

SP D 12-56 94
MISS MILDRED L JOY
NBC RM 274
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

SPONSOR

the magazine radio and tv advertisers use

15 OCTOBER 1956

50¢ per copy • \$8 per year

RECEIVED

Storz Stations Status Report

OCT 15 1956

NBC GENERAL LIBRARY

WDGY

MINNEAPOLIS-ST. PAUL

Now in first place, per all-day Hooper average! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN BLAIR or WDGY GM Steve Labunski.

KOWH

OMAHA

Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager Virgil Sharpe.

WHB

KANSAS CITY

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN BLAIR or WHB GM George W. Armstrong.

WTIX

NEW ORLEANS

Still rocketing, still leading, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM Fred Berthelson.

WQAM

MIAMI

Now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

*So today, in all of these important markets,
you choose well when you choose*

The Storz Stations

Today's Radio for Today's Selling

Todd Storz, President

FEATURE FILM'S IMPACT ON TV

page 27

Is auto spot
a Model-T?

page 30

The customers
Elvis can deliver

page 32

Helene Curtis'
race with tv

page 34

Freirich beat
the tv-jeebies

page 36

FARM RADIO-TV SECTION

starts page 39

Does the U.S.
farmer still
have money?

page 40



Results Keep KPRC-TV First in Houston

One supermarket chain sold 216,000 boxes of strawberries in less than three hours as a result of a single 20-second announcement on KPRC-TV! For more than seven years advertisers have known the dynamic and frequently dramatic selling power of Houston's Channel 2.

Today more than 250 local, regional and national spot advertisers are selling the Golden Gulf Coast market via KPRC-TV. Accelerate your sales.

Use Houston's *experienced* station . . . KPRC-TV.

KPRC-TV
HOUSTON
CHANNEL **2**

JACK HARRIS, Vice President and General Manager
JACK McGREW, National Sales Manager
Nationally Represented by
EDWARD PETRY & CO.

REPORT TO SPONSORS

15 OCTOBER 1956

GF puts shows on sharing block

Edwin W. Ebel, General Foods marketing v.p., will entertain any co-participating offers for the 4 half-hour shows the account has debuted on the networks this fall. The shows: Hiram Holliday, Zane Grey, 77th Bengal Lancers and West Point. The reason: because of changing market conditions for some of its brands, GF finds its tv budget somewhat overextended. Quarters involved are the last of this year and the first one of next year. GF's budgetary year ends 31 March.

-SR-

20th Century- NTA deal pending

Deal for National Telefilm Associates to acquire 400 additional features from 20th Century-Fox was still in negotiating stage at SPONSOR's presstime. Spyros Skouras, 20th's chairman, told SPONSOR negotiations had not yet reached stage where he could present final proposition to his board. Skouras admitted deal involved a partnership in NTA's film network, but said extent of 20th's participation in the network had not been ironed out.

-SR-

Englander may stalk Sealy

Englander bedding is mulling a novel coverage pattern for manufacturers with plants located in multiple parts of the U.S. The plan, as submitted by North Advertising, Chicago, calls for buying spot tv campaigns on clusters of stations. There would be a cluster for each of Englander's 16 factories. The choice of markets would be determined by this yardstick: whether the station's area is close enough to the nearest factory to make it profitable to ship to that area. Englander spot campaign would entail around \$1.5 million. The competitive target: Sealy co-op groups which represent 31 factories.

-SR-

NBC's WBUF enjoys conversion boom

Revealed by NBC during dedication of its WBUF television center 11 October: as result of high-powered promotion campaign since network took over WBUF, uhf conversion has gone well over 50% and sales of all-channel sets have boomed. RCA distributor said September sales doubled August's, GE distributor reported 35% increase in September.

-SR-

Report Kintner resigns

Is Robert Kintner resigning as ABC president? Officially, at SPONSOR's presstime, ABC-Paramount Theaters Inc. spokesman denied report. But this was unofficial story from multiple sources: (1) Board asked for Kintner's resignation in meeting last week; (2) announcement would follow settlement of Kintner's contract which has 15 months to run.

This is SPONSOR's last bi-weekly issue. First weekly out 27 October

This issue, SPONSOR's 229th in 10 years of publishing, is the last bi-weekly; on 27 October SPONSOR goes weekly. Readers will find the new weekly completely redesigned, news-paced and packed with new features but built around the basic use article format of SPONSOR bi-weekly. For SPONSOR's editorial promise to its readers and more detail on SPONSOR's weekly concept, see p. 136.

REPORT TO SPONSORS for 15 October 1956

Why Pabst quit Wed. fights Pabst's decision to quit sponsorship of the Wednesday night fights on ABC was based on multiplicity of reasons: These include: (1) sales have been steadily going down and a new president has taken over; (2) familiarity with the commercial theme on these fights the past 7 years has made it increasingly tough to excite the consumer; (3) realization of "too many eggs in one basket" (percentage of the ad budget in tv) for too long and (4) Pabst's top management had become disturbed about the scandals accruing from the boxing business the past year. How this ex-fight money will be allocated or what agency will spend it has not been disclosed. Leo Burnett got this \$4-million account from Warwick & Legler early last year.

-SR-

5 looming spot tv campaigns Some spot tv buys coming up: (1) Birdseye (Y&R) in Philadelphia, L.A. and other markets, with plans for a line kid show, if available; (2) Chrysler (McCann, Detroit), I.D.'s, 20 and 60-second films, 28 October-16 November; (3) Kaiser Aluminum (Y&R), daytime 20 seconds and minutes, in about 25 markets, 8 weeks starting 29 October; (4) Fletcher's Castoria (Sterling Drug-Carl Brown Co. agency), daytime minutes and chainbreaks in around 20 markets; (5) Revlon, for new products, (Emil Mogul), prime minutes and chainbreaks for 10 weeks in test campaign in several markets.

-SR-

New record sales for spot radio Saturation campaigns contributed by the cigarettes and the automotives should in themselves suffice to make this a record fall in spot radio. Meanwhile SRA reports August sales in spot radio showed an increase of 28.5% over the August, 1955 total. The figure for this August was \$10,601,000. The first 8 months of 1956 were ahead of the like period 1955 by 21.5%. Both August sales and this year's 8-months' tally represent peaks.

-SR-

Monopoly reports likely in Jan. Two congressional reports that will be of great interest to tv advertisers will probably be issued in January. One is the Celler House Anti-Trust Committee's conclusions on alleged monopoly hearings. Other report will deal with findings and recommendations stemming from probe conducted by Magnuson Senate Commerce Commission on similar subject.

-SR-

Philco's return net tv undecided No decision by Philco whether with switch of its advertising to BBDO 1 January it will return to network tv. Philco advised SPONSOR it was too early to tell what new media allocation would be. With co-op included, ad budget on new year could run to over \$12 million. No announcement at SPONSOR presstime of Zenith's new agency home. BBDO has been handling all Zenith but hearing aid.

-SR-

ARF study may measure tv ads ARF's PARM Study Committee has come up with new method for measuring the readership of printed media which may be applied to all visual media, including tv. The device will be unveiled at an ARF conference 29 November. PARM stands for Printed Advertising Rating Methods.

-SR-

(Sponsor Reports continues page 135)

MORE LOCAL AND MORE NATIONAL ADVERTISERS USE WPEN THAN ANY OTHER PHILADELPHIA RADIO STATION

Represented Nationally by GILL-PERNA INC. — *New York, Chicago, Los Angeles, San Francisco*

SPONSOR

advertisers use

15 October 1956
Volume 10 Number 2

ARTICLES

Feature film's spectacular impact

Avalanche of major-studio Hollywood product will have far-reaching impact on tv, changing spot buying patterns, affecting role of independents, boosting fringe time

27

Is Detroit's spot strategy a media Model-T?

Are automotives getting their spot dollar's-worth? SPONSOR visits Detroit, analyzes factors in car companies' mis-use of spot radio and tv

30

Can Elvis sell soap?

Elvis and rock-'n'-roll have captured the teenage audience. Here is an evaluation of this teenage market as real and potential consumers

32

Helene Curtis' race with tv

Network tv gets more than half of Helene Curtis Industries' \$10 million ad budget, with multiple-show pattern selling multiple-product line of toiletries

34

So your budget is too low for tv

SPONSOR recaps and evaluates the advertising pattern that has increased Freirich tongue's sales by 200% during the product's first 12 months on the air

36

5TH ANNUAL FARM SECTION—starts page

39

1. The U.S. farmer: better off in many ways

While farm prices are a problem, fewer farmers are sharing farm wealth. Stories in chart form detail farm mechanization, growth of family amenities

40

2. Status of farm radio and tv

Programing to radio and tv's biggest specialized audience is increasing. Farm tv is growing in importance as tv ownership increases 25% in one year

44

3. Farm radio-tv stations

A cross-section of farm radio and tv stations with facts about amount of programing, names of farm directors, power, frequency, network affiliation, etc.

51

COMING

First issue of the new weekly SPONSOR

Readers will find many changes in the new weekly SPONSOR from a completely redesigned format and cover to the date of issue which is designed to put copies in readers' hands just before each weekend

27 Oct.

10th anniversary section

First weekly issue falls on SPONSOR's 10th anniversary. Features include a profile of Cameron Hawley, author of "Executive Suite," who was the first Mr. Sponsor we interviewed 10 years ago, a historical cavalcade of the industry; many other keepsake features

27 Oct.

DEPARTMENTS

- AGENCY AD LIBS
- AGENCY PROFILE, James S. Bealle
- FILM NOTES
- 49TH & MADISON
- MR. SPONSOR, Harry Patterson
- NEW & RENEW
- NEWSMAKERS
- NEW TV STATIONS
- P.S.
- RADIO RESULTS
- ROUND-UP
- SPONSOR ASKS
- SPONSOR BACKSTAGE
- SPONSOR SPEAKS
- TIMEBUYERS

Editor and President: Norman R. Glenn
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 Vice President-Genl. Manager: Bernard
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 News Editor: Ben Bodec
 Senior Editors: Alfred J. Jaffe, Evelyn Ke
 W. F. M'ksch, Jane D. Pinkerton
 Assistant Editors: Robert S. Solotaire, L
 Morse, Joan W. Holland, Erwin Ephron
 Contributing Editors: Bob Foreman, Joe C
 Art Editor: Phi Franznick
 Photographer: Lester Cole
 Advertising Director: Arnold Alpert
 Advertising Department: Charles W. Go
 New York Headquarters; Kenneth M. P
 Midwest Manager; Edwin D. Cooper, We
 Manager; Jean Engel, Production Man
 Charles L. Nash, Marilyn Krameisen, Ge
 Becker
 Circulation Department: Milton Kaye,
 Bynoe, Emily Cutillo, June Kelly
 Administrative Coordinator: Catherine S
 Rose
 Accounting Department: Laura Oken, L
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 Secretary to publisher: Carol Gardner

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MORE AUDIENCE* THAN

ANY STATION IN HOUSTON

.....THAT'S WHAT

WNBF-TV, BINGHAMTON, N.Y.

DELIVERS DAY AND NIGHT

SEVEN DAYS A WEEK—AT

LOWER COST PER 1000.

YOUR BLAIR-TV MAN HAS

THE EVIDENCE FOR YOU.

Also more audience than any station in Baltimore, Kansas City, Buffalo, Minneapolis-St. Paul, Milwaukee and other major markets; at lower cost than every station in eight out of the ten major markets. Telepulse, December, 1955.

A TRIANGLE STATION

WNBF-TV
BINGHAMTON, NEW YORK



Channel 12

NBC-TV • ABC-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven, Conn.



**We have
the Prettiest
Listeners!**

No, the surveys do not measure audience pulchritude... yet.

But the most beautiful girl in California is a KBIG fan—Shirlee Garner Witty, shown arriving from Catalina at the Long Beach Miss Universe contest. Shirlee won the KBIG MISS CATALINA beauty contest, then went on to become MISS CALIFORNIA.

If you still think a pretty girl ad should point a moral, well...

1. Thousands of Southern Californians, pretty and otherwise, are magnetized to KBIG by a quality music-news operation, plus continuing advertising and promotions like the MISS CATALINA exploitation.

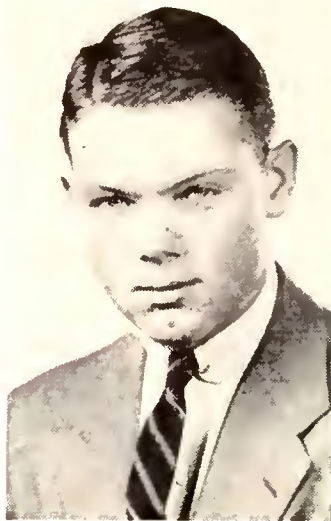
2. Awards, more inanimate (but more significant) crowd the KBIG mantel... the four annual Golden Mikes of the Radio Television News Club of Southern California, the California State Fair Public Acceptance Award, the eight plaques of the RAB Radio Gets Results contest and the similar trophies of the Advertising Association of the West and Los Angeles Advertising Women.

Your Weed man can interpret how the vitality and prestige of KBIG fit the same qualities of your advertising.



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

Timebuyers at work



Roy S. Durstine, Jr., Roy S. Durstine, Inc., New York, is a creative account executive with that agency. He asks: "Have you ever noticed a client's face turn gray when next year's media plan is presented and you come to the section marked 'television?'" Says he: "Almost the first reaction is the comment, 'But are you sure we're big enough?' Many advertisers, small and large, who could get excellent results from television are being scared off because they don't realize what good use can be made of this medium without spending millions for time and talent. Nobody's afraid of newspapers, which are bought simply on the basis that they can sell merchandise. There are a great many tv salesmen who emphasize sales power rather than the size and hoopla of packages. But more of them are needed." (See this issue, "So your budget's too small for tv," page 36.)



David A. Brown of Guenther, Brown & Berne, Inc., Cincinnati, Ohio, states that at his agency, "we are firmly convinced that no station or program—whether television or radio has a lock on all the listeners. And whenever you find a top-rated program you can start looking for a 'sleeper' on another station which, when properly programed, can produce a winner for some client. Orson Wells proved this when he panicked the country opposite Jack Benny—and every year television produces 'giant killers' who slay the top-rated programs and stars. These are the buys we look for, particularly for local and regional clients who are on the verge of being priced out of the tv market by spiralling rates. Similarly, we've often been able to deliver more impressions with a block of carefully selected B and C times than can be done with a single AA announcement which costs much more than the daytime total."



Jacqueline Moore, BBDO, New York, feels that great radio impact may be achieved in the late afternoon. In her words: "When buying time, the best slot is still the early morning for a general audience. However, the period from 1:00-6:00 p.m. should not be overlooked. True," Jacqueline continues, "you do get a lot of stations programming to the teenager at this time; but more and more stations are realizing that there is a growing number of men driving home from work. This is the time to remind them to pick up the client's product—particularly beer, shaving aids, automotive products and the like. More and more stations are adapting a music-and-news format and are adding such extras as programs for the drivers, community projects and remote news pickups thereby giving an individuality to the station."



KWKH SHREVEPORT

MAKES SPLASH IN TURKEY CREEK!

KWKH inundates an 80-county daytime SAMS area, covering an almost endless list of cities, farms and settlements — including even Turkey Creek (La.)!

We're "in the swim of things" at home in Shreveport, too. The March, 1956, Pulse credits KWKH with top rating in 55% of all daytime quarter hours—IN 100% OF ALL NIGHTTIME QUARTER HOURS!

Cost-per-thousand homes is 46.4% less than the second Shreveport station. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in 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

KPQ

RADIO RANCH

Wenatchee, Wash.

Covers an

11 County

farm belt

of the Pacific Northwest

Naturally, as an ad manager, AE, or time buyer, you want some facts and figures. Okay, the area covered by KPQ ranks first in the nation in apple production, second in pear, third in apricot and cherry, and fourth in wheat production. In addition, farm publications will show you that the 11-county area is important in beet, low crop, seed crop, livestock and feeder cattle production. ALL THIS, plus nearly a million new acres of Columbia Basin farm land just coming into production.

This Area Represents

46%

of Washington's Farm Income

Total annual income of the area is \$505,867,000. Each man, woman, and child has \$936.80 to spend—well above the national average.

Yes, and we of
KPQ have dirt
between our toes, too

Sure we get out and ride the tractors, look over the stock, check the fruit and field crops. And we take our tape recorder with us, or bring the farmers and extension agents back to the studio for personal interviews. KPQ's farm news and farm shows are made up of PEOPLE WHO KNOW. The farmer likes it this way, the advertiser likes it this way, and we like it this way.



5000 W

560 KC

2 Farm Shows
Daily

5:25 to 7 am
12:30 to 1 pm

Represented nationally by Forjoe and Co., regionally by Moore and Lund, Seattle. Write us for any farm and market information you want. If we don't have it, we'll get it!

AGENCY AD LIBS



by Bob Foreman

The trade press thrives on gossip

Among the more unsavory traits of adolescence manifest by our fair industry are a burning love of gossip and a press that thrives on same. Since accuracy is seldom a criterion of juicy chitchat, much of what we read about our business is either devoid of fact or merely tinged by it. I regret that sometimes (thank goodness) rarely, the above can be applied to the chaste pages of the magazine to which I contribute.

For example, in the opening pages of a recent issue our editors leaned rather heavily, twice in fact, on a reference to the ad agency which employs me, stating flatly that a recent occurrence there demonstrated both a loss in favor and a loss in billing on one of our accounts. Neither is the case.

It just so happens that I was part and parcel of the television decisions made by this advertiser which, as a result of some rather adroit moves, surmounted the inflexibilities of network television and made possible a seasonal use of the medium in Class "A" time, on a major network, with top-drawer programing.

