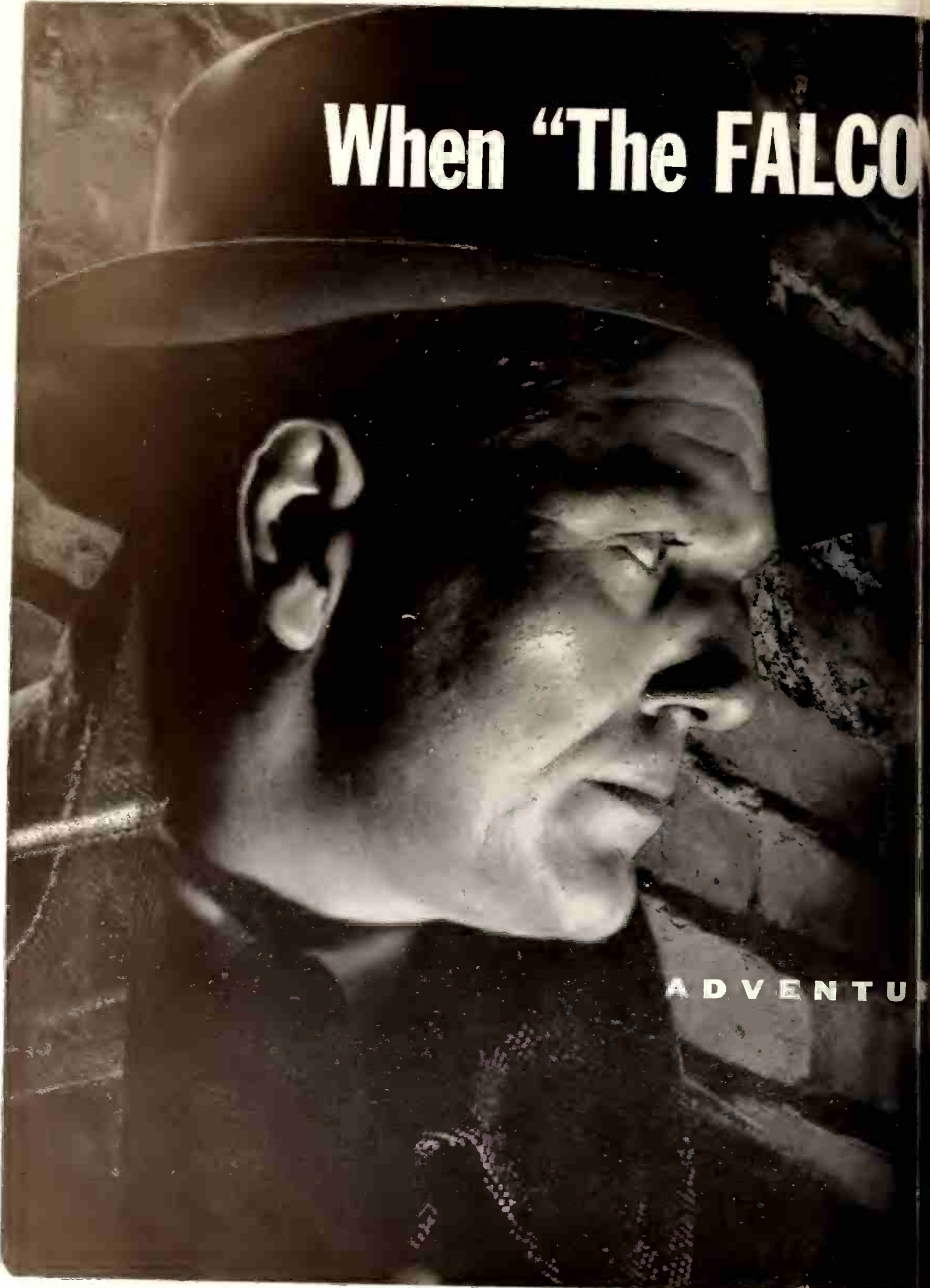
As the outside area figures in Ann Arbor and Flint showed WJBK-TV the No. 1 viewer choice, the above in-Detroit figures go right along. WJBK-TV's top CBS and local programming, 1,057-foot candle and 100,000 watt maximum power on Channel 2 offer a big punch in sales in the entire "Detroit Television Market" that includes extending Southern Michigan as well as Detroit. We'd like to put our selling power to work for you!



Represented Nationally by
THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22, MURRAY HILL 8-8630

When "The FALCON"



ADVENTURE

is town, ratings soar!

First-run sponsorship

may still be available in your market

NBC Film Division's "Adventures of the Falcon" makes a habit of raising station ratings substantially in its time period. Out of nineteen major ARB-measured markets where before-and-after information is available, "The Falcon" boosted ratings in *fourteen!* In Memphis, for instance, a 14.4 rating *before* "The Falcon" soared to 25.6 *with* "The Falcon." That's the kind of spectacular rating-increase scored by the series virtually everywhere it runs!

Advertisers of every description have strengthened their competitive position by sponsoring "The Falcon." Brewers, grocers, appliance dealers, furniture retailers, banks and loan companies, department stores — they've all discovered its built-in selling power.

"The Falcon" *sells* because it *pulls audience* . . . immediately! Exciting episodes of adventure all around the world, the exotic flavor of authentic locales, a great new star — Charles McGraw — whose movie fame is expanding rapidly . . . these are the strong audience-values you get with sponsorship of "The Falcon." You also get an exclusive package of advertising, promotion, exploitation and merchandising, unmatched in the industry!

First-run syndication sponsorship, at a down-to-earth cost per thousand, may still be available in your market. Write, wire or phone NOW!

NBC FILM DIVISION

serving all sponsors

serving all stations

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill.
Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St.,
Toronto; 1551 Bishop St., Montreal.

OVER THE WORLD!



new!
KCRA-TV

changes
the picture
completely in
California's
rich
Sacramento
Valley!

channel

Complete NBC basic programming — with TV stars and programs never before seen in the area — has come to the fabulous Sacramento Valley!

Sacramento's new station — KCRA-TV, Channel 3 — is the only low band VHF station in the Valley. 100,000 watts maximum power. The television picture has changed in Sacramento — a change that affects you, your clients and the viewing habits of thousands of Sacramento Valley families.

Be sure to re-evaluate your television advertising in the Sacramento-Stockton market. Take a second look at your present spot schedules and programs. Then call Petry.

KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars!

KCRA-TV
channel 3

Sacramento, Calif.
100,000 WATTS
MAXIMUM POWER



BASIC AFFILIATE

Represented by Edward Petry & Co.

"THERE'S LOTS TO SEE ON CHANNEL 3"

SPONSOR BACKSTAGE



By Joe Csida

What the John Crosbys and Jack Goulds contribute

Having been one myself, I am an avid reader of the paid critics of radio and television. Two of the most consistently entertaining and informative pundits of the broadcast art, to me, are the *New York Times'* Jack Gould and the *New York Herald Tribune's* John Crosby. I have always got an extra zing out of Crosby.

Just a few days ago (as this is written), fresh from the African veldt, he returned to these shores to discover that *The \$64,000 Question* had become not only tv's top-rated program but a national social phenomenon as well. On an *Author Meets the Critic* video show several years back I was the anti critic opposing Henry Morgan, who spoke in favor of a book John had just published wherein were contained a collection of his essays and criticisms. I called John a "Little Jack Horner" type of writer, and Bennet Cerf, from the moderator's chair, asked what I meant. I explained that I had a lucid picture of John rushing into his corner with Roget's *Thesaurus*, Bartlett's *Familiar Quotations* and other like works, sticking in his thumb, coming up with a gob of witty remarks, plopping them into his column, and remarking most self-satisfiedly, "My, what a bright boy am I."

Actually that somewhat shabby analogy was the best I could do, at the moment, for the purpose of being as nasty as possible and upholding my anti end of the controversy. I really do believe, possibly along with John, that he is bright. *Thesaurus* and Bartlett's notwithstanding. He is just so bright that by calculatedly putting pins in the big ones, he has become the most widely read columnist in the business.

On the question of *The \$64,000 Question*, however, I do believe his timing was a little off. On the Tuesday following the week in which he ripped the show to shreds, Captain Dick McCutcheon of the U. S. Marines won the first \$64,000.

I was watching the show with my wife, my daughter, who's 17 and just entering college, and my boy, who's nine. My family, I believe, is as normal in their reactions to tv entertainment as any, and I give Crosby nothing when it comes to my own unfortunately hard-boiled and cynical attitude toward video shows. But, to a person, we literally thrilled to the Captain's crack at, and capture of, the loot. I think that if John were watching, he too must have thrilled to it. exact-

(Please turn to page 74)



When you count every rated quarter hour —

When you count all the audience —

here's how Boston radio stations line up in all 500 rated quarter hours:*

WHDH

first

368 times

Station B (network) first 128

Station C (network) first 8

Station D (network) first 4

Station E (Independent) first 2

Station F (Independent) first 1

Station G (network) first 0

(Eleven duplications make total 511)

P.S. WHDH

First or Second in 486 out of 500 rated quarter hours.*

*Pulse of Boston Total Audience — Monday through Sunday — 6:00 AM to 12:00 Midnight — July-August 1955 — 500 rated quarter hours

WHDH First 73.6% of the week —

First or second 97.2% of the week

Complete breakdowns by quarter hours available — Ask your John Blair man.

WHDH

850 on the dial

50,000 watts

BOSTON

Represented Nationally
By John Blair & Company

AGAIN

kgul TV
IS TOPS IN
TELEPULSE

Again in August KGUL-TV has the Number One program in the Galveston-Houston market. The August Telepulse shows the "\$64,000 Question" with a rating of 37.2.

NOW MORE THAN EVER - THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by



CBS Television Spot Sales

Spot radio fights back

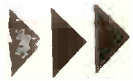
Defensive attitudes toward spot carriers is played down as reps begin to sell against them with positive pitches



by Alfred J. Jaffe

Concern among reps and stations over the multiplying number of network spot carriers and the way web radio is being sold today is mirrored in previous SPONSOR stories on subject (note excerpts reproduced above). The controversy is still very much alive but while reps in particular remain opposed to spot carriers as encroachment on national spot business they are meeting the price competition in a head-on manner.

For the latest facts on rep selling tactics turn the page



Few facets of the radio business have created as much controversy as the network spot carriers.

In recent months the new web selling plans—all of which are spot carriers in one form or another—have been brewing a ferment that threatens to spill over into the consumer press. Radio, in other words, may end up with a bad case of publicly washing its dirty linen.

Not all of the ferment is unhealthy, however. The spate of spot carriers, which have been under heavy fire from reps and network affiliates alike as an invasion of their national spot business, has begun to touch off some aggressive sales pitches from the national spot side of the fence.

Some of these pitches meet the spot carriers head on. There's not only a bold anything-you-can-do-I-can-do-better air about them but also an effort which can be wrapped up in the phrase: "If you're going to sell networks like spot, we're going to sell spot like networks."

Cooler heads in the industry deplore the current excitement over the spot carriers and urge a watchful, waiting attitude, the idea being that this is an interim period and no one knows for sure whether the new spot carriers are really the long-term answer to network radio's problem. While the reps are 'agin' 'em to a man, a number of stations are shrugging off the resulting loss of national spot accounts, hoping that the new network program developments will put new life into radio.

There is also a feeling in some quarters that bickering within radio's family will damage radio's reputation in

the eyes of those who use the medium.

Much of the controversy has centered about NBC's weekend *Monitor* and the planned extension of this revolutionary programing format (called *Weekday*) into daytime hours, spot radio's juiciest domain. *Monitor*, while it may be the most obvious spot carrier, is not the only one. All the networks are now selling, under various

★ ★ ★ ★ ★ ★ ★ ★

"HOLD, KNAVE!"

In a recent letter to affiliates, NBC Radio's station relations v.p., Harry Bannister, said "... apparently CBS called its affiliates together with the apparent purpose of attacking NBC... Must be it hurts. Or, to paraphrase Bill Shakespeare (a well-known scripter):

"*'They do protest too much, methinks.'*"

Answered CBS Radio sales chief John Karol: "During the past year it has been CBS Radio that has led in programing, research and promotion—much of it for the benefit of all radio. Aside:

"*'Blow, blow thou winter wind!*

Thou are not so unkind

As man's ingratitude.'"

★ ★ ★ ★ ★ ★ ★ ★

guises, announcements to advertisers, and the competition for the shrinking radio network advertising dollar has reached new heights.

This competition has recently set off an inter-network squabble between CBS and NBC, the clamor of which has been added to the sound and fury emanating from the squared-off poses assumed by the networks in one corner and the reps-plus-affiliates in the other.

The intermural network battle was sparked by a hard-hitting speech to CBS Radio affiliates two weeks ago by John Karol, the web's sales vice president. Karol took some broad swipes at the current status of NBC Radio's sales and programing. He made it clear he didn't think much of NBC Radio as a competitor and characterized *Monitor* sales as actually "give-away business."

The speech stung NBC Radio's station relations Vice President Harry Bannister to an answer via a letter to all affiliates. Bannister said CBS "has led the way in all the negative steps—the general rate reduction in July 1951, the reduction in evening rates in August 1952, and the further reduction in October 1954."

Bannister also charged that CBS, after attacking the NBC participation plan in May 1954, scrapped its "propaganda line" and went "all-out on participation sales under its 'segmented' sales plan."

The NBC station relations executive defended NBC's sales record. He compared NBC's sponsored hour figures for the first week in September 1955, as against the same week last year, said NBC sales were up 30.1% while CBS sales were down 14.9%. He also compared PIB gross billing figures for the two networks for July 1955, compared with the same month last year, said NBC billings were up 15.3% while CBS billings were down 18.3%.

Karol told SPONSOR his answer in the battle of the figures was as follows: (1) CBS Radio's sponsored hours for September came to 34.2

TAKE IT EASY, BOYS

This is a peculiar period in the strange career of radio on the national front.

This is an interim period. *Weekday*, the Monday through Friday offspring of *Monitor*, has not yet made its bow. The other network hopefuls, all wedded to the strategy of commercial flexibility and participations, are still to prove their mettle.

So this could be a quiet period, albeit active in sales planning and preparations. This could be a busy-bee period both for station representatives and networks.

But no. The void must be filled. So network attacks network. Reps attack networks. Networks attack reps. The free-for-all is on.

Is this healthy for radio?

No!

Does this help the advertiser understand the crisis through which radio is passing?

No!

What does the advertiser think about all this?

His only thought, "Things are pretty messy in radio. Must be a pretty unhealthy situation. Well, I have other things to think about. I'll think about television, newspapers, magazines, and billboards."

Can you blame him?

Take it easy, boys. Radio is a great medium. At spot rates, or otherwise, the finest buy many a national advertiser can make. We can disagree without disgusting the innocent bystander. Don't sell radio down the river.

E D I T O R I A L

while the NBC figure, excluding *Monitor*, was 24.4, (2) CBS Radio's gross billings (PIB) for July were 26% higher than NBC's, (3) CBS Radio's total-day Nielsen ratings for August, first report, are 50% higher than NBC's.

Karof's characterization of *Monitor*'s sales as "giveaway business" evokes an "amen" from many stations and reps who say that national advertisers can in some cases buy a station on the network for as little as one-fourth the station's spot rate. While the new CBS segmentation plan has not been thoroughly analyzed by affiliates and reps, there is the uncomfortable feeling that on CBS, too, an advertiser can buy an announcement which breaks down to a much lower cost per station than a national spot buy. And on Mutual an advertiser can buy a Multi-Message Plan announcement on more than 500 stations for \$1,000 or an average of less than \$2 per station.

The trend toward selling single announcements in programs by selling five-minute shows has reached a new peak with ABC's stem-to-stern revamping of its nighttime programing. Starting 24 October, ABC's 7:30-10:00 p.m. time during the week will be broken down completely into five- and 10-minute strips. Price for five-minute show strips will be as little as \$750 per show (or single announcement).

The impact of low-cost network announcement buys has hit the stations and reps where it hurts—right in the middle of their profitable national spot solar plexus. For some time now the reps have been sending out storm warnings to the effect that the entire structure of radio may be undermined as a result of the networks' encroaching into a field that was once the exclusive domain of stations. To show this is not just talk, names of products who have dropped spot radio or cut down on it to buy spot carriers have been rattled off. They include Viceroy, Swansdown, Bromo-Quinine, Pepto-Bismol, Miller's High Life, Goodrich, Charles Antell, Tintex.

While the initial reaction of reps and stations has been defensive, there are now signs that an aggressive fight to sell national spot against the spot carriers has begun in earnest. The reps are not only stressing the qualitative advantages of spot but coming up with figures which meet the spot carriers on their own ground—that of cost. In other words, reps say, with the right

"WEEKDAY"

New spot carrier plans this fall embrace two revolutionary programing developments: NBC's "Weekday," ABC's revamping of nighttime schedule into five- and 10-minute units

kind of buying an advertiser can buy spot at a price competitive with network carriers.

Reps and stations are becoming mindful that complaints about low-cost spot carriers may play into the hands of the networks by reminding advertisers they can get it cheaper elsewhere.

Reflecting this new attitude, Lawrence Webb, managing director of Station Representatives Association, said that reps are beginning to come up with presentations "which prove beyond doubt that, despite the cut rate prices of some current network participation programs and programs sold on a spot basis by the networks, the advertiser can still buy radio advertising on a national spot basis which is tailor-made for him and which gives him superior coverage, quality programing, the kind of audience he is

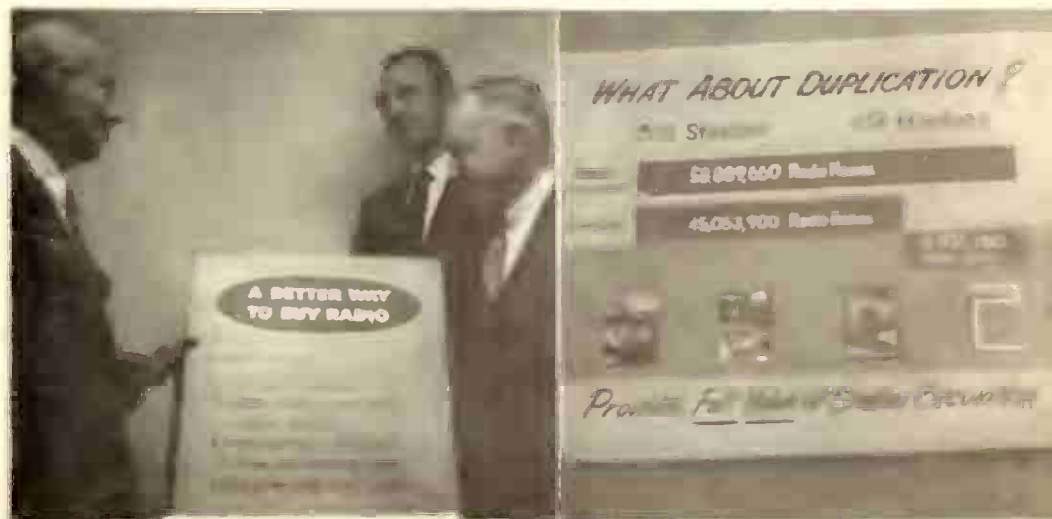
looking for and at prices equal to or lower than any network buy without resorting to rate-cutting."

Webb continued: "The reps are actively waging campaigns to sell their represented stations on better local programing, superior local personalities, better promotion on the part of the stations and increased merchandising. By so doing, stations are increasing their ratings, thereby making such local programs outstanding buys for advertisers as against network programing."

Among the reps active in selling against network carriers is the Katz Agency, which is preparing a series of individualized presentations for specific accounts. The prototype of these presentations, made for a large network radio advertiser who has can-

(Please turn to page 111)

Katz Agency's presentation on spot radio seeks to convince advertisers they can do better than on webs with same money. Shown with presentation are Katzmen Norman Pronty, M. S. Kellner, radio sales chief; Dan Dennenholz, research head. Chart from presentation at right makes point that spot duplication of homes reached is usable while web is not



Lady broadcasters of W

The man who is an expert on the subject of "How to sell to women successfully in radio and television" can practically write his own ticket in the ad business.

But admen all too seldom get a chance to meet one of the best sources of this brand of advertising knowledge—the lady members of the American Women in Radio and Television who conduct women's-appeal air shows.

To most account men, timebuyers and copywriters these distaff broadcasters are usually just a series of names on spot contracts, or else exist only as pictures in station ads or pro-

AIR-SELLING SU

Ione Tracy. Syracuse-area make a daytime habit of tu to "Milady's Almanac" on

Dottie Paige. Food prod regular feature of Dottie's "What's Cookin'" WIBW-T



SPONSOR

Singer Sewing campaign won prize for WJW

AWRT distaff broadcasters' charm and sales ability have won loyalty of audiences. Singer-sponsored drive for dolls for charity brought 2,000 to Jane Stevens, won her AFTRA prize

Don't know their women (IT SAYS HERE)

Practical advertising tips on selling to female audiences in SPONSOR survey

motional mailings from station reps.

Yet, collectively, these women air personalities represent more years of practical air experience in selling all types of goods and services than the ladies themselves are likely to admit.

In short, they are experts in selling to women. They should be. There are homemaking or other feminine-slanted daytime shows on 96% of the nation's tv outlets and 61% of the radio stations, according to SPONSOR's 1955 *Buyers' Guide*, and a sizable cross-section of these shows are presided over by AWRT members.

Until now, bridging the gap between

(1) what these women know from experience and (2) what admen would like to know from them has been far from easy. An admen could (and some do) grab a suitcase and make a Grand Tour of U.S. stations, of course. For most, however, time and expense rule out such a procedure.

A better solution came earlier this year when Montez Tjaden of KWTU-KOMA, Oklahoma City, agreed to help. Miss Tjaden, at that time chairman of the AWRT Publicity Committee, agreed to make an advertiser-slanted survey of AWRT members.

(The Publicity Chairman's post is

now held by Mary E. McDonnell of New York, AWRT President Jane Dalton announced in mid-September.)

The survey replies contain much information useful to admen—and they contain a number of eye-openers:

- Only about one radio-tv homemaker in 10 felt that national advertisers were *not* making any "notable errors" in agency-created copy used for live participations in homemaking programs.

- About four out of every five distaff performers felt that admen did not give them enough leeway or flexibility

(Article continues next page)

THE AWRT BROADCASTERS ARE BUILT ON SOLID KNOWLEDGE OF LOCAL AUDIENCES

Sally Work. WOW-TV, Omaha's family series appeals to city and farm viewers

Sally Work. Guests on her WBEN, Buffalo feminine-slanted show included a well-known Republican

Edythe Fern Melrose. "House O' Charm" show on WXYZ, Detroit originates in lovely model home

Florence Falk. KMA, Shenandoah, Iowa listeners know her as "The Farmer's Wife"—which she is.

Walt & Emma Lou. Popular air couple, the Nielsons, rate high with WNHCTV, New Haven viewers

Walt & Emma Lou. Popular air couple, the Nielsons, rate high with WNHCTV, New Haven viewers

Lidie Walters. Greenville, S.C. listeners can see and hear day-timer at WFBC remote airings-

Mary Landis. Chicken of the Sea tuna sales jumped when aired on Jane's WBAL-TV, Baltimore show





Helen Day. WBAY-TV personality demonstrates newest plastic dinnerware on air

Anne Daly. In-store broadcasts are regular part of Anne's radio series on WPDQ, Jacksonville

Vivian Batten. Radio-tv star of KWTU-KOMA, Okla. City show prefers live tv commercials

Connie Stackpole. Manchester, N. H. listeners dial WKBR for her friendly household advice

Kay Neumann. Pittsburgh tv viewers see Kay on daytime show, KDKA movie series

Julie 'n' Johnny. Co-stars of morning show on WTAG, Worcester "personalize" selling

Bee Baxter. McCall's Mike Award was won for public service on KSTP-TV program

Margret McDonald. Fort Worth-Dallas viewers share vacation photos with the WBAP-TV star

to "do the commercial in my own style."

• About one out of two of the ladies replying to the AWRT survey felt that commercial copy or film commercials contained words or phrases more likely to irritate women dialers than to send them running to their neighborhood stores to purchase the sponsor's product.

Radio gripes: Are creative radio admen out of touch with feminine reality? This was a prime gripe among the AWRT homemakers. A typical opinion:

"Women hate to be talked down to," said Dorothy Shank of Buffalo's WEBR. "They want the copy to have a ring of sincerity. In listening to

commercials, from talking to my listeners, and from reading copy which comes to the station for other programs. I often feel that commercials have been written by someone who knows nothing about the subject.

"A copywriter just out of school, trying to tell a woman with three children how to wash clothes, for instance. Another thing—I often feel that copywriters sit in their agency offices dreaming up marvelous ideas which perhaps a housewife has known about all along.

"In other words, copywriters should meet the people they're writing for—they'd learn a lot!"

Here are some other specific gripes:

• "Too much 'sell'": Ione Tracy, director of women's shows on Syra-

cuse's WHEN, complained to SPONSOR-

"Many times advertisers are too demanding as to how many specific points *must* be included in every commercial. One sponsor went so far as to say that unless some 10 or 12 points were included in *every* commercial *every* time the station would not be paid.

"In a one-minute commercial, this requires me to skip lightly from one point to the next as fast as possible, with the result that none of the points are really driven home.

"Real emphasis of a *few* points in each commercial is far more impressive and does not get boring with repetition, because different points can be emphasized each time."

• "Time-worn phrases": Many an

DO'S & DON'TS FROM AWRT AIR PERSONALITIES IN SELLING TO WOMEN

1. Do give local radio-tv distaff personalities freedom to do commercials in their own style, four out of five AWRT members replied in SPONSOR national survey
2. Don't use time-worn phrases in commercials designed for use in local-level radio or tv. Pet hates of AWRT: "Yes, ladies . . ." "You know, friends . . ." etc.
3. Do provide plenty of product samples, visual aids and other props for use in tv "kitchen" or "home" commercials, tv homemakers said. Copy, films aren't enough
4. Don't try to "localize" radio-tv commercials today by remote control. AWRT broadcasters said commercials should be given "local slant" by local personalities
5. Don't jam too many copy points into air commercials. Some clients try to get across as many as a dozen in each airing. "Spread them." AWRT members urged

adman's pet phrases used in agency copy cause the ladies who read the copy on radio homemaking shows to grit their teeth.

"I dislike the phrase 'Yes, ladies' and commercial scripts using 'you know' frequently," said pert and pretty Jane Stevens of Cleveland's WJW. A veteran of air appearances, women's club lunches and charity drives, Jane added, "When I sell to women on the air, I like to think first: 'What is this product going to do for my listener and her family?'—then present the facts without superlative adjectives."

A New England radio homemaker, blonde Julie Chase of WTAG, Worcester's *Julie 'n' Johnny* daily women's show, added:

"Advertisers are amiss in trying to build their copy on 'sale after sale after sale.' I feel that bargain sales should be saved for special impetus; too many sales spoil the value of a really big one.

"And, too many advertisers overuse the words 'quality' and 'value.' I feel advertisers should pay the broadcaster the compliment of trusting her to judge her audience and what appeals to them."

• "Don't know the audience": As the AWRT members saw it, admen sometimes tripped over an audience hurdle on the road to radio-created product sales.

"I talk to an area that is largely rural," said Harriet Pressly of Raleigh's WPTF, who conducts a daily half-hour feminine-appeal show. "I like, and my listeners do too, simpler copy presented to sound like a part of the average woman's conversation. Something that sounds like her own ordinary type of chatter, not something that is just stuck into a show to make a sale."

Added other AWRT homemakers:

"I would suggest agencies send background material, quickies, and research material for complete files and notes to be ad-libbed. It is very difficult to adopt wordy agency commercials to the local picture. It's the wrong vernacular," said Jane Dalton of Spartanburg's WSPA.

"Advertisers do not give practical uses of their product. At the same time, they are often too commercial. I like to sell without the buyer being aware that she is being sold. If you can give her sufficient reasons why

(Please turn to page 78)



NEWEST SHOW OF THE WEEK: DARRYL ZANECK'S "20TH-10X HOUR" ON CBS TV

CRITICS RAP FILM-TV "OFFSPRING"

Built-in plugs for Hollywood studios in shows produced by majors draw fire from reviewers as "too much commercial"

Movie studios scouring the nation's newspapers and magazines for critical huzzahs for this season's made-in-Hollywood tv shows are, so far, in for a big disappointment.

The two premiering by presstime so far—*Warner Brothers Presents* and *MGM Parade*—have both been received with cool notices by tv critics, most of whom like neither the production values of the shows nor the extensive plugs for new Hollywood movies or old Hollywood studios:

• "We are promised fascinating glimpses of backstage Hollywood," said John Crosby in the *Herald-Tribune* and 90 other papers. "The only trouble with this is that, after the first glimpse, it isn't fascinating. Hollywood is tinsel."

• Jack Gould, veteran tv editor of the *New York Times*, sat through the premiere of *Warner Brother Presents*, snapped next day: "The West Coast hasn't lost its touch for making old movies. A tv viewer may tend to judge their product by the quality of tv product."

• Bernie Harrison of the *Washington Evening Star* did like the warmly appealing film clips in the premier MGM show of 12-year-old (then) Judy Garland. But Harrison cautioned: "It looks like we're going to have to sit through a preposterous amount of log-rolling and clap-trap on the new *MGM Parade* for sequences like this."

• Jack O'Brian, tv editor of the *New York Journal-American* drew a bead on the brothers Warner, and let fly thusly: "An Indian gift to tv. The final 15 minutes of the hour was a concentrated commercial for the film firm which, plus the customary six minutes of tv commercials, again breaks all rules of the official network tv 'code'."

• Tongue-in-cheeked *TV Guide*: "Enough to make one wonder whether the Hollywood moguls are the same ones who never used to mention the word 'television' if there were ladies in the room."

Latest development: NARTB's Code Review Board, in its September Bulletin, said it was directing its staff to compile more data on the "trend to insert promotional material" for Hollywood. ★ ★ ★

What TvB-Rorabaugh spot expenditures reports will contain

1. Total dollar figures spent in spot television for gross time costs. These will be comparable to network figures released through media data services such as Publishers Information Bureau and the ANPA's Bureau of Advertising via Media Records for U. S. newspaper spending.

QUARTERLY REPORT

Published after
January, 1956

2. A breakdown of spot tv dollar spending by product classification. These will show how various important categories, such as detergents, shampoos, autos, tobacco products and the like utilize spot television during a three-month period, based on tv data by Rorabaugh.

3. A list of the top 100 spot tv advertisers, again comparable to those released by other media data services. Gross time expenditures of each advertiser will be shown, with the biggest ones first. List will contain most blue-chip video advertisers today.

1. High spot of annually prepared review will be alphabetical list of all spot advertisers and brands, with the gross time expenditure of each listed. List will include all top national tv spot clients, and virtually all regional accounts using two or more markets.

ANNUAL REPORT

Published after
January, 1957

2. Complete product classifications breakdown of all advertisers and brands, with dollars expended by each. This will afford cross-check with client list to show what brand categories have been the biggest spenders during the year, further charting dimensions of spot tv today.

3. Interpretive comments by TvB and Rorabaugh. Tentatively planned are a series of short reports in annual edition which will point out the major trends in spot television during the year covered by the TvB-Rorabaugh research project, and give spot highlights.

One down, one to go

Problem of spot tv spending is solved. Next goal: spot radio

Throughout the nation, there are some 3,000 advertisers who sell their wares in two or more markets with the aid of spot television.

During 1955, they will spend the whopping total of \$275,000,000 for spot tv time, talent and production expenses, according to the latest estimate of the Television Bureau of Advertising.

But who spends what in the spot tv field will no longer be the headache-creating, slide-rule-juggling problem that it is today. The iron curtain-like wraps that have surrounded spot tv expenditures of national and regional advertisers will start to rise next year.

Sometime soon after January, 1956, TvB will release the first thick quarterly report on spot tv spending. At the end of the year, a special annual report will also be distributed.

What these reports will contain is outlined in the box above.

But even more important is what

they mean to the industry:

- For the first time, what TvB President Oliver Treyz calls "the fullest advertising dimensions of spot tv" will be open to evaluation by agencies and advertisers.

- The spot spending of clients, shown as gross time, will be comparable to



THIS WE
FIGHT
FOR

From SPONSOR's
1955 editorial platform
(25 July 1955 issue)

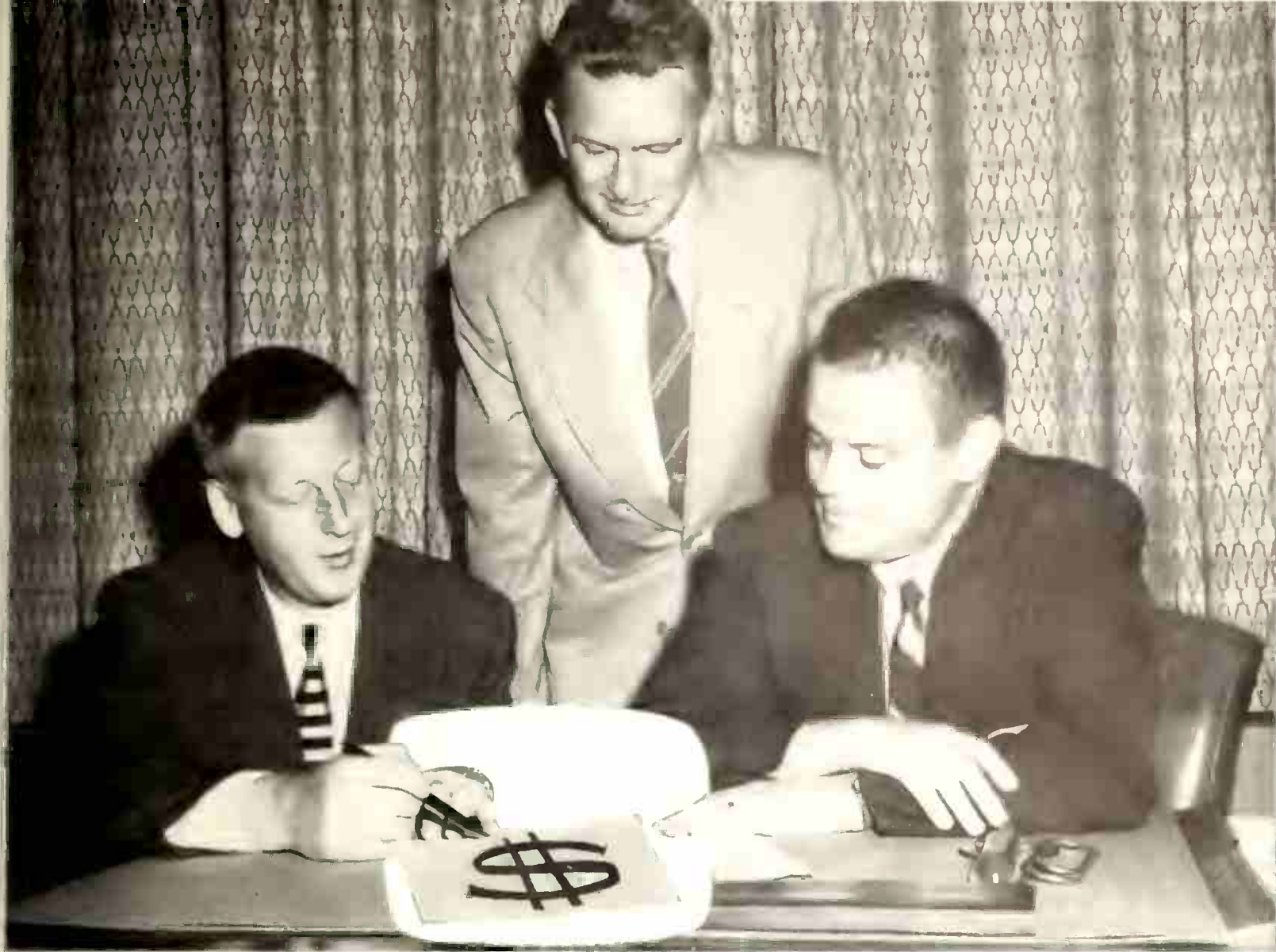
"We fight for regular publication of spot tv and radio expenditures of companies comparable to figures available for all other media"

and "combinable" with the gross advertising expenditures as shown by such other data sources as Publishers Information Bureau (network radio, tv, magazines and supplements) and Media Records of the ANPA (newspapers).