In addition to a large increase in television dollars, this move was made through the agency which employs me and established us as agency-of-record for both network properties, the advertiser's first venture into programs. Now if this be loss of favor, make the most of it, ye editors!

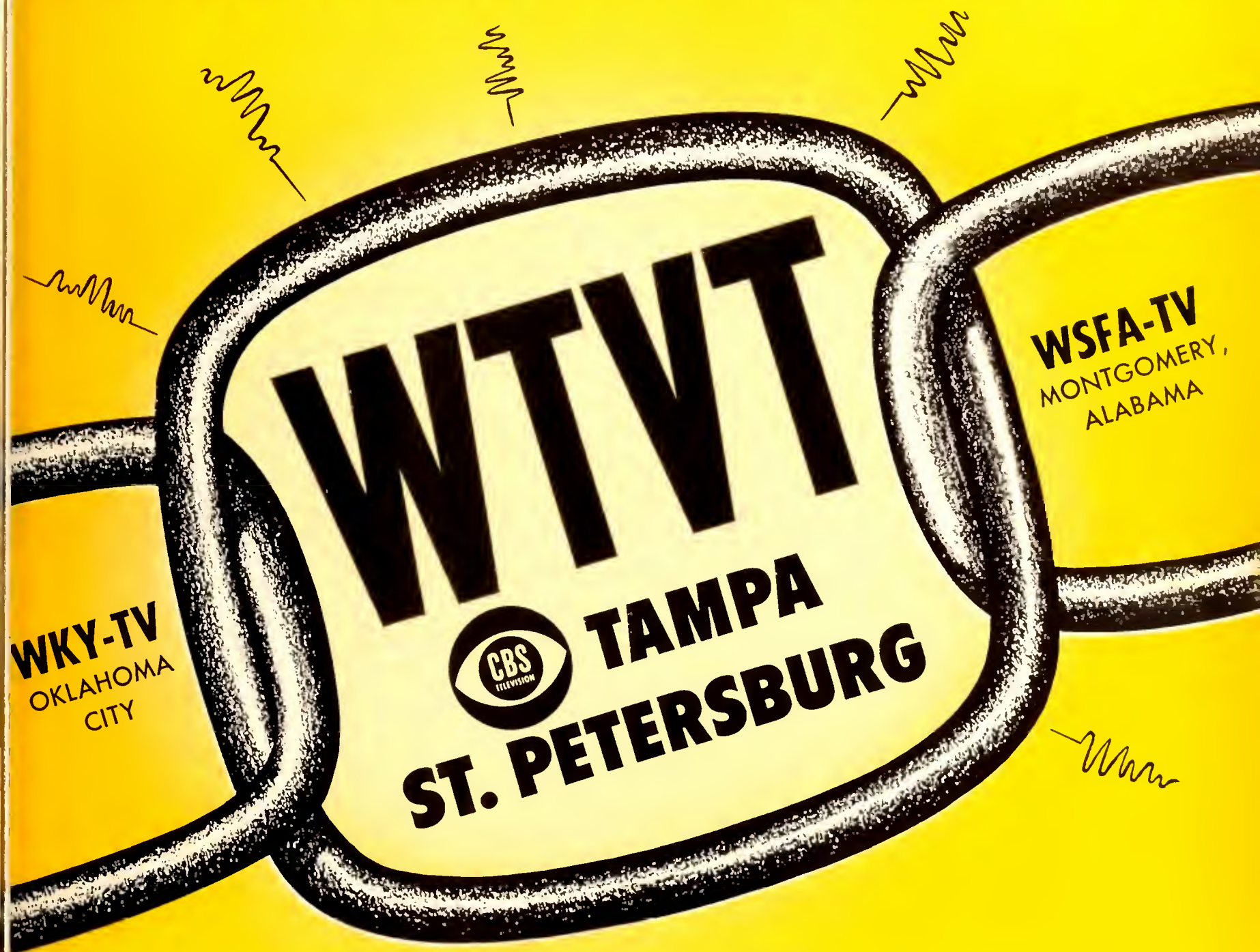
I suppose it is a bit unfair for me to point a finger at these gentlemen since their competitors are equally fanciful. But I must say, in defense of the practitioners of this business (in contrast to the writers-about-it), that there is deep, continuous, and well justified resentment of the loose-tongued type of commentary we are so often subjected to and are the subjects of.

(Please turn to page 30)

Letters to Bob Foreman are welcomed

Do you always agree with the opinions Bob Foreman expresses in "Agency Ad Libs?" Bob and the editors of SPONSOR would be happy to receive and print comments from readers. Address Bob Foreman, c o SPONSOR, 40 E. 49 St., New York.

A New Link in the Chain of COMMUNITY SERVICE



Serving Tampa, St. Petersburg and 130 other growing Florida communities, making the WTVT viewing area the 36th largest year-round market in America.*

*Source: SRDS Retail Market Data

Owned and operated by The WKY Television System, Inc.
WKY-TV and WKY Radio, Oklahoma City • WSFA-TV, Montgomery, Ala. • WTVT, Tampa, Fla.

REPRESENTED BY THE KATZ AGENCY



Put your small change in Rad



*make a big change in your sales**

*You're looking at a lot more coin than you think.

Adds up to eighty-two dollars, when you take a close look.

And spot radio today is coining a lot more money than you might think.

The reason's simple. More and more advertisers are learning this basic fact:
*for just a small part of your budget, you can reach more people,
more often, with radio than with any other medium.*

When *you* want to coin money in the country's 11 richest markets, call...

CBS RADIO SPOT SALES

Representing: WCBS, New York — WBBM, Chicago — WCCO, Minneapolis — St. Paul
KNX, Los Angeles — WCAU, Philadelphia — WEEI, Boston — KMOX, St. Louis — KCBS, San Francisco
WBT, Charlotte — WRVA, Richmond — WTOP, Washington — KSL, Salt Lake City — KOIN, Portland, Ore.
WMBR, Jacksonville — The Columbia Pacific and Columbia New England Radio Networks.

NOW...Hooper and Pulse Agree!

NO. 1

Radio Station in Houston is

K-NUZ

Hooper May thru July 1956

Monday thru Friday
7 A.M.—12 Noon
(Sample Size—18,628)

Monday thru Friday
12 Noon—6 P.M.
(Sample Size—23,040)

KNUZ	23.0
Net. Sta. "A" —	12.1
Net. Sta. "B" —	9.4
Net. Sta. "C" —	11.7
Net. Sta. "D" —	13.8
Ind. Sta. "A" —	5.9
Ind. Sta. "B" —	6.7
Ind. Sta. "C" —	13.8

KNUZ	23.2
Net. Sta. "A" —	12.5
Net. Sta. "B" —	8.4
Net. Sta. "C" —	11.8
Net. Sta. "D" —	7.7
Ind. Sta. "A" —	7.2
Ind. Sta. "B" —	9.6
Ind. Sta. "C" —	11.1

**Now . . . K-NUZ is the Leader by a GREATER MARGIN—
Yet the rates are Low, Low, Low! Join the Rush for
Choice Avails.**

In Houston the swing is to RADIO and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reprs.: Forjoe & Co.—

New York • Chicago • Los Angeles •

San Francisco • Philadelphia • Seattle

Southern Reprs.:

CLARKE BROWN CO.—

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

**49th and
MADISON**

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

SPOT BUYING PROBLEMS

Your article in the 17 September issue on "How to make spot radio and tv easier to buy" was an excellent appraisal of a very perplexing problem.

I tell these same things to any broadcast media salesman who will listen to me. And I don't stress all of the complications involved in time-buying just to complain. I explain our many problems along these lines to salesmen (and many of them are very close friends of mine) because I am firmly convinced that a great many of them lose business because the approach to buying print media is so much simpler than broadcast.

One of our chief problems is in getting complete and accurate information. Invariably, we must call back two or three times for additional information (that we had asked for originally) or for clarification of availabilities submitted.

We, too, have experienced difficulty in having spots go on the air as ordered. For example, we placed a healthy spot tv schedule this spring for General Petroleum Corp. Four of the five spots that were scheduled for the first air date did not run and . . . you guessed it . . . the client was watching!

Billing is also another major problem. We placed a schedule on about 34 tv stations last May and there is still one invoice that is incorrect even after many, many letters to the station involved!

This is a pet peeve of mine . . . probably because it is one phase of media selection that could stand the most improvement. I'm working to try to solve some of the problems and I hope I'm not alone.

GEORGE ANTHONY

Media director

Stromberger, La Ferne, McKenzie
Los Angeles

• Reader Anthony is not alone. SPONSOR, receiving many letters concerning this problem, will continue its fight to make spot easier to buy.

YOUR Q FOR COLOR




Chicago homemakers get bright buying ideas in **COLO**R these days from "Bob and Kay with Eddie Doucette." This mid-day WNBQ favorite (12:30 to 1:30 pm daily) currently sells in **COLO**R for such leading advertisers as American Home Foods, Coty, Inc., International Cellulose and Rockwood Candy.

The stars of this show — Bob Murphy, Kay Westfall and Chef Eddie Doucette — have sold successfully for more

than 200 advertisers on WNBQ since 1950. And "Bob and Kay with Eddie Doucette" is only one of many programs included in the more than 30 hours of local WNBQ **COLO**R now presented weekly for over 40 local and national spot advertisers.

This is *your* cue to sell in **COLO**R, too. By all means the place to do that is WNBQ, where **COLO**R is proven through and through.

WNBQ

 Television leadership station in Chicago

SOLD BY



SPOT SALES

WCDA-B	<i>Albany</i>
WAAM	<i>Baltimore</i>
WBEN-TV	<i>Buffalo</i>
WJRT	<i>Flint</i>
WFMY-TV	<i>Greensboro</i>
WTPA	<i>Harrisburg</i>
WDAF-TV	<i>Kansas City</i>
WHAS-TV	<i>Louisville</i>
WTMJ-TV	<i>Milwaukee</i>
WMTW	<i>Mt. Washington</i>
WRVA-TV	<i>Richmond</i>
WSYR-TV	<i>Syracuse</i>

The only
exclusive TV
national
representative

Harrington, Righter and Parsons, Inc.
NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA



MORE listeners than any
other Baltimore
radio station . . .

More **PUSH** for your sales message

WFBR *Baltimore's Best Buy*
REPRESENTED BY JOHN BLAIR & COMPANY

MEMORABLE EVENT

I want you to know that I deeply appreciate the splendid story and editorial which SPONSOR published in connection with my 50th anniversary in radio, television and electronics . . . thank you for all you did in print to make it a most memorable event.

DAVID SARNOFF
Chairman of the Board
Radio Corporation of America
New York, N. Y.

NEGRO RADIO

Just completed a thorough reading of the special annual Negro Radio issue, and as usual it's a honey.

I am certain that many other persons like myself engaged in broadcast planning and buying will find it an indispensable reference tool.

Just one correction however, which I feel should be noted. On page 43 you devote a number of paragraphs to the use of Negro radio in the New York area by our client Liebhmann Breweries on behalf of Rheingold Beer. The schedules referred to (as reported by Broadcast Advertisers Reports) are *not* the special Negro schedules, since BAR only monitors the network affiliates and top independents. Therefore the total of 88 announcements weekly you refer to is actually a small part of the week-in and week-out *regular* schedule. . . .

PETER M. BARDACH
Foote, Cone & Belding
New York, N. Y.

I believe as a whole, the (Negro) edition is well put together, informative, and explains the tremendous potential of the nation-wide Negro market.

There is just one thing which causes WCHB some concern, as follows:

On page 18 we are listed wrongly as is the Flint station. Also, it does not mention our national rep., the John E. Pearson Company.

On page 22, under the Michigan heading, our call letters are listed incorrectly.

I understand perfectly what a monumental job it has been to compile all the figures. However, we are disappointed that the above errors had to be concerning WCHB.

WILLIAM J. JORY
General manager
WCHB
Inkster-Detroit

The KING HAS ARRIVED

Along with such stars as

SPENCER TRACY

THE MARX BROTHERS

JOAN CRAWFORD

GREER GARSON

ROBERT TAYLOR

KATHERINE HEPBURN

in the

FABULOUS MGM FEATURE FILMS

at 9 p.m.

EACH NIGHT ON CHANNEL 2



**THE WORLD PREMIERE OF THE
M-G-M MOVIE THEATER STARTED
OCT. 8TH ON DENVER'S CHANNEL 2**

These Accounts are Already Participants

WHITMAN SAMPLER CANDIES

COLGATE, HALO SHAMPOO

MILLER'S SUPER MARKETS

AMERICAN CHICLE, CLORETS

LEVER BROTHERS, WISK

DOWNING'S APPLIANCES

PLYMOUTH

ARMSTRONG TIRES

TOWN TALK BREAD

Availabilities Going Fast

HOW ABOUT YOU?

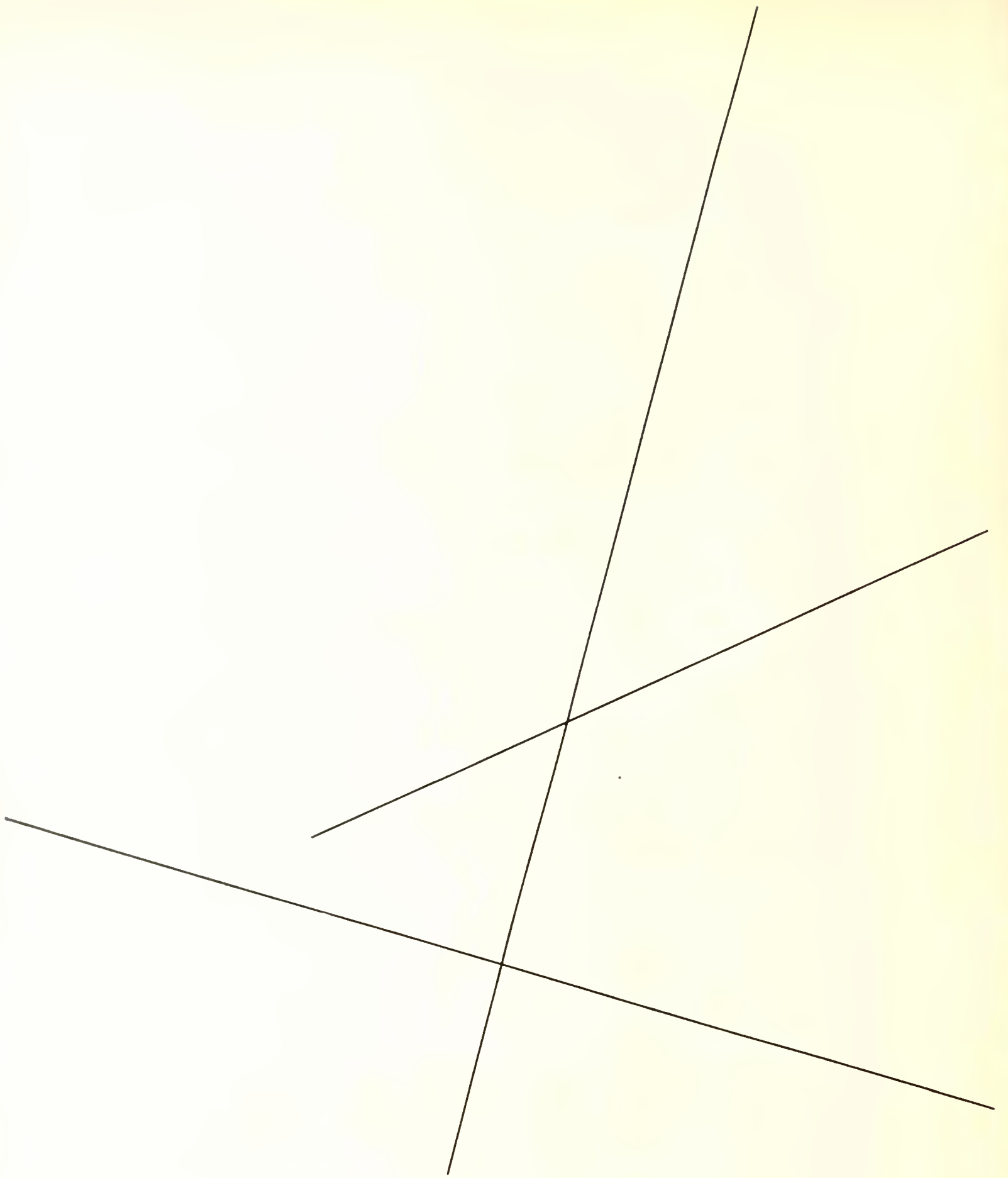
Special introductory rates. Act now! Contact any Blair Television Associates Office or phone collect... Hugh Ben Larue, Executive V.P., KTVR... KEytone 4-8281, 550 Lincoln St., Denver, Colorado

KTVR

★ *the Station* ★
★ *of the Stars* ★

CHANNEL

2



THE VIRGINIANS:

*one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales*



THE VIRGINIANS *by William Walton.*
Seventh of a series of paintings of Washington
*commissioned by **WTOP Television***
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

SPONSOR BACKSTAGE



by Joe Csida

Moral for Stevenson and admen: watch intrusions

The agency and broadcaster brains behind the television and radio phases of the Democratic campaign ran into a little difficulty with one of their video vote-getting gimmicks last week. The Dems have purchased five-minute filmed "spots" to play after some of the higher rating shows. One such spot is a "Name That Candidate" film, which was slotted after the *Name That Tune* show on CBS TV Tuesday night. On the show that stanza were a Mr. and Mrs. Reuben Keil, who had been wed the week before their appearance on *Tune*. Mrs. Keil had won \$20,000 on the show, and pictures of her wedding were being shown, when suddenly the show was cut off the air, and the Stevenson political film run in its place.