- Networks, station reps, individual stations and—of course—the TvB will be able to utilize the tv spot spending figures in making well-aimed pitches at various categories of advertisers, or even at individual clients.

- Advertisers, large and small, will be able to check on what kind of spending their chief competitors do in the spot tv medium, and will be able to adjust their campaign plans to meet competition.

Tv victory: By all indications, the TvB-Rorabaugh reports are a clear-cut victory for those who have fought a long, hard and uphill battle to chart the dollar spending in spot tv.



New team: N. C. "Duke" Rorabaugh (left), Dr. Leon Arons, research director of TvB (center) and TvB President Oliver Treyz discuss details of new project that will provide admen with tv spot spending figures starting in 1956. (See box at left for details)

Stated TvB's Oliver Treyz in a 16 September letter to SPONSOR's Editor and President, Norman R. Glenn:

"We are announcing today a TvB program for the release of spot television expenditures by advertisers and product.

"Your long crusade to make these dollar data available is thus rewarded."

(See "49th and Madison" column, page 14, this issue for full text.)

TvB's research program, part of that organization's continuing efforts to relate the values of spot tv with the more widely known values of network television, brought this further comment from Treyz:

"This removes from the 'secret' list an approximate \$275,000,000 which national advertisers will this year invest in spot television.

"Also it eliminates a situation whereby various trade journals and competing media have measured television as defined strictly by its network facility dimensions, as regularly reported by PIB.

"Spot television, therefore, is one of the last major elements of advertising whose spot expenditures are lifted out

of 'mystery and haze' and into 'light and focus'."

As SPONSOR reported in its issue of 5 September, the information that TvB will be releasing next year is actually the result of converting the regular tv spot *Rorabaugh Report* data on spot tv usage into dollar figures. The process, as the report pointed out, is large and complicated—and fairly expensive, since many individual computations must be made.

Radio problem: While many a tv adman is rejoicing over the idea of upcoming tv spot dollar data, the radio version of the same problem still stares radio admen squarely in the face.

As SPONSOR has already reported in previous articles on the subject, one of advertising's biggest guessing games involves spot radio spending. Agencies for years have surveyed stations in all parts of the country, trying to piece together the parts of the puzzle. Others have checked with reps, broadcasters and even the recording and production companies who prepare transcribed radio commercials in attempts to establish the size and shape of spot

radio. Still more have monitored individual outlets in major cities.

The sole public source of spot radio data that can be used as a basis for spot expenditures in the radio field is the *Spot Radio Report*, published monthly by James M. Boerst's Executives Radio-Tv Service.

Working under the handicaps of client-imposed secrecy and stations' reluctance to fill out questionnaires, Boerst nevertheless manages to provide a useful spot radio data service, similar in many ways to N. C. Rorabaugh's tv spot reports.

Boerst's report for August, 1955 (covering July activity) for example reports on the spot radio spending for 300 products or brand lines via some 50 agencies. But Rorabaugh's tv reports, on which the TvB will base its future spot spending estimates, cover about 10 times as many products.

Why can't Boerst quickly enlarge his report, thus paving the way for a major organization such as the Radio Advertising Bureau—to convert the figures into spending reports?

Said Boerst to SPONSOR:

(Please turn to page 109)



STATION	ON THE DIAL	PROGRAM	TIME
KWRT	BOONVILLE 1370	Music-Farm News	12:05 P.M.
KWRT	" 1370	Farm Review	7:30 A.M. Sat.
KDMO	CARTHAGE 1490	Music-Farm News	6:15 A.M.
KCHI	CHILLCOTHE 1010	Man at Exchange	12:30 P.M.
KFRU	COLUMBIA 1400	Man at Exchange	1:00 P.M.
KREI	FARMINGTON 800	Music-Farm News	12:00 Noon
KFAL	FULTON 900	Music-Farm News	12:50 P.M.
KHMO	HANNIBAL 1070	News-Markets	12:45 P.M.
KLIK	JEFFERSON CITY 950	Gail Bank	12:30 P.M.
KWOS	" 1240	Man at Exchange	11:45 A.M.
KBOA	KENNETT 830	Music-Farm News	12:30 P.M.
KIRX	KIRKSVILLE 1450	Man at Exchange	12:45 P.M.
KMMO	MARSHALL 1300	Markets-News, <i>Dud Cason</i>	12:00 Noon
KMMO	" 1300	Man at Exchange	12:15 P.M.
KMMO	" 1300	<i>Dud Cason-Farm Visits</i>	12:50 P.M.
KMMO	" 1300	Local News	5:00 P.M.
KXEC	" 1300	Man at the Mill	12:30 P.M.
KNCM	" 1300	County Agent	11:55 A.M.
KRM	" 1300	Music-Swap Shop	7:45 A.M.
KSB	" 1300	Vo-Ag Teacher	6:30 A.M.
		Weather	8:55 A.M.
		Music-Farm News	12:20 P.M.
			11:55 A.M.
			11:45 A.M.
			7:00 A.M.
			6:15 A.M.
			5:45 A.M.
			P.M.
			P.M.
			P.M.
			P.M.

MFA STAFF WORKED OVERTIME FILLING 15,000 ALMANAC REQUESTS PRODUCED BY ITS 50 DAILY RADIO SHOWS IN FOUR STATES

Farm radio helps up insurance sales 275%

MFA Mutual Insurance Co. goes to grass roots with \$250,000 radio budget, increases policies from 88,000 to 330,000 in five years' time

Admen who are "from Missouri" might listen to the story two typical Midwestern radio listeners, Mr. and Mrs. Oliver Howard of New London, Mo., have to tell. They'd been teaching their five-year-old to say grace at the table. The Howards are loyal listeners to the Missouri Farmers Association daily 15-minute noontime news show on KHMO, Hannibal. And here's the result:

Said son Bert at the dinner table one day, "... and bless too our use of this food, another service of the MFA Mutual Insurance Co."

MFA—the Missouri Farmers Association—has had this major problem as one of the country's largest farmer organization: How to sell farmers on more than a dozen products and services (from insurance to fertilizer) that its various divisions provide, without splitting a medium-size budget into too many molecules.

"About 10 years ago we discovered that we could get to the farmer most

cheaply and most often with radio." Judd Wyatt, MFA Mutual Insurance Co.'s director of advertising, told SPONSOR. "The power of those little ole radio stations up there is pretty great!"

The Mutual Insurance Co. has garnered measurable results like these from its use of radio:

Premiums during the past five years have grown from less than \$5 million in 1950 to \$13 million in 1954. The number of policies has increased some 275%, from 88,000 in 1950 to 330,000 last year.

"It's pretty difficult for us to relate our advertising to every part of our organization," Wyatt explains. "We've got more than 250 local Exchanges (retail outlets) and such major units as MFA Plant Foods Division, Seed Division, Tire Division, Produce Plants, Dairy Plants, Soybean Mill, Feed Mills and others. We can't always tell whether our advertising's right, but if something's wrong with it we hear soon enough from our 600 agents or 250 Exchange managers."

The formula that MFA hit upon 10 years ago and which has been enlarged upon as the budget has grown to nearly \$1 million has received a maximum of praise and minimum of gripes from the various components of MFA:

1. *Extensive use of local radio*—Currently MFA sponsors one or more

programs daily on 39 stations, for a total of nearly 50 daily broadcasts. These programs are generally 10- and 15-minute shows of a public service nature aimed at farmers, such as weathercasts, market news, educational farming information, some music like Western, hillbilly and popular directed

How MFA sells its products, services on the air:

MFA Mutual Insurance Co. developed its radio strategy 10 years ago, has continuously upped its budget in proportion to results. MFA buys one or more daily service programs on local stations, slots them in peak farmer listening time, ties in commercial with daily farm events and keeps announcers pitching hard.

at farm audiences. Approximately one-fourth of the budget is devoted to radio.

2. *Increasing use of tv*—During the past half year, MFA has sponsored five-minute weathercasts and minute announcements on seven Missouri stations, intends to up the lineup to a

dozen stations before year's end. Periodically, the association buys time for its own 15- and 30-minute educational farm films, on such subjects as best uses for fertilizer. The tv expenditures boost total air spending to one-third or more of the over-all advertising budget.

3. *Print advertising in newspapers and special farm magazines*—In most cases there's coordination between the air and print advertising, with mention of special MFA-sponsored programming made in the newspaper ads. Further, MFA publishes the *Missouri Farmer*, the MFA official publication which goes into more than 155,000 farm homes. This publication is put out in MFA's own printing plant. Print media takes up another third of the budget.

4. *Special sales meetings, promotions and direct mail push*—Since many exchange managers and agents count cost of sales meetings as part of their advertising costs, it is difficult to estimate MFA's ad budget exactly. Approximately one-third of over-all expenditures are allocated to direct mail, special promotions, meetings, novelties.

Wyatt sums up the reasons behind MFA's use of the air media this way: (1) to sell our products and services; (2) to acquaint farmers and con-
(Please turn to page 96)

Typical of MFA's "grass roots" radio approach is KFRU "Man at the Exchange" with announcer Brooks (l.), exchange mgr. Zaneis.

MFA exhibits, like one from State Fair, below, tie in with radio advertising. This 17-foot map lists stations carrying MFA programing





What 26 weeks of tv did for B&M

Tv advertising alone, at a \$12,500 cost for the entire 26-week announcement campaign, increased B&M brown bread distribution and brought all B&M test products a total 98% sales increase over the comparable 26 weeks of 1954. It did this job without support of any other media and without price inducements or special deals with the trade. Tv advertising was effective in the face of two major problems: (1) a high-priced product, (2) a product with minimal sales in the market previously. Interesting angle: the two-months carry-over of advertising impact upon sales

How long can B & M coast uphill after its tv campaign?

In second month after tv, sales were 128% over same period last year

In the second month after Burnham & Morrill's 26-week test tv campaign came to an end, sales in the Green Bay area ran 128% over the same month last year. This gain, attributed by the broker on the spot in the area to the carry-over effect of B&M's six-months tv campaign, is higher than the 98% gain during the campaign itself. (See charts on page at right.)

Does this mean that any advertiser who achieves strong impact with a campaign can drop it and then coast uphill? The sad experience of many who've tried indicates that an eventual decline is inevitable. But the unique marketing background of B&M in the Green Bay area may give the product unusually long-lasting results from its tv campaign.

The B&M oven-baked beans and brown bread products had been distributed in the Green Bay area for many years before the company turned to a tv test campaign. Despite near-100% distribution of the beans, sales had always been low because (1) the B&M beans are the most expensive in the market and (2) their use was restricted to a small group of consumers willing to pay more for the New England baked-in-molasses flavor.

The company thought of its consumers in the market in gourmet terms. It shipped a glass container shaped like an actual bean pot into the market rather than a large can for its 27-oz. size on the theory that glass betokens quality merchandise and the shape adds novelty interest. But in markets

where B&M is sold as more of a mass-purchase item, glass isn't considered necessary, and cans are used there.

When the tv campaign successfully widened the circle of B&M consumers in the Green Bay area, the product itself apparently took hold with a substantial portion of families who are continuing to buy it now. How long this hard core will maintain its purchases without advertising, neither the broker, Otto L. Kuehn Co. of Milwaukee, nor Burnham & Morrill Co. executives in Portland, Me., can predict. (SPONSOR will attempt to provide the statistical answer in another report several months hence.)

The B&M test of television represented the company's first substantial use of the medium. Its schedule con-

B&M SALES 2ND MONTH AFTER END OF TV TEST

(20 August-17 September 1954 vs. 1955)

Sales by dozens of B&M beans and brown bread at wholesale level

AREA A (50-mile radius of Green Bay)

	18 oz.		27 oz.		Brown bread	
	1954	vs. 1955	1954	vs. 1955	1954	vs. 1955
1. MANITOWOC, WIS.	10	50	15	25	0	0
2. OSHKOSH, WIS.	0	10	0	0	0	0
3. APPLETON, WIS.	70	230	0	125	0	10
4. GILLETT, WIS.	0	10	0	50	0	20
5. GREEN BAY, WIS.	210	100	15	175	20	50
6. MENOMINEE, MICH.	100	0	0	0	20	0
TOTALS A	420	460	60	375	40	80

AREA B (50-100 mile radius of Green Bay)

7. FOND DU LAC, WIS.	50	0	0	0	0	0
8. STEVENS POINT, WIS.	20	50	40	90	0	0
9. WAUSAU, WIS.	0	0	0	0	0	0
10. NORWAY, MICH.	0	300	0	350	0	0
11. SHEBOYGAN, WIS.	100	80	40	40	0	20
12. WIS. RAPIDS, WIS.	30	0	10	0	0	0
TOTALS B	200	430	90	480	0	20
TOTALS A and B	620	890	150	855	40	100

sted of six announcements weekly on WBAY-TV, Green Bay, at a cost of \$2,500 for the 26-week campaign. B&M was putting tv through an acid test in one of its most unproductive markets. Its conclusion after the test was that results were unbelievably good. It plans no immediate use of television, however, preferring to move slowly before setting television plans. The firm's approximately \$250,000 budget must be spread carefully over a national distribution pattern, and B&M's feeling, and the feeling of its agency, John C. Dowd of Boston and New York, at the moment is that the best means of using the medium will have to be worked out carefully. The company can't afford to shoot too much of its budget in only a few markets despite the results it is sure can be achieved from tv. SPONSOR will continue to report on the company's thinking as its plans evolve.

The B&M tv test, reported openly in the pages of SPONSOR, is believed to be the first media test ever to be covered in a trade paper while it was taking place. Many readers have suggested that SPONSOR recap the high points of the test in digest form. So here, week-by-week, is a summary of the B&M tv test as it happened.

Preparations (7 February 1955 SPONSOR): Over two years of meetings preceded B&M's six-month tv test. It began in spring 1952 when SPONSOR Editor-Publisher Norman R. Glenn mentioned to Haydn Evans, general manager of WBAY-TV, Green Bay, Wis., that SPONSOR's ambition had always been to cover a campaign as it happened. Within a few months, Evans called SPONSOR, suggesting the name of an advertiser willing to cooperate and in an ideal position to do so. Time elapsed while station and client negotiated about release of sales figures, and finally, toward the end of 1954, V. G. Northgraves, advertising manager of Burnham & Morrill, agreed on an open test.

B&M provided SPONSOR with sales figures for Green Bay and the area within a 100-mile radius on an exclusive basis. The firm considered the market a relatively low-volume one, and used virtually no previous advertising in the area, and chalked up an annual wholesale volume of merely \$54,000 in 1954 for its beans and B&M brown bread.

(Please turn to page 106)

B&M SALES THROUGH END OF 26-WEEK TV TEST

(1 Jan.-22 July 1954 vs. 1955)

Sales by dozens of B&M beans and brown bread at wholesale level

AREA A (50-mile radius of Green Bay)

	18 oz.		27 oz.		Brown bread	
	1954	vs. 1955	1954	vs. 1955	1954	vs. 1955
1. MANITOWAC, WIS.	290	520	230	430	0	114
2. OSHKOSH, WIS.	380	610	155	294	10	120
3. APPLETON, WIS.	800	2,126	805	1,112	250	1,000
4. GILLETT, WIS.	240	470	270	540	20	160
5. GREEN BAY, WIS.	1,940	3,830	1,640	2,700	60	1,170
6. MENOMINEE, MICH.	270	600	0	95	60	130
TOTALS A	3,920	8,156	3,100	5,171	400	2,694

AREA B (50-100 mile radius of Green Bay)

7. FOND DU LAC, WIS.	160	320	115	205	0	30
8. STEVENS POINT, WIS.	490	796	335	585	10	180
9. WAUSAU, WIS.	480	640	110	177	20	70
10. NORWAY, MICH.	410	650	700	775	40	150
11. SHEBOYGAN, WIS.	405	810	338	590	80	170
12. WIS. RAPIDS, WIS.	170	220	65	128	0	30
TOTALS B	2,115	3,436	1,663	2,160	150	630
TOTALS A and B	6,035	11,592	4,763	7,631	550	3,324

Grand total 1 Jan.-22 July 1954: 11,348 dozen cans

Grand total 1 Jan.-22 July 1955: 22,547 dozen cans

Radio commercials, too, can entertain

**Standart & O'Hearn agency says soft sell radio
builds sales better than "loud pitch"**

Inspired by Noble-Dury Associates' discussion of entertaining tv commercials in the 25 July issue of SPONSOR, Standart and O'Hern Advertising analyzes the effects of amusing commercials on radio, gives several enlightening examples of its soft-sell radio copy, its merchandisability and sales results it produces

* * *

We at Standart and O'Hern Advertising Agency read with considerable interest the article "Can commercials entertain *and* sell," the success story of Noble-Dury Associates of Nashville (SPONSOR, 25 July 1955, page 30).

Where Noble-Dury has leaned more

strongly toward tv as a medium, we have used radio as our "work horse." And the very nature of our radio approach has made it easy to carry the campaigns over into tv, newspapers and point-of-sale material.

While we have had a number of successful campaigns in which radio

commercials entertained the listener and gave him a subtle (or not so subtle) sales message, there are two campaigns in particular that solved highly difficult problems:

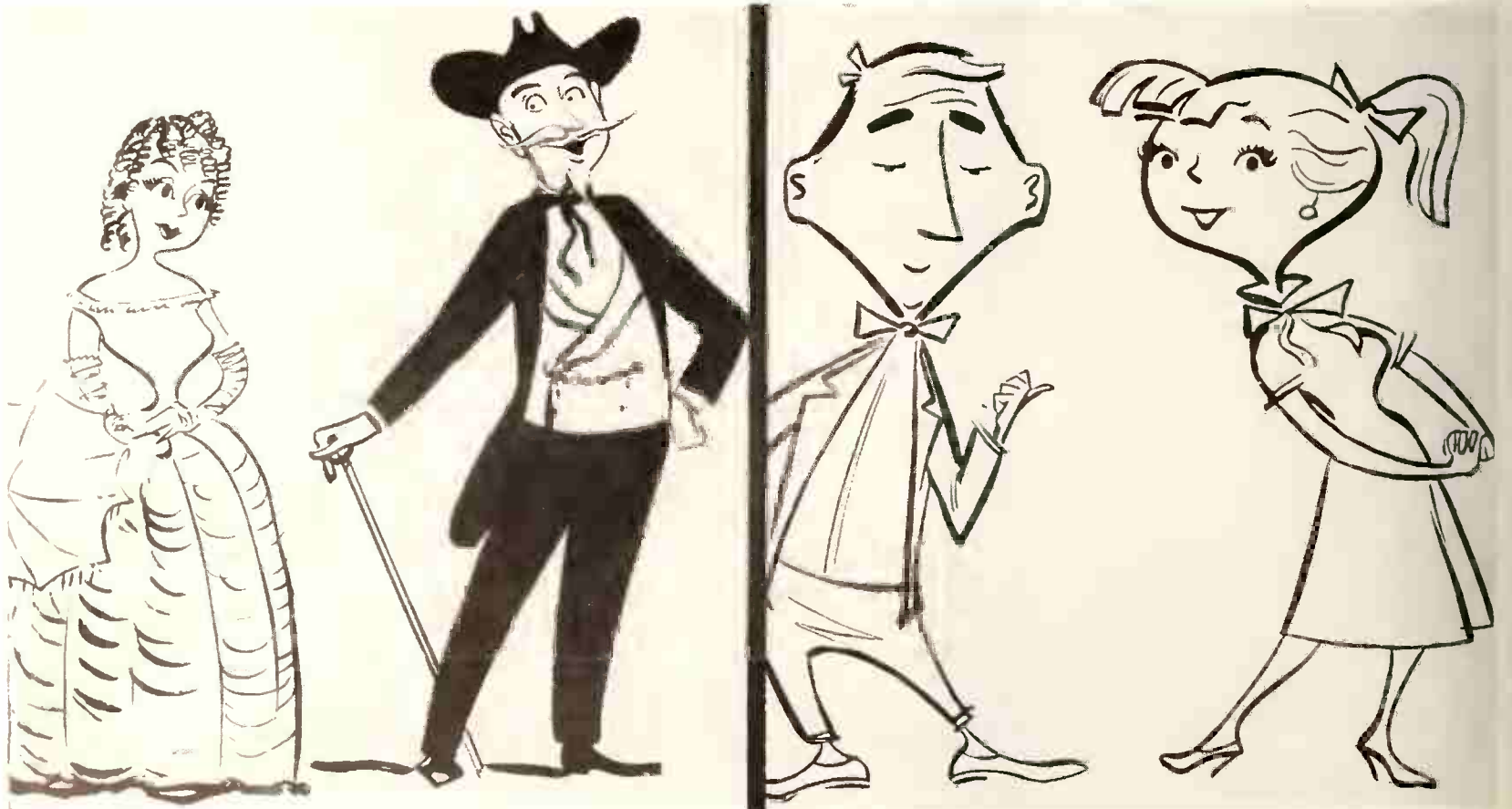
One of our clients is Berbiglia, a liquor store chain in Kansas City, Mo. Like liquor dealers everywhere, Berbiglia could not mention his line of products, as such, on radio or tv. (What's more, a local ordinance does not allow mentioning liquor prices in any printed media.) So, our problem then was to sell Berbiglia, *generally*, in such a way that people would develop a friendly feeling toward their nearby Berbiglia store.

Our solution was to create a radio campaign that would sell Berbiglia as the home of hospitality . . . and our thinking was that hospitality and the Old South go hand in hand. We decided that Berbiglia would handle only "the pride of the Confederacy"—only the best of everything. Berbiglia was officially declared Southern territory, "strictly for rebels." But who would do our job of telling the story?

We decided to create two friendly personalities—characters who would stress the high quality and low prices at Berbiglia. They had to be likable, perhaps even humorous. Because we believe that when all things are equal

Dramatic skit commercials on radio are not only easy to merchandise, says Standart and O'Hern, but they're easy to translate to tv, like the two illustrated below. Both soft-sell commercials used high-

ly identifiable characters; the Southern belle (l.) who says "a Berbiglia likker stoah is always neah," and Gertrude and Claude (r.) who "went out for Muehlebach Beer—it sure does break the ice."



—price, quality and ease of purchase
—people buy from the person or
store they like best.

So we built our emotive campaign
around two lovable Southern char-
acters, Lily Belle and Stonewall, who
would tell all about the Southern hos-
pitality to be found at Berbiglia.

Lily Belle is a young girl from the
Old South, full of the Southern love
for courtesy and tradition. Stonewall
is a Southern colonel. He has an
exaggerated drawl and uses quaint ex-
pressions such as, "Shades of Jeffers-
on Davis" and "Bust mah Southern
suspender buttons!" He has a deep
affection for the South and a haughty
scorn for Yankees.

Here is one of the radio commer-
cials, featuring Lily Belle and Stone-
wall, that will give you an idea of our
general approach:

MUSIC: Fast, Southern music.

STONEWALL: Shades of Jefferson
Davis, What a catastrophe! Whatevah
am ah goin' to do?

LILY BELLE: Stonewall, deah, stop
tearin' youah curly locks from youah
noble Southern brow, and tell me
what's troublin' you all.

STONEWALL: It's the Boll Weevils,
gal. They came a chompin' and
gnawin' theah way crost the South
and ate up every bit of the cotton
crop. It'll be mah ruin.

LILY BELLE: But Stonewall, You
all didn't plant no cotton. You got a
tobacco plantation.

STONEWALL: I know it, gal. Ain't
it terrible. Heah I sit with all that
tobacco to harvest, while them lucky
cotton plantahs got free time to go
to Berbiglia.

LILY BELLE: But you'll be the
wealthiest man in the South when you
hahvest youah tobacco.

STONEWALL: Gal, I don't need all
that money with them low prices at
Berbiglia.

LILY BELLE: Stonewall, deah. A
Berbiglia stoah is always neah. You
all can hahvest youah tobacco an' still
go to Berbiglia.

STONEWALL: Well, crumble mah
tobacco leaves and call me smokey,
gal, I believe youah right. Come on.
Let's sashay ovah to Berbiglia foah
the best.

Result of campaign: The Berbiglia
liquor stores increased sales one mil-

(Please turn to page 103)



INDIAN CHAPEAUED SELBY GOES OVER "MR. FIXIT" MAIL WITH AD EXEC BOBICHS

"MR. FIXIT" FIXES UTILITY'S P.R.

Five-minute "Mr. Fixit" tv strip solved vexing problem of high
cost tv time for Philadelphia Gas Works, builds public relations

A supper-time show reaches over a million homes a week for the
Philadelphia Gas Works, and uses a distinctive low-cost format to do
so. The high cost of tv combined with heavy network usage of prime,
evening time had almost barred the utility from tv though it had used
the medium as early as 1948.

Earl Selby and Mr. Fixit is telecast from 6:25 to 6:30 Monday through
Friday over WCAU-TV. Selby, a columnist for the *Philadelphia Eve-
ning Bulletin*, had introduced the Mr. Fixit characterization in his "In
Our Town" column to help readers with a variety of problems. The
types of things he's solved in both his newspaper column and tv show
have included: advising a man with bats in his shutters; finding a thrift
shop selling formals for \$3; locating a shoe store that stocks odd-sized
ladies' shoes in fashionable models.

Selby opens the show wearing a headpiece that tips his audience to
the subject he is going to discuss. To date these have included a
lumberman's cap, a fashionable lady's hat and (see above) even an
Indian headdress. Letters from viewers are discussed on the air and
Selby answers every piece of mail either on television or with a note
referring the writer to another possible source of help. The interest this
show has received is demonstrated in two ways.

First, it had an average weekly cumulative ARB rating of 52.9 in
August, each week reaching 1,107,187 homes with a total of nearly
three million viewer impressions. With time, talent and production
costs amounting to \$2,000 a week, the cost-per-1,000 is only \$67.

Second, as a sales vehicle, the show is even a greater boon to the
Gas Works. Varied gas appliance manufacturers sponsor segments of
the show on a co-op basis, often with splendid sales results. All of these
sales benefit the Philadelphia Gas Works through additional consump-
tion and service brought about by the new gas appliance installation.

Heavy mail (up to 500 pieces each week), good ratings and proven
high product identification have convinced the utility and the W. S.
Roberts Advertising agency the show can sell gas and goodwill. ★ ★ ★

How to sell on tv when you can't show the package

Japanese crabmeat made product so intriguing, women would seek it out

You want to advertise a food product that's high-priced compared to competition. This product is actually made by several competing firms, and therefore packaged under different brand names. You've got to show results within three months, and on a skimpy first-round budget."

If this problem appeared on a post-graduate advertising exam, a number of young hopefuls might cheerfully turn to carpentry or plumbing. But the Japan Canned Crabmeat Sales Co. solved just such a problem.

This manufacturers' association took a \$60,000 budget and with use of daytime tv achieved as much as 40% sales increases in its tv markets.

Essentially, this is the situation the agency, Gotham-Vladimir, faced back in June 1955 when the crabmeat association joined the shop:

1. Here was a trade organization composed of four members who are highly competitive with each other for food broker business and food store retail outlets. But each company realized that its own ends would be furthered by greater U.S. demand for the imported crabmeat as such.

2. There's no trademark for Japanese King Crabmeat. The only unifying factor on any of these competitively packaged brands of crabmeat was the tiny five-point type announcing "Packaged in Japan" or "Product of Japan." It's difficult to make consumers aware of such small-print inscriptions, especially since women shopping for foods are strictly brand-conscious.

3. Another difficulty stemmed from the fact that Japan itself had for years played down the "Made in Japan" label because of its political unpopularity. In fact, years before World War II, the Japanese had gone so far



Homemaker shows like WPTZ, Philadelphia's "Pots, Pans and Personalities" with Mary Wilson (above) provided highly merchandisable vehicles for Japanese King Crabmeat in the five markets Gotham-Vladimir ran crabmeat recipe contest, got up to 40% sales boost

as to name a small Japanese island "USA," in order to label products for export "Made in USA."

4. King crabmeat, undeniably, is expensive for a mass item. It retails at about \$1.00 a can, when many other

competitive seafoods can be had at virtually two-thirds the price (if you'll take tuna or shrimp instead of crabmeat, that is).

5. Crabmeat has to be sold as the quality product and high-priced food

it is. However, Japan has long been associated with cheap-production and imitation-manufactured goods.

Andy Vladimir, agency radio-tv plans director, faced two more obstacles in trying to hatch air media strategy: (1) need to work quickly to get on the air during the big summer season; (2) lack of distribution, sales and consumer research information.

To some degree the agency was forced to work in the dark. Briefly, agency executives reviewed the objectives of the first 13-week campaign: increased distribution, creating demand for a high-priced product, making various areas Japanese King crabmeat-conscious.

Trade magazine advertising was a must for stimulating interest in the trade. However, with the portion of the budget left over for direct consumer selling, the agency decided to go into tv and some print advertising. Tv got \$23,000 of the total budget.

On first attempt, Gotham-Vladimir got stuck in a blind alley because of a competitive problem. The agency wanted to buy into Garroway's *Today*, but a tunafish sponsor put an end to that thought. The thought of spot tv arose, and appealed because of limited funds. Besides, the agency did not have sales and distribution information for the entire country. Gotham-Vladimir, in conjunction with members of the Japanese Canned King Crabmeat Sales Co. decided upon these Big Five markets: New York, Boston, Philadelphia, Baltimore and Chicago.

Solution: Vladimir noodled the problem, discussed it with agency brass including president and account supervisor Irwin Vladimir, Neil Rourke, a/e, and Seymour Kagen, timebuyer. Resulting decision: highly merchandisable participations in women's cooking shows in the selected markets.

The meager budget was allocated in each city according to the sales of crabmeat in the area up to that time: In New York it was decided to go on the air four days a week, in Boston twice a week, and in Baltimore, Philadelphia and Chicago one time a week.

"We felt the product needed demonstration," says Andy Vladimir. "So, we looked in SPONSOR's *Buyers' Guide to Station Programing* and searched out the tv stations in the five markets we'd chosen that had a large home-making schedule and which were

equipped with operating kitchen sets."

As a result of the study, the agency chose WRCA-TV, New York; WBZ-TV, Boston; WPTZ, Philadelphia; WBAL-TV, Baltimore; WBKB, Chicago.

"We then called in the reps of these five stations individually," says agency a/e, Neil Rourke. "We explained our problem, sought recommendations."

Evidence: One problem was that the client is actually in Japan and tangible evidence of the campaign had to be presented in a form that could be sent to Japan. In other words, the stations were asked to provide extra merchandising cooperation despite the small television budget.

In choosing five shows in which to buy participations, the agency also considered factors beyond merchandisability. A high rating was important, of course, but so were program content and audience. Crabmeat, after all, is a rather specialized item, and would be more likely to appeal to women in the higher-income bracket who are interested in gourmet cooking.

On the basis of these considerations, Gotham-Vladimir chose WRCA-TV's *Herb Sheldon Show*, WBZ-TV's *Swan Boat Show*, WPTZ's *Pots Pans and Personalities*, WBAL-TV's *Homemaker Institute*, WBKB's *Creative Cookery*. Next the agency called in the various stations' promotion managers to discuss merchandising plans. First requirement: To cut a disk of the commercials (delivered live by the personalities in close proximity to a crabmeat display).

All print advertising used in each market was scheduled to coincide with the tv campaign and mentioned the cooking show the crabmeat was on.

Still not content that every penny's worth had been squeezed out of the meager tv budget, the agency also decided on a write-in campaign to be announced on tv. The mail pull was to be used to gauge how women were using crabmeat, what their favorite crabmeat recipes were and to stimulate interest in the product and the program. Four out of five stations agreed to run a contest offering a premium (a set of six individual glass crabmeat baking shells) to women who sent in the best recipes.

The stations all came up with their own merchandising packages as well.

(Please turn to page 92)

PROBLEM: *Selling product packaged under various brand names*

1. Japanese King Crabmeat doesn't have any trademark, uniform package, recognizable symbol. The only way to identify the product is through a small-print announcement on cans saying "Made in Japan."

2. King Crabmeat is a relatively expensive food product for the mass market. It retails at about \$1.00 a can, though competitive seafoods like shrimp, tuna can be bought for two-thirds of King crabmeat's price.

3. The Japan Canned Crabmeat Sales Co. provided a tiny initial budget, virtually no distribution, consumer or sales information, partly because the home office is in Tokyo, and the members are rivals.



SOLUTION: *Use demonstrations on women's daytime television shows*

1. The agency picked homemaker shows with substantial women's audiences preferably in high-income brackets, and had the tv personalities of each show demonstrate preparation of crabmeat dishes on air.

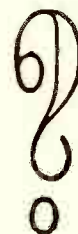
2. Copy counteracted high price of item with snob-appeal suggestions, stressing that crabmeat makes choice dinners "when you're expecting company." On tv, crabmeat dishes were often shown in fancy settings.

3. Gotham-Vladimir used write-in contests that tied in with the product, such as contest for best crabmeat recipes; these were rewarded with weekly prizes of sets of baking dishes for serving crabmeat meals.

SPONSOR Asks...

a forum on questions of current interest
to air advertisers and their agencies

**What would you advise tv and radio sponsors whose
products you sell in your store**



**ASKED
OF RETAIL
DRUGGISTS**

DOV'T OUTSELL OUR SUPPLY

● My only objection to tv is that it sometimes outsells the supply. There was a product on the market here a while ago that was advertised on tv. We stocked it and sales were good. Then suddenly, with the demand still high, and the campaign going good, the product was no longer available to us. We were out on a limb and, naturally, we don't want that to happen to us again.

If I didn't have a particular item in the store and I heard it was going to be advertised on tv, I'd stock it. I would want to make sure that the advertiser was going to continue backing the show on tv and really push it. If he'd do so, we'd sell it as hard as we possibly could.

Some products sell very well up here because of their radio and tv advertising. Colgate-Palmolive is one product line that I can think of off-hand. The products have been moving steadily and I think it's due to the tv show they sponsor. Some products like Revlon are difficult to keep up with at all, they sell so fast.

Geritol is a big seller too. If everything sold as well as Geritol, we'd be very happy. We also push sales with

ADVICE FROM THE SELLERS

East Coast retail druggists tell sponsors of their experiences selling drug and cosmetic products, list pitfalls from their own local views

point-of-sale merchandising. At the moment we have a display at the cash register plugging Toni home permanents. Next week it'll be another product, but one that we think will show a good sales record. That probably means one that is advertised on tv.

*Anthony Zanfagna
Playstead Pharmacy
Lawrence, Mass.*

WHY HAVE SO MANY BRANDS?

● There are so many products advertised on radio and tv today that we'd need a tremendous stock on hand to carry all of the products available. I know that many manufacturers in the soap industry have competitive brands on the market. This may be fine with them as they gain a larger share of the market, but we have to

carry each one, and that takes up shelf space that could be used to carry another product. The soap companies are not the only ones who do this, though; the cosmetic makers have a similar system for upping sales of their products.

If the manufacturers don't halt this trend, we may be up against it. We can not hope to handle all the products out, and they add to our burden by such practices. They ought to concentrate on selling one item in each line and sell it solidly.

Some products do sell well, however, as a result of their advertising on tv. Revlon is one of the most outstanding in this regard. Women come in here all the time sold on one particular product or another.