Letters, phone calls and wires poured in on CBS. The following day Stevenson wired George DeWitt, the emcee of "Name That Tune," as follows:

"Sorry about abrupt switch of show. Neither I nor Senator Kefauver nor the Democratic National Committee intended to deprive your show of the elimaetic last moments . . . of suspense."

Mr. Stevenson's apology was read over the air by DeWitt but as is usually the ease in situations of this kind, there was no way of telling how many of the viewers who had seen the cutoff, and resented it, were tuned in to the apology.

There is no way of telling, certainly, how many of the viewers resented the intrusion of the Democratic political pitch enough to vote Republican. The incident, of course, points up one of the dangers in the spot technique described above.

Viewer resentment of this nature brings to mind another type of "intrusion," which seemingly more and more people who watch television are finding unattractive. On many stations throughout the country what certainly seems to be an exorbitant number of spots are sold as commercial inserts in feature film presentations. Here in New York stations have received hundreds of letters from viewers elaiming that the frequency of eommeercial cut-ins completely destroys whatever pleasure the viewer might be able to get from watching a good movie on tv.

Today with stations throughout the eountry making arrangements to present the tremendous quantity of fine newly released (for tv) major motion pictures this problem as-

(Please turn to page 32)



CODE 3

#1 SYNDICATED

SHOW IN

LOS ANGELES

16.9 RATING,

25.1% AUDIENCE

SHARE

and in San Diego: 27.4 rating,
47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5

Portland: 17.8

Seattle-Tacoma: 22.7

San Francisco: 12.3

Several east coast and mid-west
markets sold for fall start.

Many good markets from coast to coast
already bought. Yours still available?

Rating source on request

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street

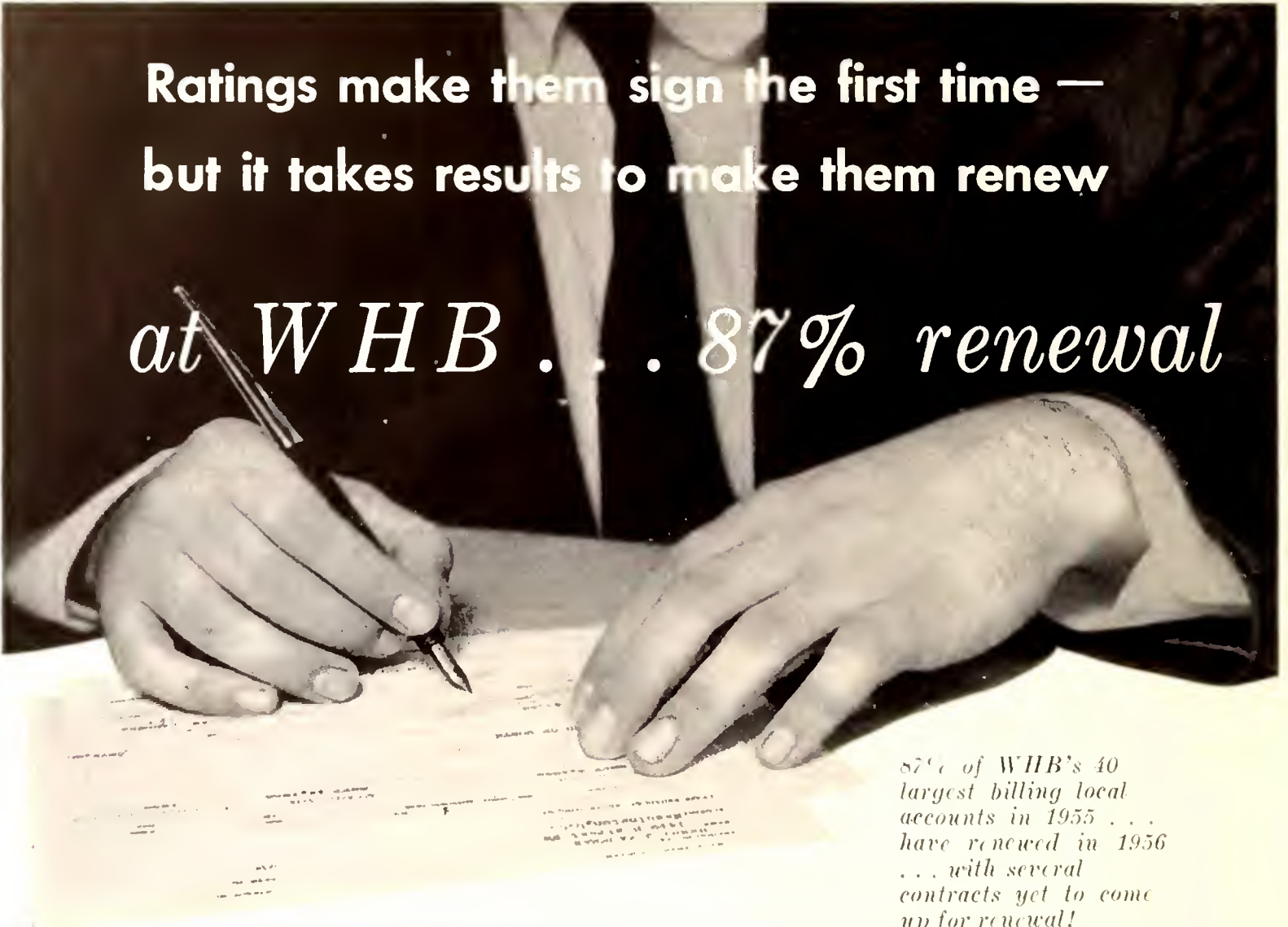
New York City

Oxford 7-5880



Ratings make them sign the first time —
but it takes results to make them renew

at *WHB* . . . 87% renewal



87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal!

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station.

Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

WHB

10,000 watts—710 kc.

Kansas City

Latest

METRO PULSE

WHB first all day and night. WHB first 360 out of 360 ¼ hours. In and out of home, Mon. Fri., 6 a.m. midnight.

Latest

AREA PULSE

WHB 1st all day. WHB 1st 263 out of 288 ¼ hours. 25 second place ¼'s, none lower, Mon. Sat. 6 a.m. mid night.

Latest

AREA NIELSEN

WHB first all day and night with 42.7% share of audience. WHB first every time period, Mon. Sat. 6 a.m.-6 p.m.

Latest

HOOPER

WHB 1st all day with 45.6% of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

THE STORZ STATIONS

Today's Radio for Today's Selling

President:
TODD STORZ

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

Represented by John Blair & Co.

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

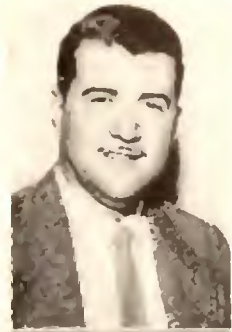
New and renew

SPONSOR

15 OCTOBER 1956

New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Can Bird Food, Chi	G. H. Hartman, Chi	ABC	Breakfast Club; M-F 9-10 am; 5-min seg; 10 Sept; 26 wks
Yt, Yonkers, NY	Bates, NY	NBC 191	Var Evening Shows; 1-min partic; 17 Sept; 26 wks
Ice Foods, Chi	FCB, Chi	ABC	Breakfast Club; M-F 9-10 am; 2 5-min segs per wk; 6 Sept; 13 wks
Myers, NY	DCSS, NY	MBS 472	Bob & Ray; M-F 5-5:45 pm; partic; 3 Sept
Flint	Kudner, NY	ABC	Election Returns; Tu 8:30 pm-concl; 6 Nov only
Prods, NY	Bates, NY	NBC 191	Dragnet; Tu 8-8:30 pm; 2 Oct; 26 wks; 1-min partic
San Herald, NY	direct	MBS	Opportunity is Yours; Su 1:25-1:30 pm; 30 Sept
Natl Comm, NY	NCK, NY	MBS	Polit; Th 9:30-10 pm; 13 Sept; 1 time only
Specialties, Worcester	C. F. Hutchinson, Boston	ABC	Breakfast Club; M-F 9-10 am; 3 5-min segs per wk; 26 Sept
Ice Foods, White Plains	YGR, NY	ABC	Breakfast Club; M-F 9-10 am; 3 5-min segs per wk; 1 Oct
Photors, Pontiac, Mich	McM, JGA, Bloomfield Hills, Mich	MBS	Notre Dame Games; Sa var times; 22 Sept; 1/2 alt wks; game season
Ice Pontiac	Albert Frank-Guenther Law, NY	CBS 74	Sidney Walton; Su 9:15-9:30 am; 23 Sept; 26 wks
ger, Wash, DC	NY	MBS 455	Treasury Agent, Official Detective, Counterspy, Tu, Th, F 8-8:30 pm; 7 Sept
Airlines, NY	direct	MBS 455	Symphonette; Su 2-2:30 pm; 30 Sept; 13 wks
es Whittnauer, NY	V. A. Bennett, NY	CBS 73	Young Dr. Malone; M&W 1:30-1:45 pm; 1/2 spon; 8 Oct; 13 alt wks
olatum, Buffalo	JWT, NY	CBS 203	Helen Trent; Tu & Th 12:30-12:45 pm; 1/2 spon; 9 Oct; 13 alt wks
y Tilford, NY	Mogul, NY	ABC	Our Gal Sunday; F 12:45-1 pm; 2 Oct; 13 alt wks
a-Craft, Batavia, Ill	JWT, Chi	NBC 190	When a Girl Marries; M-F 10:30-10:45 am; 5-min segs
a-Craft, Batavia, Ill	JWT, Chi	ABC	Var Day Shows; 1-min partic; 29 Oct; 20 wks
a-Craft, Batavia, Ill	JWT, Chi	ABC	When a Girl Marries; M-F 10:30-10:45 am; 3 5-min segs per wk; 1 Oct
a-Craft, Batavia, Ill	JWT, Chi	ABC	My True Story; M-F 10-10:30 am; 2 5-min segs per wk; 2 Oct; Breakfast Club; M-F 9-10 am; 2 5-min segs per wk; 3 Oct
a-Craft, Batavia, Ill	JWT, Chi	CBS 202	Amos 'n' Andy; Tu & Th 7-7:30 pm; 5-min segs; 2 Oct; 24 wks
try, Mnnpls	Camp-Mithun, Mnnpls	CBS 37	Mitch Miller; Su 8:05-9 pm; 5-min segs; 7 Oct; 24 wks
r Oats, Chi	WBT, Chi	NBC 191	Bing Crosby; M-F 7:30-7:45 pm; 5-min segs; 25 Oct; 24 wks
rella, Stamford, Conn	Mgmnt Assoc of Conn	CBS 31	Renfro Valley; M-F 4:05-4:10 pm; 3 Sept; 26 wks
rella, Stamford, Conn	Mgmnt Assoc of Conn	CBS 203	Var Morning Shows; 1-min partic; 1 Oct; 35 wks
Brands, NY	Bates, NY	CBS 202	Monitor; var times; 1-min partic
Chi	North, Chi	CBS 203	Wendy Warren; M, Tu, W 12:05-12:10 pm; 10 Sept; 52 wks
Williams, Glastonbury, Conn	JWT, NY	MBS	A. Godfrey Time; Tu 10:15-10:30 am; 25 Sept; 52 wks



Richard P. Bott (3)



Nat Brandon (4)



William N. Davidson (3)



Don Howell (4)



Herbert Martin (4)



John F. Maurer (3)

Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Myers, NY	DCSS, NY	ABC	Breakfast Club; W&F 9:55-10 am; 3 Oct; 52 wks
Prods, NY	SSCB, NY	ABC	When a Girl Marries; M&F 10:30-10:35 am; 1 Oct
Ice Foods, White Plains	YGR, NY	ABC	Breakfast Club; Tu 9:25-9:30 am; 2 Oct
Ice Foods, White Plains	YGR, NY	NBC 19	Mary Margaret McBride; M-F 4:15-4:30 pm; 4 Oct; 13 wks; 1-min partic
g, Battle Creek	Burnett, Chi	CBS 197	A. Godfrey Time; Tu & Th 11-11:15 am; 23 Oct; 52 wks
ran Laymans League, St Louis	Gotham-Vladimir, NY	MBS 410	Lutheran Hr; Su 1:30-2 pm; 30 Sept; 52 wks
r Prods, Jackson, Miss	C. Best, Chi	ABC	Breakfast Club; M-F 9-10 am; 1 5-min seg per wk; 1 Jan; 52 wks
ra, Phila	Hicks & Greist, NY	ABC	Breakfast Club; Tu & Th 9:40-9:45 am

Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
er M. Allen	WGN AM-TV, Chi, news dir	Lewis & Martin Films, Chi, vp-pub rels & sales promo
Andrews	KTSM, El Paso	KEY-TV, Santa Barbara, acct exec
C. Arries, Jr.	WTTG, Wash, DC, gen mgr	CBS Spot Sales, Chi, tv acct exec
Atlass, Jr.	WBBM-TV, Chi, local sales	AM Rad Sales, Chi, sales
Boghosin	KOCS, Ontario, Cal, sales	Same, sales mgr
rd P. Bott	KSAN, San Fran am mgr	KSAN-TV, San Fran, gen mgr
ce M. Bradley	WWLP, Springfield, Mass, annrc	Same, asst to gen mgr
T. Cinnamon	KNTV, San Jose, Cal, comml mgr	KSAN, San Fran, am mgr
rd G. Cruise	CBS Rad Spot Sales, NY, sales develop rep	CBS Rad Spot Sales, Detroit, head sales develop
Daniels	KROW, Oakland, Cal, sales	KNXT & CTPN, LA, acct exec
Dargan	KING-TV, Seattle, prog ops mgr	KGW-TV, Portland, Ore, prog mgr
m N. Davidson	WRCA-TV, NY, Mgr	WRCA & WRCA-TV, NY, gen mgr
Dexheimer	KBIG, Catalina, Cal, acct exec	KFXM, San Bernardino, Cal, gen mgr
t H. Dodd	KYA, San Fran, sales	KGO-TV, San Fran, sales
Doss	KELO AM-TV, Sioux Falls, SD, sales mgr	KTIV, Sioux City, Ia, sales
es V. Dresser	NBC Spot Sales, NY, salesman	WRCA-TV, NY, sales
m Fay	WHAM AM-TV, Rochester, gen mgr	WROC-TV, Rochester, gen mgr
Fetter	CBS TV, NY, prod	ABC TV, NY, prog dept dir
ye Glavin	Pacific Natl, Seattle, mrchndng mgr	KTWV, Seattle, gen sales mgr
y Goetze	Weed, Boston	WCOP AM-FM, Boston, sales
ck Harrington, Jr.	NBC TV, NY, sales super	WRCA-TV, NY, sales

3. Broadcast Industry Executives (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Arthur Harrison	Harry B. Cohen, NY, timebuyer	WLIB, NY, sales mgr
Jack Jennings	KHJ-TV, LA, acct exec	NBC Spot Sales, LA, tv sales
Kenneth Johnson	NBC Spot Sales, LA, tv sales	NBC Spot Sales, San Fran, tv sales
Bernard J. Johnston	Block Adv. Chi, acct exec	CBS Film, Chi, acct exec
Samuel T. Johnston	WTVN, Columbus, O, act gen mgr	Same, gen mgr
John W. Kennedy, Jr.	WHAM AM-TV, Rochester, vp	WROC-TV, Rochester, asst gen mgr
William Knapp	Farson, Huff & Northlich, Cinn, acct exec-am-tv dir	WKRC, Cinn, sales
Roger LaReau	Crosley Bestng, NY	Petry, NY, tv sales
Harley Lucas	WCUE, Akron, asst stn mgr	Same, stn mgr
Charles W. MacKenzie	Curtis Pub, Detroit, sales super	WWJ-TV, Detroit, sales
Robert Mahlman	Petry, Detroit, sales writing	Same, tv sales
Howard H. Marsh	PGW, Chi	CBS Spot Sales, tv acct exec
John F. Maurer	WCUE, Akron, comml-stn mgr	WCUE, Akron & WICE, Proficence, vp-sales
Thomas B. McFadden	WRCA AM-TV, NY, vp in chg	NBC, NY, vp in chg owned stns-spot sales
Harry Wayne McMahan	Mc-E, NY, creative plans bd	Inst Motivational Research, NY, consultant tv comml
D. Thomas Miller	CBS Spot Sales, Chi, tv sales	CBS Spot Sales, Chi tv acct exec
Carol Orenstein	Allen Christopher, NY, cpy chief	Filmack, NY, adv-promo mgr
Leonard F. Ostrom	Nielsen, Chi, client serv exec	Same, am-tv acct exec
Robert Paris	WGAY, Silver Spring, Md, acct exec	WWDC AM-FM, Wash, DC, acct exec
Norwood J. Patterson	KSAN-TV, San Fran, gen mgr	Same, exec super am-tv
Ward L. Quaal	WGN, Inc, Chi, gen mgr	Same, also vp
Edwin G. Richter, Jr.	WTVN-TV, Columbus, O, sales mgr	WEHT, Evansville, pres-gen mgr
Nathan S. Rubin	TV Mag, NY, research dir	ABC, Film, NY, research mgr
Robert S. Sinnett	WEEI, Boston, natl sales rep	Same, sales mgr
Russell G. Stebbins	NBC Spot Sales, Chi, tv sales	WNBQ & WMAQ, Chi, sales dir
Alfred R. Stern	NBC, NY, vp Calif natl	Same, director internatnl ops
Gary Stevens	Warner Bros, LA, tv gen mgr	Transfilm, NY, assoc
C. D. "Duke" Tully	News-Trib-Herald, Duluth, class adv mgr	WDSM-TV, Duluth, gen mgr
Philip von Ladau	Nielsen, Chi client serv exec	Nielsen, Menlo Pk, Cal, am-tv acct exec
C. W. "Bill" Weaver	WRIT, Milwaukee, gen mgr	KTSA, San Antonio, gen mgr
William M. Whalen	MPTV, Kansas City, chg branch office	Guild, St Louis, chg branch office
Romney Wheeler	NBC, London, London dir	Same, director Europe ops

Thomas McFadden (3)



Ward L. Quaal (3)



Russell G. Stebbins (3)



C. D. Tully (3)



Walter Weir (4)



L. Roy Wilson, Jr (4)



4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Eugene H. Alnwick	Compton, NY, timebuyer	LaRoche, NY, timebuyer
M. Graham Black	BBDO, San Fran, acct exec	Ayer, San Fran, service
Nat Brandon	Coggin Adv, Nashville, part owner	Noble-Dury, Nashville, asst to pres
Alfred E. Byra	Gen Baking, NY, asst adv mgr	Blaine-Thompson, NY, acct exec
Nancy Dixon	Boston, writer-producer	Ingalls-Minitzer, Boston, media-pub rels dir
Edward W. Dooley	Economics, Lab, NY, adv mgr soliax & soil-off	SSCB, NY, acct exec
Norman B. Foster	Barnes Chase, San Diego, vp	Same, branch mgr
Don Howell	WDSU AM-TV, New Orleans, color tv coordinator	Caldwell, Larkin & Sidener-Van Riper, Indianapolis, a dir
Richard C. Hunt	Buchanan-Thomas, Omaha	Allen & Reynolds, Omaha, mktg dir
Oliver Kingsbury	Donahue & Coe, NY, vp-secy	Same, chrmn mgmnt committee
Herbert Martin	WAPI, Birmingham, vp-sls mgr	J. H. Allison Co., Birmingham, acct exec
J. R. Rosenthal	Donahue & Coe, NY, mktng dir	Same, vp-mktng, research, mrchdsng
William Schneider	Donahue & Coe, NY, vp-creative activities	Same, chrmn plans bd
Walter Weir	Donahue & Coe, NY, vp client service	Same, exec vp
L. Roy Wilson, Jr.	WCAU AM-TV, Phila, asst sales mgr	K, MacL & G, Pitts, acct exec

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

KDUL, Kansas City, has named Weed natl reps
 KGW AM-TV, Portland Ore, will become affiliates of ABC
 KMOD, Modesto, Cal, has appointed Headley-Reed natl reps
 KOWH, Omaha, has appointed Adam Young natl reps
 K-SIX, Corpus Christi, has joined the CBS TV net
 KUAM-TV, Guam, has joined CBS tv net under the extended mkt plan
 KWFC, Hot Springs, has appointed Venard, Rintoul & McConnell natl reps
 KWK, St Louis, had dropped net affiliation
 WABD, NY, has appointed Weed natl reps
 WAGM-TV, Presque Isle, Me, has joined CBS under the extended mkt plan
 WAKE, Atlanta, has appointed Adam Young natl reps
 WARD-TV, Johnstown, Pa, has joined the CBS net
 WARE, Ware, Mass, has been sold to Sherwood J. Tarlow & Assoc. subject to FCC approval

WGTH-TV, Hartford, has been sold to CBS. New call letters will be WHCT
 WHAM, Rochester, has appointed Henry I. Christal natl reps
 WHAM-TV, Rochester, has changed its call letters to WROC-TV
 WHBL, Sheboygan, Wisc, has appointed Burn-Smith natl reps
 WHET-TV, Evansville, Ind, has appointed Young TV natl reps
 WMBC, WCOD, Richmond, Va, have become ABC affiliates
 WNAC, Boston, has become an affiliate of NBC
 WNHC AM-FM-TV, New Haven, is now owned by Triangle Publications
 WRAL-TV, Raleigh, has appointed H-R TV natl reps
 WSTV-TV, Steubenville, O, has appointed Wexton, NY, for adv
 WSWA AM-FM-TV, Harrisonburg, Va, have appointed Peters, Griffin, Woodward natl reps
 WTTC, Wash DC, has appointed Weed natl reps

6. New Firms, New Offices (changes of address)

Audience Analysts, Phila, has moved to 7 Heather Rd, Bala Cynwyd
 Avery-Knodel, Detroit, new office is located at Natl Bank Bldg, Suite 1446. Woodward 1-9607.
 Blair Television Associates, NY, is the new name for the Hoag-Blair Co
 Geyer, NY, has moved to 595 Madison Ave.
 Ralph H. Jones Co, Cinn & NY, has consolidated with Mumm, Mullay & Nichols, Columbus & NY
 Nell Lee Litvak, New York, new ad agency is located at 136 E 57th St.
 Dan B. Miner Co, San Fran, has opened new offices at 593 Market St.
 Radow Adv, Columbus, O, has moved to 494 City Park Ave.
 Jon M. Ross Adv, Hlywd, has become affiliated with Miller, Mackay, Hoeck & Hartung, Seattle
 JWT, Melbourne, Aust, has moved to 7 Commercial Rd. BM-3601.
 WBUF, Buffalo, has moved its business office to 2077 Elmwood Ave. VI-6900.
 WTVS, Detroit, headquarters office has moved to 749 Free Press Bldg. WO 1-5650
 Zenith Radio Corp, NY, has moved to 445 Park Ave. PL 1-3700.

*say it
with music*



Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

You've heard about
the birth of NTA-
TV's dynamic new network-
but you may be asking...



WHAT'S NTA GOT...

{ that no other TV network has? }

UNLESS you've been away, in a cave, or underwater, doubtless word has reached you that the NTA Film Network has been born.

In that case, you probably know that TV's dynamic new network is presenting a whopping new marketplace to the national advertiser.

But you may need filling in on what the NTA Film Network uniquely offers to advertisers and their agencies. Rather than keep you in the dark, here's what:

- 1. 108 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets ...where 38,173,100 families live...in 30,968,400 TV homes...with about *214 billion dollars* in buying power. To say the least, it's a vast market, with vast sales opportunities for the national advertiser.
- 2. At a Fantastically Low Cost Per Thousand.** To those appalled by the high cost of TV advertising, the NTA Film Network offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show, and no staggering coaxial cable costs.
- 3. With the Widest Flexibility in Scheduling Known to Network TV.** No costly "must-buys." Buy what you want...when you want...where you want it. One contract for everything—time and program. No worry about time differentials. You get the prestige of network *plus* the flexibility of spot.
- 4. And Guaranteed Clearance of Time and Programming.** No more waiting for station clearances. You can get availabilities *now* ...without standing in line. Whatever your TV situation, make it better with the powerhouse programming of the NTA Film Network—the Four Dimension TV Network!

For the full story phone, wire, or write:



A Subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York 19, N. Y. • Phone PLaza 7-2100

52.8%

AUDIENCE SHARE

MONDAY thru FRIDAY



JOHN MATERS—NEWS DIRECTOR

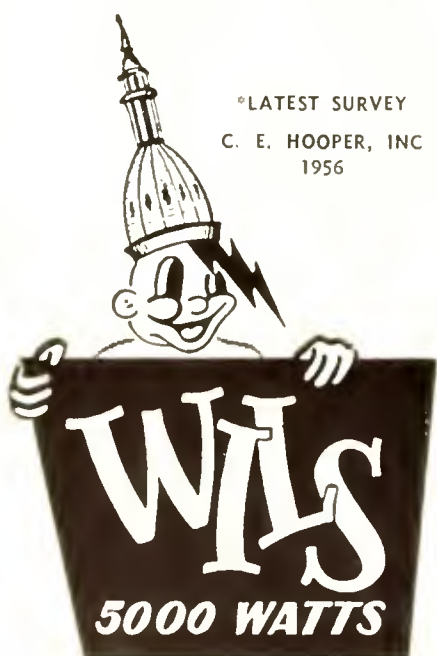
WILS NEWS

On the hour

SHARE OF AUDIENCE*
7 A.M.-7 P.M.

WILS	52.8%
NET. STA. B	21.6%
NET. STA. C	18.6%

—ON THE HOUR AVERAGES—



*LATEST SURVEY
C. E. HOOPER, INC
1956

LANSING, MICHIGAN

MUSIC • NEWS • SPORTS

CALL

VENARD-RINTOUL-McCONNELL INC.



Mr. Sponsor

Harry Patterson

President
Seaboard Drug Co., New York

Last spring, Walter Winchell gave a favorable mention on his MBS show to a new anti-rheumatism and arthritis drug, Mericin. The next day, Harry Patterson, young president of the new Seaboard Drug Co., which manufactures Mericin, called Winchell to point out that Mericin was not a generic name, but a particular brand among other medicines. Winchell made the correction.

"Those two mentions on network radio, unsolicited, unpaid for, and accidental, got us \$150,000-worth of orders for Mericin from all over the country," says Harry Patterson. "That was at a time when we didn't even have any labels yet."

Within a few weeks, Patterson called Winchell, told him he'd forced Seaboard Drug into business, and wanted to thank him. Said Winchell, if it produced for you, why not buy the show. And so Patterson did, starting in September 1956 (through his newly appointed agency, Grant Advertising). Now Mericin sponsors Winchell nightly over 570 MBS stations, and claims over 90% distribution in drug outlets throughout the country.

"We're planning to spend about \$1.8 million in advertising in our first fiscal year, starting September 1956," says Patterson, a former agency account executive, who'd also been a radio station executive in Los Angeles at KNPC and KLAC for 10 years.

"This budget represents 38% of our anticipated sales for the year. We expect to maintain that ratio of sales to advertising for at least three years to launch the product and then we may cut back to 30 to 33%, which is a norm in our business. This first year, as much as \$1 million, or over 55% of the total budget, will be in radio."

Beyond the nighttime network radio effort, which accounts for \$500,000, Patterson has also been testing spot radio in eight West Coast markets; he intends to double the number of spot radio markets within the next two or three weeks.

"In the three months since we added spot radio, the West Coast markets have been ahead of their sales quota consistently," says Patterson. The original test markets are Spokane, Seattle, Portland, San Francisco, San Diego, Los Angeles, Tucson, and Phoenix, with six five-minute newscasts and six announcements daily.

"The pattern we've found successful is selling by personalities, such as Winchell or local-appeal people," says Patterson. "Our market is 75% women over 40, so we use mature personalities." ★ ★ ★



Just Look At That Coverage!

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD

THE CITY IS NOT CHARLOTTE

TODAY

OCT 15, 1956



Where else, in a city of 150,000, do you find . . .

- . . . more commercial air travel per capita than New York and Chicago.
- . . . more New York Stock Exchange member firm branches than any city in the Southeast.
- . . . bank debits per capita exceeding those of Washington and Baltimore.
- . . . wholesale volume exceeding Salt Lake City and Tulsa.
- . . . an Auditorium-Coliseum equal to those in cities of a half-million or more, operating at a profit during its first year.

The unique character of the Charlotte market is found in a ring of satellite cities, none competitive to Charlotte in size, each dependent on Charlotte for metropolitan services they cannot themselves provide.

Speak to these area-Charlotteans with the 50,000 Watt voice they understand and trust from 34 years experience . . . WBT Radio. Talk with WBT, Charlotte, or CBS Radio Spot Sales about availabilities *TODAY!*





Day	Old Features	New Features
MON.	5.2	11.3
TUES.	3.7	14.3
WED.	4.4	9.3
THURS.	2.8	11.2
FRI.	7.5	12.3
SAT.	7.9	11.4

Increases above were result in one month after WCAU-TV substituted new features for old Ed McMahon (above), m.e. of WCAU-TV's Columbia features, symbolizes opening of major studio vaults to tv. Playing nightly in 11:25 p.m.-1:00 a.m. strip, new features increased period's ARB ratings 221%

Feature film's spectacular impact

Opening of Hollywood vaults is changing spot buying and selling, creating film networks, strengthening independent stations

When Hollywood opened its vaults earlier this year, it let out a programming giant that will have vast influence on the television industry.

The figures in the chart above are typical of the ratings results stations throughout the country have been getting with the newly released features from the major Hollywood studios. If such ratings successes continue and features consequently push into time periods where they had not previously been, the product out of the Hollywood vaults could upset current concepts of programming and have far-reaching effects upon network, stations and show packager position within the industry.

Briefly, the ratings in the chart show that one station, WCAU-TV, Philadelphia, increased its aver-

age late-evening ratings by 221% within a month by putting one of the newly released Hollywood libraries into the time slots where it used to run older features.

This year the major Hollywood studios have made available to the medium some 3,000 features not previously seen on tv. But more top-grade product is likely to find its way into tv homes when Paramount and Universal-International find a formula for releasing their backlog.

While features have long been tv staples, the recent releases constitute a flood of top-grade films, many of them classics. Few of these actually saturated the public when they first appeared and it's assumed many who saw them will want to see

FEATURE FILM (Continued)

them again. Here are a few of the outstanding features now available to tv: *Mutiny on the Bounty*, *A Night at the Opera*, *Sahara*, *Citizen Kane*, *The Fountainhead*, *Adam Had Four Sons*, *How Green Was My Valley*, *Notorious*, *Act of Love*, *Intermezzo*. These features star Hollywood personalities who are still favorites today and command a large following.

This avalanche of top Hollywood product has given rise to much speculation about the effect of features on television. In order to gauge the impact of features, SPONSOR interviewed a cross-section of top station, station representative, film distributor, agency and advertiser executives. Consensus among these executives is that features will exert an important influence in these areas: (1) spot buying patterns; (2) strength of independent stations; (3) relationship between networks and affiliates; (4) some network programming concepts and some syndicated product.

Here are the major trends and predictions that emerge from SPONSOR's survey.

- A new pattern for buying feature films has developed, and could become a widespread trend among multi-product national advertisers: sponsorship of full features, rather than scattered

Briefly Feature ratings are 1956 tv news. Already in demand by top national spot clients, new feature packages promise to boost fringe time ratings, increase sets-in-use, improve position of independent stations. Features have already given birth to new film networks like NTA. They're creating new spot buying patterns, such as full sponsorship of features by clients, instead of participations.

participations through the week.

Colgate contracted for such sponsorship on KTTV, Los Angeles, when the firm paid \$730,000 for 52-week sponsorship of complete MGM features. Other national spot clients are buying features in the same way: In Chicago, Libby-McNeill-Libby sponsors full Warner features on WGN-TV. Cott beverages has the *First-Run Theater* on WNAC-TV, Boston, with its RKO features and Parliament cigarettes sponsor full Warner features on WCPO-TV, Cincinnati.

The same pattern is being encouraged among local and regional clients by individual stations. For instance, KUTV, Salt Lake City, set up blocks



AAP has 754 Warner Bros. features sold in 65 markets. Above, Paul Muni in "Pasteur"

SCREEN GEMS sells 104 Columbia features like "A to Remember" starring Loretta Young, Brian A



Flood of top feature products includes biggest be

of full sponsorship between 9:00 p.m. and midnight and has eight local or regional accounts sponsoring individual 20th Century features.

- Feature networks have developed in the past few months. NTA had signed up 108 affiliates at SPONSOR's presstime for its package of Selznick and 20th Century features, and MGM-TV counts 17 affiliates. Neither is a "must buy" network with a basic minimum requirement. Both are an organized attempt to help the national advertiser buy features in bulk.

The NTA network is starting this fall with one feature from its Selznick and 20th Century package weekly. These features will not necessarily be shown at the same time in each of the 108 markets, since a film network does not involve a coaxial cable. However, each feature provides any individual client with nine minutes of commercial time.

(The NTA network differs from the Vitapix-Hal Roach set-up in so far as the latter seeks to clear for half-hour films only.)

- Independent stations will be considerably strengthened. In highly competitive multi-station markets, release of top features is giving many independent stations a new lease on a sound economic life. Judging from the success of feature-film pioneer WOR-TV, New York, independents can anticipate that their ratings and share of audience will pick up even in prime evening time against tough network competition. WOR-TV's *Million Dol-*

lar Movie ranked consistently second and third behind top network programming on the Monday night showing of *Top Hat*, for instance. Its average ARB for that evening was 10.3 between 7:30 p.m. and 9:00 p.m. against WABC-TV's 2.2, WCBS-TV's 12.7 and WRCA-TV's 13.5.

But until there's a real preponderance of four-or-more-station markets in the country, features won't be a major factor in Class A time since stations in three-station markets carry network programming during that time as a rule.

- A large new audience will be developed for tv in marginal times. There are already indications that sets-in-use will increase considerably late at night, for example, when stations program top features.

Morning has not been a big feature film time to this point. SPONSOR's 1956 *Buyers' Guide* showed that only 19% of the stations replying programmed features in the morning. Now many stations, such as WRCA-TV, New York, plan to put features into early-morning periods. Afternoons have proved popular feature film times for years.

If the top Hollywood product strengthens these time periods, as station men expect they will, station rate structures may change over the next few years to reflect diminishing margins between Class A time and other periods.

- The mass release of features is expected to hurt network programming outside Class A prime evening time. Now that *Tonight* has cut back to a



RKO-TV is selling one run only of its Finest 52, like "Gunga Din," for net or national spot



NTA TV has 108 station network for 39 films including "Bachelor & Bobby Soxer" above

TV's 725 films including "Captains Courageous" & Tracy were traded for stock in two stations

It draws and classics from major Hollywood studios, including films above

one-hour format, admen and station executives alike will be watching the show closely to see how it does against strong 90-minute features. Ratings of daytime features against network shows are beginning to tell a story: The 23 September Trendex shows what good features can do to network competition: WABD, New York, with Warner Bros. features slotted between 3:00 p.m. and 5:00 p.m., got a 3.5 average, against WABC-TV's .9, WCBS-TV's 1.8 and WRCA-TV's 1.5. The network flagships were showing network programming in that period. Only WOR-TV's baseball bested WABD, with a 10.6.