We couldn't change their minds even if we wanted to. This works out well for us, as we prefer to sell the dependable brand name items because we know the manufacturers will stand behind us and the product. A situation of this sort is important to us as we are a local store with a more personal relationship with our customers than any of the cut-rate stores have.

*Joseph Seidman
Bersil Apothecary
New York City*

RETAIL DRUG STORES BELOW (COURTESY AMERICAN DRUGGIST) ARE AMONG THOSE GIVING VIEWS OF TV'S AND RADIO'S EFFECTIVENESS



SET DISTRIBUTION QUICKLY

● One big problem that we have encountered was brought about by tv. We had many more requests for Pink Lee lipstick than we could fill. There was no way to keep up with the demand that arose after the product was shown on television. The sponsor should have made sure of his distribution before he put all of the money into a promotion getting people to try to buy a product that we local stores could not sell.

We have a supermarket layout in our store, so we don't use much of the point-of-sale display material that is given to us. I'd rather see the money spent on this come to us dealers in a higher margin of profit per unit sold.

Charles Antell was a good example, though, of a brand that went well for us. People believed the messages they heard and saw, and they came in and bought the product steadily for a long while. I think the demonstrations convinced a lot of people because they actually saw the product in use.

Catherine Bretler
Bretler's Pharmacy
Washington, D. C.

QUALITY LINES SELL BEST

● We are a real drug store. You won't find beach balls, waffle irons or cigars sold in our store. There are four pharmacists here, and we do a large prescription business in this higher income neighborhood. Our customers come from as far as seven miles away because they like the service we give and the products we sell.

Being from a higher income group, the people are willing to pay a little more for the quality goods, which are often the better brands. We don't like to try to sell the poorly known, high mark-up items. Naturally most of the items we sell are advertised on tv, and we give them some display space in the store, and on counters by the cash register.

Stoppette deodorant has always been a big seller here, and I think that the *What's My Line* show has a lot to do with its popularity. We also sell many Toni home permanents, and they sell plenty because of their tv show. Most customers like to get the brands they've seen demonstrated on tv, because they believe what they have seen.

(Please turn to page 94)



Hi!

I'm Ron Curtis. On-the-air selling is my job here at WFBL radio in Syracuse.

I have the Central New York listeners... with news and a morning disc show. You have the product. Let's get together for results!

Soaps, cereals, shoes -- you name it.

For the complete WFBL story on saturation packages, participation shows, news, sports and remotes, call our national reps — Tree + Peters.

Best wishes,

Ron Curtis



Central New York's FIRST Radio Station

SPONSOR-TELEPULSE ratings of top

Chart covers half-hour syndicated film program

Rank now	Past rank	Top 10 shows in 10 or more markets Period 1-7 August 1955 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average rating	7-STATION MARKETS		5-STATION MARKETS			4-STATION MARKETS					Ball	
				N.Y.	L.A.	Boston	Mpls.	S. Fran	Atlanta	Chicago	Detroit	Seattle-Tacoma	Wash.		
1	1	I Led Three Lives , Ziv (M)	19.3	5.2 wacb-tv 10:00pm	14.1 kttv 8:30pm	21.2 wnac-tv 7:00pm	18.9 kstp-tv 8:30pm	17.4 kron-tv 10:30pm	11.9 wsh-tv 10:30pm	13.5 wgn-tv 9:30pm	20.0 wjhk-tv 9:30pm	15.0 ktnf-tv 9:00pm	15.9 wrc-tv 10:30pm	13.1 wbal-tv 10:30pm	
2	3	Passport to Danger , ABC Film, Hal Roach (A)	18.8		5.4 kcpo 8:00pm		8.5 keyd-tv 7:30pm	11.4 kron-tv 10:30pm				12.6 king-tv 8:30pm			
3	4	Mr. District Attorney , Ziv (M)	17.1	4.1 whac-tv 9:30pm	11.7 knxt 10:00pm	28.9 wnac-tv 10:30pm	22.0 kstp-tv 9:30pm	18.9 kron-tv 10:30pm	14.5 waga-tv 10:00pm	9.5 wbkh 9:30pm	14.3 wwj-tv 9:30pm	18.6 king-tv 9:00pm	6.4 wmal-tv 10:30pm	10.2 wmal-tv 10:30pm	
4	2	Badge 714 , NBC Film (D)	16.9		13.2 kttv 7:30pm	15.2 wnac-tv 6:30pm	15.0 kstp-tv 9:30pm	20.0 kpix 9:00pm		12.4 wgn-tv 8:00pm	22.5 wwj-tv 10:00pm	19.0 king-tv 9:30pm	13.4 wrc-tv 7:00pm	11.7 wbal-tv 10:30pm	
5	5	Man Behind the Badge , MCA-TV Film (M)	15.8	6.1 wchs-tv 6:30pm	4.7 kttv 9:00pm	21.9 wnac-tv 10:30pm					14.3 wjbk-tv 9:30pm		9.5 wmal-tv 10:00pm	17.1	
6	6	City Detective , MCA, Revue Prod. (M)	15.5	6.9 wpix 9:30pm		8.5 wbz-tv 11:15pm	15.4 kstp-tv 8:30pm	18.7 kron-tv 10:00pm	14.2 wsh-tv 9:30pm		6.3 cklw-tv 10:30pm	16.4 king-tv 8:30pm	6.9 wmal-tv 9:00pm	23.1	
7	7	Waterfront , MCA Roland Reed (A)	14.3	4.1 wahd 7:30pm	15.7 kttv 7:30pm	14.4 wnac-tv 7:00pm	7.9 keyd-tv 7:00pm	20.9 kron-tv 8:30pm	13.2 waga-tv 9:30pm		13.4 wxyz-tv 10:00pm	14.4 komo-tv 7:30pm	12.9 wtop-tv 10:30pm	12.4 wmar-tv 10:30pm	
8	9	Racket Squad , ABC Film, Showcase (D)	13.7	3.3 wahv-tv 10:30pm	5.7 kttv 11:15pm		14.0 10:30pm kstp-tv		16.5 wsh-tv 10:00pm	12.9 wgn-tv 8:30pm		12.6 king-tv 9:00pm			
8	8	Stories of the Century , Hollywood Tv (D)	13.7	3.9 wchs-tv 6:00pm	12.6 kttv 9:00pm	9.9 wnac-tv 6:00pm	7.5 wten-tv 4:00pm	2.3 korr 7:00pm		7.5 wbkh 9:00pm			8.2 wtop-tv 7:00pm		
10	9	Eddie Cantor , Ziv (C)	13.3	3.2 wahc-tv 10:00pm	8.7 kttv 7:30pm	11.5 wbz-tv 10:30pm	6.7 wctn-tv 8:30pm	12.5 kron-tv 7:00pm		15.2 wnbq 9:30pm	9.9 wjhk-tv 9:30pm	13.9 king-tv 8:30pm	7.4 wmal-tv 10:00pm	13.5 wbal-tv 10:30pm	
Rank now	Past rank	Top 10 shows in 4 to 9 markets													
1	1	Life of Riley , NBC Film, Tom McKnight (C)	17.7		14.0 kttv 8:00pm		20.5 kstp-tv 9:00pm	15.4 kptr 7:00pm				21.0 king-tv 7:30pm			
2	2	Doug. Fairbanks Presents , ABC Films (D)	16.2	9.4 wrea-tv 10:30pm	12.4 krea 10:30pm		9.0 kstp-tv 9:00pm					11.7 knt-tv 9:30pm			
2	5	Guy Lombardo , MCA-TV Film, Guy Lombardo Films Inc. (Mu)	16.2	5.7 wrea-tv 7:00pm							5.0 cklw-tv 9:30pm				
4	6	Foreign Intrigue , Sheldon Reynolds (A)	14.5		11.2 krea 10:00pm	15.9 wbz-tv 10:30pm	14.9 wcco-tv 8:00pm	1.8 kvor 10:00pm		4.5 wbkh 10:30pm					
5	3	Amos 'n' Andy , CBS Film (C)	14.4	4.2 wchs-tv 1:30pm	9.4 knxt 7:00pm			3.4 korr 7:30pm			13.2 wwj-tv 10:00pm			11.7	
6	4	Favorite Story , Ziv (D)	13.5		3.5 khj-tv 8:00pm	10.9 wnac-tv 5:30pm		11.4 kron-tv 7:00pm	25.0 waga-tv 9:30pm						
7	7	Mayor of the Town , MCA-TV Film, Gross Krasne (D)	13.2	3.2 wrea-tv 11:15pm			5.0 keyd-tv 7:30pm		7.0 wsh-tv 2:30pm	13.5 wnba 10:00pm	11.5 wwj-tv 10:00pm				
8	10	The Whistler , CBS Film, Joel Malone (M)	13.0	5.9 wpix 9:00pm	15.2 kttv 10:00pm	10.5 wbz-tv 11:00pm		16.0 kron-tv 10:30pm			12.2 wjbk-tv 10:30pm	18.2 king-tv 10:00pm			
9	8	Star and the Story , Official Films, Inc. (D)	12.5		10.9 kttv 10:00pm				11.0 wsh-tv 10:30pm			13.7 king-tv 9:30pm	9.0 wmar-tv 11:00pm		
10	9	Lone Wolf , UTP, Gross-Krasne (D)	11.1		4.6 kttv 8:30pm	14.9 wnac-tv 10:30pm	19.2 wcco-tv 8:30pm						6.2 wtg 9:30pm	11.7	

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (W) Western. Films listed are syndicated, half-hour length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank space indicates film not broadcast in this market 1-7

August. While network shows are fairly stable from one month to another in which they are shown, this is true to much lesser extent with syndicated shows. Be borne in mind when analyzing rating trends from one month to another in this chart to last month's chart. If blank, show was not rated at all in last chart or was

Shows

daily made for tv

STATION MARKETS

Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
25	21.9	7.5	15.0	19.5	54.0	23.3	42.5
wtmj-tv 9:30pm	wcau-tv 7:00pm	kxd-tv 10:00pm	wabt 8:30pm	wbrt 8:30pm	whlo-tv 8:00pm	wdsu-tv 8:30pm	
25.7		15.2	26.0	37.5	16.8	40.0	
wtmj-tv 8:30pm		kxk-tv 10:00pm	wbrt-tv 8:30pm	wbrt 7:00pm	whlo-tv 10:30pm	wdsu-tv 9:30pm	
18.5	10.2	16.2		48.8	20.8	24.5	
wtmj-tv 9:30pm	wptz 10:30pm	ksd-tv 10:00pm		nbtv 8:30pm	whlo-tv 8:30pm	wdsu-tv 10:30pm	
	11.2	18.7	22.3		22.0		
	wcau-tv 7:00pm	ksd-tv 9:30pm	wbrt-tv 9:30pm		whlo-tv 10:30pm		
5	19.2	16.2	11.9	21.3		28.0	
wtmj-tv 7:00pm	wcau-tv 10:30pm	ksd-tv 10:00pm	wbrt-tv 8:30pm		whlo-tv 9:30pm		
7	20.4		20.4			36.3	
wxix 9:00pm		ksd-tv 9:30pm				wdsu-tv 10:00pm	
9	18.4	8.9	12.7	23.3		26.3	
wtmj-tv 10:00pm	wcau-tv 6:30pm	kxk-tv 10:00pm	wbrt-tv 9:00pm		whlo-tv 9:30pm		
	17.4		17.4			20.8	
wtmj-tv 9:30pm		kxk-tv 9:30pm			whlo-tv 10:15pm		
4	16.9			20.5	51.5		
wxix 9:00pm			wabt 8:30pm	wbrt 8:30pm			
4		6.0	17.7			18.3	44.8
	wcau-tv 7:00pm	ksd-tv 9:30pm			whlo-tv 8:30pm	wdsu-tv 8:30pm	

16.2	16.5		42.5
wxix 9:00pm	ksd-tv 9:30pm		wdsu-tv 9:30pm
		20.0	43.5
		wabt 9:00pm	wdsu-tv 9:30pm
12.5	10.4		44.8
wxix 9:30pm	kxk-tv 10:30pm		wbrt 9:00pm
9	10.0		24.5
wxix 9:00pm	wcau-tv 7:00pm		wbrt-tv 9:00pm
9			42.5
			wdsu-tv 8:30pm
	10.7		40.3
	ksd-tv 10:30pm		wdsu-tv 9:30pm
	17.8		
	wbrt-tv 9:30pm		
5	11.8		
wxix 9:00pm	wtmj-tv 11:00pm		

A GEOGRAPHY LESSON . . . One of a Series

THEY CAN'T FIND WASHINGTON, D. C., PROVIDENCE and CAMBRIDGE in WASHINGTON STATE



These two explorers are slightly mixed-up! So let's set them right!



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour. *Seattle, Tacoma, Everett, Bremerton, Olympia

We, out here in the vibrant northwest corner of the nation, have great respect for Washington, D. C., Providence, and Cambridge. That's why we are using these cities to tell our story. Our story is this: the combined population of these three cities is about 1,200,000. And there are more than that number of people living within the "A" Contour of KTNT-TV, the CBS television station for Puget Sound. In addition, there are 800,000 more living outside the "A" Contour, well within KTNT-TV's INFLUENCE AREA. And average incomes in the Puget Sound area exceed the national average.

In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV



CHANNEL ELEVEN

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

*Classification as to number of stations in market is Pulse's own. **Arbitration number by measuring which stations are actually received in the metropolitan area of a given market even though station itself may be outside metropolitan area of the market.

GARAGE DOORS

SPONSOR: Wizard Manufacturing Co. AGENCY: Direct

CAPSULE CASE HISTORY: *As a result of a single announcement at 12:45 a.m. on Jackson's Theatre, the Wizard Manufacturing Co. sold 12 radio-controlled garage doors. The remote-operated doors can be opened and closed while the driver remains in his car. The announcement cost \$150 and brought in \$3,600 in orders. This meant \$24 in sales for every dollar spent for advertising, a much higher ratio than the sponsor had experienced when it had tried sponsoring a 90-minute movie on another station.*

KTTV, Los Angeles

PROGRAM: Jackson's Theatre, announcements



**TV
results**

FURNITURE

SPONSOR: WG&R Furniture Co., AGENCY: Direct

CAPSULE CASE HISTORY: *Not only did tv draw local customers to the Pulaski, Wis., WG&R Furniture Co., but it drew viewers living 50 to 100 miles from the station. Participations in a polka band program, the Dick Rodgers Show, Tuesdays from 9:30 to 10:00 p.m. boosted sales for the store and increased store traffic noticeably. These increases in business were apparent to the management of the furniture store after only eight weeks of their 52-week contract. Cost: \$135 per week.*

WMBV-TV, Green Bay, Wis.

PROGRAM: Dick Rodgers Show

CAKES

SPONSOR: Jos. Vaillancourt AGENCY: Direct

CAPSULE CASE HISTORY: *Though the French-language program Tele-Casse-Tete revolves around a puzzle, there was no puzzle about the sponsor's results. A total of 3,500 cakes was sold at 69c each for a total time expenditure of \$99. On Tele-Casse-Tete, the m.c. shows a picture of a well-known personality in the form of a jig-saw puzzle. Viewers identify the personality and send in proof of purchase of the tv special to win a prize. After five 15-minute shows, proof of \$2,415 in sales was submitted by contestants.*

CFCM-TV, Quebec

PROGRAM: Tele-Casse-Tete

HOMES

SPONSOR: Borg-Warner

AGENCY: D. A. Green

CAPSULE CASE HISTORY: *Twelve houses in the high-price field were sold as the result of a single one-minute participation in WBBM-TV's In Town Tonight. The builder made \$350,000 in sales at no cost on the Borg-Warner's show. L. J. Gradshaw, Berwin, Ill. reports "Three people who have their own lots came in and wanted to build as soon as possible. Nine others will build as soon as we can get them desirable locations." In Town Tonight is a nighttime variety, on which local contractors are allowed to show their latest homes.*

WBBM-TV, Chicago

PROGRAM: In Town Tonight participation

SUMMER CABINS

SPONSOR: Eufaula Sportsman's Club

AGENCY: Direct

CAPSULE CASE HISTORY: *In order to spread the news of available cabins and cabin sites in Eufaula, Okla., the Eufaula Sportsman's Club bought a one-minute announcement at 10:20 p.m. Within six days of this single announcement, it sold 100 cabins, with a gross of \$60,000. It still has 200 phone calls and 60 post cards to check, but sales were so rapid that the club hadn't time to follow them through at the outset. The announcement cost \$120, brought in \$500 for each ad dollar spent.*

WKY-TV, Oklahoma City

PROGRAM: Announcement

BEDROOM SUITES

SPONSOR: General Department Stores

AGENCY: Direct

CAPSULE CASE HISTORY: *The company, operating 3 stores in remote sections of West Virginia, had unsuccessfully tried newspaper and radio advertising. It ran four one-minute live participations daily on WSAZ-TV, which covers 95% of the company's stores. After 30 days, it had sold 147 bedroom suites totaling \$32,760 in sales. The participations cost \$296. Cost: only 0.9% of sales, a remarkably low figure, pointed out the sponsor's merchandise manager.*

WSAZ-TV, Huntington, W. Va.

PROGRAM: Coffee Time participations

MEATS

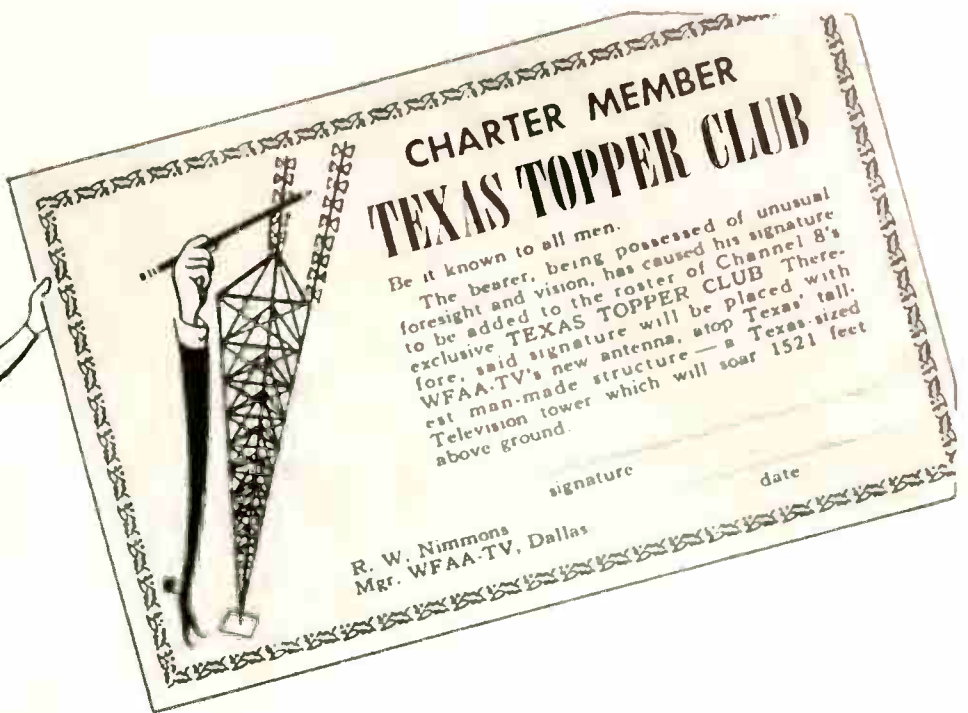
SPONSOR: I.G.A.

AGENCY: Direct

CAPSULE CASE HISTORY: *Many stores sell sections of chickens in an unspectacular way, but the I.G.A. made up a three-legged, triple-breasted chicken and showed it over its Thursday night Corliss Archer show. Although not designed as a permanent line, the item became so popular, some of the stores in the chain are still featuring the special. The chain also ran two "Ton Pork" sales within a six-week period, boosted sales of pork 200 and 350% respectively. I.G.A.'s yearly ad for Corliss Archer: \$8,000.*

WSAU-TV, Wausau, Wis.

PROGRAM: Corliss Archer



Sign Your Name Atop Texas' Tallest Structure

A goofy idea? Sure, but the roster of WFAA-TV's exclusive Texas Topper Club is already a whopper, and thousands more will sign up during the Texas State Fair (largest in the world, naturally).

The Result: A Lasting Bond Between The Station And Its Viewers — Your Client's Customers. When They Think Of TV — They'll Think First Of Channel 8.

Now your signature (on microfilm) can be placed with our new 12-bay antenna 1685 ft. above average terrain. So sign and return the coupon and we'll take care of the rest. And just for laughs, you'll get a Texas Topper Club membership card!



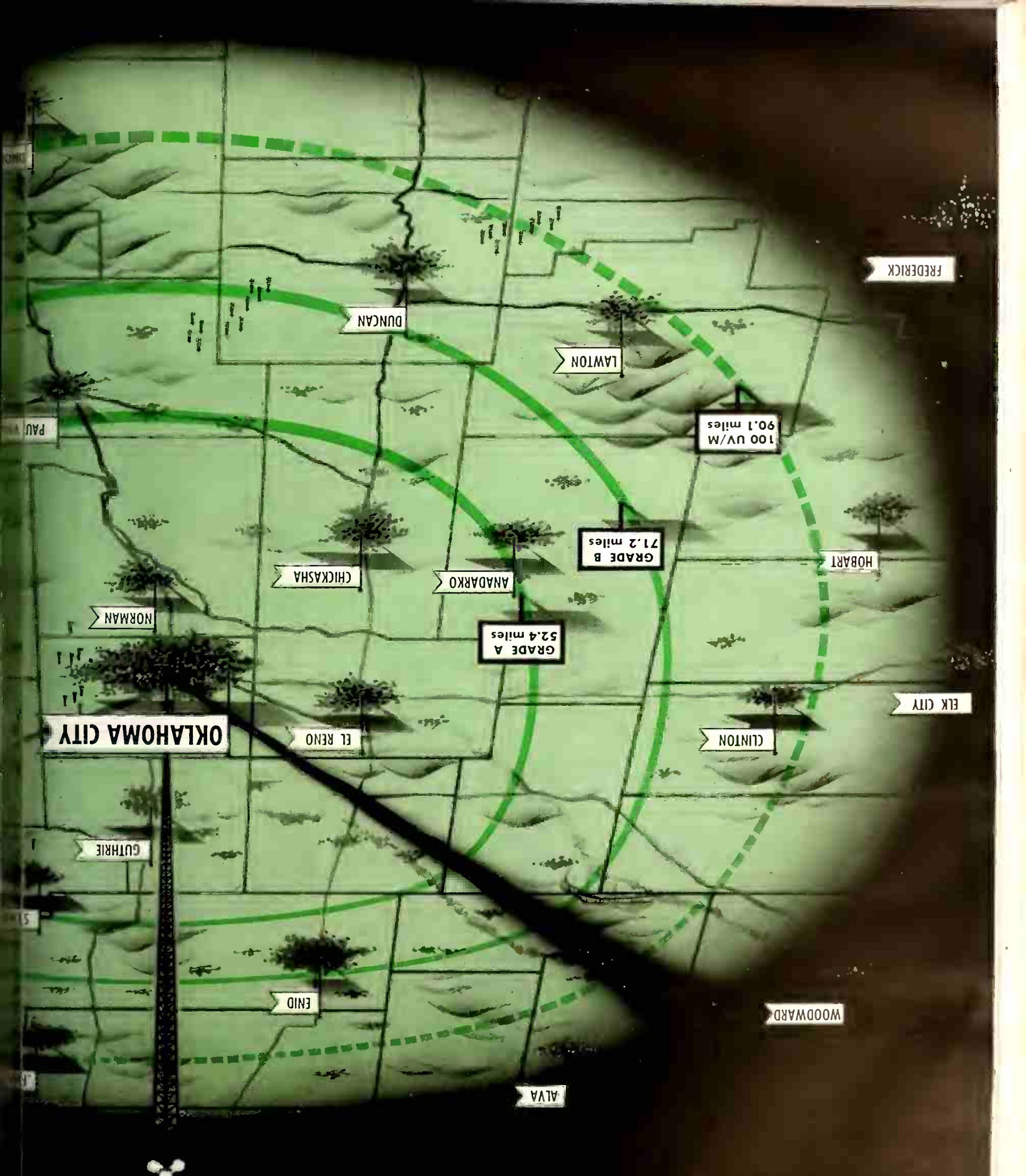
RALPH NIMMONS, Station Manager
 EDWARD PETRY & CO., National
 Representative
 Television Service of the Dallas
 Morning News

TEAR OUT COUPON

YES INDEED, add my name. Send my membership card
 to: (Print name and address) _____

Write signature on bottom line. 5-10-10

SPOTLIGHTING OKLAHOMA



BIGGEST TV COVERAGE!

... with
world's tallest
man-made
structure

**1572 feet high - more than
a million viewers wide**

KWTV

OKLAHOMA CITY



Edgar T. Bell, *Executive Vice President*
Fred L. Vance, *Sales Manager*
Represented by Avery-Knodel, Inc.



PRIMARY
COVERAGE
 +
 LOCAL
COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 $\frac{1}{4}$ MILLION FAMILIES

3 $\frac{1}{2}$ BILLION DOLLARS
Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480	WREN 5000 ABC 1250	KSAL 5000 MBS 1150
KVGB 5000 NBC 1590	KOAM 10,000 NBC 860	KGGF 10,000 ABC 690

New developments on SPONSOR stories



See: Should you redesign your package for color tv?
Issue: 21 February 1955, page 42
Subject: Getting maximum visual impact from package on color tv and store shelf

Color tv played no small part in the designing of the new red, white and gold Philip Morris package (see below) to step up "impact, visibility and legibility . . . in black and white and color television." The theme of the advertising in both print and tv is "Pardon Us While We Change Our Dress," with pretty young things shown suiting their actions to the words. On tv three different models change their dresses behind a screen bearing the old brown package design. As the screen is turned to reveal the new package design, the girls step out in their own new attire.

Radio, though lacking the visual ability to sell the new design, is still much in evidence in Philip Morris' promotion plans. A revised radio schedule is in effect now using the CBS Radio Network to "reach the nationwide nighttime audience . . . through the diverse appeals of Bing Crosby, Tennessee Ernie and Edgar Bergen & Charlie McCarthy." Like the campaign in other media, it began 1 October.

The full consumer campaign now is under way after first breaking in the trade press during September. Dealers in some localities had stocks of the new pack as early as 20 September but the campaign was paced to begin 10 days later to avoid the embarrassment of creating a demand that retailers could not fill. (This very lack of adequate distribution of a product while it is being heavily advertised is one of the biggest problems reported by retailers in the current Sponsor Asks section; see page 48 for details.)

As far as the influence of color tv went on the package, O. Parker McComas, president of Philip Morris, Inc., notes, "Color tv is looming as more and more of an important factor in our lives, and is sure to gather momentum in the next few years. The new Philip Morris package, with a strong image and bright color combination, will certainly transmit better over television than our former packaging." The sharpness of the design is apparent even in the black and white photograph below. Under normal tv conditions, it is likely that contrast would be on about this level.

Philip Morris' experience with the redesigned Marlboro package introduced in January (see below) favorably impressed the company. McComas calls Marlboro's gain "an unprecedented sales increase over what it had a year ago." Marlboro is now number three among the filter-tips, and hopes to finish the year in the top 10 among all the cigarette brands. ★ ★ ★

With color tv in mind, Philip Morris followed Marlboro in successful pack change





peter potter



alex cooper



jim ameche



dick haynes



gene norman

thanks!



from the

klac big five

to stars with a heart!



bob hope



danny kaye



peggy lee



spike jones



nellie luteher

tennessee ernie ford

hollywood bowl charity show
a record breaking capacity crowd
paid \$50,000 to see **klac's**
gigantic annual charity event



danny thomas



fess parker



johnny mercer

louis armstrong

buddy cbsen



gary crosby

WCAU RADIO
50,000 watts, Philadelphia

Please send me more information about the WCAU saturation plan that delivers 1,128,960 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WBBM RADIO
50,000 watts, Chicago

Please send me more information about the WBBM saturation plan that delivers 3,994,990 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WCCO RADIO
50,000 watts, Minneapolis-St. Paul

Please send me more information about the WCCO saturation plan that delivers 1,668,030 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WCBS RADIO
50,000 watts, New York

Please send me more information about the WCBS saturation plan that delivers 4,611,180 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

KOIN RADIO
5,000 watts, Portland

Please send me more information about the KOIN saturation plan that delivers 644,700 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

KNX RADIO
50,000 watts, Los Angeles

Please send me more information about the KNX saturation plan that delivers 2,379,510 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WRVA RADIO
50,000 watts, Richmond

Please send me more information about the WRVA saturation plan that delivers 904,500 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WBT RADIO
50,000 watts, Charlotte

Please send me more information about the WBT saturation plan that delivers 2,959,740 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WMBR RADIO
5,000 watts, Jacksonville

Please send me more information about the WMBR saturation plan that delivers 116,550 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

KMOX RADIO
50,000 watts, St. Louis

Please send me more information about the KMOX saturation plan that delivers 1,743,800 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

KSL RADIO
50,000 watts, Salt Lake City

Please send me more information about the KSL saturation plan that delivers 397,320 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WEEI RADIO
5,000 watts, Boston

Please send me more information about the WEEI saturation plan that delivers 1,102,500 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

KCBS RADIO
50,000 watts, San Francisco

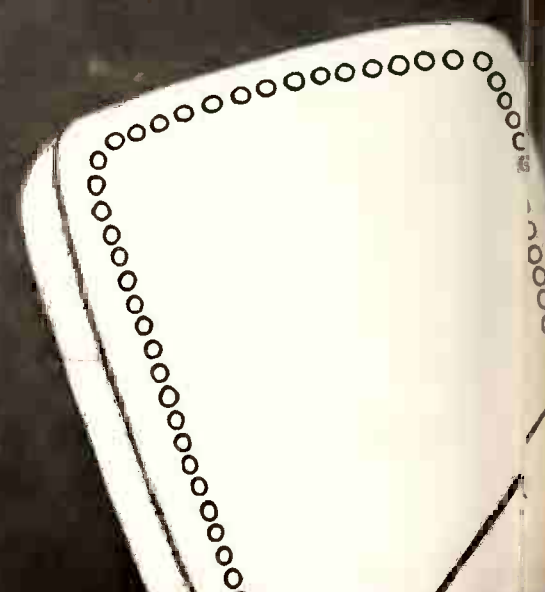
Please send me more information about the KCBS saturation plan that delivers 1,248,500 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____

WTOP RADIO
50,000 watts, Washington

Please send me more information about the WTOP saturation plan that delivers 590,280 adult listener impressions for less than a dollar per thousand.

NAME _____
ADDRESS _____



Wanna clip coupons?

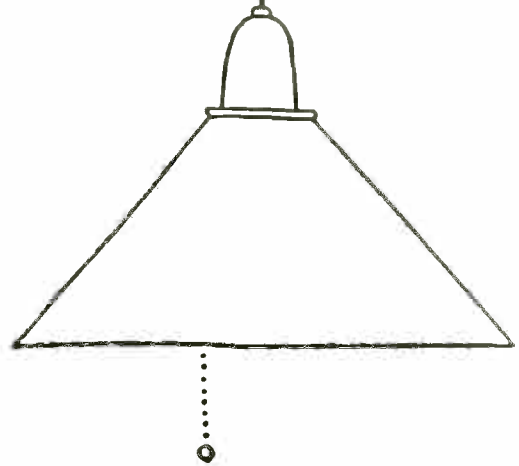
Try burning a little midnight oil over this preferred list... a list that's sure to pay off. Top stations, all of them, they're getting top results for advertisers in fourteen of the nation's richest markets.

And they're getting results at an amazingly low cost. *Every one* of the stations represented by CBS Radio Spot Sales can offer a saturation plan that delivers adult listener impressions for *less than a dollar per thousand*.

No matter how large or how small your budget, you can't afford to overlook this kind of investment. For details and rates on available saturation plans, just clip the coupons of your choice...or call

CBS RADIO SPOT SALES

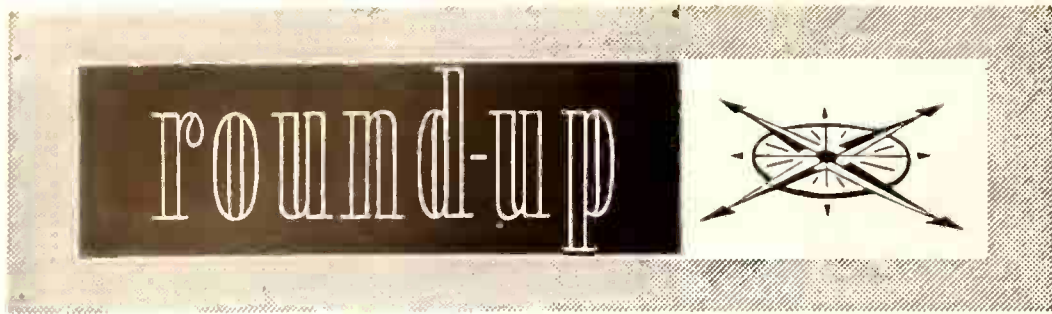
Offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta



CBS Radio Spot Sales also represents the Columbia Pacific and Bonneville Radio Networks.

Source: Latest Pulse available.

Doty



Ad agency promotes itself via good music fm station

What is thought to be the first test of an fm station as an advertising medium for an advertising agency is being conducted on KDFC, San Francisco. The agency-client is Bernard B. Schnitzer, Inc., and a soft sell commercial is used evenings amid semi-classical music.

Bernard B. Schnitzer, president of the agency that bears his name, explains the reasons for selecting the fm station: (1) it's known to reach an unusually high percentage of business and professional people in the Bay area; (2) programing is almost entirely semi-classical, which keeps the executives the messages are aimed at listening for long periods of time; (3) as there are few voices used during the largely instrumental programing, the

announcer's voice is welcomed during the commercials; (4) letters indicate above-average listener intelligence and station loyalty.

For these reasons, Schnitzer indicated, a very soft-sell approach is used with the emphasis on educating listeners as to the function of an ad agency. Advertising as a whole is explained with stress on advertising as a profession, a highly respected one. Businessmen are shown that the services of a recognized agency are as important as those of a lawyer or accountant, something many businessmen overlook.

Three minute-and-a-half announcements a night are being used, and after the test gets underway, the agency is planning a followup to check the actual results. ★ ★ ★

WOOD-TV offers 3-D tour of station's facilities

Grand Rapids' WOOD and WOOD-TV recently launched a novel promotion designed to familiarize admen with the stations' facilities without their having to visit the studios. Some 500 three-dimensional Sawyer View-Masters were sent out to national agencies and clients. When held to the light, these viewers give a clear picture of the studio, control room and other points of interest at the station.

Other reels are being prepared and will be sent out periodically to acquaint the industry with "WOODland." Another function of the color reels will be as sales tools for the station's national representative, the Katz Agency. ★ ★ ★

Revised Spot Sales Guide for tv released by NBC

The NBC Spot Sales Guide for Video and Audio Standards has been revised and is now available to the industry upon request. The revision of

the manual was made necessary by the wide acceptance of the new method of handling 10-second shared I.D.'s (a full-screen seven-and-a-quarter-second message for the advertiser and a full-screen two-and-three-quarter-second station identification).