Networks will find it tougher to clear some of the weaker shows in station option time. An affiliate might argue now that he can't afford to take a "turkey" when the station opposite is showing *How Green Is My Valley*, or if the station itself anticipates raking in four or five times the network revenue by putting on *Ninotchka*.

But good feature films are likely to have a stimulating effect upon network programming too. Network programming chiefs interviewed by SPONSOR felt that features will give rise to higher level live and film programming both on the networks and force higher standards of performance and production.

Independent packagers will also be encouraged to produce top half-hour film programming, since weaker films will be tougher to clear on network and on independent stations.

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HOW FEATURES AFFECT TV

Spot buying patterns of national clients changing

When Colgate bought 52-week sponsorship of full features on KTTV, Los Angeles, it may have set new pattern. Trend may be toward bankrolling entire film.

Fringe time getting high ratings, becoming valuable

Earliest ratings of new features compared with old in late night strips show ratings doubled and tripled. Rate structures may reflect the increased sets-in-use.

Networks, syndicators may bolster programming

Competition will stimulate and boost level of network and independent tv film productions, but live shows and tv film fare will retain popularity against features.

Features will be scheduled in better time periods

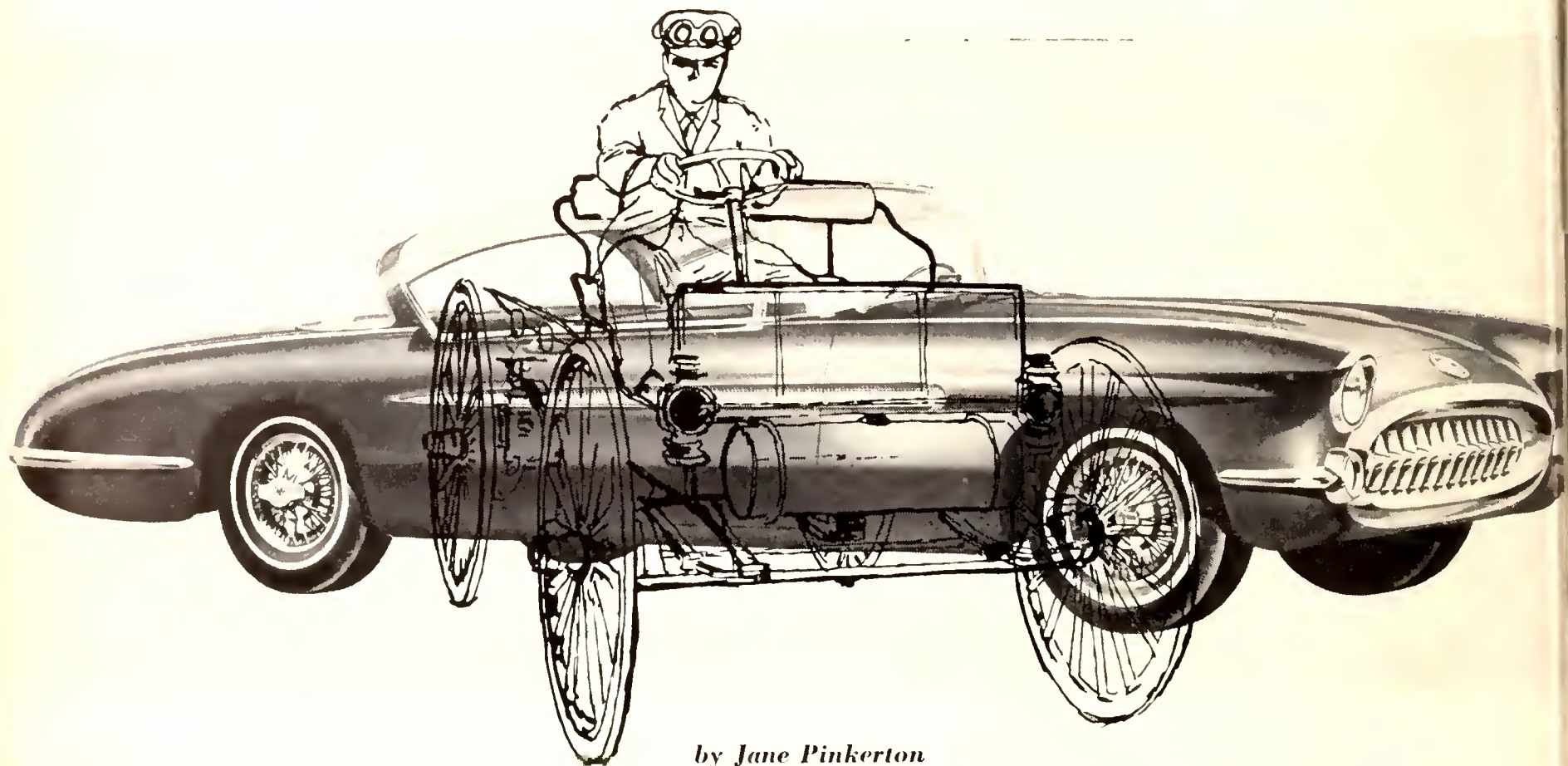
As advertisers score successes in fringe time, they'll pressure stations to improve clearances. National clients may influence nets to clear for more features.

Independent stations will be greatly strengthened

Strong new programming source will increase indies' share of audience, according to earliest ratings indications. not only in fringe, but in prime time as well.

Is Detroit's spot strategy a med

SPONSOR checked 40 buyers and sellers in Detroit and found: automotives all buy and use spot in the same bunch-it-up way, minimizing its value



by Jane Pinkerton

How many saturation campaigns can you fit into one six-week period?

By last week as Detroit's great annual spot tv/radio splurge reached its peak, stations and buyers for automotive agencies had done their best to find out. There were few stations which hadn't picked up some short-term automotive business; many had to turn automotive business away or else risk placing rival announcements back to back.

One manufacturer, Plymouth, rescinded its long-standing rule that

Briefly Detroit's spot strategy is outdated, and buyers and sellers alike share the responsibility. The agency and client, covered in this first of a two-part series, aren't getting their spot dollar's worth. They buy spot the same way—once a year, in same markets at same time; use it the same way—as a secondary medium and with similar copy

competing automotive announcements (including those for its own dealers) had to be kept at least half an hour away from Plymouth messages.

Automotive copy could point to brand-new design from differential to dashboard. But Detroit's spot strategy remained unchanged from previous years. It was clear that the automotives would saturate audiences for a few weeks during new-model time, then return only sporadically during the rest of the year.

Why does Detroit confine its major use of spot to a few weeks each autumn?

Is Detroit making effective use of spot radio and television?

Have broadcasters done a good job of selling the spot concept to car manufacturers?

These were some of the questions SPONSOR set out to answer just before the canvas cover-alls came off the new 1957 models. In Detroit SPONSOR

spoke to more than 40 executives in agencies, client companies, networks, rep firms, stations and dealer organizations.

The points of view were many, often conflicting, usually off-the-record. But this basic conclusion emerged. Detroit is not getting the most out of its spot dollar—and it's both the automotive companies and broadcasters who are responsible.

This article will report on the approach to buying spot time used by the automotives and why—in the opinion of many—it is long overdue for retooling. A second report, to be published in the 27 October (first weekly) SPONSOR, will focus on the role of broadcasters in shaping Detroit's shoot-the-budget in October spot strategy.

There is a remarkable unanimity in Detroit's spot strategy. All major automotive advertisers—17 of them—buy spot radio and television in the

Model-T?

fall. They buy virtually the same markets and at almost the same frequency. They insist on prime times only and they tend to overlook the women's audience. They bypass spot's flexibility.

Spot buying gets a great deal of planning, in Detroit, it's clear. But the buying stress seems to be on acquiring a quantity of announcements fast rather than on quality of the advertising effectiveness. Taking it point by point, these are the counts on which the automotive approach to spot falls short of maximum effectiveness.

1. Automotives only buy spot for unusual sales events.

Automotives buy spot to announce that their new models are coming off the production line. A few of the more venturesome car manufacturers may go into a quick saturation push to help clear out stock from dealers' showrooms. And, now and again, a car maker will hail his car's performance supremacy in the perennial intramural competition to see which car gets the most mileage per gallon, goes the fastest, rides the smoothest.

The annual automotive rush to the airwaves inevitably creates confusion. The agency races to good adjacencies. The rep juggles 20's and minutes for six car manufacturers who want to be slotted between 7 and 7:15. The station rustles around trying to keep contract advertisers happy, at the same time urging them to make way for the blue-chip automotives. Most confused of all, SPONSOR believes, are the listener and viewer who try to sort out the bunched together car commercials.

There's an indication that Detroit is at least aware of this problem in DeSoto's move to air its saturation radio announcements a month after the competition does—and a month after its official car debut 30 Oct. But it still plans a bunch-up.

"The automotives are lucky if they get availabilities five minutes apart," says one rep. "yet they don't seem to mind that after a listener has heard about five new car commercials they all sound alike."

Consistency in advertising has nu-
(Please turn to page 88)



New-car time: Biggest obstacle in the path of spot effectiveness is car makers' tradition of buying it only once a year, at new-car time. Without frequency or consistency, they lose product identification, continuity, franchises and discounts

Auto firms need tuning up on these counts



Peak traffic times: Buyers insist on peak traffic periods: in radio, morning and evening hours as drivers swarm highways; in tv, nighttime periods. They ignore daytime hours, missing the big potential of the women's audience and bypassing opportunity for economy rates, discounts

Copy themes: Copy points tend to stress same features, a favorite being victory in marathon mileage test. This Rambler traveled cross country to get 32.09 miles per gallon. Air copy needs distinction, excitement, points of exclusivity which car maker can brag about, and sell with



Dealer support: Hour-long program on KGMC, Englewood, Colo., sponsored by Hadsell Nash, typifies local-level buying of many a car dealer. They like spot support all year 'round, seldom get it. Factory usually relies on dealers to spend their own money to buy announcements

CAN ELVIS

Presley has sold 8 million disks, b

Is rock-'n'-roll capable of deliveri



Elvis Aaron Presley, a 21-year-old gyrating phenomenon from Tennessee, who, when he's not rocking and rolling, collects stuffed teddy bears (he's got dozens of them) and Cadillacs (he's got four—one for each direction) has proved he can sell records. But the question admen may ask is: Can he—and the whole army of rock-and-roll artists of whom he is the most successful example—sell basic consumer products?

Perhaps the question of Elvis as a product salesman would not have been raised had it not been for his invasion of tv as a sort of ratings weapon by such program giants as Milton Berle, Steve Allen, and finally Ed Sullivan (who, incidentally, once poo-pooed Presley as a force for selling Lincolns and Mercurys).

But the importance of Elvis and his rock-and-roll cohorts to air advertising actually goes far beyond appearances on television. With the popularity of rock-and-roll, the radio advertiser using d.j. shows often gets an audience that rock-and-roll delivers.

Any examination of Presley and r-'n'-r music as a sales vehicle—and there are many stations and d.j.'s who regard both dimly—must include an understanding of rock-'n'-roll and the teenage market.

Rock-'n'-roll as a national teenage dance fad is a recurring ghost. It has been around before to plague other generations under different names—Charleston, black bottom, jitterbug. Rock-'n'-roll music is a combination of rhythm-blues with country-western. It is a native product like bourbon and drive-in movies but it has roared through Canada, overwhelmed the British Isles and swept onto the continent. One of the top tunes in Germany right now is "Jede Nacht Rock

WELL SOAP?

the stack up as a product salesman?

of audience that buys?

'n' Roll," which translates into "Every Night Rock 'n' Roll."

R-'n'-r came in for some psycho-analyzing recently when Art Ford, d.j. at WNEW, New York, invited Dr. Ben Walstein, a psychologist, to listen to some recordings and comment on them. Dr. Walstein read into Elvis Presley's rock-and-roll rendition of "Blue Suede Shoes" the following: The business of "don't step on my blue suede shoes" was in a sense an adolescent plea for independence and some degree of privacy. He saw in Presley's style the sort of anti-formalism found in modern free-form painting.

Elvis Presley is currently the high priest of rock-'n'-roll. But there are many other exponents of the cult: Bill Haley, "the cat with the crazy curl;" Little Willie Johns; The Teenagers, headed up by 13-year-old Frankie Lyman; sizzling La Vern Baker; Clyde McPhatter, onetime choir boy; Pat Boone; Fats Domino; and the aptly-named Screamin' Jay Hawkins. As a

Briefly

Rock-'n'-roll, surprisingly enough, attracts some adults, and certainly many teenagers. Its popularity justifies a study of the teenage market which comprises about 24 million youths with an average per capita weekly spending capacity of \$12.71. They also have, as surveys show, strong sponsor identification and a high degree of show loyalty.

class, they do not quite fit into "pop" as represented by Perry Como, Patti Page or Frank Sinatra; nor are they "jazz" in the manner of Louis Armstrong and Dinah Washington (*Down Beat*, the jazz magazine, actually takes a dim view of rock-'n'-roll and recommends that it: "Quit rocking").

Yet the platters of this r-'n'-r crowd

account for about 25 of the top 100 recorded sides in *Billboard's* recent tabulation of dealer, d. j., and juke box operator surveys. The same magazine's listing of best-selling pop records in Britain showed things to be even rockier over there—11 of the top 20 are r-'n'-r!

As for Elvis himself, he's at or near the top in polls everywhere. *Variety* for 12 September placed him first in the disk jockey poll with "Don't Be Cruel," and in ace spot on their scoreboard of top talent on the basis of three of his current hits—"Hound Dog," "Don't Be Cruel" and "I Want You, I Need You." Since RCA-Victor acquired Elvis about a year ago from Sun Records for \$35,000, nearly 8 million Presley records have been sold. This includes an advance sale of 690,000 on a single to be released soon.

With this kind of output, Elvis platters are in for a lot of spinning on all those radio shows that feature the top pop tunes. Not all d.j.'s are happy with this situation by any means. Robin Seymour at WKMH, Detroit, decided to get along without Elvis and received 500 letters from teenagers who threatened to boycott his show. In Minneapolis, Station WMIN banned all rock-'n'-roll in recognition of "mounting nationwide opposition to such music." This act not only brought phone calls from the kids threatening "not to tune in," but mysterious false alarms have sent Minneapolis and St. Paul fire engines rushing to the studios. Youth will be served.

If r-'n'-r is one key to the teenage market, then these questions naturally follow: How important is this market, what are its listening habits, and how much does it have to spend?

Gillette Razor Blades is one big national advertiser with a very deep interest in the teenage market. The company reasons that the "little shaver" of today will one day soon be shaving. With their agency, Maxon, they are conducting an exhaustive survey into listening and buying habits of teenagers. The survey has been going on for two years and is still conducted in six test markets—not by one research organization—but by several. The results are then cross-checked by Gillette and its agency.

This survey, according to timebuyer Ray Stone, of Maxon, has substantiated many long-held beliefs regarding teenagers. For example, they tend to be

more or less where you expect to find them in their radio listening. In music preference, there is a sharp line of cleavage between high school and college; the high school crowd are non-conformists, devotees of off-beat music. Once in college, the leaning is more toward classical. In general, girls favor romantic pops, while boys like it wild and jivey.

"One thing the survey has pretty well proved," says Stone, "is that the most economical way to get through to teenagers is via the disk jockey radio program."

Gillette is using spot radio on d.j. shows, and their commercial approach is of an institutional nature. The d.j. is allowed all kind of freedom in his presentation. If he winds up a minute announcement in 35 seconds, nothing is said. But check surveys are run some weeks after programing starts to test impact on teenagers. If, for example, a question like, "When you start shaving, what type of razor do you plan to use?" brings a 50-50 division between electric and safety razors on the first, pre-campaign survey, then naturally when the question is asked again several weeks later, Gillette likes to hear that the tide has changed in favor of their type of razor.

The concept of planting for the harvest, of conditioning youth to brand names against the day when they are major spenders is, of course, a sound argument in favor of r-'n'-r. There are 24,100,000 youths between 10 and

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COURTESY COLUMBIA RECORDS

Frank Sinatra, once the idol of screaming teenagers, still remains favorite of those teenagers grown up. Advertisers also seek teenage market for customers of the future

Helene Curtis' race with tv

Toiletries manufacturer, using multiple-program network pattern, keeps pace with tv's selling by expanding its own line, buying other firms

Helene Curtis Industries has a formula for everything—shampoos, hair dressings, deodorants and—network television.

The Chicago toiletries firm mixes its advertising ingredients with the same precision it uses in blending oils, lotions and fats in its 3,000-gallon vats. And it turns out a new network tv show almost as often as it produces a new toiletry item. Its most recent acquisitions: *Washington Square* and the Lenthieric toiletries and perfumes.

Helene Curtis Industries is a name long known around the nation's 100,000 beauty shops. But since it started manufacturing for the consumer nine years ago and since it went into network television in 1952, the Helene Curtis name is now recognized everywhere. That name is currently attached to between 40 and 50 products, divided among 10 major product lines.

Consumer advertising, particularly network television, has established the

name and sold the products, enabling Curtis to expand its line many times over in the past five years.

And network tv is the advertising ingredient which gets the most meticulous blending, because this medium is allotted more than half of the company's \$9 million annual advertising budget.

What's the Curtis formula for its tv blend?

The toiletries buyer is a fickle one, and has to be continuously re-persuaded. But the television viewer is devoted. In the past four years, ranging through 10 network television shows, Helene Curtis has successfully converted the fickle to the devoted. The two elements in this mass conversion: (1) sponsorship of multiple network tv program vehicles and (2) studied analysis of the commercials.

Helene Curtis Industries started buying top-name, high-grade network tv shows in 1952, and has stayed with

this program concept ever since. A quality show, of high entertainment value and carefully executed production, brings the company its first reward in the guise of an audience—a mass audience.

The kick-off vehicle was Tommy Bartlett in *Welcome Travelers* on NBC TV in 1952, followed by *Down You Go* on the DuMont network in 1953. *Professional Father* sold Helene Curtis products from January through June of 1955, supplementing the company's charter sponsorship of Steve Allen's *Tonight* on NBC TV.

There were four other contrasting shows in the past year: reruns of half-hour *Ford Theatre* films, retitled the *Best Plays* of 1954-1955; *Caesar's Hour* with Sid Caesar from September 1955 through June 1956; *Dollar a Second*, continuing also until mid-1956, and *Queen for a Day*.

This fall the company launches its fifth season in tv networking with



Annual network tv budget of \$4-plus million gets careful plan



PROGRAMS: Curtis buys two network programs, each of different types. The older show is *What's My Line?*; the newer is hour-long *Washington Square* with Ray Bolger, r, which debuts on NBC TV 21 Oct. John Daly, above, l, interviews Willard Gidwitz, c, president of Curtis, and George Factor, r, vice president. Curtis has had 10 network shows since '52



two programs. Both are again aimed at mass audiences, but each is triggered toward a different type of viewing group. *What's My Line?* on CBS TV Sundays, continues as a Curtis mainstay, and was picked up by the company earlier this year when it purchased Jules Montenier Inc. Mon-

Briefly Helene Curtis Industries is a growth company, and the biggest media spur to that growth is network tv. From a \$20,000 ad budget in 1946, Curtis now spends \$9 million, more than half of which goes to network tv. Three big Chicago agencies—Gordon Best, Earle Ludgin and Weiss & Geller—handle 10 major products for men, women

tenier, manufacturer of Stopette deodorants, built his success on this program, which started as a summer replacement six years ago.

A new entry this fall will complement audiences to the other network shows, and is expected to get greater and more diversified audiences than either of the others. It's NBC TV's program "spectacular," *Washington Square*.

Ray Bolger and Elaine Stritch star in the hour-long live series, which makes its debut next week on 21 October. Curtis has contracted for 17 episodes, all of them in color. Fourteen will alternate with *Wide Wide World*

on Sundays, 4 to 5 p.m. New York time. Three will be slotted into prime week-night periods during May and June.

With these network tv features, Helene Curtis has gained its first television objective: programs which will attract large viewing audiences.

Programming delivers viewers, but commercials sell them, says Jack K. Lipson, advertising manager of the toiletries firm. And the commercials therefore get equal attention and a budget in proportion to the high costs of the network shows.

Commercials, says Lipson, "are what make our television investment pay off. We know of no better way to demonstrate our products."

This pay-off to the advertiser is far from automatic, however. Mere exposure, he points out, doesn't sell the sponsor's products. Good commercials do.

What's a "good" commercial? In the opinion of Helene Curtis management executives, it includes product benefit, demonstration, imagination, taste and high quality.

"We judge a commercial by one thing: the end result," says Lipson. "We don't care if it takes 4,000 people to produce it, or 15 days of location shooting. We don't judge by the work or the money that goes into it. We determine its effectiveness in only

one way: the amount of goods it moves from dealers' shelves."

Helene Curtis Industries has more than the usual client quota of obstacles in the planning and production of its network television commercials. Many of these obstacles are unavoidable, an outgrowth of the rapid advance of the company itself. Other stumbling blocks, such as rigid client requirements, are avoidable. If Curtis lessened its production standards, or lowered its content quality, the business of filling two network tv shows weekly with a variety of multiple-product commercials would be a lot easier.

Easier, yes, but less profitable and less professional, says Lipson.

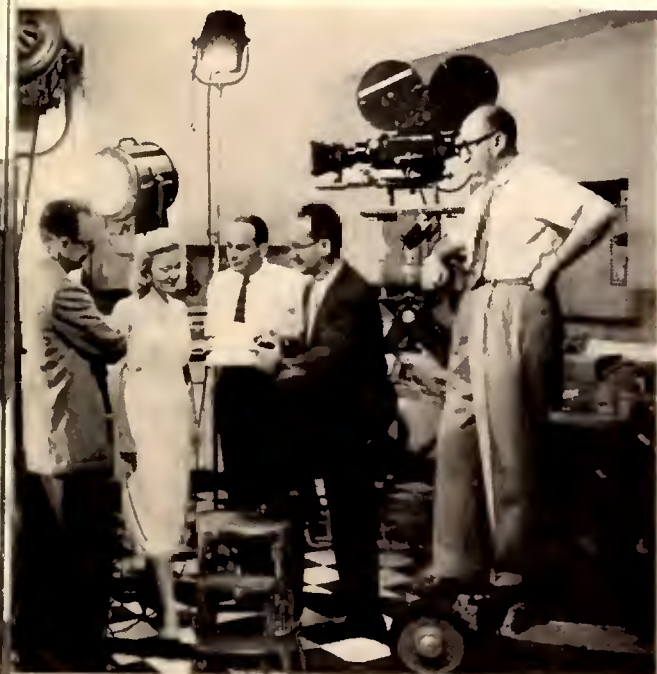
These are some of the bigger problems in commercial production which Helene Curtis Industries solves daily, and which every television advertiser shares to some degree.

1. *Multiple-product line.* Helene Curtis has a continually expanding toiletries line. Its laboratory chemists keep stirring up new brews for product and market testing and for ultimate addition to the current line. And, as was the case earlier this year, Curtis has bought other companies in the same field when it seems more feasible than developing competitive items in its own manufacturing plant.

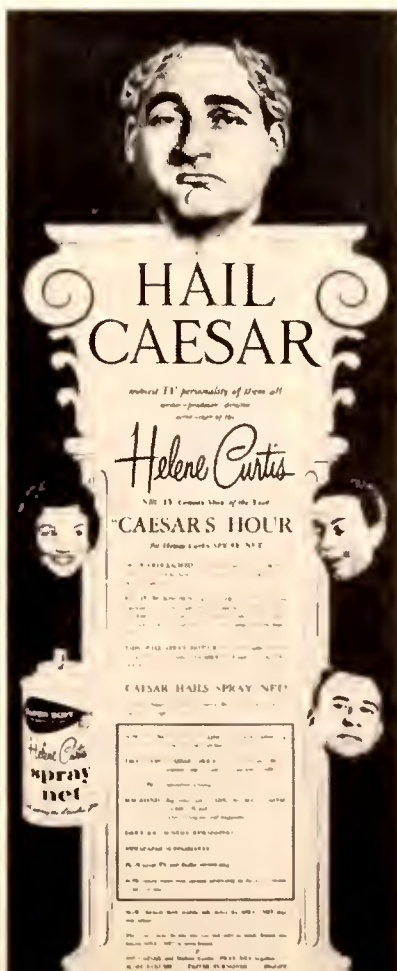
In January, it purchased two com-

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programs, commercials and merchandising pay biggest dividends



COMMERCIALS: No expense is spared to get variety, repeats are minimized. L to r, Lee King, Weiss & Geller; Elaine Conti; Bernard J. Gross, W&G; Jack Lipson, Curtis advertising manager, and Fred Gately, Sarra



MERCHANDISING: Dealers get punchy promotion which sells firm's prestige tv buys. "Red Hot" mailing in red ink on a-bestos sheets hypoped dealer interest and sales

So your budget is too low for tv

Freirich meat-packing firm, like many a small client, wondered if it could afford tv. After year on air, sales of new pre-cooked tongue are up 200%. Along the way, company learned to use radio



Josie McCarthy, who introduced Freirich on her cooking portion of the "Tex and Jinx Show." She'll soon boost Freirich's new booklet, "33 Wonderful Ways to Serve Tongue"



The NBC, WRCA-TV team behind Freirich (l. to r.) Ed Bennett and Stan Levy of the art department; salesman John Cassin, Josie McCarthy, and merchandising expert Joe Murphy. Seated are Jerry Freirich, Selma Freirich and account exec Fred Bruns

To many a small advertiser, television is as frustrating as a mirage. It shimmers in the distance with a promise of unlimited sales opportunities. But how do you get into it without shooting your bankroll? And how do you learn to harness the medium when up till now your advertising has been confined to the simplicities of small-space newspaper schedules?

Questions like these ran through the minds of executives in the Julian Freirich Co. of Long Island City just about a year ago when they began planning a television campaign. What's happened since can provide encouragement for other small advertisers who are still poised on tv's threshold.

Freirich is a meat-packing firm of moderate size. Its brand appears on bacon, ham and other meat products distributed in essentially the New York metropolitan area. Back a year ago it had just placed a new Freirich product on the market, pre-cooked tongue. Today sales of the tongue have jumped 200% and, perhaps just as important, Freirich has learned that it can use television successfully without investing beyond its capacity. (Along the way, Freirich also learned that you can extend the reach of a limited-budget tv campaign with radio for a small percentage of your original tv investment.)

One of the keys to Freirich's smooth transition from tv camera fright to tv assurance was its agency. Freirich has had several agencies in recent years, and with each, found it was too small a frog in too large a puddle.

Recalls Jerry Freirich, president of the family-owned firm: "Once we made a decision to launch a campaign, we got very little more from the agency than a hello on the phone from the a.e. when it was time to renew."

But with the S. Duane Lyon agency and account executive Fred Bruns, Freirich found it had an agency which was willing to invest its time and thinking in the account to the point where Bruns is frequently to be found out on a truck with a Freirich route man getting the feel of the business.

The attitude of the agency is, patently, all important when a new client makes his entry into television. Whether you're talking about a million-dollar account or one spending less than \$50,000 (as in the case of Freirich), use of a new medium has to mean more overhead for the agency. It's apparent, therefore, that the client who plans to follow in the footsteps of the hundreds of Freirichs around the country must first assess the willingness of its agency to invest the necessary thinking and experiment.

The second step for Freirich was to choose the right product. It could have picked one of its fast-selling, well-established items. But it wanted to see what television could do for a rela-

Briefly

Though Freirich tongue's first year on tv and radio was virtually an experiment for the sponsor, the product's success reveals an advertising pattern that could be useful to other so called "small advertisers." With careful planning by a dollar-conscious agency, Freirich's sales have increased by 200% during the past 12 months as Freirich has joined the big time on a small budget.

tively new product and as it turned out the choice was a good one.

Freirich's pre-cooked tongue is (as SPONSOR can testify) as tasty as any on the market and it is a great labor-saver. It takes perhaps 20 minutes to heat compared with over an hour to cook a raw tongue. This means a tv performer who tries the product prior



S. Duane Lyon, account executive, Fred Bruns talking with one of Freirich's driver-distributors. Besides making such first-hand market surveys for Freirich tongue, Bruns buys time and writes copy.

to selling it over the air is apt to be more than usually enthusiastic about it. To add to its suitability for television, the tongue comes in see-through plastic packaging and is trimmed. There's plenty to show the housewife on television.

Naturally, these product plusses require a premium price, 60-70¢ more than non-prepared competition. This was a hurdle which television had to get over.

Freirich chose WRCA-TV's Josie McCarthy as its first television sales personality. Freirich participations were in her segment of the *Tex and*

Jinx Show in early afternoons. For four days each month from October to December of 1955, Miss McCarthy gave Freirich tongue her informal, personal treatment.

In choosing a cooking personality like Josie McCarthy, Freirich was taking advantage of a ready-made audience of women with a greater than average interest in cooking. Traditionally, the cooking personality attracts a relatively small audience (although in this case there's the wider range of programing values provided by *Tex* and *Jinx*). But the advantage of this kind of audience for a brand

new food product is considerable.

Sprinkle the word about a new time-saver among this type of viewer and you're seeding the conversation at women's clubs and gatherings for months to come. You are, in other words, reaching the opinion-makers of the recipe set.

In purchasing time on the show, account executive Bruns took advantage of a special rate package WRCA-TV was then offering. Bruns was able to buy blocks of four participations for the price of three if they all were for the same week. At the time the weekly rate was \$425.

The bargain rate was further stretched by splitting Freirich's advertising week. Two participations were run Wednesday and Friday to catch the week-end shopper, and the remaining two were placed Monday and Tuesday. The effect was to reach women over a two-week period.

Freirich sold to women during this period with radio as well. Radio participations were picked for the same reasons Josie McCarthy had been chosen on tv—to reach loyal audiences who would believe what their favorite personalities told them. The radio schedule included: *Dorothy and Dick*, WOR; *John McCann*, WOR; *John Gambling*, WOR and *Galen Drake*, WCBS. Radio was used during the weeks Freirich was not on tv. Along with essential copy, each radio personality was given a few pounds of Freirich tongue for a personal taste test.

Tv and radio on an alternating basis continued until Christmas week. For the holiday period Freirich bought participations on all of the previously used programs in a concerted sales push and then returned to its normal alternating schedule.

The second phase of the campaign started at the end of April of this year. By then Freirich tongue was considered established in the New York market at least to the point of consumer recognition that it was a superior product. The job ahead was to keep the name constantly in the mind of women.

For the job, Freirich chose I.D.'s, 14 a week. Eight of them clustered

HOW FREIRICH GOT ITS FEET WET IN TELEVISION

1. **THE 40-YEAR-OLD** Freirich meat-packing company selected newest addition to its line, pre-cooked tongue, for tv exploitation because of its demonstrable sales points, including fact it was trimmed, ready to eat.
2. **TO REACH WOMEN** who are interested in cooking and good food, Freirich Tongue was introduced by Josie McCarthy over her cooking portion of WRCA-TV *Tex & Jinx Show*. McCarthy did job of describing product.
3. **RADIO** backed up the tv introduction by adding faithful followings of personalities like *Dorothy and Dick*, WOR; *John Gambling*, WOR; *John McCann*, WOR; *Galen Drake*, WCBS, who gave tongue personal selling.
4. **LATEST PHASE** of Freirich tongue campaign is use of 14 I.D.'s a week since end of last April. Adjacencies next to big network shows gives Freirich benefit of ratings. Participations will augment I.D.'s when needed.

around Wednesdays and Thursdays aimed at the same week-end shopping trade that had been sought earlier via Josie McCarthy's Wednesday and Thursday participations. The remaining six were sprinkled through the rest of the week with the exception of Saturday.

The Freirich I.D.'s showed up next to some of NBC TV's best known shows. The line-up included, and still does, *Wide Wide World*, *Today*, *Home, Tonight*, *The Children's Hour*, *Queen for a Day* and *Matinee Theatre*. Freirich's bill for these adjacencies comes to \$825 a week. (New rate increases effective 1 December 1956 will up the tab to \$1,350.)

Freirich and S. Duane Lyon's sales job is far from finished when the ladies have been sold over tv. In a retail distribution set-up like Freirich's, the company driver-distributors have to sell the butchers along their routes. Fred Bruns makes sure that they, too, are kept enthused about Freirich tongue. In order to make their selling job easier Bruns gives them schedules of the programs beside which Freirich I.D.'s appear. The schedules have proved useful as a means of forewarning drivers and dealers on what days to expect the heaviest demand. They also dramatize how Freirich is consistently backing up retailers on television.

This month Freirich, while retaining its 11 weekly I.D.'s, starts participations on the *Josie McCarthy Show*. The occasion is the publication of *33 Wonderful Ways to Serve Tongue*, a cookbook prepared by Jerry Freirich's mother, Selma Freirich. The cookbook will be offered free of charge.

That's where Jerry Freirich stands today, a year after he first dipped his toe into tv waters. He might well advise that the water's fine, it's just a matter of learning what strokes to use.

Naturally Fred Bruns has been happy with the sales that television and radio have built for Freirich but he says he's also pleased with the treatment he has gotten at WRCA-TV.

To sum it up, Bruns says, "It's been a revelation to me that the small budget gets the respect and attention that it does. We've used every one of WRCA-TV's departments and they've helped us work out our technical problems in a way that has made us feel that we were General Motors." ★ ★ ★

RADIO SALUTES THE NEW CARS

Print media monopolized Detroit's annual unveilings until Storer put Detroit on radio

Until Storer Broadcasting Co. introduced its *Automobile Show of the Air*, news of Detroit's annual unveiling of the latest in automotive design was virtually the exclusive domain of the print media. Now in its third year as a feature of the seven Storer radio stations, the yearly series has made a largely visual news event fit entertainingly into a radio format.

The concept for the *Storer Automobile Show of the Air* was worked out by Robert C. Wood, national sales manager of Storer, who was looking for a method of presenting new car news in a way that would compare favorably with the editorial space devoted to the new cars in newspapers and allied media. To give the radio treatment a feeling of being up-to-the-minute, Wood arranged for 15 minute interviews with industry leaders to be taped in the motor capital. Storer newsman John LeGoff of WJBK-TV, Detroit, handles the annual assignment.

Master tapes of the show are returned to the auto companies for reproduction so that any radio station can request a duplicate tape for rebroadcast free of charge. One tape recorded last year was broadcast by more than 300 stations.

Management of the Storer stations has found that *Automobile Show of the Air* provokes interest among local car dealers by acting as a business stimulant; dealers have also used the program as a tool for conveniently briefing their salesmen.

Each year LeGoff visits heads of each division of every automotive company. Division heads describe their line's style changes and explain the latest safety and engineering innovations. Each interview is wound up with a discussion of general business trends expected to develop in the coming year.

Though the *Automobile Show of the Air* originated as a means of matching print coverage given to new auto models, it has turned out that in some ways radio is even more effective. A letter from a listener who had heard the Storer show commented that: "... safety features and engine design which are really the most important things about a car made more of an impression when discussed on radio where there are no flashy pictures to distract you."