First copy of the revised manual was presented to Len Tarcher, Benrus Watch account executive at Biow-Beirn-Toigo, by Thomas B. McFadden, vice president of NBC Spot Sales, and Margaret Gerz, manager of Commercial Requirements for the station representative organization. ★ ★ ★



First copy of revised tv manual given agency

WNEW uses Nielsen ratings for promotion to audience

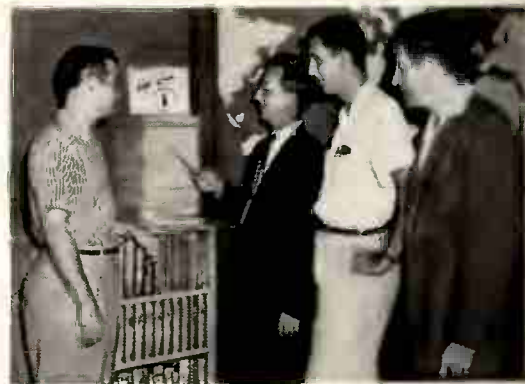
Going on the premise that people like to ride a winner, WNEW, has begun to air a series of messages designed to prove to listeners that their favorite shows are the favorites of the majority of listeners in New York. In what the station believes is the first instance of using Nielsen rating figures to promote the general audience, the independent announces its top rating with announcements like the following:

"You're tuned to a winner when you're tuned to Klavan and Finch. According to A. C. Nielsen, one of the world's largest research organizations, there is more listening to Klavan and Finch over WNEW 6:00 to 9:30 Monday through Friday than to any other morning show in the New York area. Thanks to you, we rate with the raters."

All of the messages feature the easy-listening approach. Commented Program Manager John M. Grogan, the listeners will hear "no dull figures, no lengthy reports, just the basic facts that they're riding a winner." ★ ★ ★

Briefly . . .

Many radio stations carry a lot of local news, but exactly how much is graphically illustrated by the pile of scripts shown below at WILS, Lansing.



News Director John Maters shows (l. to r.) Chuck Harmon, Bill Gill and Clarke Manning (all members of the news staff) nearly 4,500 pages of local news copy. All this represents one year of coverage.

* * *

There are big tv screens, and there are big tv screens, but there is a BIG TV SCREEN in Lincoln, Neb., that probably will not be topped for a while. The P. L. Sinton Motor Co. currently sports a 210" tv screen.

Actually the screen is the show window of the car dealer. This is a logi-

cal promotion though because the owner of the auto showroom is Pep Sinton, star of the Wednesday night *Sinton's Showroom Theatre*. His



painted window attracts the attention of many passers-by. In the photo, Tommy Young, KOLN-TV sales and promotion manager, is showing Sinton what good reception the "screen" gets.

* * *

Foreign news with a local touch, in this case a Texas drawl, is being offered to listeners of KNUZ, Houston. When Mayor Roy Hofheinz prepared



to go to Rome to attend the International Union of Mayors' Conference late in September, he invited Houston newsmen to attend. Two accepted. Dr. J. C. Schwarzwaldner of Houston's educational tv station, KTHT, is serving as a radio, tv and newspaper reporter on the trip while KNUZ's news director, Bill Crawford, is covering the events by tape.

The recordings are being flown back daily from all of the cities the group visits and sponsored by a five-store hardware chain. The owner of David's Hardware Co., Dave Deneburg, is shown (left) with KNUZ General Manager Dave Morris seeing Crawford off at the plane. Morris plans to syndicate the tapes obtained by Crawford.

Mayor Hofheinz is a practical broadcaster whose interests include part ownership of KTRK-TV and KTHT, both of Houston, as well as stations in other cities.

* * *

(Please turn to page 102)

3 OCTOBER 1955

KLZ
is
FIRST
AGAIN!

NEW
NIGHTTIME
RADIO
that **SELLS**

"DENVER
at
NIGHT"

5 pm to midnight

SEVEN
HOURS
of the
most
exciting
listening
ever to hit
nighttime
radio . . .
anywhere!

A living chronicle of Denver after dark.
Charlie Roberts, Warren Chandler,
Starr Yelland, Tom Carlisle with 3 1/2 hours
of direct contact with all that goes on
in Denver—by remote broadcast . . . by telephone. And . . . 3 1/2 hours
of kindred programming: NEWS . . . local, regional, national,
international, business . . . with Ed Murrow, Lowell Thomas,
Carl Akers, Warren Chandler, Sheldon Peterson. SPORTS . . . with
Starr Yelland, Tom Harmon. MUSIC . . . top tunes, old tunes.
"Denver at Night" is hard-selling, result-getting.

Sell your product on "Denver at Night"

CBS FOR THE ROCKY MOUNTAIN AREA
KLZ RADIO
560 h.c.
DENVER
REPRESENTED BY THE KATZ AGENCY

W·G·T·O WRAPS UP

Here's what you get all done up in the W·G·T·O package . . .

Forty percent of the population of the entire state!
Folks with a fair share of the profits: 40% of the effective buying income of all Florida. They spend it too, buying 40% of the food and 49% of the drugs and 41% of all general merchandise is sold from the *Gulf To Ocean—Gainesville To Okeechobee!*

Here too is where agriculture, second only to tourist trade produces a whopping 63% of the gross farm income. The table below shows how all this looks in dollars and cents.

Market Information

Population	1,384,000
Radio Homes	456,630
Effective Buying Income	\$1,869,606,000
Retail Sales	1,347,875,000
Food Sales	328,473,000
General Merchandise	133,811,000
Furniture-Household	75,230,000
Automotive Sales	255,985,000
Drug Sales	50,868,000
Gross Cash Farm Income	449,262,000



SOURCES: Radio Homes, SRDS' 1955 "Consumer Markets"; All other categories, Sales Management's 1955 "Survey of Buying Power."

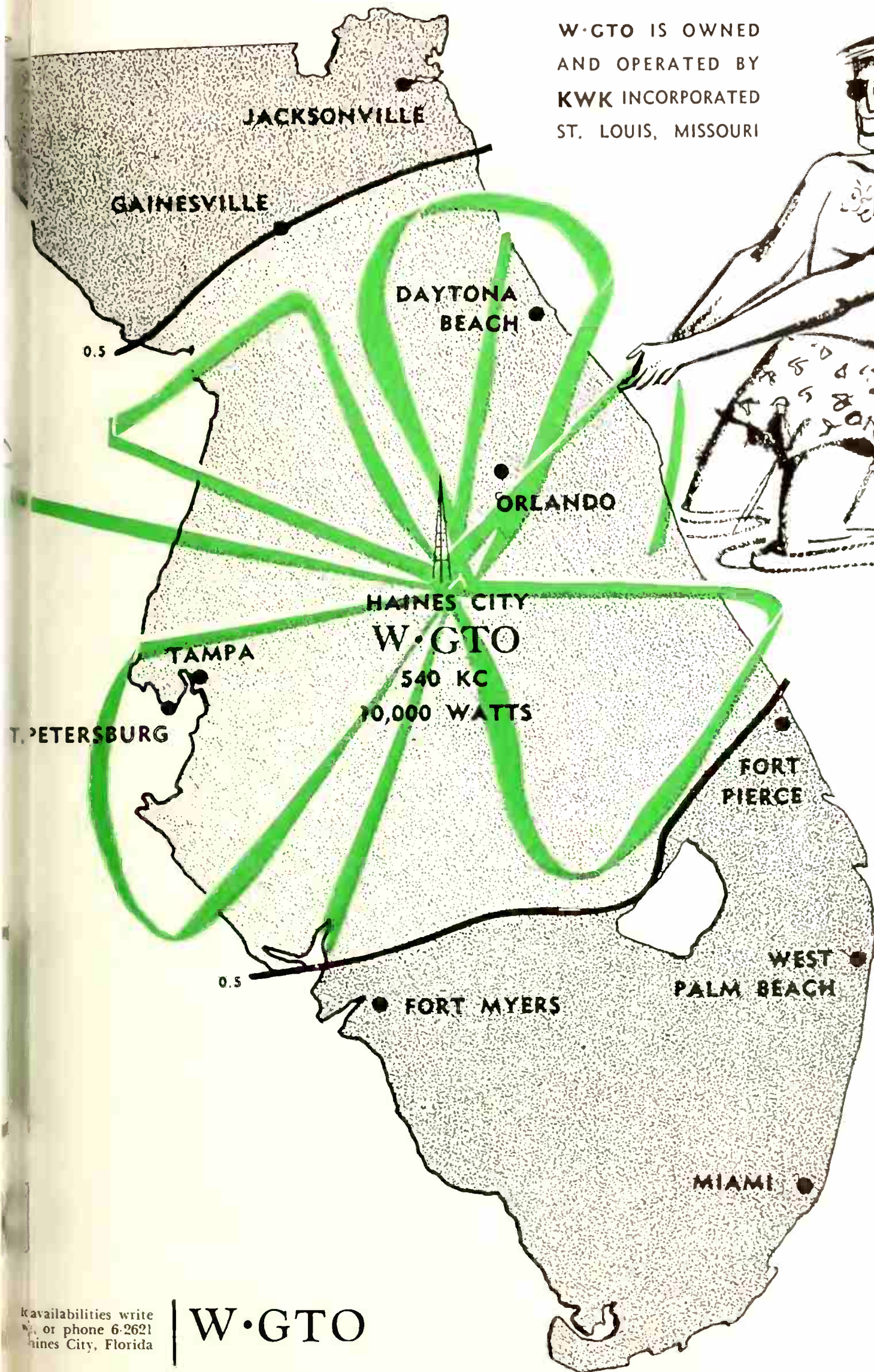
W·G·T·O

10,000 WATTS 540 KC

from Gulf To Ocean • Gainesville To Okeechobee.

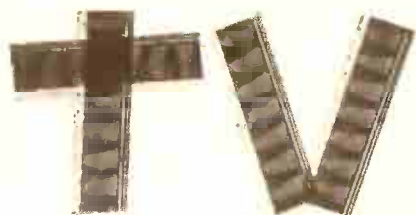
27 FLORIDA MARKETS

W·GTO IS OWNED
AND OPERATED BY
KWK INCORPORATED
ST. LOUIS, MISSOURI



For availabilities write
to KWK, or phone 6-2621
Haines City, Florida

W·GTO



film shows recently made available for syndication

New or first-tv-run programs released, or shown in pilot form, since 1 Jan., 1955

Show name	Syndicator	Producer	Length	No. in series
-----------	------------	----------	--------	---------------

ADVENTURE

Adventures of Long John Silver	CBS TV Film	Joe Kaufman	30 min.	26
Adventures of Robin Hood*	Official	Sapphire Films	30 min.	In production
Adventures of Scarlet Pimpernel	Official	Towers of London	30 min.	In production
Captain Gallant	TPA	Frantei	30 min.	39
Count of Monte Cristo	TPA	Ed Small	30 min.	In production
Crunch & Des	NBC Film Div.	Bermuda Prod.	30 min.	In production
I Spy	Guild	Guild	30 min.	In production
Jungle Jim	Screen Gems	Screen Gems	30 min.	1 (pilot)
Mandrake the Magician	ABC Film Synd.	Bermuda Prod.	30 min.	1 (pilot)
New Adventures of China Smith	NTA	Bernard Tabakin	30 min.	26
Passport to Danger	ABC Film Synd.	Hal Roach, Jr.	30 min.	39
Rin Tin Tin*	Screen Gems	Screen Gems	30 min.	39
Sea Hawk	MCA-TV	Rawlins	30 min.	1 (pilot)
Sheena, Queen of the Jungle	ABC Film Synd.	Sharpe-Nassour	30 min.	26
Soldiers of Fortune**	MCA-TV	Revue	30 min.	In production
Tales of the Foreign Legion	CBS TV Film	Tony Bartley	30 min.	1 (pilot)
Tropic Hazard	Sterling	Sterling	15 min.	In production

*Available in markets not currently bought by network advertiser.

**Sponsored by 7-Up in 120 markets, but many are open on alternate-week basis.

COMEDY

The Goldbergs	Guild	Guild	30 min.	In production
Great Glidersleeve	NBC Film Div.	NBC TV	30 min.	1 (pilot)
Little Rascals ("Our Gang")	Interstate	Roach	10 min.	22—1 reel
			20 min.	70—2 reel
Looney Tunes	Guild	Warner's	15 min. to one hour	Library

DOCUMENTARY

Key to the City	Hollywood Tv Prod.	Hollywood Tv Prod.	15 min.	7
Living Past	Film Classics	Film Classics	15 min.	7
Mr. President	Stuart Reynolds	Stuart Reynolds	30 min.	3
Science in Action	TPA	Calif. Academy of Sciences	30 min.	52
Uncommon Valor	General Teleradio	General Teleradio	30 min.	26

DRAMA, GENERAL

Dr. Hudson's Secret Journal	MCA TV	Morgan & Solow	30 min.	In production
Celebrity Playhouse*	Screen Gems	Screen Gems	30 min.	None
Confidential File	Guild	Guild	30 min.	In production
Brother Mark	Guild	Guild	30 min.	In production
His Honor, Homer Bell	NBC Film Div.	Galahad	30 min.	In production
O. Henry Theatre	MCA-TV	Gross-Krasne	30 min.	26
Science Fiction Theatre	Ziv	Ziv	30 min.	In production
Tugboat Annie	TPA	Edward H. Small	30 min.	In production
Wrong Number	John Christian	John Christian	30 min.	1 (pilot)

*Very similar to Screen Gems' "Ford Theatre." Pilot unnecessary.

Show name	Syndicator	Producer	Length	No. in series
-----------	------------	----------	--------	---------------

DRAMA, MYSTERY

Highway Patrol	Ziv	Ziv	30 min.	In production
New Orleans Police Dept.	UM&M	Minot	30 min.	26
Paris Precinct	UM&M	Etolle	30 min.	39
Police Call	NTA	Procter	30 min.	26
Sherlock Holmes	UM&M	Sheldon Reynolds	30 min.	39

MUSIC

Bandstand Revue	KTLA	KTLA	30 min.	6
Bobby Breen Show	Bell	Bell	15 min.	1 (pilot)
Ina Ray Hutton	Guild	Guild	30 min.	In production
New Liberate Show	NLS	Guild	30 min.	In production
Song Stories of the West	Gibraltar	Althea Pardee	15 min.	156
Stars of the Grand Ole Opry	Fleming	Fleming	30 min.	39
Story Behind Your Music		Randall-Song Ad	30 min.	1 (pilot)
This Is Your Music	Official	Jack Denove	30 min.	26

RELIGION

Hand to Heaven	NTA	NTA	30 min.	13
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SPORTS

Jimmy Demaret Show	Award	Award	15 min.	In production
Mad Whirl	NTA	Leo Seltzer	30 min.	52
Sam Snead Show	RCA Programs	Scope Prod.	5 min.	39
Touchdown*	MCA TV	Tel-Ra	30 min.	Approx. 13

*Available with start of fall football season. New film each week. No reruns.

VARIETY

Eddie Cantor Comedy Theatre*	Ziv	Ziv	30 min.	In production
Hollywood Preview	Fleming	Balsan Productions	30 min.	In production
Showtime	Studio Films	Studio Films	30 min.	39

*Show is sponsored by Ballantine in 26 markets, is aired in total of 201 markets.

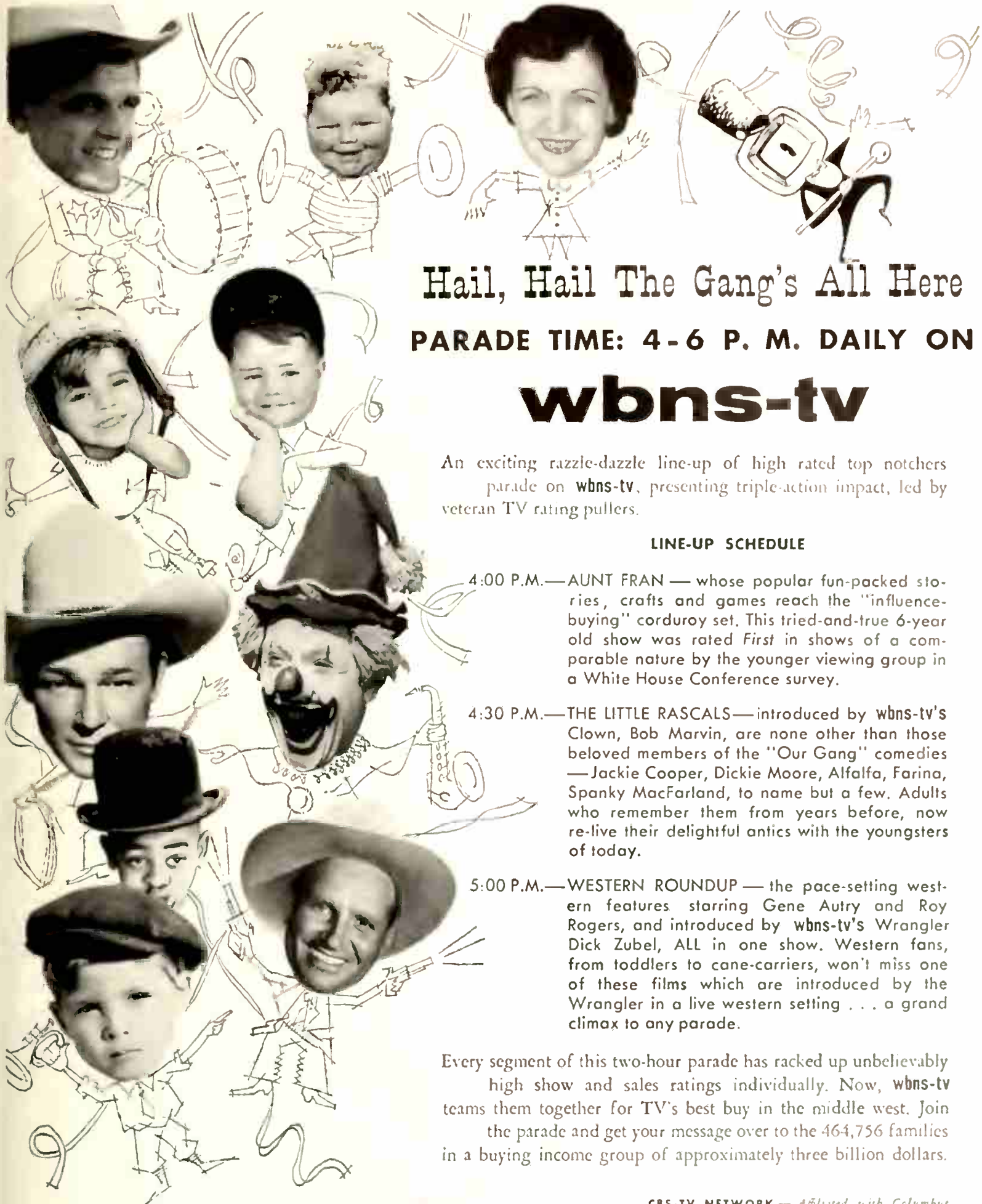
WESTERNS

Buffalo Bill, Jr.	CBS TV Film	Flying "A"	30 min.	In production
Frontier Doctor	Studio City Tv	Studio City Tv	30 min.	39
Fury*	TPA	TPA	30 min.	In production
Gene Autry—Roy Rogers	MCA-TV	Republic	1 hour	123
Red Ryder	CBS TV Film	Flying "A"	30 min.	1 (pilot)
Steve Donovan, Western Marshal	NBC Film Div.	Vibar	30 min.	39

*Available in markets not currently bought by network advertiser.

WOMEN'S

Amy Vanderbilt	NTA	United Feature Synd.	5 min.	1 (pilot)
It's Fun To Reduce	Guild	Guild	15 min.	156
Life Can Be Beautiful	ABC TV Films	Trans-American	15 min.	5 (pilots)



Hail, Hail The Gang's All Here

PARADE TIME: 4-6 P. M. DAILY ON

wbns-tv

An exciting razzle-dazzle line-up of high rated top notchers parade on **wbns-tv**, presenting triple-action impact, led by veteran TV rating pullers.

LINE-UP SCHEDULE

4:00 P.M.—AUNT FRAN — whose popular fun-packed stories, crafts and games reach the "influence-buying" corduroy set. This tried-and-true 6-year old show was rated *First* in shows of a comparable nature by the younger viewing group in a White House Conference survey.

4:30 P.M.—THE LITTLE RASCALS—introduced by **wbns-tv's** Clown, Bob Marvin, are none other than those beloved members of the "Our Gang" comedies—Jackie Cooper, Dickie Moore, Alfalfa, Farina, Spanky MacFarland, to name but a few. Adults who remember them from years before, now re-live their delightful antics with the youngsters of today.

5:00 P.M.—WESTERN ROUNDUP — the pace-setting western features starring Gene Autry and Roy Rogers, and introduced by **wbns-tv's** Wrangler Dick Zobel, ALL in one show. Western fans, from toddlers to cane-carriers, won't miss one of these films which are introduced by the Wrangler in a live western setting . . . a grand climax to any parade.

Every segment of this two-hour parade has racked up unbelievably high show and sales ratings individually. Now, **wbns-tv** teams them together for TV's best buy in the middle west. Join the parade and get your message over to the 464,756 families in a buying income group of approximately three billion dollars.

CBS-TV NETWORK — Affiliated with Columbus Dispatch and W'BNS-AM • General Sales Office: 33 North High St.

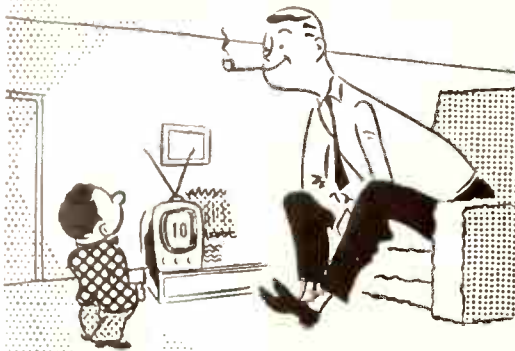
REPRESENTED BY BLAIR TV

**CHANNEL 10
COLUMBUS, OHIO**

wbns-tv

LARGEST AUDIENCE

in *wealthy*
Central California



360,000 TV sets
more than 1,000,000
telev viewers watch



BASIC
KBET's
basic CBS
night time
programs

K

*2½ to 1!
For the biggest
audience at
the lowest

B

cost
per thousand,
your best

E

bet
is
KBET.

T·V CHANNEL 10

Sacramento, Calif.

H-R Television Inc.

9 APRIL 1955

Film notes

King size: The first "spectacular" in the syndication field may be provided soon by Ziv. In the works at Ziv's Hollywood studios is a project involving the possible production of a 90-minute one-shot film show—in color. If the project works out, it will be the first Ziv film show to run longer than the half-hour length usually turned out by the firm.

Wraps are on the project, but some of the details have been revealed. The story would be a full-length drama, rather than a strung-together collection of shorter segments. The theme will not be a topical one, since Ziv executives feel that the show can thus be used on an annual basis (perhaps related to a major holiday) as networks repeat shows like "Christmas Carol."

Will the show be offered to one of the major networks as a one-shot special? Ziv executives didn't say. Will this mark Ziv's entry into the feature motion picture business? Again, Ziv officials wouldn't comment, but it was pointed out that Ziv has the production facilities, personnel and know-how to do so.

Other syndicators are eyeing Ziv's next move. Guild Films, for example, is also said to be considering one of the king-sized shows as a one-shot.

Seminar: Since the details of film processing are a mystery to many an advertising executive, one of the West Coast's biggest laboratories—Consolidated Film Industries, a division of Republic Pictures—has been running a series of "agency clinics" on the subject.

Admen from a number of top agencies have taken the three-hour "course" which includes a lecture on basic film procedures, laboratory inspection tour, projection demonstration and discussion forum.

Guiding the tour has been Sid Solow, CFI v.p. and general manager, who has lectured in Cinema Arts at the University of Southern California for the past eight years. Solow conducts the sessions with emphasis on film technology and techniques that

most directly concern the advertising agency.

Agencies who have had representatives at the CFI sessions include: N. W. Ayer, Benton & Bowles, Biow-Beirn-Toigo, BBDO, Leo Burnett, Foote, Cone & Belding, J. Walter Thompson, Young & Rubicam.

Upon completion of the present program in November, CFI plans to start a "slightly advanced" course for those who have attended the initial sessions.

Broadside: One of the heaviest area saturation schedules in syndicated tv has been launched by Ohio's Bavarian Brewing Company. The schedule, which starts this month, will involve a total of 14 weekly half-hours in Cincinnati, Columbus, Dayton and Zanesville.

In reaching tv audiences, Bavarian is using a "vacuum cleaner" approach—several types of programs designed to attract several different brands of audience. The shows, all from NBC Film Division, include: *Victory at Sea*; *Steve Donovan*, *Western Marshal*; *His Honor*, *Homer Bell*; *The Adventures of the Falcon*; *The Great Gildersleeve*. In terms of appeal, they range from highly-male-appeal shows (*Victory at Sea*) to family-appeal vehicles (*Gildersleeve*).

Adventure: The trend to adventure shows in the film field continues as strong as ever.

Official Films' *Scarlet Pimpernel*, on the syndicated market for less than a month, picked up three important advertisers at the local level in the first week. The series, produced by British tv mogul Harry Alan Towers, is also



running in England (with various sponsors) on the new British commercial tv channel in a Wednesday-night time slot. An American-style tv press party (see photo) introduced British tv editors to star Marius Gorr (Please turn to page 113)

in Connecticut

WKNB

TV

is now Basic



FULL NBC PROGRAMMING

WKNB-TV becomes the first Connecticut station to carry the *entire* star-studded lineup of NBC shows.

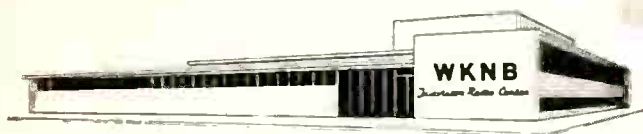
LOCAL RECOGNITION

WKNB-TV is recognized as the "leadership station" in community participation and local programming . . . Civic movements, charity drives, public appeals. They turn first to WKNB-TV . . . 12,000 pledges and \$160,000 raised in 16-hour Telethon Spectacular for Flood Relief (August, 1955) . . . More than 40 women's clubs on the air every month . . . 90,000 visitors to our new studios in the first year . . . The most live shows . . . local news, local programs, local civic service . . . Highest local advertiser acceptance daytime and nighttime.

CONCENTRATED COVERAGE

WKNB-TV reaches more than 320,000 families . . . situated in heart of New Britain-Hartford market, 31st biggest and 3rd richest in the U.S.

WKNB-TV channel 30



Studios and Offices:

WEST HARTFORD 10, CONNECTICUT

Represented Nationally by The Bolling Company



different from anything ever developed for rail

Whatever ladies want, ladies get on WEEKDAY. It's NBC's dramatic revitalization of Monday through-Friday daytime radio programming. And it will be a new sales medium of the greatest importance to advertisers.

WEEKDAY's fascinating flow of entertainment, service and news features will be *timed specifically to the daily living patterns of the modern homemaker, and tailored to her tastes and interests.*

Hour by hour, day by day, WEEKDAY's regular hosts and hostesses will introduce prominent service and information editors, news commentators and performers.

Entertainment will range over the whole gamut of music, comedy and drama. A stock company of versatile actors will perform every type of play, and WEEKDAY will have its own group of top popular singers.

Nationally known experts will cover, *from the woman's point of view*, subjects like Child Care, Money Management,

PREMIERE, NOVEMBER 7th

weekday”

Health and Medicine, Fashions and Beauty, Personal Relations, Show Business, Geriatrics, and Public Affairs. "Easy to listen to, easy to work to" will be the keynote of WEEKDAY programming.

Women will get to know the time-of-day of WEEKDAY features, and each feature will have a daily change of approach and treatment.

Just as MONITOR gave week-end radio a new significance for advertisers, so WEEKDAY will now add significant new values to Monday-through-Friday daytime radio. Availabilities consist of one-minute and 30-second announcements and 6-second billboards; and special savings are possible now through WEEKDAY's Introductory Dividend Plan.

Only 15 participations on WEEKDAY will deliver 71% more homes than the same number of commercials can deliver with conventional daytime programming.

Make us prove it! Call your NBC Radio Representative for full details.

exciting things are happening on

companion
and
counselor
to
America's
women

NBC radio network a service of 

the
big
talk



is
about
kbis

bakersfield
california

970

The ONLY popular music and news independent station in Bakersfield and Kern County, dominating California's Southern San Joaquin Valley 24 hours a day!

NEW YORK
CHICAGO
ST. LOUIS ADAM YOUNG, JR.
SAN FRANCISCO representative
LOS ANGELES

AGENCY
AD LIBS



(Continued from page 10)

offer are, of course, even more impression-making when the respondent is aged five. Animation is more fun to watch. Demonstration of all kinds is more absorbing. Music is catchier and more infectious. At five nothing is boring or commonplace or so trite that it will be rejected. Such is the wonder of childhood.

Many advertisers and many agencies have latched on to the medium for the above reasonings and have concentrated their efforts and copy on this market. Even where the importance of the kid-market is not immediate some have, with good reason, spent their dollars on the youngsters to achieve what can be called preconditioning.

By doing this, I think, some fine advertising has resulted. But there also are the boo-boos. These come mainly not from overshooting the mark or even talking down to the youngsters, nor from errors of timebuying and/or programing. They stem mainly from the common practice of lumping children together.

Nothing could be more ridiculous, as anyone who has ever watched a child grow from five to eight to 11 to 14 years of age can testify.

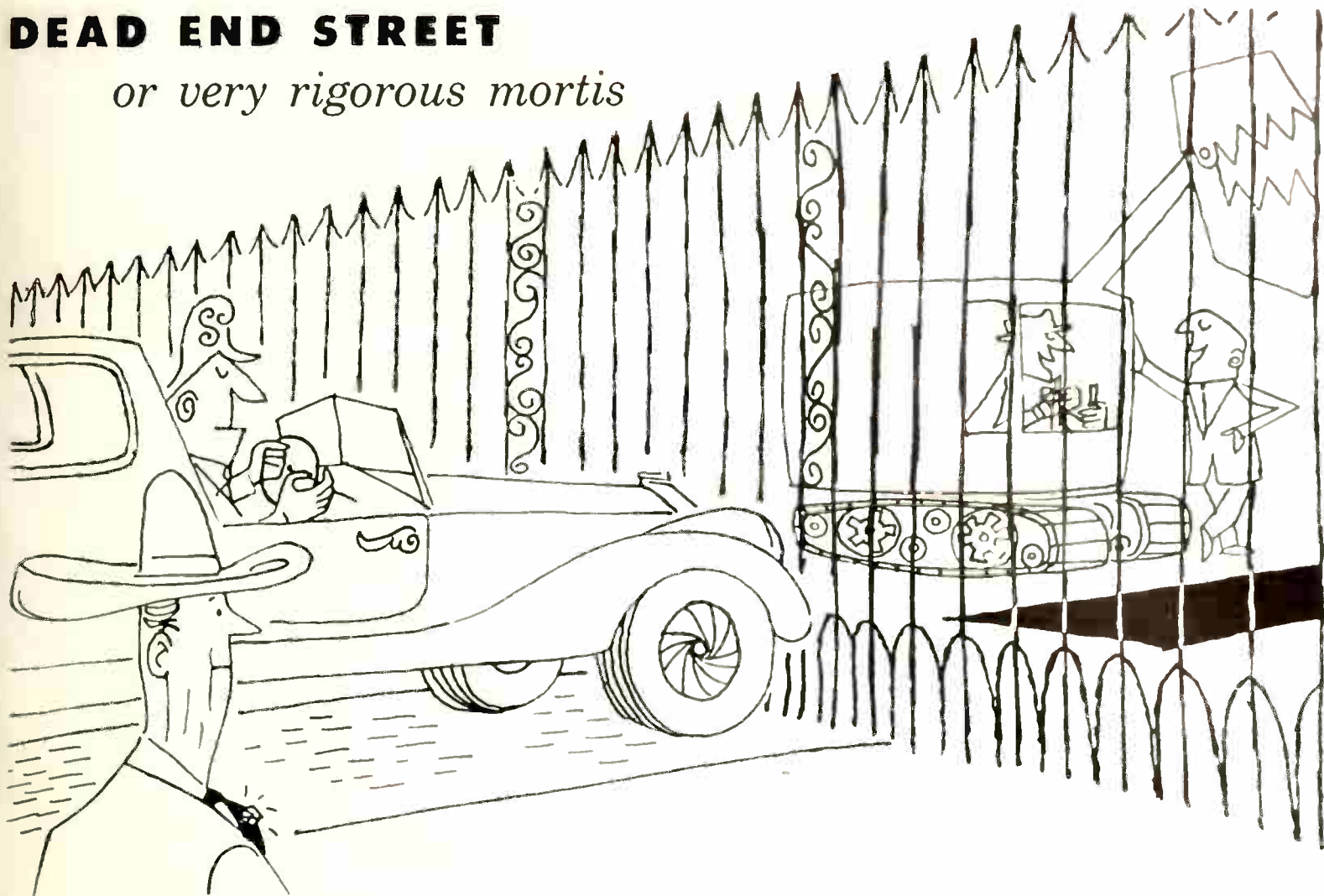
You'll find the very agencies that talk the biggest about their kid-savvy using one approach for kids of all ages. You'll hear big-time admen blithely discussing their wisdom in the moppet league as if a single principle were sufficient to reach all kids.

It always makes me wonder if these gents have ever sat in front of a tv set with two or (preferably) more children varying in ages and have witnessed firsthand the copy appeals that sink in and those that are rejected. I wish them the chance, exasperating though it may be, to discover firsthand what tremendous changes take place in these youngsters about every two years and what a fight for the dial this change causes in families with more than one child.

The Kid Market is far from a static, simply charted little island and, incidentally, is perhaps the biggest reason why two tv sets to a household should soon be as common as the multi-radio household is now. ★ ★ ★

DEAD END STREET

or very rigorous mortis



A tourist driving along a Texas Panhandle road passed a cemetery with an excavation and stopped to chat with the steam shovel operator who had just completed it. "That big hole over there with the ramp—what's it for? Some mass burial after a local catastrophe?"

"Nope," the operator replied, "it's for one guy. Funeral is due any minute."

Intrigued, the traveler waited. The hearse, a glistening Rolls Royce limousine, followed by a long line of cars, appeared shortly. Inside the Rolls was a commanding figure in snow white ten-gallon hat, silk shirt, gabardine suit and hand-tooled high-heeled boots. Close inspection revealed a long, unlighted cigar in the man's mouth. The chauffeur drove the Rolls down the ramp, walked out of

the grave and signalled for the steam shovel operator to start filling.

"Man," commented the tourist, "those Texans sure know how to live!"

* * *

Amen. Amarillo is also first in the nation in retail sales per household.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Time Buyer

PETER M.
BARDACH

Foote, Cone
& Belding

says . . .

"A station's popularity position in its market is important to the success of a sales campaign. WNHC-TV has been my steady choice year after year because of its position in the telecasting business in Southern New England. WNHC-TV is an outstanding station from the standpoint of sales, programming and management."

Compare these facts!

15 County Service Area	
Population	3,564,150
Households	1,043,795
TV Homes	948,702

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS
represented by the katz agency, inc.

WNHC
Television
WNHC



agency profile

Terence Clyne

V.p., chairman of the plans board
McCann-Erickson, New York

Terry Clyne, McCann-Erickson's new chairman of the plans board, is a former Wall Streeter who's taken to Ad Row and television like the proverbial duck to water. It's been a long (18 years) and rewarding association, including many years on the Bulova account which he brought with him to McCann-Erickson in January. In this time Clyne has seen a number of changes in the relationship between agency, client and network.

"Agencies," says he, "are best equipped to edit shows rather than originate them. Of course, in selecting a program for a client, you generally do a great deal toward shaping the contents of the show. But the main thing is to have a program which will deliver the right audience in the right mood."

McCann-Erickson, one of the fastest rising of the giant agencies, is currently billing at the rate of \$120 million in domestic business, some \$65 million of it in air media (80% tv).

With shifting trends, Clyne admits he's been forced to reverse his opinions completely at times. "Take the 10-second I.D.," says he. "I invented it for Bulova in 1949, but I'm convinced now that I created a Frankenstein. Of course it's good business for the stations, but for advertising effectiveness—and just in the interest of good broadcasting—it would be best if stations abolished the 10's and 20's and sold just one 30-second announcement in the break." A strange comment from the man who's still riding herd on Bulova, which this year is spending over \$7 million in the "hit-'em hard-and-short" station-break technique.

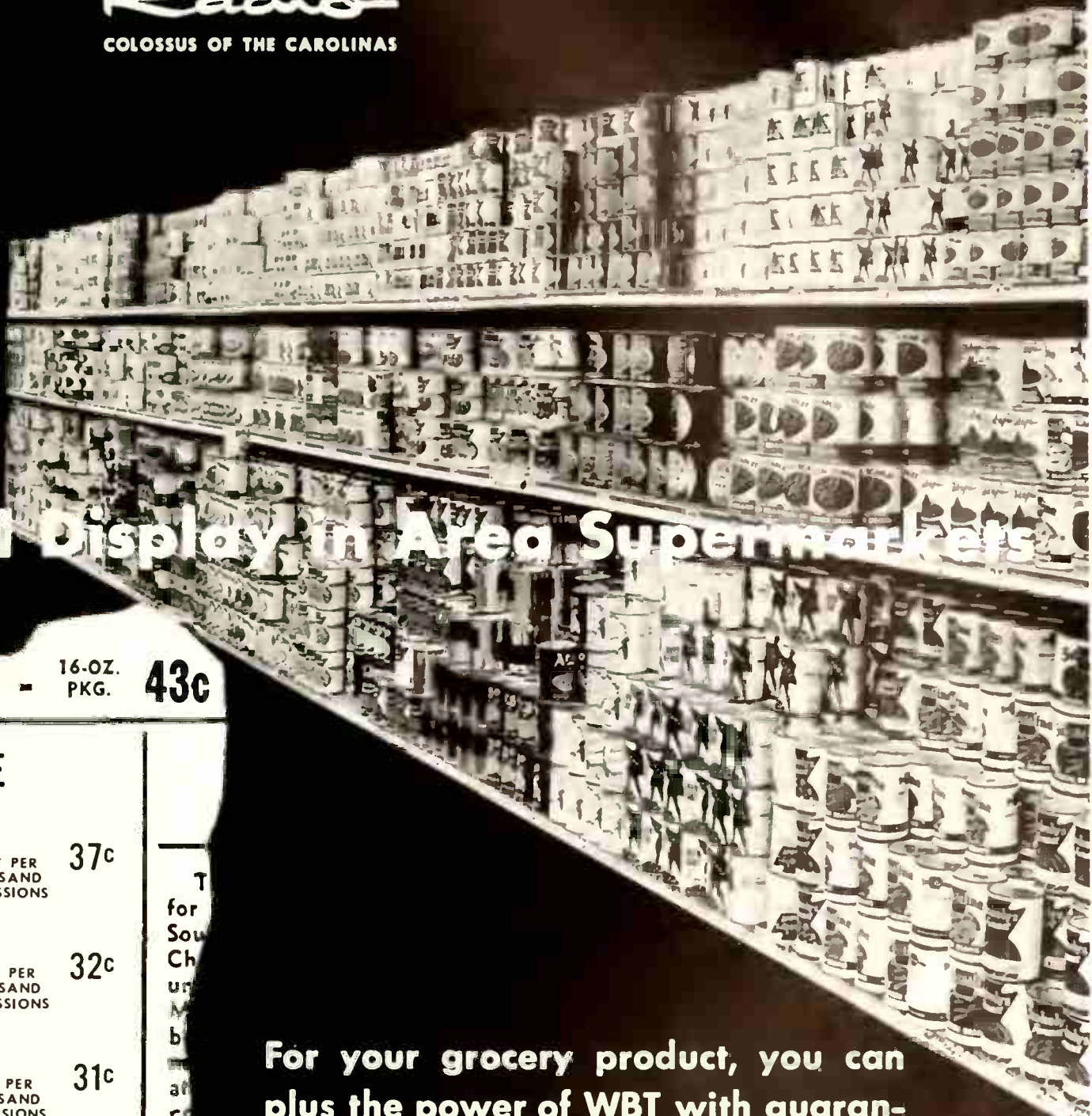
But then, Clyne's approach is not necessarily conventional. Take his office, for example: no desk. It looks rather like a large, traditional living room.

"Desks inhibit people," says he, stooping low over his coffee table to make notes.

A tall man, Clyne is unusually soft-spoken, approaches controversies with diplomacy to take the sting out of indictments.

"Free plugs for the movies will probably eventually evaporate from television," he says, "and rightly so. But the film companies could make major contributions to the medium. They have simply not yet put up their A effort. Even when they do it's unlikely that 'tv will go Hollywood.' Hollywood showmanship isn't likely to supersede such live drama as *Studio One* and *Philco Playhouse*." ★ ★ ★

ONLY ON



Guaranteed Display in Area Supermarkets

16-OZ. PKG. 43c

SPECIAL SALE

LEADING WASH DAY SOAP	COST PER THOUSAND IMPRESSIONS	37c
PLUS SUPERMARKETING		
NATIONAL LEADER PEPPER	COST PER THOUSAND IMPRESSIONS	32c
PLUS SUPERMARKETING		
MAGIC NAME CLEANSER	COST PER THOUSAND IMPRESSIONS	31c
PLUS SUPERMARKETING		
LEADING BRAND CIGARETTES	COST PER THOUSAND IMPRESSIONS	26c
PLUS SUPERMARKETING		
SOUTHERN LEADER READ	COST PER THOUSAND IMPRESSIONS	24c
PLUS SUPERMARKETING		

T
for
Sou
Ch
un
M
b
at
c
d
f
P

For your grocery product, you can plus the power of WBT with guaranteed displays in all supermarkets of three leading food chains throughout the WBT 57-county basic service area. The plan is simple—the tab is reasonable, get both from WBT or CBS Radio Spot Sales.



Sterling Brewer
Star of
"Star Studio"

11 to Noon, Monday-Friday

**Stars Sell on
Alabama's
greatest TV station**

WABT
Birmingham

When the morning chores are done, housewives are ready to relax. They tune in "Star Studio". They like the cheerful smile and friendly manner of Sterling Brewer, host for the show. They enjoy the consistently high quality films and well-known movie stars. Sterling and "Star Studio" keep them looking and listening into the noon hour every weekday.

**You can SELL
Your Products
to Alabama folks**

**If you TELL
them on programs
they enjoy seeing**

Represented by

BLAIR-TV

SPONSOR BACKSTAGE



(Continued from page 28)

ly like the some 50 odd million other folks who were tuned in. I think John stuck a pin in the wrong one when he attempted to puncture the Cowan quizzer.

Much more representative of Crosby's true talents as a tv critic and observer, in my opinion, was his recent *Collier's* piece on Arthur Godfrey. His picture of Godfrey was well researched, judiciously and interestingly presented. Writing about a gent whose activities have hardly been covered with any degree of objectivity, Crosby came through with a piece that was a model of objectivity. Among other keen observations, he pointed out that Godfrey is, and has for long been, a truly great performer and an even greater salesman. Crosby succumbed to none of the temptations of cheap sensationalism, to which so many other writers on the subject occasionally fell prey.

Far less flashy than brother Crosby, far more constructive and conservative, of course, is the *Times'* Jack Gould. Consistently Gould comes up with deeply pondered and carefully presented analyses of some of video's most perplexing problems. Where the persons in the industry directly responsible for certain situations frequently seem to have too little time to think them through, Gould seems to closet himself, think coolly and precisely on a problem, and come up with a possible solution well worth consideration.

I, too, had watched the NBC presentation of Thornton Wilder's *The Skin of Our Teeth* come apart before my eyes on the video screen. I, too, had vaguely, catch-as-catch-canly considered the reasons for its shoddy and superficial qualities. In the *Sunday Times* of September 18 Jack did a piece on it, and hit it right on the nose. Largely responsible, he pointed out, was an ill-conceived overuse of the close-up.

On the subject of critics generally, it has been my experience that too few programers, advertisers or agencies take full advantage of their efforts. Generally the tendency is to go around quoting at great length a critic who has done a rave over a particular show, damning as a total nincompoop a commentator who has rapped a particular effort and otherwise largely ignoring their writings.

A minority of radio-television men take careful cognizance of what thoughtful, fair-minded critics say about their offerings. And this minority frequently finds in the critics' words the clue to a better, more effective show, or sounder public relations, or occasionally even bigger sales results. ★★★

TELEGRAM, SMELLEGRAM KOOL-TV IS 1^{*} ST.

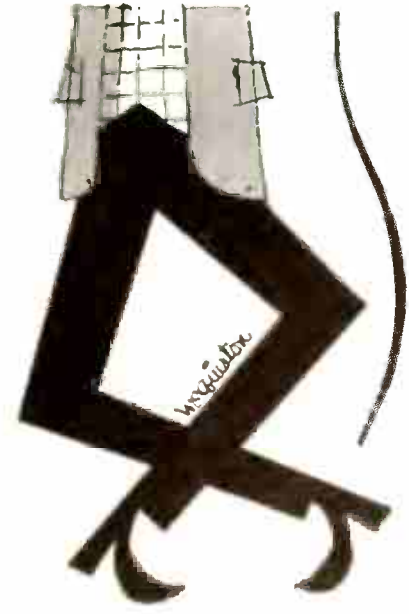
IN PHOENIX



TOP 17 ONCE A WEEK SHOWS



KOOL 14
STATION A 1
STATION B 1
STATION C 1



No matter how you count the audience, A.R.B. or Pulse, KOOL-TV leads in more quarter-hour periods than any Phoenix television station. KOOL-TV is first . . . morning, afternoon and evening.

A.R.B. and Telepulse surveyed Phoenix 20 days and 33 days after KOOL-TV became the CBS-TV affiliate.

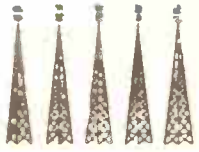
* NO FANCY FOOTWORK OR HOCUS POCUS CAN CHANGE THESE FACTS

Percentage of Quarter-Hour Firsts. Latest ARB-Telepulse Sunday through Saturday	TELEPULSE July 5-11, 1955			ARB July 18-24, 1955		
	7:30 am to noon	Noon to 6:00 pm	6:00 to Midnight	7:30 am to noon	Noon to 6:00 pm	6:00 pm to Midnight
KOOL-TV	97.0	49.2	62.9	96.0	40.9	33.7
STATION A	-	44.6	28.1	-	38.0	32.7
STATION B	3.0	4.7	7.4	4.0	16.4	22.8
STATION C	-	1.7	1.6	-	4.7	10.8



KOOL
TELEVISION
PHOENIX, ARIZ.

NATIONAL REPRESENTATIVES — George P. Hollingbery



NEW AND UPCOMING TV STATIONS



I. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL ND.	ON-AIR DATE	ERP (kw) ^{**} Visual	Antenna (ft) ^{***}	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, RI
SACRAMENTO, CAL.	KCRA-TV	3	2 Sept.	100	495	NBC	KBET-TV KCCC-TV	362	KRCA, Inc. Ewing Kelly pres. and gen. mgr. C. Vernon Hansen, v.p.
SHREVEPORT, LA.	KTBS-TV	3	3 Sept.	100	1,140	NBC	KSLA	74	KTBS, Inc. George D. Wray Sr., chrmn. of bd E. Newton Wray, pres. George D. Wray Jr., v.p.
FLORENCE, S. D.	KDLO-TV	3	17 Sept.	25	840	-----	None	NFA	The Hills Bestg. Co. N. L. Bentson, pres. Edmond R. Ruben, v.p.

II. New applications

CITY & STATE	CHANNEL ND.	DATE FILED	ERP (kw) ^{**} Visual	Antenna (ft) ^{***}	ESTIMATED CDS‡	ESTIMATED 1ST YEAR DP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIAT
REDDING, CAL.	7	5 Sept.	27.2	271	\$156,500	\$240,000	None	Sacramento Bestrs., Inc. Lincoln Dellar, o&o
BOSTON, MASS	38	12 Sept.	140	459	\$404,100	\$500,000	WBZ-TV WGBH-TV WNAC-TV	Herbert Mayer d b as Ajax Enterer Herbert Mayer, o&o
LAUREL, MISS.	7	12 Sept.	50.2	472	\$192,000	\$90,000	None	Laurel Television Co., Inc. Wm. S. Smylie, pres. Jack Rose, v.p.
BILLINGS, MONT.	8	5 Sept.	96.8	271	\$316,224	\$320,860	KOOK-TV	Midland Empire Bestg. Co. P. N. Fortin, pres. W. J. Hancock, v.p., secy.-treas.
CLOVIS, N. M.	12	12 Sept.	100.4	500	\$150,545	\$80,000	None	S. S. & S. W. Pipkin d b as Telepolitan Bestg. Co.
LEAD, S. D.	5	5 Sept.	11.915	1,582	\$95,719	\$20,000	None	Black Hills Bestg. Co. Helen S. Duhamel, pres. J. Norman Heffron, v.p.
JUNEAU, ALASKA	8	5 Sept.	.261	960	\$50,750	\$45,000	None	Alaska Bestg. System, Inc. William J. Wagner, pres. Irene F. Wagner, v.p.

BOX SCORE

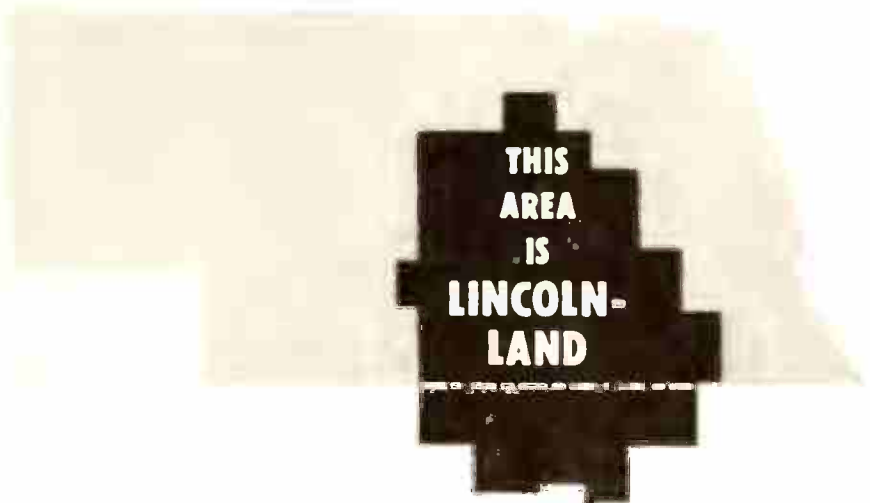
U. S. stations on air	427
Markets covered	254§
U. S. tv sets (1 July '55)	36,177,000§

*Both new c.p.'s and stations going on the air listed here are those which occurred between 5 September and 17 September or on which information could be obtained in that period. †Information on the number of sets in markets where not designated a class are considered to be on the air when commercial operation starts. **Effective radiated power. Aural power usually is one-half the visual power. ***Antenna height above average terrain (not above ground). ‡Information on the number of sets in markets where not designated a class is from NBC Research, consists of estimates from the stations or reps and must be deemed a preliminary estimate. §Data from NBC Research and Planning. NFA: No figures available at present on sets in market.



ARE YOU HALF-COVERED

IN
NEBRASKA'S OTHER BIG MARKET?



VIDEODEX JULY, 1955 REPORT
LINCOLN-LAND STUDY
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.2	3.0	7.9	2.7
5:00—11:00 P.M.	19.0	7.9	9.3	3.9
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	11.6	4.6	6.1	2.2
5:00—11:00 P.M.	20.3	8.5	9.3	3.3
SATURDAY: 1:00— 5:00 P.M.	16.4	4.2	5.5	2.4
5:00—11:00 P.M.	19.1	9.7	8.6	3.6
TOTAL: 1:00— 5:00 P.M.	12.3	4.6	6.2	2.4
5:00—11:00 P.M.	19.9	8.5	9.2	3.4

KOLN-TV, one of America's great area stations, covers Lincoln-Land — 42 counties with 200,000 families — 125,000 unduplicated by any other station. Videodex proves that KOLN-TV gets 98.4% more afternoon LINCOLN-LAND viewers than the next station — 116.3% more nighttime viewers!

95.8% of LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA. This market is farther removed from Omaha than South Bend from Fort Wayne, Hartford from Providence, or Syracuse from Rochester.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

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

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN NEBRASKA

Associated with
WM8D RADIO — PEORIA, ILLINOIS

WOMEN TO ADMEN

(Continued from page 37)

she should buy it, the product will sell itself," said Gertrude Trobe of WBVP, Beaver Falls, Pa.

Television gripes: When sight is added to sound, a new set of stresses and strains are often created between agency men and video homemaking personalities.

"There is too much static presentation on tv. I need more 'action' material. Most advertisers are willing

to provide material at request if there is no additional cost. This usually means no additional material," said KSTP-TV's Bee Baxter. Added the Minneapolis tv performer, who presides over an across-the-board "morning coffee" show, "Sponsors and agencies imbue us with the desire to do the best possible sales jobs by leaving it to our judgment, providing more often than not a list of 'be sure to use'—and another of 'additional angles.' This leaves little to our judgment."

• "Too much, or not enough tv."

Although tv has been a major advertising force long enough for most agencies to perfect their commercial techniques, local tv personalities told SPONSOR that some admen still don't use the medium properly for their clients in selling to women.

"Often, material does not differentiate between radio and tv. Please, more facts and less 'copy,'" said Sue Warfield of Baltimore's WBAL-TV.

"Film is often used entirely in commercials, when agencies have already paid for production cost of a live spot. True, the commercial will always be letter-perfect, but the client has lost the personalized recommendation of the show's personality, stated Jean Connelly, m.c. of the daily *Home Edition* on Pittsburgh's KDKA-TV.

Although the distaff broadcasters generally asked for more commercial aids, some pointed out the danger of going "tv-crazy" in furnishing material to stations.

Said Jean Phair, home economist of Louisville's WHAS-TV:

"One agency sent in copy with 12 or 13 'balop' cards plus copy—all for a one-minute participation!"

• "Lack of preparation": More work on the part of the agency and better television pre-broadcast liaison would save money later, a number of AWRT members felt.

"The majority of our sponsors submit copy in the form of notes to be ad-libbed," said Emma Lou Nielson of WNHC-TV. New Haven, who conducts the *Yankee Peddlers* show with her husband, Walt. "But if the copy is to be used verbatim, make several copies of it for the station so that the director, technical director and others can easily follow it. If possible, have a salesman discuss the whole story of the product with the woman doing the show, and let them work out together what the best approach should be."

Added the dark-haired distaffer: "Women know what other women want and why—better than any man in the advertising business!"

Helen Day, who does a half-hour show on Green Bay's WBAY-TV daily, reminded admen to "see that notes for copy and production plans are available earlier." In addition, Helen suggested, "Give me more visual material, and confer with production people to make sure the visual material is usable."

From the Southwest. Margret Mc-



NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

BRANHAM

11 OFFICES
FROM COAST
TO COAST.....

representing
RADIO
representing
TELEVISION

national
advertising
representatives

Pulse Reveals NOW—

KRNT-TV



has won audience

LEADERSHIP

in DES MOINES

Pulse found:

KRNT-TV . . . *With 14 of the "Top 15" weekly shows*

KRNT-TV . . . *With 9 of the "Top 10" multi-weekly shows*

KRNT-TV *1st—Morning Audience*

1st—Afternoon Audience

1st—Evening Audience

Several locally-produced shows listed in "Top 15" and "Top 10"

THIS PHENOMENAL RECORD AFTER

ONLY TWO WEEKS OF OPERATION

(Pulse Survey—Des Moines Metropolitan Area—Week of August 15-21, 1955)

Your Katz man is loaded with NEW facts and NEW success stories about the Iowa market and CHANNEL 8 in Des Moines.

Donald, who conducts *Texas Living* on Fort Worth's WBAP-TV, stated:

"Send a complete script of whatever length of time is going to be used with copy written so the exact points the advertiser wishes emphasized are clearly stated. When a local tv personality doesn't receive specific instructions which clearly set forth the psychology behind the sale, this important factor is sometimes mishandled, through no fault of the station. And, if the personality also has some background material about the product and is permitted to present the sales campaign in a message suited to her particular style, a more effective selling job can be done."

Distribution of the product to be sold on a feminine-slanted daytime tv show should also be checked in advance, others cautioned.

Said Rayleen Merman, home economist of KERO-TV, Bakersfield, Cal.:

"Tv advertising (on my show, for example!) creates demand for a sponsor's products. But sponsors do not always work with their sales forces to see that these products are available for purchase by viewers. This has

happened over and over in my area.

"Since advertising effectiveness is checked through sales, no matter how effective your presentation, if the gal you talk to can't buy the product there's no sales gain."

- "Lack of believability": As in their use of radio homemaking shows, advertisers and agency men can get out of touch with local tv audiences if they're not careful.

Bernice Currier, one of broadcasting's pioneer air personalities—she's had a show on the air for 27 years—at KMA, Shenandoah, Iowa, stated of tv film commercials:

"I think television makes a mistake sometimes putting in a 'glamorous-type girl' to sell washing powder or something of that sort, instead of 'Mrs. Average Housewife' who is the one actually using the product every day, and knows what she is talking about. People can easily spot a phoney. Midwest listeners are a friendly, loyal type of people, who want information they can use in their daily lives—not recipes using high-priced avocados, shrimp and lobster!"

The thinking of many AWRT mem-

bers on the subject of the correct approach of advertisers to a homemaking show was largely summed up by another well-known lady broadcaster, Dottie Paige of WIBW-TV, Topeka, Kan. She said:

"We feel that many times the sponsor does not see the necessity of giving us enough background material on the product to be advertised. On many products, we receive copy and nothing else. In the intimate type of programs which are being done more and more for women, straight commercial 'hard sell' copy just does not fit.

"Each of us with programs in various sections of the country has different problems in presenting shows to our audience suited to the taste of the people who live in our area. Because we have those problems, and work constantly to solve them, we know our audience.

"We know what they like and dislike, and we know generally how to reach them with commercial messages. Perhaps the most notable error a sponsor makes is his failure to realize that Midwestern audiences, for example, do not react to the same type of commer-

(Please turn to page 90)

SUNDAYS - MONDAYS and ALL DAYS

WOLF has a lion's share of audience

SUNDAYS (daytime)		32.6% 1st PLACE	
MONDAY thru SATURDAY		WOLF Share of Audience	
Mornings	8 A.M. - 12 Noon	16.9%	2nd PLACE
Afternoons	12 Noon - 6 P.M.	33.3%	1st PLACE
Evenings	6 P.M. - 10:30 P.M.	29.7%	1st PLACE

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included are the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of *The Syracuse Inside Story*.

RATING for RATING RATE for RATE

in

CENTRAL NEW YORK

it's

WOLF

SYRACUSE, N. Y.

National Sales Representative
THE WALKER COMPANY

But you can buy Loyalty!

By John Pepper and Bert Ferguson



Think how many times you've heard some executive exclaim, "I can't buy loyalty!"

He often means loyalty of personnel. He can also mean loyalty of customers. The principle is identical. Loyalty is supposed to be an elusive intangible which nobody has a right to count on, much less be confident of obtaining with money. But is this true?

We believe you can buy yourself a piece of loyalty that is established, demonstrated and reliable. It is the most concentrated, intense loyalty that ever ran up a sales record. And you can buy it at a reasonable price.

New Social Force: We use the word "concentrated" deliberately. The loyalty you can buy permeates a market that's all in one place, not scattered around. This is a market of Negro consumers—1,230,724 of them right in our area—who had never been directly reached until radio station WDIA became the first in Memphis to program exclusively for them with Negro voices and music. We call it the "Golden Market."

When you reach these people—as you can, with WDIA—you're getting your sales story across to a Negro market greater than that of New York, Detroit or Philadelphia. For right here

are ten percent of all the Negroes in the whole United States. And that's only the first advantage your choice of WDIA gets you.

Strong Group Feeling: We used the word "intense" from experience. The fact that WDIA programs entirely with Negro voices and music has had an electrifying result on audience ratings in Memphis. Since 1951, WDIA has held unchallenged the top position on both Pulse and Hooper surveys for "total number of" daytime listening. And that's in a field of eight stations, some of which have been on the air over twenty-five years.

WDIA talks in tones and accents its Negro listeners find familiar and welcome. Its continuity is written with an ear for these accents. WDIA's music is unmistakably Negro music. So, while other groups are changing and shifting around, WDIA's listeners stay tuned in—for good. This is *their* station. As far as they're concerned, it's the *only* station.

Amazing Results: It is this combination of tailored programming, group pride and complete acceptance which we imply when we say "loyalty." Yet there's still more to the WDIA picture, and that's coverage. Loyalty boosted WDIA in just one step from a 250-watt station to a 50,000-watt station—the *only* 50,000-watt station in town. Now, you apply that amount of power, with a specialized approach, to the market that concentrates one-tenth of the Negroes in the U.S.A. And—regardless of what you hope, the response may still surprise you.

For there is yet another factor in your favor. And that's the buying habits peculiar to this group of people. They make money—a quarter billion dollars in 1955. But they *spend* more

than the average. They'll actually spend *eighty percent* of it, on consumer goods. Look at Memphis, for instance: forty percent of the people in the Memphis trading area are Negro. This fact in itself is worth remembering. But—that forty percent, which WDIA can command for you—is buying way more than its share. They buy 56.3 percent of the salt in Memphis, 53.4 percent of the women's hosiery, 44.5 percent of the girls' dresses, 64.8 percent of the flour. They buy quantity, and quality.

We frankly don't know of a market anywhere with the same potential as this "Golden Market" of WDIA. It has already produced enviable results for such advertisers as

Swansdown Cake Mixes, Pal Blades, Colgate Dental Cream, Super Suds, Kool Cigarettes, Carnation Milk, Fitch Shampoo, Sinclair Gasoline.

We'd really like best to show you what WDIA has accomplished in the particular line of product that interests you. If you'll drop us a note about it, we'll be glad to send you right back some documentation on WDIA's performance in your own line. We believe the facts about WDIA's unusual market and appeal have a very important bearing on the problems which you encounter in the South.

WDIA is represented nationally by the John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

Harold Walker
HAROLD WALKER, Commercial Manager

Measure of Success . . .

In every field there are recognized measurements of success. Some true; some false.

In broadcasting the true measure of success is this: Listener preference.

In the great Tulsa market area most of the listeners prefer KVOO most of the time.

This sure and unchanged preference for Oklahoma's Greatest Station has remained constant for more than 30 years.

During all of this time most advertisers have also made KVOO first choice.

When you have advertising dollars delegated to do an important job for you in Oklahoma's No. 1 Market Area, assign them to KVOO where more people will hear your message more of the time and at lowest per listener cost.

Advertising dollars have more value when placed on KVOO, the station listeners believe in!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



Grid of radio programs for Sunday through Saturday, listing stations (e.g., WABC, WJLA, WPTV) and program titles (e.g., Meet the Press, The Tonight Show, The Ed Sullivan Show).

CKLW-TV channel 9 advertisement featuring a cartoon character with glasses and the text 'at both sides!', '800 KC', '325,000 WATTS', and '50,000 WATTS'.

CKLW radio covers a population area of 5,293,700 in which 85% of all families own TV sets.

CKLW radio covers a population area of 5,293,700 in which 85% of all families own TV sets.

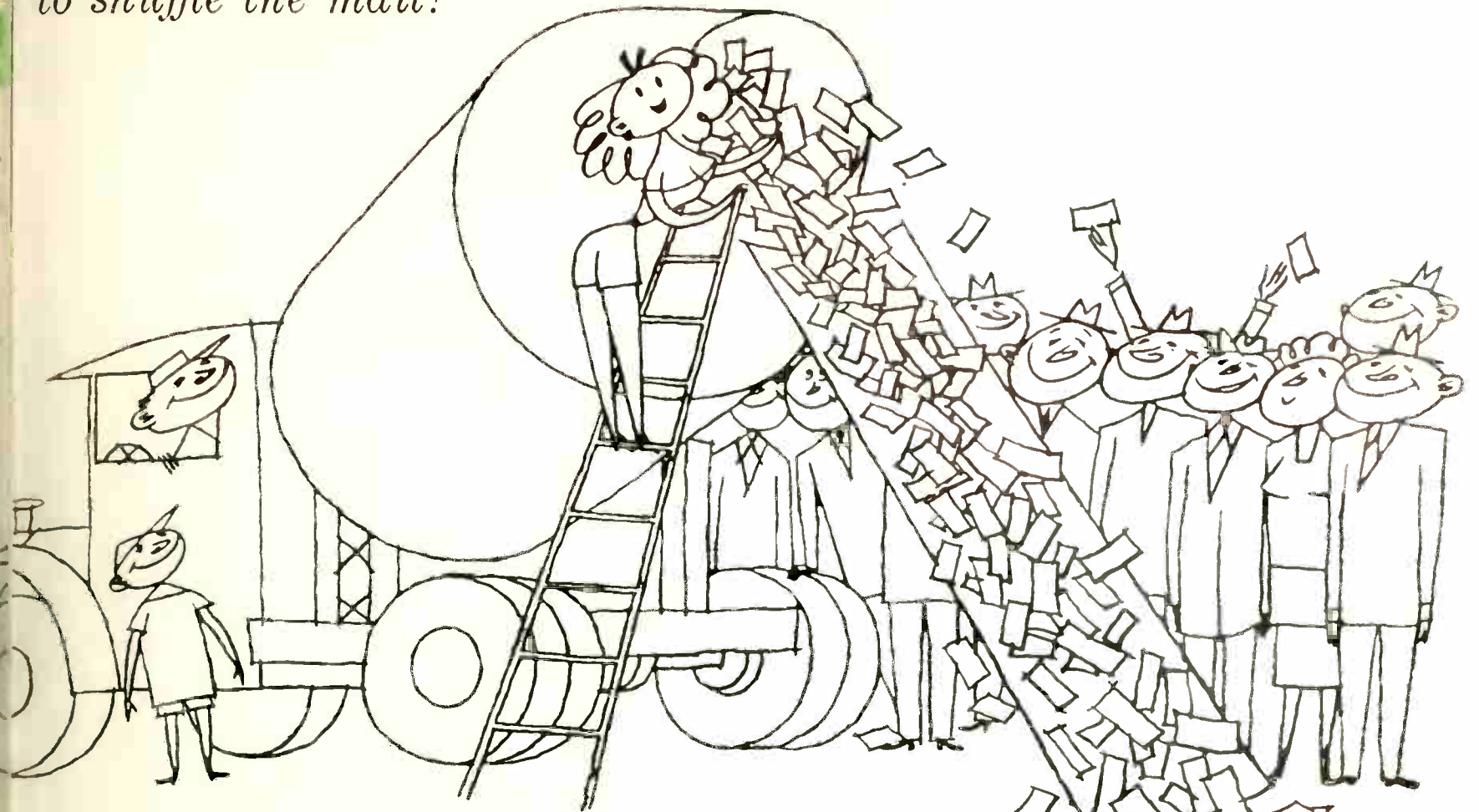
WTSP radio advertisement featuring a cartoon character with glasses and the text 'Turn more prospects into CUSTOMERS', 'BUY WTSP RADIO', 'the BIG SOUND on the SUNCOAST', and 'Market... Coverage... Programming'.

Notes and explanations to help you use this chart. Includes details on station call letters, time zones, and program variations.

Sponsors listed alphabetically with agency and time on air. Includes Continental Bk., Coca-Cola, Gillette, and many others.

Additional sponsor information and program details for various stations, including WABC, WJLA, and WTSP.

...so we hired a cement mixer
to shuffle the mail!



81,754 letters in 8 hours!

Nearly 1/2 million entries in 10 sizzling days!

This is the kind of action KNX Radio can deliver
now . . . 1955!

Less than two weeks before last September 10, the day on which KNX Radio celebrated its 35th Anniversary, the station invited listeners to enter its Birthday Bonanza of entertainment and prizes. To enter, listeners simply sent in their names and telephone numbers.

Hundreds of thousands of ears perked up...and so did the thermometer! The mercury hit a frying-hot 110 degrees and hovered there throughout the ten days in which KNX promoted its Birthday Bonanza.

In spite of this record breaking heat wave, KNX Radio received just short of 500,000 entries, including a whopping 81,754 letters and cards in a single 8-hour day!

KNX got so much mail, in fact, that it had to rent a gigantic transit cement mixer to shuffle the mail before each contest drawing.

Why all the excitement? KNX's BIRTHDAY BONANZA was *BIG*. \$65,000 worth of prizes. Eighteen hours of programming that covered Southern California from man-in-the-street to man-in-the-money, from sea bottom to cloud top.*

Yes, the KNX Anniversary was something special. But then, KNX is always special. KNX is the Southern California station most people listen to most often...reaching 84% of all Metropolitan radio families in a week, 45% in just one day.**

Got something to sell? For special results, let KNX sell it in its own special way!

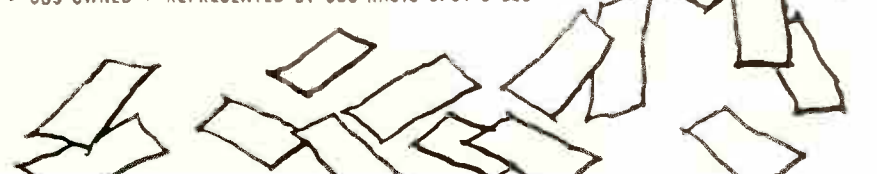
KNX RADIO LOS ANGELES

Southern California's first station in 1920. First in every way in 1955.

50,000 WATTS • CBS OWNED • REPRESENTED BY CBS RADIO SPOT SALES

*Solidly sponsored.

**Cumulative Pulse Audience.



WOMEN TO ADMEN

(Continued from page 80)

cial or sales pitches that Easterners or perhaps Southerners respond to.

"The personality who does the program can best tell whether her particular audience will respond to a certain type of commercial and in which program that product will be best received."

Radio-Tv Results: Admen who might be inclined to challenge the opinions of the AWRT members on

how to sell to women successfully would do well to consider the long roster of sales successes the ladies have achieved. The ladies have qualified as experts—the hard way.

Here are a few such successes selected from the many submitted to SPONSOR in the AWRT survey:

- **Groceries:** Pittsburgh's Thorofare Markets is a chain of 64 big food stores located throughout the western Pennsylvania, Ohio and West Virginia areas. As a high spot of its tv advertising, it purchased (via Ketchum, Macleod & Grove) the Gen-

eral Teleradio feature package KDKA-TV, Pittsburgh. It was, in large measure, a \$64 million success.

Kay Neumann was chosen to handle commercials featuring new grocery products, Thorofare's low prices and the S&H Green Stamps.

Said L. B. Smith Jr., executive v.p. of Thorofare, of Kay's abilities:

"Probably the most successful advertising medium we developed in 1954 was the introduction of 'recent' full-length movies, with outstanding demonstrations and presentations of commercials by Kay Neumann. *Thorofare Star Time Theatre* had no small part in developing the 36% increase in sales above the previous year, bringing our 1954 sales to \$64 million."

Kay, incidentally, is a daytime favorite of Pittsburgh homemakers. She conducts an across-the-board cooking program, 1:30-2:00 p.m. with a list of blue-chip sponsors that range from Fluffo and Oxydol to Reddi-Wip and Youngstown Kitchens.

- **Cook book:** KWTV calls Vivian Batten "Oklahoma City's most popular housewife"—and the chances are very good that she is.