Although the series helps stations sell time on a local level, Storer and all other radio stations have made a policy of carrying the series on a sustaining basis. ★ ★ ★

SPONSOR FIFTH ANNUAL

FARM

RADIO AND TV SECTION

The broadcasting media's biggest specialized market is reached by farm director's high-powered salesmanship. Stations are doing more farm programing than ever

What is happening in farming can be summed by saying that never has so much been produced for so many by so few. U.S. farmer, more productive than ever, is turning out more goods on the same amount of land as he used three decades ago and using fewer people to do it. While he has been having trouble with prices, farm income is being distributed among fewer farmers. Farm population has decreased by about the same percent as U.S. population has risen. Though farm population is down, farm market is radio-tv's biggest specialized market. About one-third of all farm radio, tv stations answering SPONSOR questionnaire said they have increased farm programing over a year ago. This is result of more business, search for specialized audience on radio, growing home ownership of tv on farms, up 25% over a year ago.

Project Editor, Alfred J. Jaffe

1

MARKET STATUS REPORT

U.S. farmer is better off in many ways. Mechanization increasing. *See page 40*

2

FARM RADIO-TV STATUS

Three out of four radio stations beam shows aimed at farmer. *See page 44*

3

RADIO-TV STATION LIST

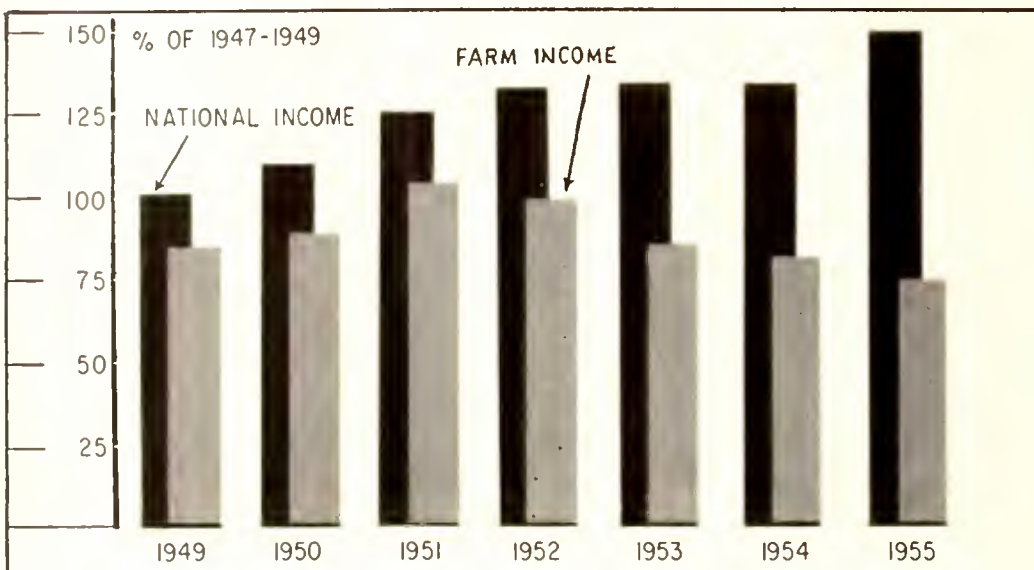
Cross-section of radio, tv stations report data on their programing. *See page 51*

THE U. S. FARMER: BETTER OFF IN MANY WAYS

Farm income has been lagging behind rest of the economy but there are fewer farmers nowadays to share proceeds

Radio-tv advertisers aiming to tap the farm market must understand the dynamic changes taking place. These can be summed up by saying that never have so few produced so much for so many. Mechanization and improved farming methods have not only made the farmer a more efficient producer but have begun to change his way of living, working and thinking, much as the auto, paved highway and radio did before World War II. While recent economic developments have been unfavorable, farm net income in 1956 is expected to turn up for the first time in five years, official reports indicate.

1. Total net farm income is down, but . . .



Decline in farm prices since Korean War has affected net farm income adversely since 1952. This is true even though farmers are producing more than ever. Total farm output through 1955 was up 12% over 1950. Recent marketing developments, however, indicate upturn is at hand. During first eight months of 1956 farm cash receipts were up 2% over same period last year. During first half of 1956 "realized net income" was running at annual rate of \$11.6 billion compared with \$11.3 billion during same period in 1955. Chart at left was produced by McGraw-Hill publishers.

2. The farm population is decreasing . . .

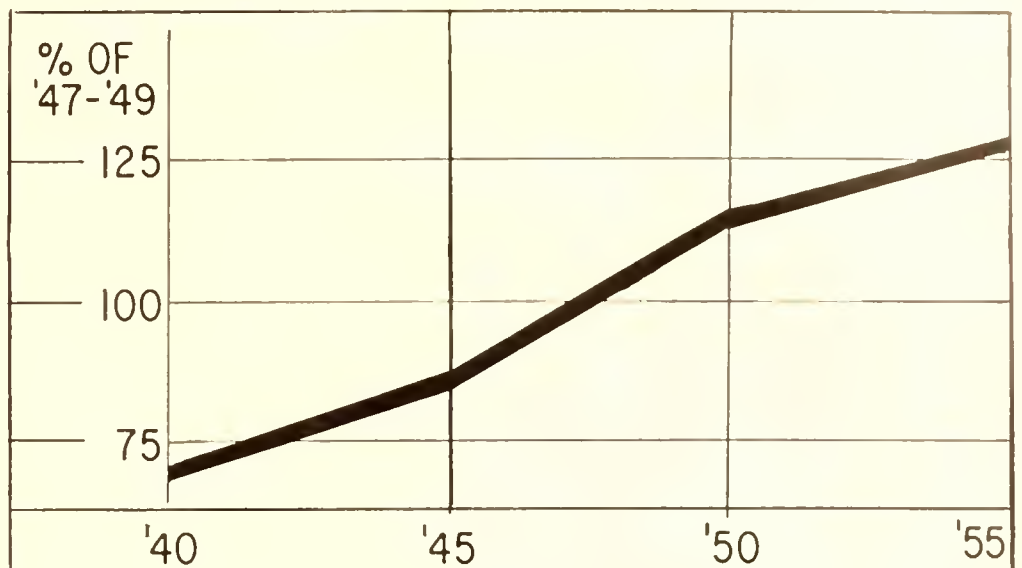
AREA	1950 (000)	% U. S. farm pop.	1956 (000)	% U. S. farm pop.	Gross farm income 1955*
New England	494	2.0	445	2.0	782
Middle Atlantic	1,603	6.4	1,535	6.9	2,045
East N. Central	4,092	16.3	3,816	17.1	5,925
West N. Central	3,913	15.6	3,399	15.3	7,876
S. Atlantic	5,055	20.2	4,548	20.4	3,780
East S. Central	4,315	17.2	3,717	16.7	2,243
West S. Central	3,423	13.7	2,734	12.3	3,469
Mountain	927	3.7	824	3.7	2,021
Pacific	1,236	4.9	1,239	5.6	3,556
Total U.S.	25,058	100	22,257	100	\$31,701

* Millions of dollars

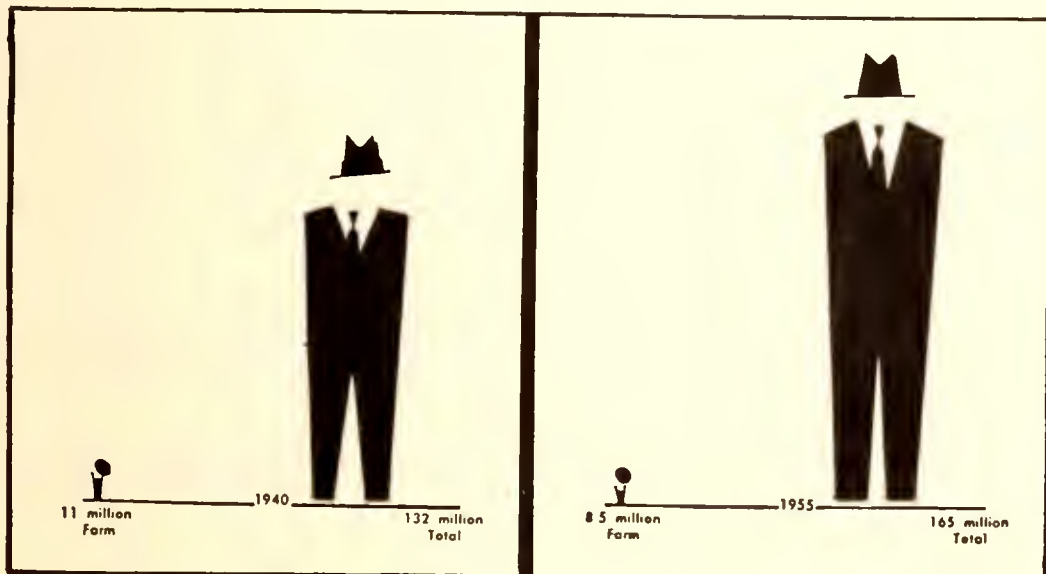
The decline in the farm population between 1950 and 1956 is part of long-term trend, though there has been a slight increase between 1954 and 1956. Farm population is now 11.3% of total U. S. population. Data covers April for both years shown and 1956 estimates are gotten from U. S. Dept. of Agriculture. Biggest decrease, percentage-wise, was in West South Central states, which showed 20% drop. Only like in population was in Pacific zone, where increase was 0.2%. Overall drop in population is result of net annual loss of 850,000 people moving from farms minus net annual gain of 381,000 in births over deaths during the six-year period from 1950 to 1956.

3. Farm productivity has risen sharply . . .

Chart at right, from McGraw-Hill, shows productivity of farm workers per manhour from 1940 to 1955. The productivity per manhour is almost double what it was 15 years ago. This is primarily due to mechanization. Productivity per acre and per breeding animal has not gone up as spectacularly but the increase has been substantial in both cases. Productivity per acre figures are significant since cropland in use has changed little since World War I. Farmers are using same amount of land now as they did in 1920 with slight drop in late 30's.



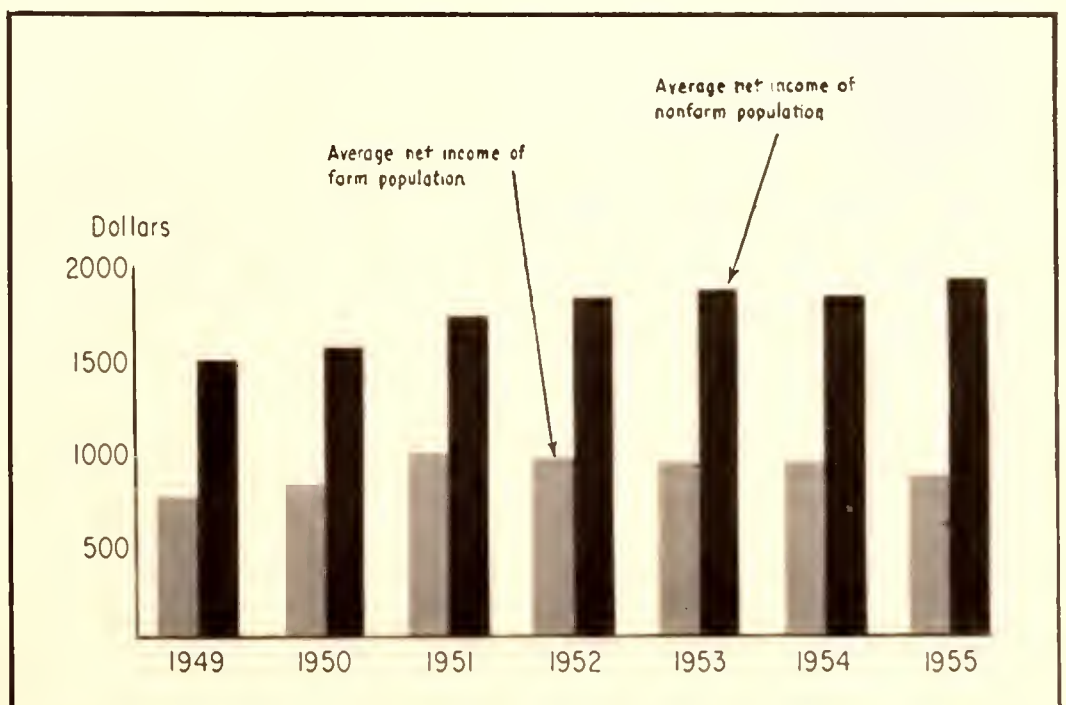
4. And there are fewer farm workers . . .



Not only are farm workers producing more, but there are less of them. Like the decrease in farm population, the numbers of people actually working at farming is declining over the long term. Moreover, fewer workers are turning out more for a rapidly-increasing population. Between 1940 and 1955, farm workers have declined 23% while U. S. population has increased 25%. In 1940 one farm worker supported 11 persons, while in 1955 he supported 18 $\frac{1}{2}$. The figures and chart at the left are taken material in "The Farm" magazine.

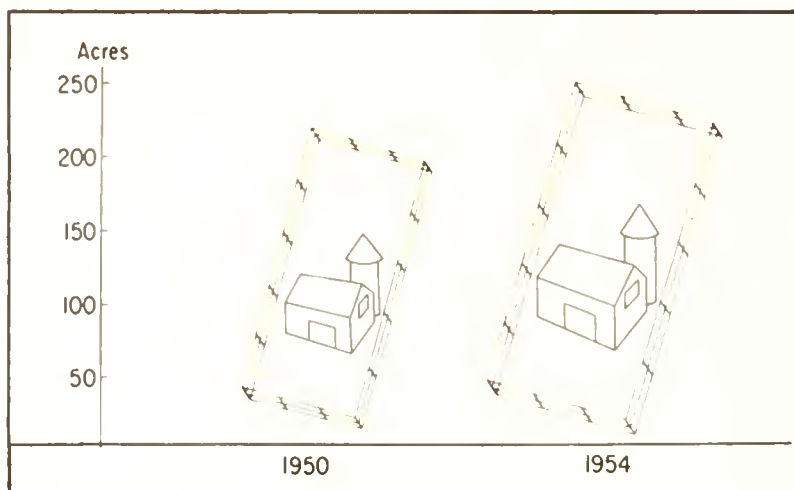
5. So that average net farm income has held up

Though total farm income has been declining, it is shared by fewer (and more productive) people. As chart at right, taken from McGraw-Hill, shows average net income of the farm population in 1955 was slightly higher than 1950 though lower than intervening years. Per capita income of farm population in 1955 was about the same as average for years since World War II. The data above includes farmer income from all sources. Off-farm work is important source of income for farmer. Off-farm employment now provides \$1 out of every \$3 in cash income to farm families. In 1954 more than 2 million farm operators added to their farm income by off-farm jobs.



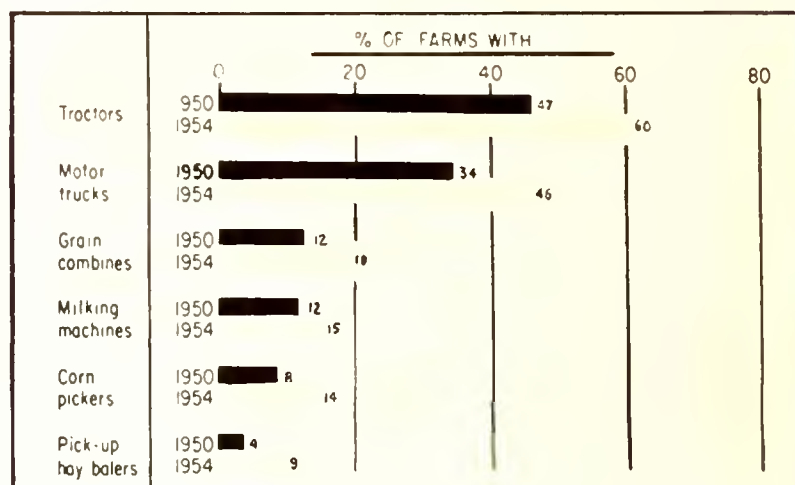
WITH REVOLUTION IN AGRICULTURE HAS COME BIG

The average farm is bigger . . .



With the decline in the number of farm operators has come a decrease in the number of farms and an increase in the average farm size. Even between 1950 and 1954 (the latter year was the date of the last agricultural census), the increase in farm size is noticeable. Since 1940 the number of farms has decreased well over 1.3 million

It is also more mechanized . . .



Trend toward mechanization of farming continued at rapid clip during the 50's. Over the past 15 years (1940 to 1955) number of tractors went from 1.5 to 4.8 million, trucks from 1.0 to 2.8 million, combines from 190,000 to 960,000, milking machines from 175,000 to 740,000, corn pickers from 110,000 to 660,000. Balers also increased

FARMER PRODUCES FEWER PRODUCTS FOR HIMSELF

The technological revolution in farming has not only made the farmer more efficient and productive but has made him a more important customer for business. Thirty years ago the farmer produced 70 to 80% of his production supplies. Today, he produces about half. The machinery, fuel, fertilizer, seed, etc., which the farmer buys now totals a market of about \$16 billion a year. The farmer has also become a growing market for products of the home, including food and dairy products. The farm market for home electrical appliances alone is expected to total well over \$1 billion during the 1956-60 period. Since the farmer is already well-equipped with home appliances, most of this money will go for replacement products.

While the farmer is having trouble with prices, the future looks bright. The rapidly growing U.S. population and the growing urban standard of living means an ever-expanding market for farm products and a way of getting rid of surpluses. According to the U.S. Dept. of Agriculture, population growth during the next two or three decades may add 30-35% to total demand for farm products.

And the marvel of it all is that fewer farmers will be turning out this huge flow of goods. Farm experts assume the number of farmers will decline 15% during the next 20

years and the long-term decline in population will continue. Farms will undoubtedly continue to grow in average size. This growth in the past, along with inflation and other factors, has increased the value of the average farm (land and buildings) from \$5,500 in 1940 to \$20,000 in 1954. During the 1940-55 period, the total value of farm machinery and vehicles has risen from \$3.2 to \$17.7 billion. Agriculture is becoming "agribusiness." However, it is not becoming big business in the industrial sense, since corporate farms account for only 1% of all farm units and 6% of total farm output. The farmer's way tends more to the cooperative way with coops currently handling about 20% of farm supplies and products.