She does a regular morning show and KWTV and on its radio counterpart, KOMA. An expert homemaker, she shares with her audience tips on charm, keeping fit, grooming, etiquette, household hints, safety, cooking tips—and even discussions on what makes an automobile run.

Reported Vivian:

"We made one announcement on the show to the effect that we would send an *I Love Lucy* cook book to any viewer writing in and in the same announcement said these same books could be obtained at the stores.

"The announcement was very brief and no sales pitch was given. We received, during the following three days, 562 requests for this book."

- **Household and food items:** One of the most popular women's shows in the Detroit area originates in a beautiful model home built on the shores of Lake St. Clair to the specifications of Edythe Fern Melrose. Her WXYZ radio and tv shows, appropriately enough, bear the title *The House of Charm*.

She discussed sales results on her show, which she prefers to handle in an informal manner with largely ad-lib commercials based on agency-provided factual material, in an equally informal roundup:

TOP NIGHTTIME NETWORK PROGRAMS AVAILABLE MORNINGS ON WGN-TV!!



"MY LITTLE MARGIE"

10:00-10:30 A.M.

Monday thru Friday

"THE STU ERWIN SHOW"

10:30-11:00 A.M.

Monday thru Friday



AVAILABLE FOR PARTICIPATIONS OR FULL SPONSORSHIP AT NO PREMIUM PRICES!!

Nighttime Participations Available In FIRST RUN
GENE AUTRY—ROY ROGERS Features 7:00-8:00 P.M.

441 N. Michigan Avenue
Chicago 11
Illinois

WGN, Inc.'s New Phone Number
Is Michigan 2-7600



For Your Best Radio Buy in Chicago, It's WGN—Reaching More Homes Than Any Other Chicago Medium..

WOODLAND-TV is big territory!



Everybody loves a pickle . . . and there's a variety to please every palate among the famous Heinz "57" . . . gherkins — chips — relishes — dills — sweet mixed.

Heinz, one of the world's largest pickle processors adds impetus to the growth of WOODland, U. S. A.

A year's consumption of pickles would encircle the equator ten times . . . and 65% of the pickles processed by world-famous Heinz begin their earth-spanning journey at the company's Holland, Michigan plant . . . the world's largest pickle factory, a part of the thriving WOODland production area.

Heinz has many world leaders as neighbors in this rich market area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.
WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

YOU'LL SELL MORE BREAD with these \$60,000* Animated Cartoon TV BREAD COMMERCIALS

*Original production cost. This has already been paid by one of the country's largest bakers. This is what it cost to produce these films from the start, but you can get them for a tiny fraction of the original cost.

Here's what you'll get:

FULLY ANIMATED FILMS—Animated cartoons are top salesmen on TV. You get full, not partial, animation.

SHOWS YOUR WRAPPER OVER AND OVER—Your wrapper appears in the animated cartoon sequences. It's also shown full screen size repeatedly.

YOUR BRAND NAME REPEATED OFTEN—Your brand name, slogan and the sales slant you are now using are made part of each commercial. Entire sound track is made to your order.

FAST-MOVING ACTION THAT PACKS A SELLING WALLOP!—This series was created by baking industry people to fill the need for top-flight television film commercials for bread. It's tested and proved—is now doing an outstanding job of increasing bread sales for bakers in one-fifth of the country.

EXCLUSIVE USE—No one else can use it in your market—ever! Extra prints guaranteed available up to three years.

POINT-OF-SALE TIE-IN—Attractive cartoon youngsters (named for your bread in the film) offer many possibilities for merchandising.

USE AS TV SPOTS AND IN PROGRAMS—Strong appeal to both children and adults makes these commercials appropriate for use at any time during the television day—as spots, in programs, or within participating shows.

TAILORED TO YOUR BRAND—You get strong identification of your brand name throughout, in both sight and sound. These films look as though they were specially made for you—top quality production puts your commercials up with those of America's biggest television advertisers.

LOW COST—Because original production costs have been paid, this series is practical for even LIMITED ADVERTISING BUDGETS.

AVAILABLE QUICKLY—Prints will be delivered ready for use within 35 days.

DON'T DELAY!

This series is available to only one baker in a market.



TELEVISION DIVISION



203 Alexander Bldg., Colorado Springs, Colo.

Mail the coupon now for full details — no obligation

Television Division, ALEXANDER FILM CO.
203 Alexander Bldg., Colorado Springs, Colo.

Send detailed description of Animated Cartoon TV Film Commercials for bread.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

"Once we jumped the gun on giving a sale price on meat for a sponsor whose frozen steaks were trying to get distribution. That one error brought shoppers into markets demanding the steaks before the show was completed! The sponsor was so shocked he tripled his appropriation on our programs.

"Another time, we demonstrated a steam iron—and oversold the quota for the city by several thousand. We selected a certain pattern in wallpaper for redecorating the Charm Kitchen, and showed the selection to the tv audience. The wallpaper was sold out so much that we were unable to get enough to do the kitchen three days after it was shown, even though the sponsor was carrying it in wholesale lots and had eight stores plus a warehouse to draw upon.

"Last week, we offered designs for making sofa pillows. The fabrics sold like hot cakes; we had to call New York for more design leaflets. We went to Hawaii for a vacation. Came home, prepared Cantonese dishes, and the whole city ran out of soy sauce! Couldn't even buy a bottle for the show." ★ ★ ★

CAN'T SHOW PACKAGE?

(Continued from page 47)

New York's WRCA-TV, for example, offered one week's use of its lighted moving sign on Times Square to plug Japanese King Crabmeat and also a plug in a trade magazine, *Grocer-Graphic*. Boston's WBZ-TV sent letters to 800 grocers in the area telling about the campaign. Philadelphia's WPTZ offered a free ad in *Food Trade News*, and Baltimore's WBAL-TV offered to conduct the entire contest itself, including cost of premiums, plus a grand prize of a Meadowbrook Tappan Range for the best crabmeat recipe and several GE electric skillets as runner-up prizes. In Chicago, WBKB arranged a personal appearance by Francis Pope, star of the show, demonstrating the client's product for two hours at one of the leading supermarkets.

The commercials were planned to take advantage of live participations, with fact sheets supplied to the tv personalities who could word the actual pitch to suit themselves. One of the main points of the commercials was the contest, of course. The agency

supplied some sample commercials just to insure that all copy points would get across.

Within less than three weeks after being appointed the client's agency, Gotham-Vladimir had the campaign on the air. Scheduled for a 13-week run, the participations expired during the first week of September.

While it is impossible to chart results precisely because of the large number of different sales organizations (mainly food brokers), involved, reports from leading food brokers in the U.S. showed the following sales increases since the start of the campaign: 30-40% in Boston; 20% in Chicago; 10-20% in New York. There are still no figures available for Baltimore and Philadelphia.

"But the mail response from viewers in all our tv markets has been very large," Andy Vladimir told SPONSOR.

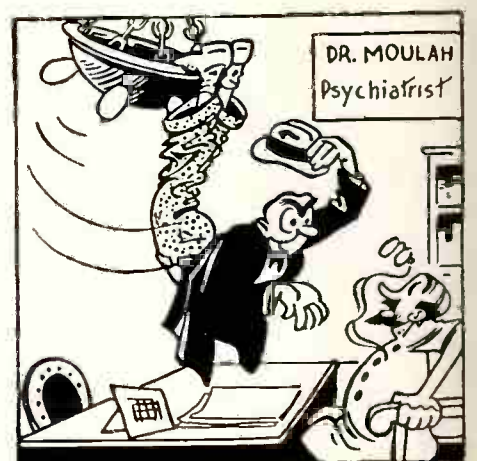
In fact, the tremendous selling power of video was the cause for an un-

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
"It appears now that our bulky picture tube . . . will give way, in the future, to a thin layer of electroluminescent material within which the same functions are performed. This development, together with the miniaturization of other elements in our receiving circuits, will give us mural television. Its form will be that of a thin screen decorating a wall and controlled remotely from a small box beside the viewer elsewhere in the room."

DR. E. W. ENGSTROM
Executive V.P.,
Research & Engineering
RCA

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
fortunate number of letters of complaint, saying in essence: ". . . but I can't get Japanese King Crabmeat in any of the stores. . . ."

The cause for these letters seems to have been the relative impact of video



"—and just because I'm not a KRIZ Phoenix listener, my wife insisted I see you."

with **WAVE**

you don't buy the oysters—

YOU BUY THE PEARLS!

WAVE, and only WAVE, gives you concentrated coverage of the Louisville Trading Area — Kentucky's *only* pearl-like market!

NOT TOO MUCH — NOT TOO LITTLE!

On WAVE, there's no wasted power or circulation. Our 50% BMB day-area is an almost exact duplicate of the Louisville Trading Area. *42.5% of Kentucky's total Effective Buying Income is concentrated!*

WORKING PROGRAMMING — BIG AUDIENCES!

WAVE believes in local programming — supports a radio-only staff of 14 of whom are engaged in on-the-air activities exclusively.

WAVE is also NBC — the only NBC station between Cincinnati and the Mississippi River. The result is *balanced programming, big audiences.*

Invest your precious little to use WAVE — Louisville's 5000-watt gem. See NBC Spot Sales for the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC SPOT SALES
National Representatives





Quick Watson!

For the first time in years, WMAR-TV, *The Sunpapers'* television station in Baltimore, is able to offer availabilities from 10-10.30 P.M. This is a limited opportunity, caused by network adherence to Daylight Saving time for five weeks after Maryland returns to Eastern Standard Time.

WMAR-TV is programming "Sherlock Holmes" —with Ronald Howard as the classic sleuth—six nights weekly beginning Sunday, September 25.

Each episode will be first-run in the Baltimore market.

Each episode will run at the peak viewing hour of 10-10.30 P.M.

Each episode will have the advantage of high-rated lead-in programs, and powerful programs behind.

In Baltimore's sponsor-crowded TV schedules, this is an unparalleled opportunity for exposure of saturation schedules and short-term campaigns within a vehicle as powerfully attractive as Conan Doyle's famous stories.

And in five weeks of consecutive-night showings, "Sherlock Holmes" will have had the advantage of the most powerful audience buildup in the history of Baltimore Television, to guarantee the series as a continuing vehicle in the Baltimore market.



EVERY NIGHT (except Wed.)

10:00—10:30 P.M.

Sept. 25th thru Oct. 29th

3 participations available
within each program



SUNPAPERS TELEVISION, BALTIMORE, MD.

Represented by **THE KATZ AGENCY, Inc.**
New York, Detroit, Kansas City, San Francisco,
Chicago, Atlanta, Dallas, Los Angeles

and audio: since Japanese King Crabmeat is packaged at the moment under many different brand names without a unifying, identifiable trademark or symbol, the agency made up some dummy labels reading "Japanese King Crabmeat" and asked the stations to put these labels over all the cans of crabmeat to be used on the programs. Stations were also supplied with a balop saying "Be sure that every can you buy contains Japanese King Crabmeat."

The fact sheet and explicit instructions to the tv personalities, however, asked them to explain to their listeners that there were many brands of Japanese King Crabmeat available and that they could be identified by the words "Packed in Japan" or "Product of Japan" on the can. Despite these explanations, many women apparently looked for cans with the dummy label they'd seen on tv, when they went shopping.

Gotham-Vladimir has already suggested to the Association that it decide upon the picture of a King Crabmeat as a trademark for all brands of the Japanese product so that the cans seen on tv in the future will be identifiable in stores too.

"The selling power of television," says Andy Vladimir, "virtually dictates a need for recognizable packaging. And there's little doubt in our mind that we'll use television increasingly as the budget permits, and probably along the pattern that has proved successful for us to date." ★ ★ ★

SPONSOR ASKS

(Continued from page 49)

One complaint I have is with the distribution of the products. We have been in a poor selling position several times when there has been a demand built by television and the customers come into the store to buy before we have gotten our stock of the product. That hurts our business, and wastes money for the advertiser. When the customers can't get what they want, they settle for another product.

*Florence Bower
Bower's Pharmacy
Tenafly N. J.*

WE USE TV OURSELVES

● We are one of seven stores in a chain in this area, and we've had such good results from television advertis-

ing that we've started an announcement campaign on tv ourselves. So far, it seems that it's too early to have any real results, but it looks very good.

Of course, after the television shows advertising cosmetics and patent medicines, we get a big run on them. We've learned that it pays to have a good stock on hand for such products, and we give them the best display space available because we know they'll sell.

Two products that we notice moving fast after their tv shows are Toni home permanents and Geritol. With our large prescription business, we sell more medicines and patent medicines than most druggists, so we like to know that manufacturers are helping us sell their product.

Cigarettes sell well and we keep them right near the register so that customers ask for them when they get their change. It helps when the customer has already made up his mind about the product, even on cigarettes.

*G. P. Urdike
Patterson Drug Co.
Danville Pa.*

VIEWERS BELIEVE TV CLAIMS

● When a product is on tv it sells. We have to stock the items that are advertised because our customers ask for them. The most outstanding sales boom I have noticed occurred with the Revlon \$64,000 Question. All of those products were in big demand after the show, but we managed to keep up with the calls and didn't run short.

We use displays on our gondolas for advertised products, and I have enough confidence in the television advertising to stock and display a product if I heard it was going on tv. If I didn't, I might be lost under a deluge of orders the next day. People seem to believe in and buy the products they have seen demonstrated on television.

*Pearl Balotin
Balotin Pharmacy
Ellenville N. Y.*

**IN AMERICA'S
9th MARKET it's TV's
New Queen**

316,000 watts of V. H. F. power

WHTN-TV BASIC
ABC

Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185



FIRST in the "Land of Hiawatha"

In the fall, the great Northwest becomes a land of outdoorsmen . . . hunters, fishermen—enthusiasts for all the activities which can be found in the "Land of Hiawatha." These are an active people . . . and an active-buying market for any advertiser.

In this vital market of nearly FOUR BILLION DOLLARS in spendable income and 615,000 TV homes, KSTP-TV has long been the leader. It is the Northwest's *first* television station,

first with maximum power and *first* with color.

Through superior entertainment, talent and showmanship, KSTP-TV has won a listener loyalty that is important to you because it means *sales*.

To put your advertising dollar to work most efficiently and most economically, KSTP-TV is your *first* buy . . . your *best* buy in the rich Northwest!

KSTP-TV

CHANNEL
100,000 WATTS



MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

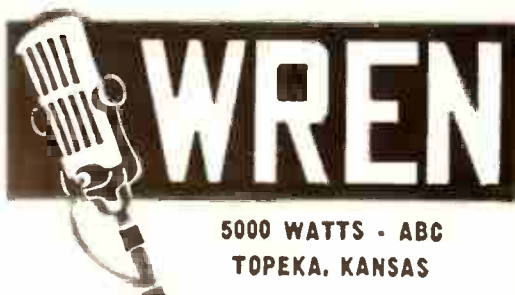


When You Get RESULTS-

IT SHOWS AT HOME!

THAT'S WHY LOCAL FIRMS PUT GREATEST DOLLAR VOLUME ON WREN!!

It's no secret here in Topeka that WREN covers the territory best! That's why local firms put their greatest dollar volume on WREN. That's why we can quote continuous program sponsorship like this — Kansas Power & Light for 17 years . . . Ed Marling Appliance for 8 years . . . Scott Motors Chevrolet for 7 years . . . McCormick Rug for 4 years . . . Hall Stationery for 7 years . . . Alexander Baking and Jordan Sunbeam Bakers for 5 years . . . Capitol Federal Savings and Loan for 7 years. Here is a husky, booming market that WREN covers best . . . a market that can't be reached by Kansas City stations. Why not contact your John E. Pearson man for details on WREN coverage and rates. We think you'll be surprised.



RADIO SELLS INSURANCE

(Continued from page 41)

sumers with the objectives of the MFA as an organization and the various units as parts of that organization; (3) to acquaint "city folks with the problems of the farmer"; (4) to promote safety.

Advertising expenditures are allocated according to the needs of the various units and localities served. At the moment, for example, the Plant Foods Division is working on anhydrous ammonia sales. To do this, the division is using extra time and space beyond the regular budget allocations. Decisions for these promotions are made by the managers working with their individual advertising departments.

MFA uses an interesting approach to its radio advertising. Its choice station is generally a 250-watter, although it does use one 50,000 power-house, and a handful of 1,000- and 5,000-watters. The advantage of the small station, according to Wyatt, is in getting "right to the grass roots." The radio farm director or announcer who gives the market or farm news or weather and newscasts will talk about an MFA product or service, integrate it into his editorial matter, and, if intrigued with the subject, occasionally he may spend as much as five minutes discussing it.

So closely is the programing generally tied in with the commercial purpose of the shows that it sometimes consists strictly of the man at a local Exchange interviewing the people who come into the Exchange, getting their comments on, say, soya beans, if that's the product being pushed at the moment. The commercials are all frank-ly and strictly hard-sell.

Take the folksy pitch of this fire insurance radio commercial as an example:

"MFA Mutual Fire Insurance is like a good neighbor . . . right there when you need help the most. If your house burns, MFA Mutual will step in and help you shoulder the financial load. MFA Mutual Fire Insurance with Extended Coverage will also protect you from wind, lightning, hail and other perils. Building costs are rising. If your fire insurance isn't keeping pace, call your MFA Mutual Agent. No assessments or membership fees with MFA mutual Insurance. And you get

renewal dividends. See your MFA Mutual agent today."

MFA doesn't take any chances on the number of people it reaches. Last year, for example, the organization undertook a vast research program of its own to determine the precise viewing and listening habits of farmers in Missouri.

During the middle of 1954, MFA Mutual Insurance Co. mailed a post card questionnaire to 150,000 members of the MFA. A total of 4,640 cards were returned; that is to say, the survey got a 3.8% response. Wyatt feels that this turnout, slightly better than the average questionnaire return was sufficient to indicate trends. Of the cards were 11 questions pertaining to set ownership, station and program preferences, viewing and listening habits for time of day and night.

The results showed 63% of the homes equipped with radios only, 37% with radio and tv. Most MFA members reported more than one radio. On the over-all, the survey showed that 35% of Missouri farm families have only one radio and no tv; 28% have more than a radio, but no tv; 13% have a radio and a tv set; 24% of the families have more than one radio and a tv set too.

The survey also showed the heaviest radio listening is done in the living room (23.5%) and the kitchen (23%). Furthermore, 3,381 answers indicated that for the period from 5:00 to 8:00 a.m., the point of heavy tune-in is 6:00 a.m. with 1,022 sets being turned on. During the lunch period, high noon was tops with 2,046 out of 3,327 respondents turning on radio then. Late afternoon tune-ins were scattered, with 6:00 p.m. showing a slight edge over the 4:00-8:00 p.m. times.

Similar figures for tv showed heavier tune-ins later in the morning

. . . 7 UP USES

KW-KW

PASADENA • LOS ANGELES

Spanish Language Station

AM • FM

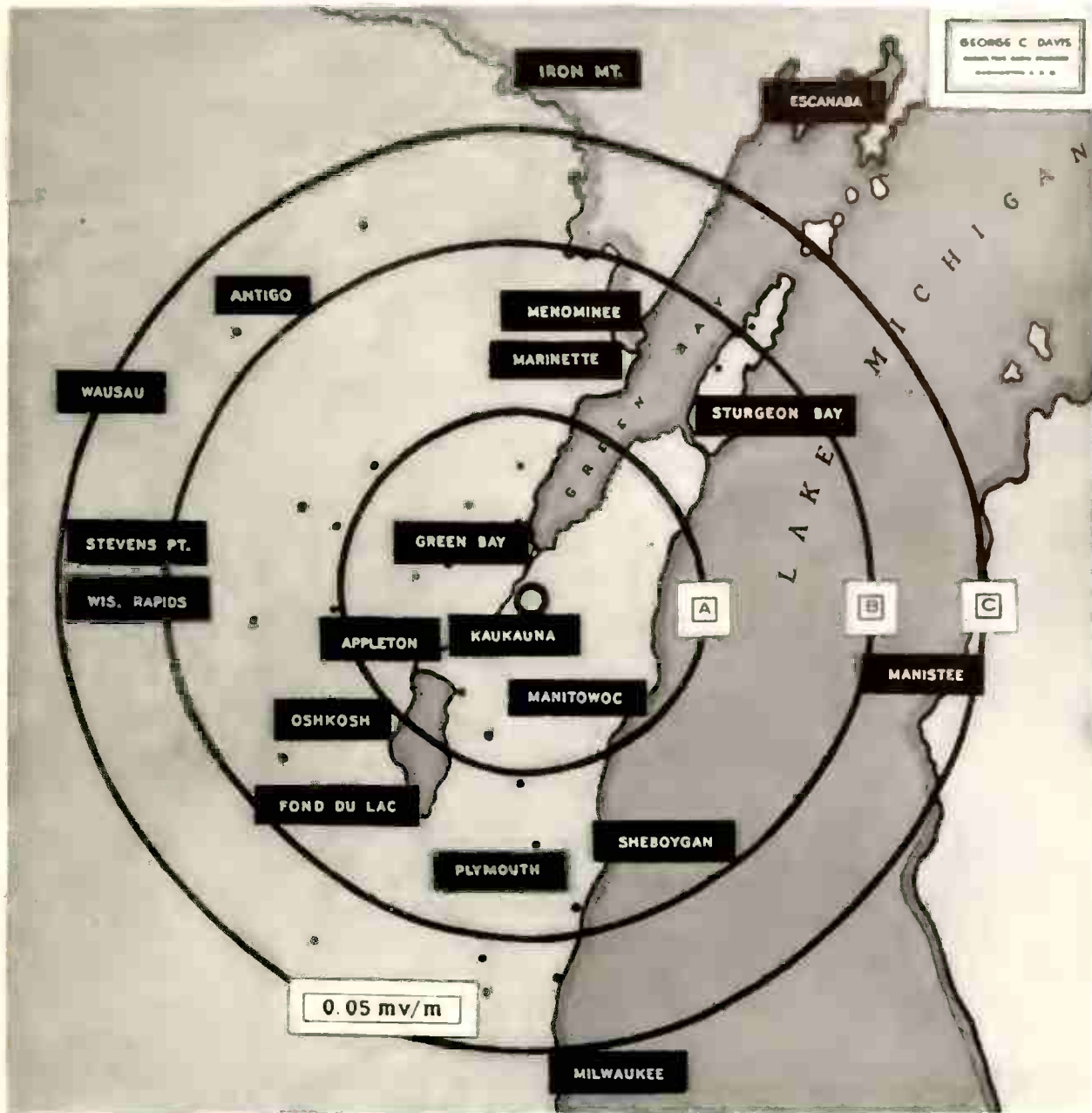
representatives:

New York—Richard O'Connell, Inc.
San Francisco—Broadcast Time Sales
Chicago—Broadcast Time Sales

Channel 2

runs rings around...

the Land of *Milk and Honey!*



... and nearly a million people
live within that "B" ring!

Yep-Bigger 'n Baltimore!



HAYDN R. EVANS, G.P.A. M. 97
P.O. WEED TELEVISION



The Bright New Spot on the dial!

Covering one of the fastest growing markets in the West ...the greater San Jose area! What's more, KNTV also delivers the rich Monterey Bay cities of Monterey, Salinas, Santa Cruz and Watsonville. Catch these prosperous home owners with their own hometown station, KNTV, Channel 11.

KNTV
San Jose

Ask your Bolling Man for specific market details. You'll be amazed!

IN EVANSVILLE INDIANA

WISE BUYERS CHOOSE



WINNIE FIFTY

SALES WITH SHOWMANSHIP
HILLSIDE HOEDOWN
Saturdays 9:30-11:30 P.M.
Evansville's ONLY weekly Barn Dance—televised LIVE from downtown Evansville every Saturday night.
PARTICIPATIONS AVAILABLE
Represented by
MEEKER TV, INC.—ADAM YOUNG
ST. LOUIS

WEHT CHANNEL 50

WEHT NOW OPERATING WEOA—CBS RADIO

peak viewing at noon and gradually increased viewing from 6:00 p.m. onward into the evening.

MFA keyed its timebuying strategy closely to these findings, bunches its programing during the early morning, noon hour, early evening and pre-midnight period. When MFA wants to do a particularly big job in a market, it's not unusual for the organization to buy as many as three daily programs on a station. In Springfield, Mo., for example, MFA has two daily 15-minute programs and a 10-minute program on WKTO, a 5 kw. In Marshall, MFA sponsors three daily 15-minute service programs on KMMO, a 1,000 watter. St. Joseph's 5 kw., KFEQ, has two 10-minute and one 15-minute show on each day for MFA.

In addition to company-sponsored time, more than 50 MFA Mutual local agents buy radio on their own. MFA provides these agents with MFA Mutual radio commercials to insure continuity of effort. In August 1955, for example, MFA distributed more than 2,400 radio commercials. These went to 54 stations, 39 in Missouri, 10 in Arkansas, three in Kansas and two in Nebraska. (MFA Mutual Insurance Co. is the only component of MFA which operates outside of Missouri as well.)

Basic in all of MFA's radio selling is this relationship between announcer and listener, according to Judd Wyatt: "Our approach is straight selling, but we like for an announcer to know the people and for the people to know the announcer. Programs differ from station to station, depending upon the personality of the announcer. Based on their knowledge of MFA, they have considerable freedom."

While Wyatt insists that he's got strictly two yardsticks for advertising effectiveness "sales and gripes, depending," MFA does offer occasional write-ins on the air which serve as a gauge.

"During National Farm Safety Week last July," says he, "we offered a red flag sticker. With respect to this red flag offer, it proved to us that folks do remember radio messages for days and weeks. We made our red flag offer the week of July 24. During the week of September 5 we were still getting requests."

Wrote one lady listener on 6 September: "As this is Day after Labor Day and so menny accidents. But

I've not heard a one that Had the red flag up so Please Send me one soon as I heard over the Radio that You send them free to car Drivers. Please send at once. I'm sure they have saved many lives. Thank You in advance, Yours Respf. . ."

A young listener sent the following card during the middle of September: "Dear Sir, We Hope we aren't to late in getting a 'red flag' for our Daddy

★ ★ ★ ★ ★ ★ ★ ★
"Advertising expenditures are a waste of money unless the advertiser has a staff of competent salesmen to nail down the orders that advertising helps create. And a new product from a multi-million dollar research laboratory is worthless unless men get out and sell it. The old saw that people will beat a well-rutted path to the door of a company that makes a better mousetrap is a lot of nonsense. They won't. The better mousetrap, if it is to be successfully merchandised, must be sold by salesmen."

ROBERT E. PALMER
President
Robert Power Corp.
Sales Training Specialist
Santa Barbara, Calif.

★ ★ ★ ★ ★ ★ ★ ★
to use in hauling lumber. He is building in Belt View Drive and has been nailing our red handkerchief on. We heard this offer but went to camp, but would have use for it still. Send it to . . ."

Totally, MFA got 25,000 requests for red flags from the four states in which MFA Mutual Insurance Co. advertises.

Says Wyatt: "We actually don't have many examples of mail pull. All of our commercials end by asking the listener to visit his local Exchange of his local MFA Mutual agent. As a re-



"The trouble with your sermons on KRIZ Phoenix, Reverend, is they make me feel like a sinner."

sult, when we make an offer, instead of writing the station, the listener just visits his Exchange or agent. For example, MFA publishes a farm almanac. This year we had 120,000 copies printed. Of this number 17,000 were distributed by mail in response to requests addressed to radio stations. The others were handed out by the agents and Exchanges."

The most striking aspect of MFA's advertising strategy is the fact that all advertising is so closely keyed to the farm audience. Radio and tv are thoroughly typical of this integration.

As Wyatt puts it: "Our programs lean more to service than entertainment, with radio farm directors, the 'Man at the Exchange' and his bulletin board, weather, news and coverage of special events such as State Fair. Maybe our statement that our commercials are strictly selling should be modified, however, when we remember that our 10:00 p.m. weather spot on KOMU-TV on Sunday is devoted not to a commercial, but to a verse of scripture."

Farm Supply Days at Exchanges illustrate another one of many ways in which MFA ties in local events with radio, newspaper and other advertising activities. A special day is set aside in which exhibits, displays, demonstrations and gifts combine to acquaint the public with services of the local Exchanges. The Farm Supply Day gets a plug in just about every medium. Likewise, MFA bears down on Farm Safety Week, Fire Prevention Week and other such events. Last year, at the radio farm director meeting in Chicago, three RFD's won National Safety Council Awards on MFA Mutual sponsored programs.

Such awards or special events are merchandised to the hilt. MFA includes mentions of its public service

record in its 40th Anniversary booklet, which tells the story of MFA.

Founded by William Hirth, publisher of *The Missouri Farmer*, in 1914, MFA was organized originally mainly upon the core of 50,000 readers of the farm publication. His appeal to them was "production cost and a reasonable profit for the farmer's sweat and toil," and this he hammered home over the years. His purpose, of course, was organizing a statewide association that serves the farmers of Missouri as a marketing and producers' agency, as a social and recreational service and "a vital force in legislative matters dealing with agriculture."

For many years virtually every editorial in Hirth's magazine stressed that farmers needed to increase their bargaining power through cooperation. By pooling their marketings of calves and hogs, through a cooperative ship-

★ ★ ★ ★ ★ ★ ★ ★

"In watching an outstanding commercial, the viewer must want to comment upon its originality. Word of mouth advertising is just as potent in selling a commercial as it is in selling the merits of a new soap powder."

FRED A. NILES
Vice President
Kling Film Productions
Chicago

★ ★ ★ ★ ★ ★ ★ ★

ping association, they could reduce the large margins which livestock dealers were taking back in the early days and get better prices for their livestock. Today the scope of the organization far transcends marketing problems, encompasses legislative action in state and national law-making bodies. MFA has gone heavily into production and purchasing of farm equipment, petroleum products, tires.

MFA Mutual Insurance Co., although one of the youngest members of the MFA organization, actually holds first place among similar casualty insurance companies in Missouri. It was organized originally in 1946, hit first place in 1951, at least partly by following the pattern of aggressive advertising that was set by the MFA divisions. Today, close to 450 agents provide service to policyholders throughout rural Missouri and Arkansas.

Other statewide farm associations throughout the Midwest particularly play an equally all-encompassing part in the life of each state's farmers.

★ ★ ★

Mother of Two, and Newly Wed, Team up to Please Baltimore Audience



JEAN McLANE LYNN CARROLL

Jean McLane and Lynn Carroll, WCAO's famous "Hi, Neighbor!" program team, brings Baltimore women a gossip show, featuring food, fashions, movie news, personal interviews. Monday thru Friday, 9:00-9:55 a.m. Ask any Raymer Mau about "Hi, Neighbor!" or call Bob Richmond at WCAO, CBS for Baltimore, 5 kw on 600 kc.

1st in Power and Coverage
1,000,000 WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

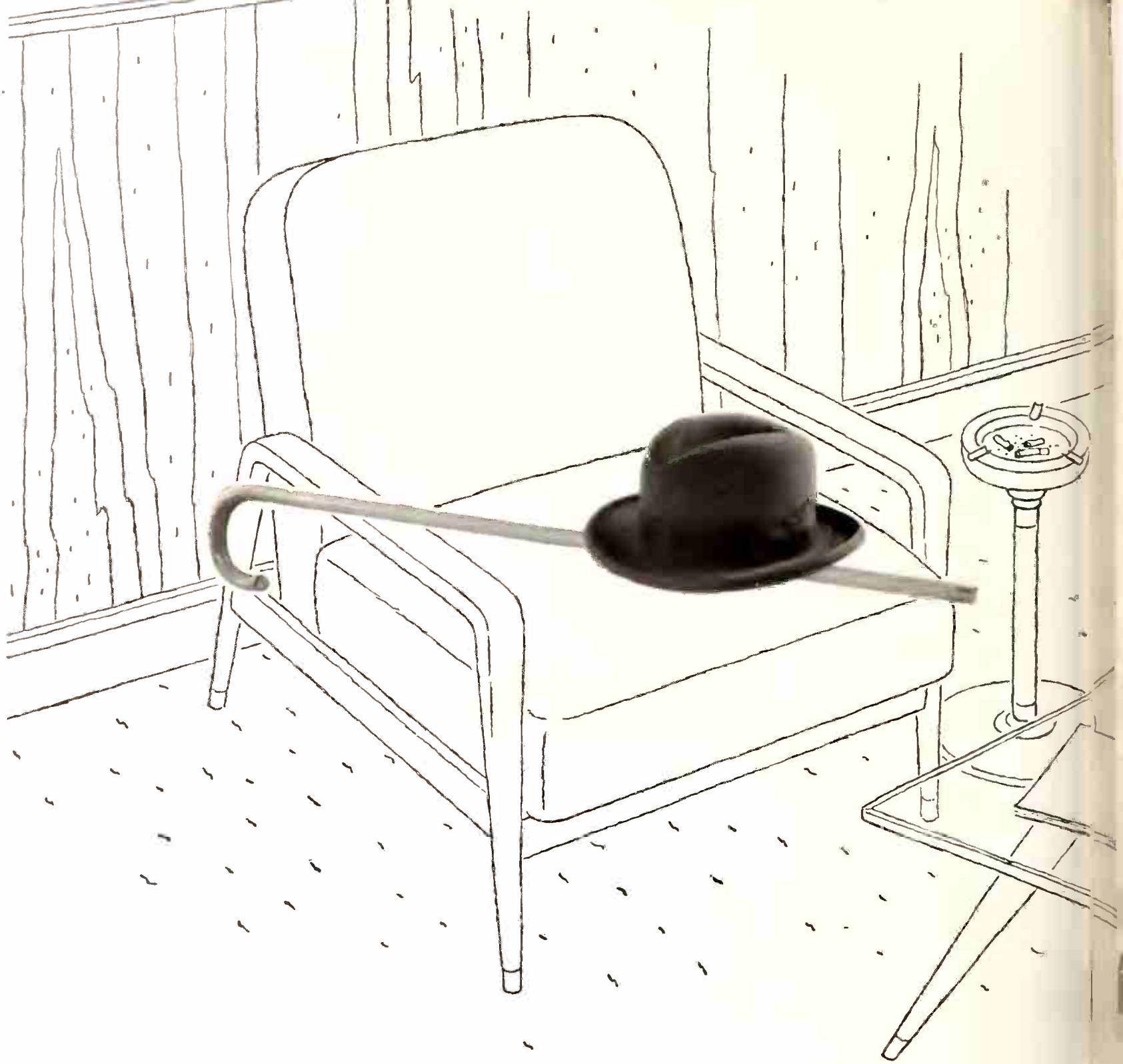
THE QUAD-CITIES
Rock Island • Moline • East Moline, Ill. • Davenport, Ia.

NOW
1/4 MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of \$5843 per family or \$1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

... He's Talking About



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK

250 Park Avenue
PLaza 1-2700

CHICAGO

230 N. Michigan Ave.
Franklin 2-6373

DETROIT

Penobscot Bldg.
Woodward 1-4255

ATLANTA

Glenn Bldg.
Murray 8-5667

FT. WORTH

406 W. Seventh St.
Fortune 3349

HOLLYWOOD

6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO

Russ Building
Sutter 1-3798

WOMEN Again!

WITH more than 15,000,000 of them spending an average of 3 hours a day with the stations he represents, you'll find your F&P Colonel well versed in the ways of women — and ready to talk about them at the drop of his hat.

Furthermore, he has a number of plans up his sleeve designed to *keep* your product before the ladies who buy soaps and soups and such for America's *biggest* families . . . and do it at low rates and low, low cost-per-thousand . . . daytime.

For documentation and specific schedules, your F&P Colonel wants to drop his hat in *your* office.

Representing VHF Television Stations:

EAST — SOUTHEAST

		VHF CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS

MIDWEST — SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS

WEST

KBOI-TV	Boise	2	CBS
KBTB	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC



IN HOLLYWOOD THIS FALL...

"IT'S SIZZLIN' ON 7"



WITH ALL
THE ABC NETWORK SHOWS...

PLUS

SUPERMAN
LONG JOHN SILVER
CISCO KID
WILD BILL HICKOK
BUFFALO BILL JR.
ANDY'S GANG
STUDIO 57
THE JACK OWENS SHOW
THE AL JARVIS SHOW

DON'T LET YOUR CLIENTS "COOL"
PLACE THEM ON THE SUNNYSIDE OF SALES

WITH

CHANNEL **7** KABC-TV

the station with *life*

ROUND-UP

(Continued from page 61)

Everything on wheels seems to be sporting a radio these days, so when WPEN recently gave away three bikes with built-in radios, they joined the ranks of the listeners on wheels. Pic-



tured astride the "Huffy Radiobikes" are (l.to r.) William B. Caskey, v.p. and general manager; John B. White, auto dealer; J. Cunningham Cox, advertising executive.

The bikes were awarded to a listener, an adman and the youngster getting the highest batting average against two major league pitchers in a charity ball game.

* * *

Another national advertiser was successfully promoted at the local level when WTRF-TV, Wheeling, W. Va., held its second annual "Wild Bill Hickok Shooting Contest." The Kellogg company sponsors *Wild Bill Hickok* in the market, and benefited from the publicity the event drew.

Some 200 kids showed up to compete in the shoot using Crossman air rifles. The event was officiated by a local rod and gun club, drawing more publicity among the club's membership. Some 1,500 spectators watched the kids shoot for prizes including Crossman air rifles, cameras and portable radios.

* * *

KMTV, Omaha is circulating copies of "Focus," a fact book containing a description of all departments involved in the advertising process of the station. The book is being sent to ad agencies, clients and participants.

Published in a loose-leaf form, the book can be updated on any changes that occur in the listed data. This data includes such production information, as art and film specifications, deadlines, contracts and equipment available. Nine pages were included in the first edition of the book.

* * *

(Please turn to page 113)

COMMERCIALS ENTERTAIN

(Continued from page 45)

lion dollars over the previous year. And our two characters, Lily Belle and Stonewall, are still going strong after four years of southern selling!

Lily Belle and Stonewall had such likable personalities that when the increase in sales made it possible to go into additional media, we were able to start in without hesitation. Since full animation was out of the question, marionettes of Lily Belle and the Colonel were created and we produced our own dramatized tv spots at a surprisingly low cost. (And, since our radio spots were fully dramatized, many of them were dubbed direct on the sound track, and we had only to write the video to match . . . an easy job!)

* * * * *

"Network and spot are used for different purposes and provide different advertising values. The network is used by an advertiser who wants over-all national circulation. Spot is used for regional or selected market campaigns with selectivity as to market, stations and adjacencies. On the record the experience has proved that 'Monitor' has not drawn off spot business, but has created new spot business for many stations."

SYLVESTER L. WEAVER, JR.
President
NBC

* * * * *

Using the emotive technique, our agency has created quite a "stable" of stars. The two most recent personalities were created for the George Muehlebach Brewing Co. of Kansas City, Mo.

"Clyde" and "Gertrude" are a likable, hillbilly type couple, who are presented in humorously dramatic situations. They are friendly characters, with Clyde featured as a fumbling, shy boy friend. Gertrude loves him, and gently encourages Clyde or cheers him on in his victories. Here is a typical script that shows what we mean:

GERTRUDE: Oh, Clyde . . . you're a hero!

SOUND: BIG KISS

CLYDE: Awwwww!

GERTRUDE: You captured the bank robber single-handed.

CLYDE: Shucks, twarn't nothin' any normal, red-blooded American he-man like me couldn't do!



TV time buyers like you prefer WBEN-TV because of the production quality they've learned to expect from this pioneer station. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet. This means seven long years of experience in giving commercials meticulous handling by a crew of production experts who have been with WBEN-TV since it's beginning.

These skilled crews take each commercial smoothly over the rough spots — from sound to lighting, from camera to CONSTANT control room shading. The result is a quality treatment that only experienced conscientious — specialists can produce.

So when you buy TV time in Buffalo, buy QUALITY!
Buy WBEN-TV!

in Buffalo-TV dollars count for more on channel 4

7 of 10
WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

CBS NETWORK
WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

proof positive

WCUE FIRST AKRON

now

in

*latest
Hooper
ratings*

March-April
1955

SHARE OF RADIO AUDIENCE	Mon. thru Fri. 8:00 A.M.-12 Noon	Mon. thru Fri. 12 Noon-6:00 P.M.
WCUE	32.2	32.7
Station B	29.5	28.3
Station C	27.0	21.6
Station D	4.2	9.3

Wcue . . . Akron's only Independent—we're home folks.
TIM ELLIOT, President

John E. Pearson Co., National Representatives

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

•
NIELSEN

•
SAMS

•
BMB

•
PULSE

•
HOOPER

•
ETC.

You Choose!

Use the measurement YOU like . . . be-
cause for 31 years . . . in ROANOKE
and Western Virginia the RADIO answer
always comes out the same:

Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929

AM • 5000 WATTS • 960 KC

FM • 41,000 WATTS • 94.9 MC

ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., National Representatives



GERTRUDE: Oh, tell me how it happened.

CLYDE: Well, there I was . . . back against the wall. He had two guns in each hand, and a knife in his teeth. He came closer . . .

GERTRUDE: And you grabbed him?

CLYDE: What-er-you-tryin' to do? Get me killed? Shucks, no. I just stood there. He came closer and closer. Then he says to me: "Okay, buddy. Any last words?" So I swallows hard . . . and then I says:

GERTRUDE: Yes?

CLYDE: I pulls myself to full height, and I says: (TIMIDLY) "Have You Tried Muehlebach . . . Lately?" That did it. His jaw drops open. He drops the guns.

GERTRUDE: And you picked 'em up?

CLYDE: Naw. I just stood there

★ ★ ★ ★ ★ ★ ★ ★

"Television is young—scarcely more than eight years old—yet in that time it has encouraged more original, more creative, and more courageous thought than motion pictures have in a half-century. But it is a critical position; strong forces are being mustered to dampen that creativity and courage to enforce conformity . . . with the emasculated standards of motion pictures."

WORTHINGTON C. MINER

*To Producer
Culver City, Calif.*

★ ★ ★ ★ ★ ★ ★ ★

and told him about that mild, mellow Muehlebach Beer . . . that well-aged, full-bodied richness. Tears came to his eyes. And I knew I had him.

GERTRUDE: And then . . . ?

CLYDE: Then we both went out for Muehlebach. Muehlebach Beer sure does break the ice! Come on, Gertrude, me love. Let's go.

GERTRUDE: To get your reward?

CLYDE: Yep! I'm agoin' for Muehlebach!

The phrase: "Have You Tried Muehlebach . . . Lately?" is used by Clyde and Gertrude to solve their problems and still indirectly ask the listener for the order. Like many other agencies, we have learned that inference is sometimes more potent than a shouting, outspoken advertisement. We have found that listeners often respond generous to commercials that have homey, likable characters doing the selling for the sponsor, instead of an excited, velvet-voiced announcer.

Once again, the nature of the Muehle-

back announcements made it easy for Clyde and Gertrude to make the transition into tv, billboard posters, newspaper ads, and point-of-sale material. In fact, people have developed such an affection for Clyde and Gertrude that many listeners call their radio stations to ask when they can hear the next Clyde and Gertrude "mellow-drama"!

The popularity of Clyde and Gertrude even solved some of our point-of-sale display problems! As the public asked for Muehlebach Beer, stores and taverns gave Muehlebach Beer more space to tie in with the saturation radio campaign. Back-bar signs

★ ★ ★ ★ ★ ★ ★ ★

"... there seems little likelihood at this time that color tv will ever completely replace black and white programs. I also believe there will be a steady market for black and white sets even after color receivers become more plentiful. Certainly, there will be a sizeable price differential for several years at least."

JAMES D. SECREST
Executive Vice President
RETMA
Washington, D. C.

★ ★ ★ ★ ★ ★ ★ ★

(similar to our outdoor posters) obtained prominent spots in taverns; pictures of Clyde for the men's room and Gertrude for the ladies' room are used at many locations. These and other collateral pieces have been so readily accepted that they have called for re-ordering, time after time! In fact, Clyde and Gertrude are such well-liked characters that the two radio artists who so ably portray them have been nicknamed Clyde and Gertrude by their friends.

Our experience indicates that characters such as Colonel Stonewall and Lily Belle and Clyde and Gertrude have a long remembrance value and that radio as a medium is still one of the great "work horses" of advertising.

In conclusion, we agree with Noble Dury that emotive selling very definitely can do a good job where other techniques often fail . . . that sometimes prospects get conditioned to shouting-selling . . . but respond to the entertainment-emotive type of appeal. This approach . . . which might also be called the mood or fantasy appeal is, in our way of thinking, really "hard sell" with a "soft cover."

★★★

For quick, easy reference to your copies of SPONSOR get the durable new Sponsor binder

looks like a million . . .

costs only

\$4.

SPONSOR

40 E. 49th St.
New York 17

- \$4 one binder
 \$7 two binders

Please send me Binder holding 13 issues and bill me later.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



NOW TWO.

Effective September 26, KTSA began carrying top programs of BOTH Mutual and ABC Networks! Add all this to KTSA's local programming and news coverage and you have another reason why South Texans say, "Best radio fare . . . anywhere!"

KTSA

NATION ON THE MOVE

Last year 30 million Americans changed residence. 10 million moved to another county. 5 million to another state! South Texas got more than its share of these new buyers. Let us tell you how KTSA programming is SPECIALLY designed to reach these newcomers . . . why you are reaching a constantly increasing South Texas audience.

KTSA

WOMEN ALSO LISTEN

Certainly, women like to talk . . . but they also like to *listen!* They like to listen while they are doing something else. In fact, 60% of all radio listening today went on while WOMEN were doing something else. That's another reason why KTSA programming is SPECIALIZED and beamed at SPECIFIC audiences.

KTSA

SPOTLIGHTS

Spot radio saturation makes good sense. You reach a tremendous audience regardless of the time involved and the extremely low-cost-per-impression makes advertising dollars do double duty.

As few as 5 spots per day will reach 21% of all the people in a market. 20 spots on Thursday and Friday will reach 47% of the families in the market more than 2 times!

All of which, of course reminds us, that KTSA's "spot-light" packages are a wonderful buy! A phone call or a card will bring you full details!

RADIO STATION



SAN ANTONIO

FIRST! an Everybody's Dial
Offices: 1130 Broadway - San Antonio

Represented Nationally by
PAUL H. RAYMER CO., INC.

B&M TV TEST

(Continued from page 43)

B&M decided to put 25% of previous year's sales, or \$12,500, into its tv test. This budget was allocated entirely to WBAY-TV, a CBS TV affiliate. During the six-months run, the firm would sponsor 156 minute announcements, or six weekly (three in Class A and three in Class B time).

Second week (21 February 1955 SPONSOR): Within two weeks of the first tv commercial, results were apparent. This is how January 1955 stacked up against January 1954:

- The sale of two sizes of beans was up 145%.
- The large-sized can sold somewhat faster than the smaller size, with a combined numerical increase of 1,680 dozen cans.
- B&M brown bread, also advertised on tv, increased only slightly, from 70 to 150 dozen cans.

In one sense, these results are misleading. They do not represent the influence of tv upon consumer demand, but rather the effect upon jobbers and the trade in general, who bought more in order to prepare for the increased demand they anticipated. The actual tv campaign didn't start until 24 January.

During the same week, Puritan, B&M's major competitor in oven-baked beans, began couponing in the area, probably to counter B&M's advertising effort.

Third week (7 March 1955 SPONSOR): A Green Bay broker observed that B&M's tv advertising was having a carryover effect on competition as well, with Puritan beans selling better than previously. However, after the

first enthusiasm of the jobbers, B&M wholesale volume in early February lagged behind the similar period in 1954, as jobbers waited for grocers to order enough to compensate for their original heavy splurt of buying. Nonetheless, total sales of all B&M products being tested were 59% ahead of 1954 (in cans sold wholesale) despite the February lull.

"It won't be till the end of February before we can begin to judge what the consumer reaction to television has been," Northgraves said.

B&M and its competitor, Puritan, together account for a maximum of 4% of the area's total bean sales, and the two firms are about neck-and-neck in sales volume. B&M's purpose in testing tv was to find out whether the addition of spot tv advertising to a low-volume market could substantially increase sale and distribution. Since B&M had made little or no advertising effort in that area previously, any results could logically be attributed to tv.

Fifth week (21 March 1955 SPONSOR): The second half of February showed a 29% upswing in wholesale sales over last year, whereas the first two weeks of the month had lagged behind by 33%. These figures were still indications of the jobbers' reaction to the tv push, but not yet reflections of consumer demand. However, during the last week of February there were strong signs of a consumer swing to B&M products.

At the same time Puritan continued to benefit from B&M's campaign, keeping pace with jobber interest and wholesale sales.

Seventh week (4 April 1955 SPONSOR): B&M sales had picked up momentum. Through mid-March, cumulative sales for the year were up 48%,



Cash In On The Growing Appeal of Country Westerns Folk Music

ABBIE NEAL & HER RANCH GIRLS



America's Foremost Western All-Girl Band

with a "BIG NAME" Western Guest Star every week. ABBIE NEAL & HER RANCH GIRLS is a NEW SERIES OF 26 FIRST-RUN HALF-HOUR TELEVISION PROGRAMS in Glorious Color and Black and White . . . available for local or regional sponsors. Audition prints upon request.

For further information as to availability and prices in your market, WRITE, WIRE OR PHONE

National Telefilm Associates, Inc.

60 West 55th Street, New York 19, N.Y. PLaza 7-2100

and ad manager Northgraves said: "We're doing much better than could be expected. In a territory as virginal as this a 48% cumulative increase at the wholesale level is a good healthy rise. It's apparent tv has pulled consumer acceptance and sales up by the bootstraps."

Sales the first half of March showed greatest growth in the area within a 50-mile radius of WBAY-TV, Green Bay. Outside the 100-mile zone, beyond real tv coverage, sales showed no increase. In the 50 to 100-mile area (from the test station) sales increases were less spectacular than at close range.

The tv campaign actually continued to boost sales of beans altogether. Said Shannon Wholesale Grocers of Appleton, Wis.: "Sales of your competitor, Puritan, are up 25%. But B&M bean sales have doubled."

Ninth week (18 April 1955 SPONSOR): By this time, B&M executives felt tv had proved its overwhelming effectiveness. For one thing, the sales increases were no quick flash-in-the-pan flurry, but continued climbing. During the second half of March they shot up over 66% compared with March 1954. Increase for the first half of March was 28%. The total nine weeks on the air were 51% above the same period in 1954.

There was no question about the effectiveness of tv. "We're not even doing in-store, point-of-sale merchandising," said Marvin Bower, ad manager of the Otto L. Kuehn Co., brokerage firm in Milwaukee.

Eleventh week (2 May 1955 SPONSOR): In April, sales suddenly splurged ahead: the first half of April was 370% ahead of the first half of April 1954.

"It's startling to get an increase of this kind in such a short period," Northgraves said, referring to the 11-week old campaign, which had so far produced a cumulative 75% increase over the comparable 11-week period in 1954.

Despite an imminent 5% tax in Wisconsin on inventory which should have discouraged grocers from buying, B&M sold 1,644 dozen cans of beans during the first half of April 1955, compared with 350 dozen in the same period last year.

Distribution too, particularly of brown bread, increased substantially as a result of the tv campaign.

Fourteenth week (16 May 1955 SPONSOR): The second half of April reflected the imminence of the 5% tax on inventories, and grocers cut their orders so sharply that the sales for the second half of April were only 9% ahead of last year. B&M's competitor, Puritan, had begun using tv participations in feature movies on WBAY-TV at the rate of one weekly. In its commercials this firm still rode on the glory of B&M advertising, saying that oven-baked beans are "now gaining popularity here in the Midwest."

Sixteenth week (30 May 1955 SPONSOR): As soon as the tax period was over, sales surged again, to a 131% increase for first half of May over same weeks in 1954 (2,261 dozen cans of its test products on the wholesale level against 975 dozen cans last year first half of May).

In terms of percentages, B&M's brown bread made the biggest leap: 1,200% during those two weeks, from 40 cans in early May 1954, to 526 dozen in the first half of May 1955.

After 16 weeks on tv, total sales for the year had made an 84.1% gain: 10,699 dozen cans against 5,810 dozen

through mid-May, 1955 and 1954 respectively.

Eighteenth week (13 June 1955 SPONSOR): Where B&M sold 410 dozen cans last year during the second half of May, it sold 1,755 dozen or 328% more this year. Translated into dollars, this meant B&M grossed \$1,500 from the second half of May 1955, against \$1,150 during the comparable period in 1954.

Totally, the test period stacked up this way against the comparable 18 weeks of 1954: 12,454 dozen cans against 6,220, or 100.2% ahead.

Twenty-first week (27 June 1955 SPONSOR): First half of June showed an 109.8% rise over same weeks in 1954: 1,710 dozen cans (compared with 1,755 dozen cans during the second half of May 1955).

The reasons for the relatively lowered increase in June sales were twofold: June 1954 had been exceptionally good, first of all. Secondly, advertising effectiveness during short-run campaigns hits a plateau and can push a product only so far. The B&M products were relatively unknown before tv and



For about the cost
of one Martini
or **97¢*** (Including Tip, In
Better Joints Off
Madison Avenue)
we deliver
1000 Homes
IN CHATTANOOGA

And a far BETTER
STIMULANT for
SALES!

150,000 SETS

(Primary A & B)
1953 Nielson Plus
RETMA to
August 1, 1955

260 TIME RATE

20 Second or 1 Minute
Average Class A Rating
TELEPULSE Dec. '54

105,200 Watts



Interconnected NBC • CBS • ABC

CARTER M. PARHAM, President • HAROLD (Hap) ANDERSON, Manager

Represented by **THE BRANHAM COMPANY**

FIRST IN PUEBLO COLORADO KKTV

CHANNEL 11
**FIRST IN
COLORADO
SPRINGS, TOO**

Covering Colorado Springs and Pueblo
for CBS, ABC, and DuMont
television networks

**NATIONAL SALES OFFICE
KKTV, PUEBLO, COLORADO**

Represented by GEO. P. HOLLINGBERY



18
out of
19

**NATIONAL SPOT
TV ADVERTISERS**

using programs
in the El Paso Market
are on Channel 4

KROD-TV
CHANNEL 4
EL PASO TEXAS
CBS - ABC



AFFILIATED with KROD-600 kc (5000w)
Owned & Operated by El Paso Times, Inc.

Rep. Nationally by the BRANHAM COMPANY

they're high-priced. Despite these hurdles, tv had brought about spectacular leaps in sales.

In June 1954, B&M had given a special promotion allowance which pushed demand considerably. The firm made no comparable offer in 1955.

Twenty-fifth week (25 July 1955 SPONSOR): For the entire 25 weeks of the campaign, B&M sales were ahead 93%: 19,883 dozen cans against 10,318 dozen during the comparable 25 weeks of 1954.

There was no other advertising effort, and there had been no national advertising support for the Green Bay area during the last year. The test was conducted in as "pure" an atmosphere as conceivable.

On its one test station, WBAY-TV, B&M put announcements in a variety of daytime slots from children's shows to a telephone show called *Party Line*.

Twenty-six week figures (8 August 1955 SPONSOR): Here's how ad manager Northgraves summed up the test:

"The results are unbelievable (98% increase). They far exceeded our most optimistic expectations. We had been in this market for at least 15 years and our bean sales were fixed at a low level. Now after 26 weeks of television B&M beans have won acceptance by distribution as a live item. This can be attributed with complete assurance to television."

Briefly, here's what the test on WBAY-TV proved:

1. Tv can take a high-priced product and move it twice as fast as it moved before. (B&M beans had a total 77% increase.)

2. Tv can multiply sales of a newcomer (B&M brown bread) and push its distribution to the point where it's stocked in the majority of retail outlets. (B&M brown bread showed a 506% increase.)

3. Tv can do the job alone, without merchandising and point-of-sale, although this does not mean that such aids might not increase tv effectiveness.

4. Tv advertising is more effective than price reductions.

One month after test (5 September 1955 SPONSOR): B&M ad manager Northgraves made the following observations:

"A high percentage of the people in this region are of Scandinavian stock.

Molasses cookery is unknown to them. Baked beans as they know it are beans cooked in the can in a tomato sauce. Yet we were suddenly able to almost double our sales in 26 weeks of television after having had no such precipitous spurt during 15 previous years in the market. . . .

Furthermore, once the habit of a new food product is established, he felt, there's likely to be a carryover from the advertising and continued sales increases. These have followed through as expected by Northgraves and his food broker in the area.

Commented WBAY-TV General Manager Haydn Evans: "I believe it's important to note that B&M's results were strong in the outer test area (Area B, 50-100 miles from Green Bay) as well as in the closer-by area (Area A, within a 50-mile radius of Green Bay). This is in keeping with our efforts to build WBAY-TV as an area station.

"A true area station is made, not born, it ought to be pointed out. . . . The effectiveness of a station's area coverage is in direct proportion to a station's ability to make the folks who live relatively far away forget about distance. . . .

BMI

BOOK PARADE

America's Most Widely
Listened-to Book Program

THESE BOOKS:

- "Lincoln's New Salem"—Benjamin P. Thomas
- "Look Homeward, Angel"—Thomas Wolfe
- "The Journals of Lewis and Clark"—edited by Bernard DeVoto
- "Children of The Black-Haired People"—Evan King
- "Walden"—Henry David Thoreau
- "Ethan Frome"—Edith Wharton
- "The Tales of Hans Christian Andersen"
- "1,000,000 Delinquents"—Benjamin Fine
- "W. Somerset Maugham"—An Appreciation
- "Homebodies"—Charles Addams

THESE REVIEWERS:

- Raymond N. Dooley; Sylvan Meyer; Hon. Richard L. Neuberger; Emily Hahn; Frederic Babcock; Elizabeth A. McSherry; Donald Culross Peattie; Dorothy Gordon; Merle Miller; Phil Stong.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

ONE DOWN, ONE TO GO

(Continued from page 39)

"Radio is so huge today that, at best, it's only possible to get a *sample* of radio stations to report their spot radio activities. Duke Rorabaugh can report virtually all of tv spot by getting reports from some 250 stations. In spot radio, that would be less than 10% of the total number of radio spot outlets.

"In spot radio, agencies would be the most practical source. Around 85 major ad agencies spend more than 90% of all the national spot radio dollars. But getting agencies to agree to reveal complete spot radio schedules of all clients is, believe me, quite a job."

Agencies, in turn, are faced with the problem of getting clients to agree. There the matter usually bogs down. Clients are the ones who, in many cases, need and want the spot radio spending data most. But they are often the least willing to provide their share of it, viewing the idea with the same horror a Macy's executive might face a request for advance information on a big clothing sale from an executive of Gimbels.

The situation, however, isn't completely deadlocked. More and more agencies are willing to go to bat for a media reporting service in the spot radio field. Boerst has recently landed five more big agencies—including one of the largest Madison Avenue firms—for his monthly spot report. An additional 17 agencies are "considering" getting into the act.

"The more we get in," said Boerst, "the easier it becomes to get still more. Everybody waits for the other guy."

Admen's views: A recent special SPONSOR survey of admen, via a ballot contained within this publication, gives further evidence of a brighter outlook for agency-client cooperation in providing the much-needed spot radio data. Well over half of the respondents—some of whom asked SPONSOR not to quote them directly "just now"—replied that they felt such cooperation was long overdue.

These were typical comments:

"I see no reason not to release information on spot expenditures to cover periods already passed," said Jacquelin M. Molinaro, media director and spot buyer of Hollywood's Ander-

son-McConnell Agency. "It is available now if an agency checks through reps and stations. This particular checking consumes many man hours, and is a nuisance service performed not too willingly by the reps."

From New York's Doyle Dane Bernbach agency, Media Director Harry Parnas opined: "I do not feel companies have valid reasons for keeping data secret. By cooperating, they would get reliable information on spot spending, and save their agencies a lot of time gathering incorrect com-

petitive material. They don't complain about PIB and Media Records. Why be disturbed about spot disclosures?"

Added another executive who heads the media department of a large San Francisco agency:

"Spot expenditures are really public property once aired, and the question is merely one of gathering and compiling the statistics. Figures are available for all other media. Why not spot radio and tv?"

In the regular forum feature, "SPONSOR Asks . . ." of the 5 September

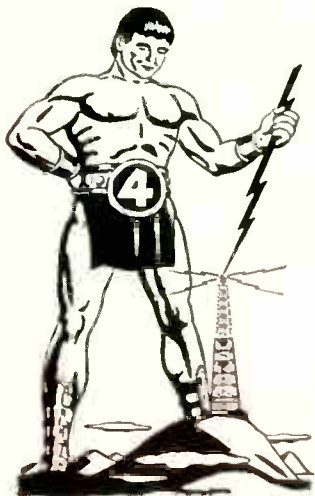
WFBC-TV Swamps Competition in Carolina 4-County* Pulse Survey

PULSE SURVEY OF TELEVISION AUDIENCE INDEX
SHARE OF TELEVISION AUDIENCE APRIL 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Station E	Other Stations
SUNDAY							
6:00 A.M.-12:00 Noon	21.3%	100%	0%	0%	0%	0%	0%
12 Noon-6:00 P.M.	33.4%	81%	12%	1%	1%	1%	4%
6 P.M.-11:45 P.M.	43.1%	63%	18%	6%	3%	3%	4%
MON. THRU FRI.							
7:00 A.M.-12:00 Noon	14.3%	65%	32%	0%	0%	0%	3%
12:00 Noon-6:00 P.M.	22.9%	63%	27%	6%	0%	1%	3%
6:00 P.M.-Midnight	40.7%	61%	14%	11%	5%	4%	5%
SATURDAY							
10:00 A.M.-12:00 Noon	28.2%	62%	37%	0%	0%	0%	1%
12:00 Noon-6:00 P.M.	29.3%	43%	41%	4%	1%	6%	5%
6:00 P.M.-Midnight	48.1%	52%	27%	11%	3%	3%	4%

*The four counties are Greenville, Anderson, and Spartanburg, S. C. and Buncombe (Asheville), N. C. . . . counties with Population of 559,300; Incomes of \$726,284,000; and Retail Sales of \$481,774,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative. Ask us also for details of the latest ARB Study.



"The Giant of Southern Skies"



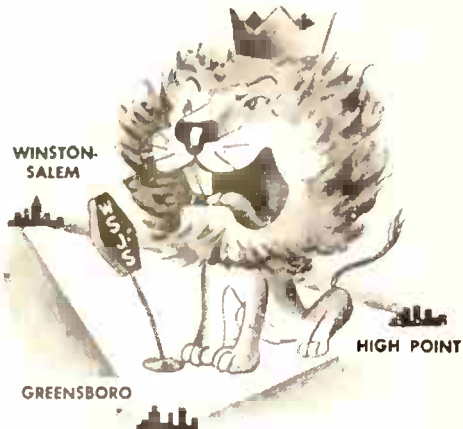
NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

BIG VOICE



IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for { WINSTON-SALEM
GREENSBORO
HIGH POINT

5000 W • 600 KC • AM-FM

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED. REPRESENTATIVES

MORE

POWER

than any other Montana
TV, is the reason why

KGVO-TV

Missoula, Montana
sells 9

Montana counties

MORE

MAGNIFY YOUR SALES
IN THIS STABLE \$140,000,000.00



167 Mountainous Miles from Spokane

issue, still more admen voiced similar views. Highlights:

Said Frank B. Kemp, assistant media director of Compton Advertising:

"Although each of us is constantly scrambling to get competitive expenditure figures, it is hard to estimate the value of the specific uses to which these estimates are put. The general feeling is that we just don't want to close our eyes to what the competition is doing.

"Actually, the stations are probably spending more time now filling out questionnaires from dozens of agencies and advertisers than they would have to spend filling out a single questionnaire to be released from a central source and covering all products.

"The RAB should be able to handle this, or should be able to enfranchise some private firm to do it."

Charles J. Wiegert, media director of the Lynn Baker agency, pointed out the difficulties admen face when they try to plan strategy minus the important spot figures. Said Weigert:

"On the surface, one can say that if 85% of national advertising can be pinpointed, then a fairly accurate picture can be drawn of competitive advertising. This is not true when we consider that many advertisers are heavy users of spot announcements, and without accurate information on this medium, the competitive picture of other media tends to lose its effectiveness.

"Publication of dollar radio and television spot expenditures would make it possible to account for 100% of competitors' advertising expenditures."

A veteran station rep made this thoughtful statement to SPONSOR disagreeing with the need for publication of dollar figures while taking the position that schedules *should* be published.

"I think the issue you have raised regarding reports on spot tv and radio deserves serious consideration. However, I don't believe that the dollar expenditures should be reported as this is contract information.

"On the other hand, schedules are public information once they have been performed and there is no reason why these should not be tabulated except for the expenditure involved.

"Since agencies use this information to a greater extent than the advertisers, and certainly more than the

representatives or the stations, it seems to me that the preliminary report on this, logically, should come from the agencies.

"I am sure that the representatives know in advance all of the campaigns that are breaking, and if only one station in a city gets the business the mere tabulation of this at the expiration of any one period would not be particularly helpful to the representative.

"Certainly, the representative, after he lost the business, would be conducting a constant sales campaign for the station which did *not* get the business, and this activity certainly should not wait for the expiration of a quarterly period.

"However, in planning campaigns, agencies cannot afford to ignore markets in which competitive products have strong sales, advertising and point-of-purchase drives. Therefore, the agencies which benefit most from this seem the logical source of the initial information."

A solution?: With the TvB-Rorabaugh tieup setting a pattern, and with a full head of steam mounting within the industry for a full-sized report on spot radio activity, the plans of industry members to fill this gap are being accelerated.

Researcher Jim Boerst, has had a series of discussions with RAB, whose president, Kevin Sweeney, is fully aware of the need for a spot radio data service, and has often said so publicly.

But an RAB-Boerst linkup would have to depend on several things: Can Boerst enlarge the scope of his present accurate-but-limited reporting operations? Can RAB find the funds necessary to pay for the process of converting straight "activity" in spot radio to "spot spending"? Can part of the costs be borne by advertisers and agencies seeking special run-downs or compilations? The next few weeks should bring some of the answers.

There's also a chance that the Station Representatives Association, which realizes the day-to-day need for regular spot radio reports, may take steps to provide an industry solution.

SRA Managing Director Larry Webb told SPONSOR: "Somebody's got to do something—and soon." But Webb had no definite plans he could

reveal at this time. An SRA-aided data service might conceivably take the form of a report based on a combination of data gathered from reps, agencies, stations, possibly with the aid of a consultant research service.

The major research firms in the broadcast measurement field—such as Nielsen, ARB, Hooper and Pulse—

★ ★ ★ ★ ★ ★ ★ ★

“We made headlines when we switched from television to radio advertising. But if our experiences carry any considerable significance . . . then, before too long, a switch to radio such as we have made will no longer be newsworthy. It will be profit-worthy.”

EMANUEL KATZ
President
Doeskin Products, Inc.
New York

★ ★ ★ ★ ★ ★ ★ ★

have, from time to time, discussed the idea within their own shops, but have not developed anything final. A break in the spot radio “iron curtain” could also conceivably be made by one of these firms.

In any event, many admen now feel that such a rift in the secrecy surrounding national and regional spot radio is long overdue. ★ ★ ★

ALL NEGRO PROGRAM PERSONNEL ON KANV

SELL THE SHREVEPORT NEGRO MARKET . . . AND IT'S A BIG ONE!

Approx. 30% of the Negro families in this area own or are buying their own homes.

Negroes spend 15 of the \$204 Million spent annually in this market.

Average Negro income in the Shreveport area tops that of Dallas, Little Rock, Jackson. (U. S. Census Bureau)



15 min. daily of Faye Loveless' "Sweet Talk" sends furniture sales up 35% for local dealer

KANV . . . and only KANV . . .

directs its entire programming toward this Negro market . . . AND

RESULTS SPEAK

Wire or Call
G. WILSON, Mgr. Dir.

KANV 1050 Kc. 250 Watts
DAYS
SHREVEPORT, LOUISIANA

3. OCTOBER 1955

SPOT RADIO FIGHTS BACK

(Continued from page 33)

ceeded an estimated \$3.6 million worth of web programming, is now being shown to the client's agencies, though at SPONSOR's presstime the client himself had not yet seen it.

Interestingly enough, the presentation has also been shown to other reps, something virtually unheard of in this competitive business. A large group of them viewed it about two weeks ago.

While the presentations Katz is working on are individualized, there is a basic framework on top of which specific appeals will be hung. The idea behind the whole thing is to compare what an advertiser can get on the networks compared to what he can get on spot. The Katz story, naturally, is that an advertiser can get more on spot—more circulation, more audiences, more impact, more merchandising. To make the comparison as pointed as possible, it is the intention of Katz researchers to construct all presentations so that the suggested spot expenditure will be the same as an actual or hypothetical network expenditure and the number of commercial messages will be the same, too, in both spot and network.

Tilting its lance right at the networks, Katz has built its spot story around a list of stations chosen to provide national coverage. In other words, the presentations are aimed at clients with national distribution who are either network advertisers or prospects, though Katzmen make the point that the advantages of spot for big clients are also advantages for smaller advertisers.

The station list as currently used comprises 206 stations in 104 markets. Most of these, of course, are not Katz stations, which is one reason why Katz invited its competitors in for a look-see at the presentation. With a few exceptions the stations on the list are, in their respective markets, the two with the largest Nielsen circulations according to the 1952 NCS study. The picked list covers 94.6% of all U.S. radio homes at the 50% NCS penetration level. In other words, the counties or county clusters where 50% or more of the radio homes listen to any of the selected stations at least once a week contain 94.6% of all radio homes in the country.

By getting the top circulation sta-



ATN
AIR TRAILS NETWORK

DAYTON
COLUMBUS
SPRINGFIELD
ASHLAND-HUNTINGTON

BUY...

2 — get 5% discount
3 or 4 — 10% discount

IT SELLS!

for **ACTION**, call:

Any	or	Pat Williams
H-R		WING
Office		Dayton, O.
		HE 3773




IN ROCHESTER N.Y.



WVET-RADIO
Saves the Day!

Exclusive announcement over WVET-Radio of the strike settlement at a large Rochester industrial plant at 6:15 A.M. made possible normal work attendance that Monday morning. This "Town Crier" result proves again that WVET-Radio is ALL-POWERFUL for getting your client's message across to the public just as we saved the day for the plant.

5000 WATTS
280 KC



"6:15 O'CLOCK AND ALL'S WELL!"

IN ROCHESTER, N. Y.
Represented Nationally by
THE BOLLING COMPANY

tions in the first place, the presentation points out, the advertiser already has an advantage since a network client cannot choose the best station in each market but must take the network affiliate.

The presentation also reminds the advertiser that duplication of radio homes reached because of overlapping signals is usable circulation in the case of a spot buy but not usable in the case of a network buy. If an advertiser buys two adjoining stations on a spot basis at different times, a home reached by both stations can potentially catch the commercial on each. But in network, a home reached by two affiliates can only listen to a network commercial on one of them at any one time. The 206-station list provides a duplication of 13,835,760 homes over and above the 45,053,900 homes covered at the NCS 10% penetration level.

So far as actual audience is concerned, an advertiser can buy more audience for the same money as a network buy, Katz maintains. In the presentation now being shown around, Pulse ratings for 35 markets where Katz stations are located were used to nail this point down. The average quarter-hour rating of the advertiser's soon-to-be-canceled network schedule was compared with a list of local shows considered representative of what's available on the stations in question but not including the choice 7:00-8:00 a.m. period, newscasts or sportscasts. The average network ratings came to 3.78, while the average of local shows was 5.62. (In each of the 35 markets, the length and cost of the local shows were equal to those of the network shows in those markets.)

Katz' radio sales head, M. S. Kellner, emphasizes that the 206-station

list is not a fixed buy and that advertisers can do even better than the presentation indicates by buying announcement packages (which were not taken into account in the presentation), by buying fewer stations if the 206-station list is not needed, or by buying other stations where better ratings or better programs can be obtained.

The Katz presentation was not started with the idea of selling against spot carriers. Kellner told SPONSOR, but as the spot carrier situation moved to the fore over the summer, it suddenly hit some of the Katz people that their basic concept was an ideal answer.

There are other cases where rep promotional guns, not originally aimed at spot carriers, are being wheeled into a position where spot carriers fall right in their sights. For example, the presentation used to sell John Blair & Co.'s NATSAT plan (under which discounts are given for saturation buys on all Blair stations) has been revised with spot carriers in mind and was recently shown to Benton & Bowles after the agency had bought MBS Multi-Message Plan announcements for three of its clients.

The Blair pitch, as delivered by Robert E. Eastman, emphasizes the quality aspects of spot radio. In summing up his arguments, Eastman said:

"The chief advantage of network spot carriers is that they are cheap and easy to buy. This does not necessarily make them the best value.

"The principal advantages of national spot over network spot are as follows:

"1. The quality of local programming. The national spot advertiser buys participations within strong local

programs which have been increasing dramatically in audience during the past four years. Careful buying can secure the clients a quality audience advantage of at least three to one over the network spot carriers.

"2. The service concept of radio is local in its nature. Weather, time signals, news reports, traffic and road condition information is fundamentally local and cannot be effectively duplicated by network.

"3. The salesmanship of long-established and well-known local hometown personalities."

The presentation backs up Eastman's contention that local show ratings are going up with Pulse figures. In those Blair markets where rating material is available going back to 1952, the local shows have increased on Blair stations, most of which are network affiliates, from 5 to 80% in audience, with the average coming to 25%. Increases were registered in 88% of the cases.

Another rep actively selling against the spot carriers is the Paul H. Raymer Co. Lawrence Van Dolen, vice president and radio sales manager at Raymer, told SPONSOR:

"In our judgment 'network spot buying' is not a threat to spot radio sales. It is a blinder which bedazzles the national advertiser momentarily and through our efforts and the efforts of other radio representatives who are doubtlessly approaching the problem from the same corner it will not diminish spot radio activity.

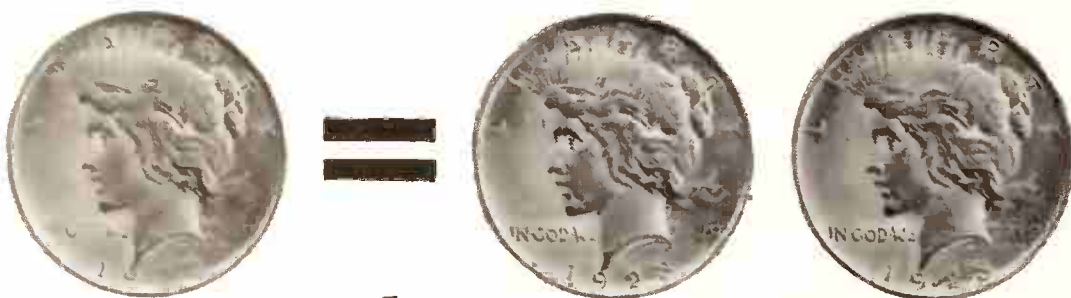
"As a matter of fact, it brings to the surface a great many of spot radio's hidden values—penetration, market-by-market selectivity and market-by-market impact—and that should advance the cause of selective spot radio even further in 1955-56."

Van Dolen said his firm has analyzed several "network spot buys, including some that have not even been made but which we know are available." He explained that in comparing them with spot buys researchers leaned over backward to give web buys the greatest cumulative circulations possible.

"Our analysis makes it possible for us to show buyers and non-buyers the greater efficiency, the greater impact, the greater penetration in profit-return markets that can be created via intelligent spot buying." Van Dolen said.

Raymer's radio sales chief went on to say that, in his opinion, there is one

An additional dollar's worth of product promotion for every advertising dollar.



... one equals two on **WLW**
RADIO

... a distinguished member of the Crosley Group

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

big fallacy behind the spot carrier concept. It presupposes, he explained, that a market with 50,000 people sells twice as much of any product as a market with 25,000 people and that the advertising money spent to promote a product should be in ratio to population.

This is not true, he said. Advertisers have market problems that have nothing to do with the size of the market and the purchase of spot carriers does not solve these problems.

"In short, network spot buying compresses into one plane all of the factors that contribute to making a sale—advertising, marketing, distribution, merchandising, product need, dealer acceptance, brand identity—and then hopes to create an over-all, total national desire for that product via inexpensive, cheap-per-thousand national network spot advertising."

★ ★ ★ ★ ★ ★ ★ ★

••Television has done so much to change the lives of so many people already that it indeed challenges the imagination to anticipate any further inroads it might make on the experience of living. Surely, we can anticipate in the near future live television on an international scale—and if, at such times, cameras can be taken behind the numerous international barriers that separate peoples, we can foresee its great potentiality in creating an understanding that will lead to permanent peace."

HAROLD E. FELLOWS
President
NARTB

★ ★ ★ ★ ★ ★ ★ ★

Raymer is attempting to show advertisers and their agencies. Van Dolen concluded, "how much more advertising and promotional value can be achieved via true spot radio for the same number of dollars, or even for fewer dollars."

The test of these new presentations is yet to come. By the time early November rolls around, all the recently announced spot carrier plans will have hit the air and the advertiser will have a handsome variety to choose from. This represents no mean competition and the reps are certainly not underestimating the appeal of such buys. But neither are they collapsing in the face of them. ★ ★ ★

THE EASIEST WAY
TO SELL THE BIG NASHVILLE
NEGRO MARKET
USE ALL-NEGRO STAFFED
WSOK

FILM NOTES

(Continued from page 66)

ing and a bevy of low-necklined damsels in French Revolutionary costumes.

Other filmed swashbucklers and costume dramas in the works:

Comme-Stephens Productions, of Hollywood, will shoot pilot films within the next few weeks on an *Arabian Nights* series, a western called *The Sheriff*, and an adventure-tinged juvenile series.

MCA-TV will soon be showing the pilot of *Sea Hawk*, an adventure series with a costumed nautical background. Rawlins-Grant produced, and George O'Brien will star.

Producer Joe Kaufman, whose *Long John Silver* series is currently in syndicated sales via CBS TV Film, is considering an adventure series based on the Sir Walter Scott character, *Ivanhoe*, to be filmed in Europe.

Fiddler: Guild's Florian Zabach may be able to take credit for a rash of bow-scraping young fiddlers in the WPIX, New York, area.

The New York Board of Education will use one of his musical films as part of the music curriculum in 150 schools. The films will be shown in classrooms as part of music study, as well as in assemblies.

General idea of the film, a gift to the educators, according to Guild President Reub Kaufman is "to stimulate students' interest in stringed instruments and to show techniques of violin playing by an established professional." ★ ★ ★

ROUND-UP

(Continued from page 102)

Television sets are apparently hi-fi in Holdrege, Neb. Between 10:30 and 11:30 p.m. one Friday from 25 to 30 people called the Northwestern Bell Telephone Co. to report that their phones rang but no one was calling.

Officials in nearby Minden reported the same problem. It wasn't until Saturday morning that Northwestern Bell manager V. M. Hall came up with the source of the confusion—a telephone rang frequently on a program on KHOL-TV from 10:30 till midnight. Jack Gilbert, manager of the station, promised that a change would be made in the location of the telephone on the following week. ★ ★ ★

KFAL

A BIG LOCAL MARKET

MORE THAN 65000
RADIO FAMILIES

Fulton-Mexico-
Columbia-
Jefferson City

KFAL COVERS!

30 COUNTIES—½ MV.

INFLUENCES SALES!

FROM DAWN TO DUSK

STUDIOS & OFFICES AT

FULTON, MISSOURI

Represented Nationally By
Benton Paschall Company

is the
"routing system"
keeping you from moving
ahead faster?

Many an advertising opportunity is missed because a new idea, a changing trend, a vital forecast is not seen in time. That's why an increasing number of Advertising and Station Executives—who formerly received copies via the "routing system"—now have individual subscriptions to SPONSOR.

This way they're sure SPONSOR reaches them first thing every other Monday morning—sure of getting all the latest radio/tv facts in time to act . . . in time to profit.

Try an individual subscription to SPONSOR yourself. At Special Introductory Rates, the investment is small, the potential rewards great.

order now
pay later

SPONSOR 40 E. 49th St. N.Y. 17, N.Y.

Enter my subscription to SPONSOR for the next 32 weeks (16 issues) at \$5. (You save \$3 under single copy costs.)

Bill me Bill company Payment enclosed

Name _____

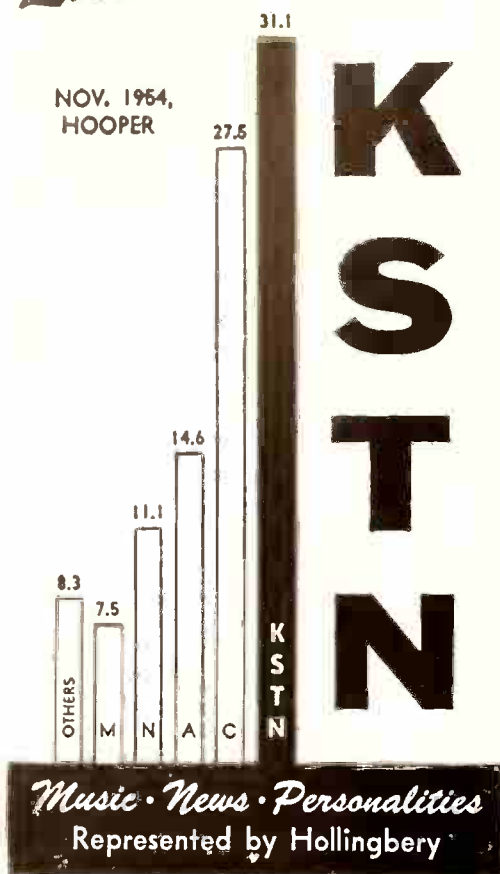
Firm _____

Address _____

City _____ State _____

home office

*Stockton's Most
Listened to Station*



**Always the Best
Independent
Buy in the
Market**

the AIMS station!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Warcester, Mass.	WNEB
Milwaukee	WMIL		

Canada
Calgary, Alberta, Canada CKXL
New Westminster, B.C. CKNW

Only one
in each
market



Membership
by invitation
only

RADIO GROUP

Newsmakers in advertising



Walter H. Lurie, newest vice president at Birmingham, Castleman & Pierce, will serve on the plans board and head up radio and tv for the agency. He was formerly a vice president of Mutual Broadcasting, in charge of West Coast operations, had been active in radio at the Biow Co. (now Biow-Beirn-Toigo); Lord & Thomas; and Foote, Cone & Belding. He joined Birmingham, Castleman & Pierce in June as an account executive on the Flexnit and Gala Foods (of Copenhagen) accounts, the latter using radio in current campaign.



Harlow Curtice, head man of tv's biggest sponsor, is carrying out ad strategy aimed at confirming his prediction last year that car makers could rack up and hold terrific sales gains. GM's \$11.3 million budget for nighttime web tv programming costs for 1955-56 season is tops. Recent buys: 60 of Wide Wide World's 90 minutes (for \$2.5 million); Project 20 for Pontiac. Other shows already bought in whole or part include: Treasury Men in Action, Dinah Shore Show, The Chevy Show (all for Chevrolet); Arthur Godfrey Time.



James G. Walker has been named a vice president of Compton Advertising, New York. He is the account executive on the Sterling Drug and Personal Products accounts, joined Compton in 1954. Also named to vice presidential positions were: Account Executive George J. Renner (Nealite, Remington-Rand Typewriter, Goodyear Tire & Rubber, Kelly Springfield Tire) and Secretary Henry A. Haines, who is now head fiscal officer at Compton. Haines joined the agency in 1953, Renner in 1951.



Victor Ancona, sales promotion manager, American Machine & Foundry Co., is the new president of the Sales Promotion Executives Association of New York. Association exchanges ideas, data and knowledge among sales promotion executives to improve effectiveness through sales, also stimulates cooperation between sales promotion and other phases of sales management. Other officers: R. J. Brown, U. S. Plywood, first v.p.; P. Sarjaty, Cannon Mills, second v.p.; J. F. Forsythe, TWA, treasurer; D. Caust, Lily-Tulip Cup, secretary.



A STORY ABOUT CHICKENS

You take a man with 20,000 small chickens, he's got a problem. Either he sells them or feeds them and anybody at the Department of Agriculture can tell you that selling is cheaper. V. W. (Vance) McCray had 20,000 aforesaid, plus three ducklings and four goslings. He also had several thousand eggs, which may sound like something else again, but which is actually chickens in transit. This man McCray was in a bind. If he didn't get rid of his 20,000 chickens he would soon have an awful mess and his friends would scorn him. So Vance called Robert Widmark, who is in charge of binds at WMT, the CBS station for Eastern Iowa. Widmark sold Vance three one-minute spots. Those three one-minute spots sold 20,000 chickens. Vance gave the ducklings to a needy millionaire and what happened to the goslings is anybody's geese. Maybe the man at the Katz Agency, WMT's national representatives, knows.

Hutch

HAVE YOU REGISTERED YET?

- TIME BUYERS
- ESTIMATORS
- RESEARCHERS
- STATION AND NETWORK REPRESENTATIVES
- MEDIA DIRECTORS
- ACCOUNT EXECUTIVES
- SALES MANAGERS

THE RADIO & TELEVISION EXECUTIVES SOCIETY

presents the 1955-56

TIMEBUYING AND SELLING COURSE

TUESDAYS . . . 12:15 P.M. SHARP

"THE OLD BREWHOUSE", 207 EAST 54 STREET, N. Y. C.

\$2.50 PER LUNCHEON (Registrants) • \$3.50 PER LUNCHEON (Non-Registrants)

SIXTEEN LUNCHEON SEMINARS . . . LIVELY AND PROVOCATIVE . . .
OUTSTANDING SPEAKERS FROM THE ENTIRE INDUSTRY

(You need NOT be an RTES member to attend)

FIRST SERIES (General)

8 Tuesday Luncheons
October 18 - December 6, 1955
Registration Fee: \$3.00

SECOND SERIES (Specialized)

8 Tuesday Luncheons
January 10 - February 28, 1956
Registration Fee: \$5.00

SPECIAL — Register now for **BOTH COURSES** — Just **FIVE** dollars!!!

Send this coupon with your check NOW to:

TIME BUYING & SELLING COURSE
RADIO & TV EXECUTIVES SOCIETY
420 LEXINGTON AVENUE
NEW YORK 17, N. Y.

Name _____

Firm _____

Address _____

FIRST SERIES ONLY \$3.00

SECOND SERIES ONLY \$5.00

BOTH SERIES ONLY \$5.00

"TERRIFIC!"

That's what ad agencies, advertisers are saying about the

1955 BUYERS' GUIDE

It is yours *FREE* with your subscription to *SPONSOR*

One year \$8—three years \$15

write **SPONSOR**

40 E. 49 St., New York 17, N. Y.

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WTSP, St. Petersburg	85
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GORDON GRAY

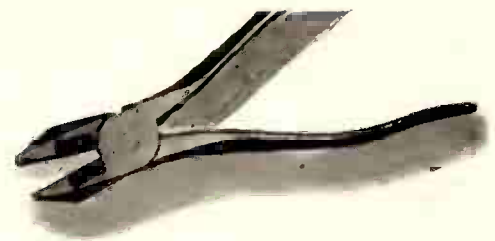
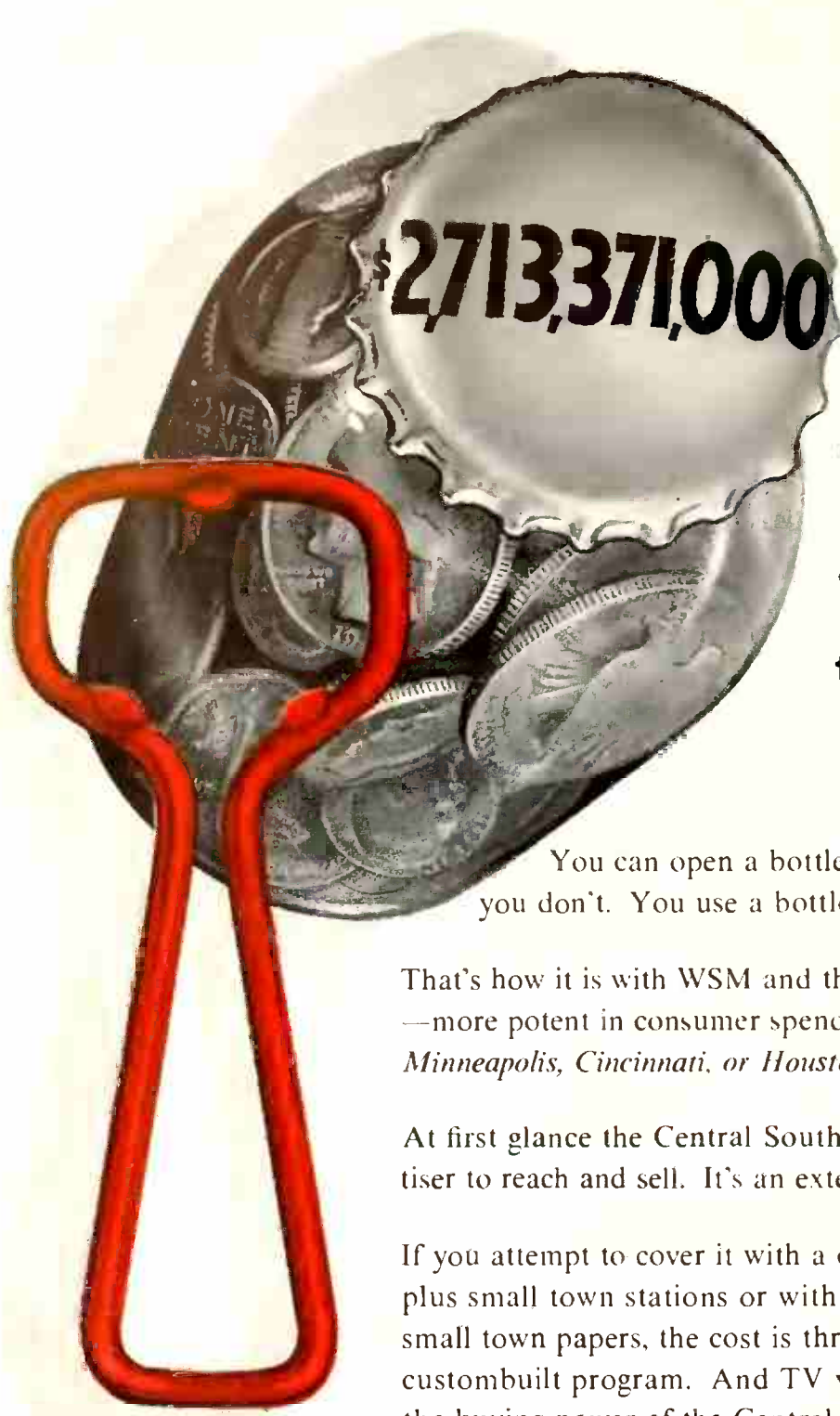
(Vice President)

Mutual Broadcasting System

LIKE MOST
 "Newsworthy"
 BROADCASTING
 EXECUTIVES
 MR. GRAY'S
 LATEST
 BUSINESS
 PORTRAIT
 IS BY ...

Jean Raeburn

Photographers to the Business Executive
 565 Fifth Avenue, New York 17—PL 3-1882



a rich
market...
and the one tool
that opens it **BEST!**

You can open a bottle with a vise, a wrench, or a pair of pliers. But you don't. You use a bottle opener—the logical tool.

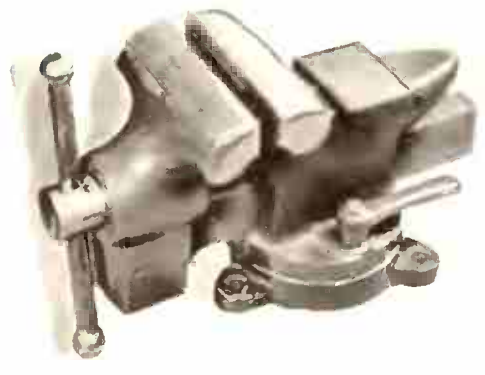
That's how it is with WSM and the Central South—a rich \$2,713,371,000 market—more potent in consumer spending power than the cities of *Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.*

At first glance the Central South is an apparently tough market for the advertiser to reach and sell. It's an extended market composed largely of small towns.

If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times greater than that of a WSM custombuilt program. And TV viewers in this market represent less than half the buying power of the Central South.

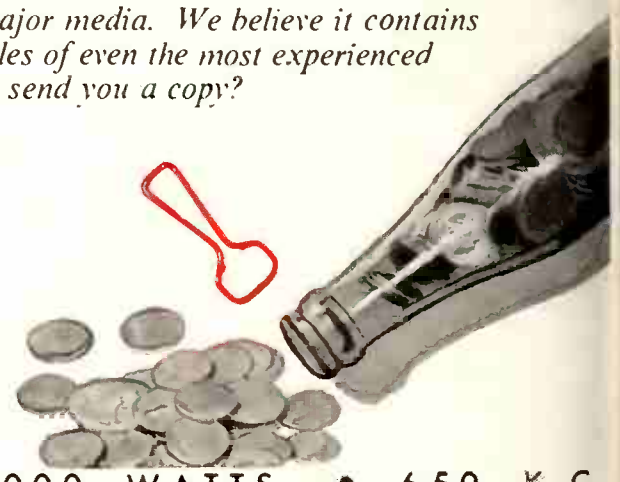
There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. That's Radio Station WSM.

May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market." It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced advertisers. May we send you a copy?



WSM
RADIO

BOB COOPER, Sales Manager
Represented by Jahn Blair and Company



NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K C

REPORT TO SPONSORS for 3 October 1955

(Continued from page 2)

**Agency's agency
for television**

New agency's agency called Creativision is designed to supplement tv staff of agencies around U.S. It was set up in New York by Winfield Hoskins, former tv copy supervisor at Needham, Louis & Brorby, Chicago, and Victor Kayfetz, special purpose film production veteran. Services stressed include creative advertising consultation; copy-writing and art; New York City production liaison; film production.

-SR-

**Tv spot figures
due January**

Wraps will be off tv spot expenditures, now estimated by TvB to be running at \$275,000,000 annually (time, talent, production), next January. TvB and N. C. Rorabaugh have worked out deal to furnish admen with quarterly report and special annual issue of data covering spending by categories, companies and brand lines. (See story, page 38.) Still unsolved: problem of comparable figures for spot radio.

-SR-

**Timebuying book
off presses**

Success of '54-'55 RTES Timebuying and Selling Seminar has encouraged group to plan new series of talks which this time will divide into beginning and advanced sessions. Condensed text of '54-'55 seminars has been made available by Sponsor Services Inc. in 60,000 word book just off presses and available at \$2 each. (Book is called Time-buying Basics, can be ordered from Sponsor Services by mail--40 E. 49th St., New York 17, N. Y.; or by phone--MU. 8-2772.)

-SR-

**TPA-SG still
negotiating**

Those 2 big film firms who have been working toward a merger--TPA and Screen Gems--are still sitting on details of what has been transpiring behind closed doors of their West Coast offices. Lawyers have been working on complex problems of tax situation, manpower and capital gains. Most brass have stopped denying the merger talks but no agreement has yet been reached though negotiations have extended over many weeks.

-SR-

**Awards to
radio admen**

Now there's an "Oscar" for radio admen, too. Feature of RAB's national Radio Advertising Clinic, to be held in New York 13-14 October, will be award of gold plaques to admen for outstanding radio commercials of past year. Awards will be made by RAB President Kevin Sweeney at day session on 14th.

-SR-

**KNOE is new
radio "indie"**

Latest radio outlet in still trickling but increasing stream to decide to go all-out for independent operation is well-known 5,000-watter KNOE in Monroe, La. Starting tomorrow (4 October) outlet owned by former Louisiana Governor James A. Noe will switch to music-and-news format with emphasis on local spot news coverage by short-wave mobile units, traffic and weather bulletins, service features. Said Noe: "Radio today must reflect the life of the local communities a station serves."

-SR-

**Druggists advise
air advertisers**

Retail drug store operators offer their views of effect of air advertising as seen at local level in SPONSOR forum this issue (page 48). Druggists cited pitfalls that can cost advertiser good-will he should be deriving from his air dollars.



Take it easy, boys

This is a peculiar period in the strange career of radio on the national front.

This is an interim period. *Week-day*, the Monday through Friday offspring of *Monitor*, has not yet made its bow. The other network hopefuls, all wedded to the strategy of commercial flexibility and participations, are still to prove their mettle.

So this could be a quiet period, albeit active in sales planning and preparations. This could be a busy-see period both for station representatives and networks.

But no. The void must be filled. So network attacks network. Reps attack networks. Networks attack reps. The free-for-all is on.

Is this healthy for radio?

No!

Does this help the advertiser understand the crisis through which radio is passing?

No!

Applause

News maturity

The increasingly important role played by radio and television news is reflected in changes which have been taking place in recent years in the Associated Press' machinery for bringing the advice of its members to bear. For the first time this August the AP Members Committee of radio and tv broadcasters was selected by election.

This committee first emerged on an appointment basis in 1953 as a parallel to the advisory group from printed media. Its functions are to maintain a continuing study of the AP radio-tv

What does the advertiser think about all this?

His only thought, "Things are pretty messy in radio. Must be a pretty unhealthy situation. Well, I have other things to think about. I'll think about television, newspapers, magazines, and billboards."

Can you blame him?

Take it easy, boys. Radio is a great medium. At spot rates, or otherwise, the finest buy many a national advertiser can make. We can disagree without disgusting the innocent bystander. Don't sell radio down the river.

* * *

Next step: radio \$ figures

Next January, the wraps will come off one of tv's biggest mysteries—how much major spot tv advertisers spend. A cause for which SPONSOR campaigned repeatedly for years has now been half won.

Admen can thank TvB, the newest industry promotion association in the broadcasting field, and N. C. Rora-baugh, veteran of spot data gathering. TvB will release regular quarterly reports, plus an annual edition, which will give details of gross time purchases by categories, advertisers, and brands.

But what of spot radio?

As the report on page 38 of this issue shows, spot radio expenditures are still largely something for agency men and advertisers to guess at.

Spot radio is a huge, lively and result-getting medium. It's been uncharted too long, must not be allowed to remain the only major medium without published reports of spending by its clients.

Reminder No. 5: need at a peak

In a letter to stations, representatives and agencies last month, A. C. Nielsen's John Churchill summarized the status of Nielsen's plans to measure tv and radio station coverage. Churchill stated that a questionnaire had indicated both buyers and sellers of time were "overwhelmingly in favor of fresh information." And promised a "Nielsen Coverage Service Study No. 2 to fill this need"—provided the interest is real.

Actually there's no question that interest in a solution to the tv set count and coverage problem is real. In fact the lack of this data is one of the most acute problems faced by the buyer of television time.

Whatever way the problem is solved, advertisers will benefit tremendously, provided: (1) sound research methods are used; (2) one study only emerges rather than several competing measurements.

The problem on the horizon is that several research organizations plan set count and coverage studies: NCS, SAMS and ARB. While all three may not actually go through with their projects, it would be far sounder for the NARTB to eliminate any question of a conflict by speeding its own Cawl project. The problems of getting an industry-supported study into the active stage are understandably considerable but it makes more sense to have the industry's circulation measurement start functioning at a time when the need is at a peak. And that time is now while television is still in a stage of rapid change.

wire and poll members on suggestions: and to act as an awards committee.

Important as the actual work of this committee is, what its existence recognizes is more important. Namely that radio and television news today has a mature and vital place in American life. The advertiser or agency executive who takes an interest in the kind of stature a good news operation builds for a station will join SPONSOR in this hope: that the work of the committee will spread to even more stations the kind of news creativity now to be found in so many markets.

Officers of the AP members committee who are in a position to work toward this objective are Jack Shelley of WHO, Des Moines, president; Joe H. Bryant, KCBD-TV, Lubbock, Tex., first vice president; Daniel Kops, WAVZ, New Haven, second vice president; Jack Krueger, WTMJ-TV, Milwaukee, v.p.; H. J. Chandler, KFLW, Klamath Falls, Ore. Oliver Gramling, assistant general manager of AP in charge of radio-tv activities, was re-elected secretary. It's Gramling by the way who deserves much of the credit for setting up the committee.

...ess esp. in the exercise of power. *Leality* is esp. kind or
 leby (opposed esp. to *rigor, severity*), easy or indulgent,
 if faults or failings. — **Ant.** Cruelty, harshness.
 at a *Jewish Antiq.* The gold plate resting on
 of which the blood of sacrificial animals was
 b Figuratively, the throne of God or of Christ.
 y) *n.* [AS. *mære, gemære.*] A boundary.

mer'it (mēr'it), *n.* [OF. *merite*, fr. L. *meritum*, fr.
rere, mereri, to deserve.] 1. Due reward or punish
 usually, reward deserved; a mark or token of excell
 approbation. 2. Quality, state, or fact of deserving v
 ill; desert; as, each according to his *merit*. 3. W
 excellence. 4. That which is counted to one as a cau
 reason of deserving well; a praiseworthy quality, act

A Buy-Word for Smart Timebuyers:

ere declared to be "simply what it is and nothing more";
 ngr, and suggests something that just escapes falling short
 acially is.
 ē. [Gr. *meros*.] A combining form meaning
 on, as in *arthromere*.
 r'li), *adv.* 1. Obs. Purely; absolutely. 2.
 evice than; simply; barely; only. — **Syn.**
 ous (mēr'ē-trīsh'ūs), *adj.* [L. *meretricius*,
 i, -icis, a prostitute, fr. *merere* to earn.] 1. Of,
 gto, characteristic of, or being, a prostitute
 n by false show; gaudily and deceitfully or
 wdry. — **mer'e-tri'cious-ly**, *adv.* — **mer'e-**
 -ESS, *n.*
 se (mēr-g)

mer'lin (mūr'līn), *n.* [OF
 lon.] A small European
 co *aesalon*), resembling the Ameri-
 can pigeon hawk (*Falco
 lumbarius*) to which the
 name has been extended.
Mer'lin [ML. *Mer-
 linus*, fr. *Myrddin*.] In
 medieval romance, a proph-
 and magician of the 5th
 century.
mer'lon (-lōn), *n.* [F.,
 fr. It. *merlone*, augm. of
merlo.] *Fort.* One of the



Merlin. (1/4)

see PLU
 [NL., fr.
 der (bird,
 o plunge
 or.] Any
 y Merginae
 gducks, ex
 aing a slen
 d at the e
 head usu
 (Ū r j), *v.*
 rŪrd); ME
 ring).
 ersum.]
 eto be swa
 oesce. —
 t absorptio
 Se MINGLE.
 omūr'jēns)
 rŪr'jēr), *n.* *Law.* An absorption of one estate,
 e contract or interest, in another, or of a minor
 na greater; with reference to corporations, the
 of the control of different corporations in a single
 b issue of stock of the controlling corporation in
 a majority of the stock of the others, without dis-

er crenels, of a b
 Illust.
 ERE lake; MAID.
 represented w
 er'man' (-mān'
 [Gr. *meros* p
 ing partial or ir
 contain consid
 . to *holoblastic*.
 A suffix meaning
 parts, as in *dime*
 2-*merous*, etc.)
 j. Of or design
 r France, found
 ct of merryma
 RI-EST. [AS. *m*
 leasant; delightf
 able. 2. Laugh
 4. Marked by g
 or festivity. 5. *Archaic.* Facetious; jocular. —
 Blithe, lively, sprightly, gleeful, joyous. See JOCL
Ant. Sad, gloomy. — **mer'ri-ly**, *adv.* — **mer'ri-ness**
mer'ry-an'drew (-ān'drō), *n.* One whose business
 make sport for others; a buffoon; a clown; a zany.

Mer'-e-dith—The proper name for
 the four leading radio and television
 stations in four major markets . . .
 Kansas City, Syracuse, Phoenix and
 Omaha. A name meaning smart pro-
 gramming, selling know-how, well-
 planned merchandising, experienced
 talent and management . . . the fac-
 tors which insure success for your
 campaign on a Meredith Station.

MEREDITH Radio and Television STATIONS

affiliated with *Better Homes and Gardens* and *Successful Farming* magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
K	K	W	W	K	K	W	W
C	C	H	H	P	P	O	O
M	M	E	E	H	H	W	W
O	O	N	N	O	O	W	W
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC	CBS	CBS	NBC

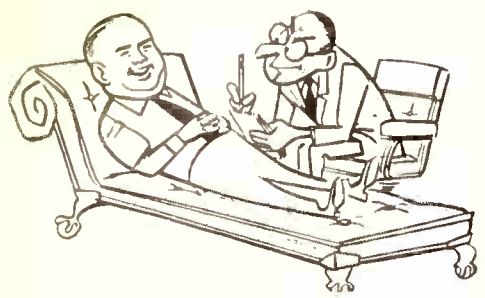
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV INC.

mes'de-moi'selles', *n., pl.* of MADEMOISELLE.
 me-seems' (mē-sēmz'), *v. impers.; past tense*

the SWING is to ABC and KMBC-TV

Kansas City's Most Powerful TV Station

SCENE:
The analysis couch in the offices of an eminent Kansas City psychiatrist.



US: "Doc, we think we're going crazy!"

DR.: "All right, now, relax, be calm and tell me all about it."

US: "Well, it all started when we announced the KMBC-TV swing in network affiliation to ABC-TV effective September 28. We knew ABC has a wonderful line-up of new evening shows—but we didn't expect the terrific sponsor response to our nighttime programming. Orders, contracts, teletype messages, wires, phone calls—everybody wanting prime availabilities. The place was a complete madhouse, Doc. Biggest upsurge in spot business in our history. Everything practically sold out from 5 p.m. to Sign-Off—a full month ahead of the Swing to ABC-TV!"

DR.: "From what I've heard about the new ABC schedules, that's perfectly normal."

US: "But, Doc, it didn't end there. When we announced our BIG TIME DAYTIME programming, everyone went completely nuts over again. For the first time in Kansas City, timebuyers could get any type of daytime commercial handling they wanted. They could sponsor our completely new and different station-produced shows or fine syndicated film shows—they could buy filmed minute-participations, schedule live commercials, demonstrations, sampling or audience-participation testimonials—utilize station-breaks or IDs. We could sell 'em anything they wanted, anywhere they wanted—in shows, between shows, everywhere a commercial could do a good selling job."

DR.: "I see. Then what happened?"

US: "Another flurry of buying that's still going on. We never saw business so good!"

DR.: "Are you complaining?"

US: "Heck, no! We just came in for a little peace and quiet. Gotta get back to the shop now. It's been wonderful talking to you."

DR.: "That'll be \$500, please."



KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS, First Vice President
JOHN SCHILLING, Vice President
GEORGE HIGGINS, Vice President
MORI CRUNER, Director of Television

And in Radio, it's the KMBC KFM



in the Heart of America
KMBC of Kansas City
KFM for the State

FREE & PETERS, Inc.
Exclusive National Representatives