All these trends are having a significant effect on the farmer's life and the things he does: the time he gets up and goes to sleep, the time he spends listening to radio and tv, the time he spends with other media, his leisure hours and the way he spends them, the choice he makes in buying one product or another, one brand or another, one package on another. Unfortunately, there is less research than there should be about this market of more than 22 million people. One of radio-tv's big jobs is to fill in the many holes in research for the advertiser. ★ ★ ★

MS, MORE EQUIPMENT FOR BOTH FARM AND HOME

The farmer has more amenities . . . So his "level of living" is up

Percent of farm homes with:	1950	1954
ELECTRICITY	78.3	93.0
TELEPHONES	38.2	48.8
HOME FREEZERS	12.1	32.2
AUTOS	63.0	70.9

The agricultural census of 1954 brought out the continuing increase in electrical equipment in the farm home. The greater number of farm autos increases the reach of radio while the hike in farm home electrification makes them a bigger market for electric appliances. (For some estimates of what this market is, see chart below, right)

Farm-operator family "level of living" index, 1945-54

Area	1945	1950	1954	% increase 1950-54
U.S.	100*	122	134	10.2
New England	137	152	157	3.6
Middle Atlantic	139	152	159	4.3
East North Central	131	148	156	5.6
West North Central	126	147	159	8.2
South Atlantic	65	90	106	18.3
East South Central	48	74	90	21.0
West South Central	79	108	121	12.2
Mountain	115	138	148	7.5
Pacific	150	160	171	6.7

*Index figures are compared with U.S. county average for 1945 which equals 100

"Level of living" index figures, worked out by Dept. of Agriculture, are calculated from percentage of farm homes with electricity, telephones, autos plus average value of products sold during preceding year. Studies have shown these four factors are closely associated with other goods and services that go to make up the standard of living

HUGE MARKET FOR GOODS NOW AND IN FUTURE

Farm output, U.S. population, income from 1910 to present

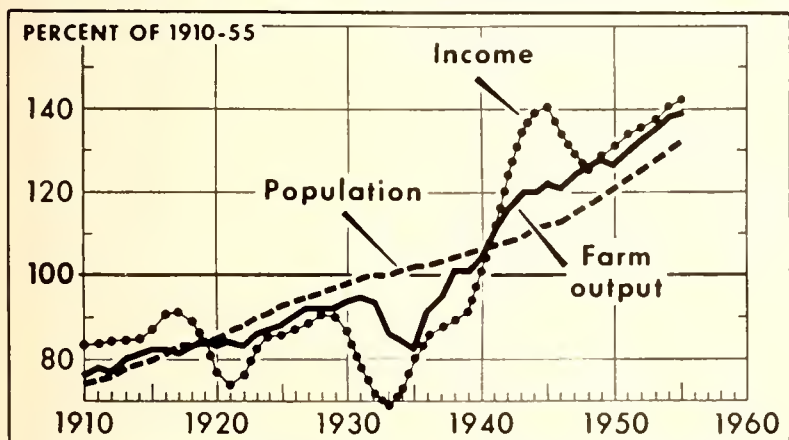


Chart above, prepared by Agriculture Dept. illustrates how constantly rising U.S. population and income provides prop for farm products. will help take care of surpluses. Third factor in farm demand—exports—is minor in the overall picture though quite important for certain crops

Agriculture Dept. estimates of purchases of electric appliances, equipment by farmers are shown at right. Total, including some appliances not shown, comes to \$5.3 billion. Estimate for 1961-65 period is \$6 billion while estimate for next 20 years is \$24 billion (\$5,300 average per farm)

Estimated appliance sales, in millions of dollars, 1956-60

Major equipment	Initial purchases	Replacement purchases
IN THE FARM HOME		
Air conditioners	\$81	\$21
Dishwashers	37	26
Dryers, clothes	55	23
Freezers, home	144	219
Heating	20	13
Irons		52
Lights, wiring	441	575
Plumbing	105	289
Radios		105
Ranges	42	171
Refrigerators		535
Tv sets	156	316
Vacuum cleaners	20	88
Water heaters	21	80
Washing machines		439
ON THE FARM		
Brooders, chick	4	12
Drill presses	18	15
Feed grinders	5	14
Livestock watering	8	18
Milk coolers	27	97
Milking machines	23	54
Motors, fractional h.p.	12	17
Power saws	12	9
Tool grinders	7	8
Water heaters, dairy	8	2
Water pumps	26	98

FARM PROGRAMING: WHY IT'S GROWING IN BOTH RADIO, TV

More business, search for selective audiences is the answer for radio, growing tv ownership is reason in tv but some people think there still is not enough to meet sponsors' demand

The farm population makes up radio-tv's biggest specialized audience. The only specialized audience that is bigger—if it can be called a specialized audience—consists of people who like music, any kind of music.

It is bigger than any single geographical market. With its more than 22 million people, it is bigger than the Negro market, bigger than the foreign-language market. But it is more than that. It's separateness is emphasized by common economic interests. You hear about the farm vote, but you never hear about the mining and metals vote, or the package goods vote. There may be such a thing as a labor vote but who ever heard of an RLD (Radio Labor Director)?

The huge size of the farm audience is emphasized by figures in SPONSOR's 1956 *Buyers' Guide*, which shows a whopping 76% of radio stations scheduling some kind of local farm programing. This includes a substantial number of large metropolitan stations, which is not unexpected since radio signals cover a lot of ground. Of course, the importance of farm programing differs station by station. However, 28% of stations listed in the *Guide* were considered farm specialists—programing five hours a week or more.

Practically every farm home is a radio home. The difference in radio saturation between the Nielsen C and D counties and the A and B counties is negligible. The actual figures, respectively, are 95.5% compared with 96.6 and 97%. And the rural and village audience do a little more listening than people in metropolitan areas.

Farm television is growing in importance. As of July, farm tv ownership was 54%, says the Market Research Corp. of America, a jump of 25% over July 1955.

While farm tv programing was on the air as early as 1948, it didn't really get underway until 1953, the first year following the FCC's tv station thaw. Reason: smaller markets opening up, many of them right in the middle of rich farm belts. Of the 100-odd tv stations which answered SPONSOR's questionnaire for the current farm issue, three out of 10 reported they started farm programing in 1953.

Meanwhile, stations adding farm shows to their schedule are doing so at a steady clip, with the pace apparently increasing if answers to SPONSOR's questionnaire are an indication. Fourteen stations reported adding farm programing in 1954, 15 reported doing so last year and through September of this year 17 stations said they added farm shows of one kind or another to their programing schedules.

On both radio and tv, the average amount of farm programing is increasing. About a third of all radio and tv stations reported increasing their programing over the number of hours beamed to farmers last year. These reports come from a total sample of about 350 stations in all.

Prime reason for the increase in tv programing is obviously tied in with the growing farm tv ownership. As for radio, two trends are apparently at work. More business must account for some of the increase. Secondly, the long-term trend in radio programing involves the search for means of reaching selective audiences to provide radio with specialized markets as well as the mass market it always had. While many tv stations talk shop to farmers, they don't specialize to the degree found on radio.

Farm advertisers: The growing amount of farm business on radio (and tv as well) is coming from the type of firm which would be naturally expected to buy into farm programing. Speaking of those on the national and regional level, these advertisers consist of manufacturers of feed, seed, insecticides, building materials, bacteriologicals for animals, fertilizer, fuel for farm equipment and the like.

Here's a cross-section of national and regional accounts of this type currently reported using farm radio: International Harvester, U.S. Steel, U.S. Rubber, Lilly, Du Pont, Standard Oil of California, Ralston Purina, General Mills, Charles Pfizer, Swift, Staley Milling, Fairbanks Morse, Allis Chalmers, General Motors, B. F. Goodrich, Nutrena, Rohm and Haas, Continental Oil, Midland Cooperatives, Burdick Elevators, Donco, Inc., Colorado Rural Electrification Assn., National Farmers Union, etc. Many also appear on tv.

Advertisers selling non-farm goods are also represented. Retailers of general consumer products are substantial users of farm radio and there is also a smattering—but only a smattering—of national advertisers of consumer goods.

Examples: Ted Mangner, farm director of KMOX, St. Louis, has been selling for Bristol-Myers for three years. Grady Cole, farm editor of WBT, Charlotte, has been selling BC Headache Remedy for over 20 years. Chesterfields for 10 years. WPTF, Raleigh, has *Reader's Digest* as an advertiser; WOW, Omaha, has Curtiss Candy; KGNO, Dodge

(Please turn to page 46)

Heart of radio f



NELSON McININCH, center, KNX, Los Angeles, RFD, grins at 1956 Indio date festival (for reason, see story)



JIM TODD, right, KFI, Los Angeles, takes possession of Packard, now familiar sight in KFI area



JOHN McDONALD, below, WSM Nashville, NARTFD head, does noon farm show at a local fair

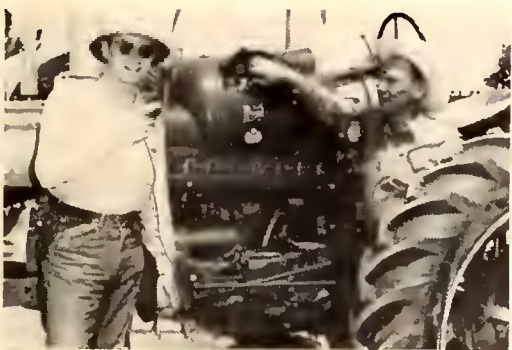


BERT HUTCHISON, KDKA, Pittsburgh, with mike, records tape interview with farmers at 'Grassland' event



CHUCK MULLER, KOA, Denver, RFD, holding mike (left), discusses butane tractor with IH dealer at state fair

Programming is farm director but he is backed by many services on farming



WRFD, Worthington, O., has own tent at Ohio State Fair. Station also used other locations, mobile unit at fair



MILK PARLOR: Tank truck picks up milk from KWTO, Springfield, Mo., demonstration 'milk parlor,' which station's farm service department runs at a local fair



JIM HILL, associate RFD, WCCO, Minneapolis-St. Paul, sees display of station feed sponsor



JACK STRATTON, 1, RFD; Vernon Duncan, farm reporter, WKY, Oklahoma City, used for client p-o-s poster



LES HARDING, 1, KELO, Sioux Falls, Roger Russel, announcer, discuss Nutrena ads



City, has Ford cars. Among other clients reported are S.S.S. Tonic, Prince Albert tobacco, Camel, Lucky Strike and the Institute of Life Insurance.

The latter incidentally, starts an important institutional campaign this month. In a 26-week drive, the Institute will use 29 major stations three times weekly for a total of more than 2,200 announcements to sell the advantages of life insurance. Farm directors will, in most cases, deliver the sales message themselves.

Though other consumer goods advertisers can lengthen this list, the fact remains that, as a group, manufacturers of general consumer goods are not big users of farm radio (or tv). While reasons vary, the most common attitude among such clients is that they can reach the farmer through general radio and tv advertising.

Farm stations do not deny the farmer can be reached in many ways. But, they maintain, nothing can replace the high-powered salesmanship of a farm director talking to farmers and the loyalty radio-tv audiences have for a person who talks their own language. While stations point out this loyalty and sales persuasion cannot be measured in terms of cost-per-1,000, they also add that many farm shows can boast high audience figures and low cost-per-1,000. KPRC, Houston, has an early morning farm show which beats all

competition. WSB, Atlanta, has a noontime show which beats all comers. A Dallas station reports one of its farm shows has five times the rating of the second highest show. A Tulsa station gets nearly half of all sets-in-use with an early morning program.

A number of stations told SPONSOR (guiltily) that farm stations themselves were to blame for the Madison Ave., indifference. WKY, Oklahoma City, which reported that the consumer advertiser picture has been improving over the past five years, with more tobacco and auto accounts buying farm programming time, added, however: "There is still a lack of dynamic sales promotion material. The farm radio picture needs new blood and new methods." Among those echoing this was KGDM, Stockton. Co-owner Alan Torbet complained that much selling was on a hit-and-miss basis with no unified effort.

Many stations have not been active in going after consumer good clients. Said R. W. Youngsteadt, sales manager of WPTF, Raleigh: "Until recently all efforts have been made to get farm accounts into farm periods. Now we are going after consumer goods accounts for the first time." The station had been busy fighting off the inroads of tv and, after seeing some national farm accounts move into video, is being rewarded by the return of some of them.

Though comparatively new to farm programing, tv stations have mastered



MAL HANSEN, r., farm director, Meredith WOW, Inc., discusses animal care for WOW-TV, Omaha, cameras with chief herd-man at famous Boys Town

MILT BRANDL of WISN-TV, Milwaukee, interviews bystander at Wisconsin cherry display. Farm stations are active in plugging local produce



HORSE SHOW: While WAVE-TV, Louisville, farm service announcers look on (upper left photo), horse is put through paces for station program



FLOWERS: Dave Botiman, l., assistant editor; Ed Cott, horticulturist, discuss gladiolas for WOIT-TV, Ames



HOW-TO-DO-IT: Proper barbecue technique is shown before cameras of WIBW-TV, Topeka. Suburban appeal is often put in farm programing



'DOC' RUHMAN, WBAP-TV, Fort Worth farm editor, discusses consumer products as a guest on his tv farm show, 'Farm

It is a moot point among broadcasters whether they should go after national consumer accounts at this time. John Aldern, farm sales manager of KOA, Denver, said, "There is still too much to be done in efforts to attract national advertisers of agricultural goods. The field is wide open."

Another comment along this line comes from sales-conscious Bert Hutchison, agricultural director of KDKA, Pittsburgh. He told SPONSOR:

"Recently I took a Pennsylvania farm paper and counted the number of ads. The number was well over 130 different advertisers. To me there is no reason why farm radio should not be attracting more of these advertisers to the radio medium. Granted some of the advertisers in the farm publication do buy radio time, there were many who did not. I think it is up to farm directors, sales staffs and advertising agencies to present the farm radio story more aggressively. Any survey showing the number of rural homes reached by radio and those reached by farm publications shows that radio leads by a ridiculous number."

And WOW, Omaha, reported it was pitching mostly to farm accounts because such industries as oil, food, drug and autos are "unaware of the quality of the farmer as a consumer goods buyer."

(Please turn to page 122)

ny aspects of appealing to farmers



BISCHOFF: Bill Bischoff, WCKT (TV), Miami, talks about eggs. Station went on air 29 July 1956. has farm show



VETERAN: WMCT (TV), Memphis, has been programming to farm audiences since 1949. Shown is Derek Rooke, TFD



NORED: Bill Thiesenhuis, I, WKOW-TV, Madison, was 4-H member, talks with Rep. Glenn Davies



SAFETY: Harvey Dinkins, I, WSJS-TV, Winston Salem, talks with accident victim about problem of farm safety

THESE SIX SPONSORS BOOSTED FARM SALES

FEEDS: When the makers of Archer Feeds and their agency, Nelson-Willis, Minneapolis, decided to measure pulling power of radio in the farm market, they chose WCCO's *Farm Topics*. Aired from 6:00 a.m., the show featured three Archer announcements offering a do-it-yourself painting book. Result: 2,660 requests. Sponsorship was renewed.

CARS: On a Thursday and Monday this fall, two three-minute interviews were aired by Al Bauer, farm director of KSLM, Salem, Ore. Key topic was discussion of cars by the Ford agency dealer in Salem and Bauer. By Tuesday afternoon, following the second interview, 22 new Ford automobiles had been sold—seven of them to farmers.

FEEDS: The Staley Milling Company chose as its sales vehicle a half-hour panel-quiz program, *Town and Country Quiz*, on WOW-TV, Omaha, Neb. Mal Hansen, farm service director of the station, acted as m.c. Within a short time, the feed manufacturer had increased business in the area by approximately 41% and attributed rise to television.

DRIERS: When the McRan Co. of Houston placed a campaign on KTRH's early-morning *Farm Front Show*, the station's farm director felt he should familiarize himself with what was an unusual product. The product, quonset-type driers and storage facilities for grain, sold for from \$15,000 to \$100,000 each. The RFD ad libbed all commercials. Following the first program, a \$25,000 building was sold. In three months, McRan grossed about \$250,000 due to the show.

FERTILIZER: A fertilizer company offered three lead pencils for every pencil stub sent into the station. Offer was made on *Farmer's Forum*, KFSB, Joplin, Mo., 6:05-6:30 a.m. Monday through Saturday. Response came from more than 100 counties in seven states as a direct result of the offer.

FLOUR: Gooch's Milling, Lincoln, Neb., sponsors *Farmer's Wife*, a homemaking show, on KMA, Shenandoah, Ia. Earlier this year, the show's hostess, Florence Falk, told listeners that for 40 labels from a Gooch product they could obtain a pair of nylons. As a result, 3,115 mail requests were received. Since 40 labels are equal to \$5.50 in merchandise, \$17,132.50 in products had been bought.

SEEDS tell the Story of

41,081 WRITTEN REQUESTS FOR SEEDS CONFIRM KPRC RADIO LISTENERSHIP AND COVERAGE!

Dramatic proof of listenership and coverage was obtained when KPRC offered free tomato and zinnia seeds. 41,081 requests from 126 Texas counties confirmed again what market-wise timebuyers have known for over 31 years . . . on the Texas Gulf Coast (and in 89 other counties) they really listen to KPRC!

FIVE GOOD REASONS why Texans listen to KPRC!

1. NEWS



News gathered by seven full time news specialists for 15 daily shows is written and edited for Texas listeners. Five AP wires for regional and national coverage. Direct wire to U. S. Weather Bureau.

2. MUSIC



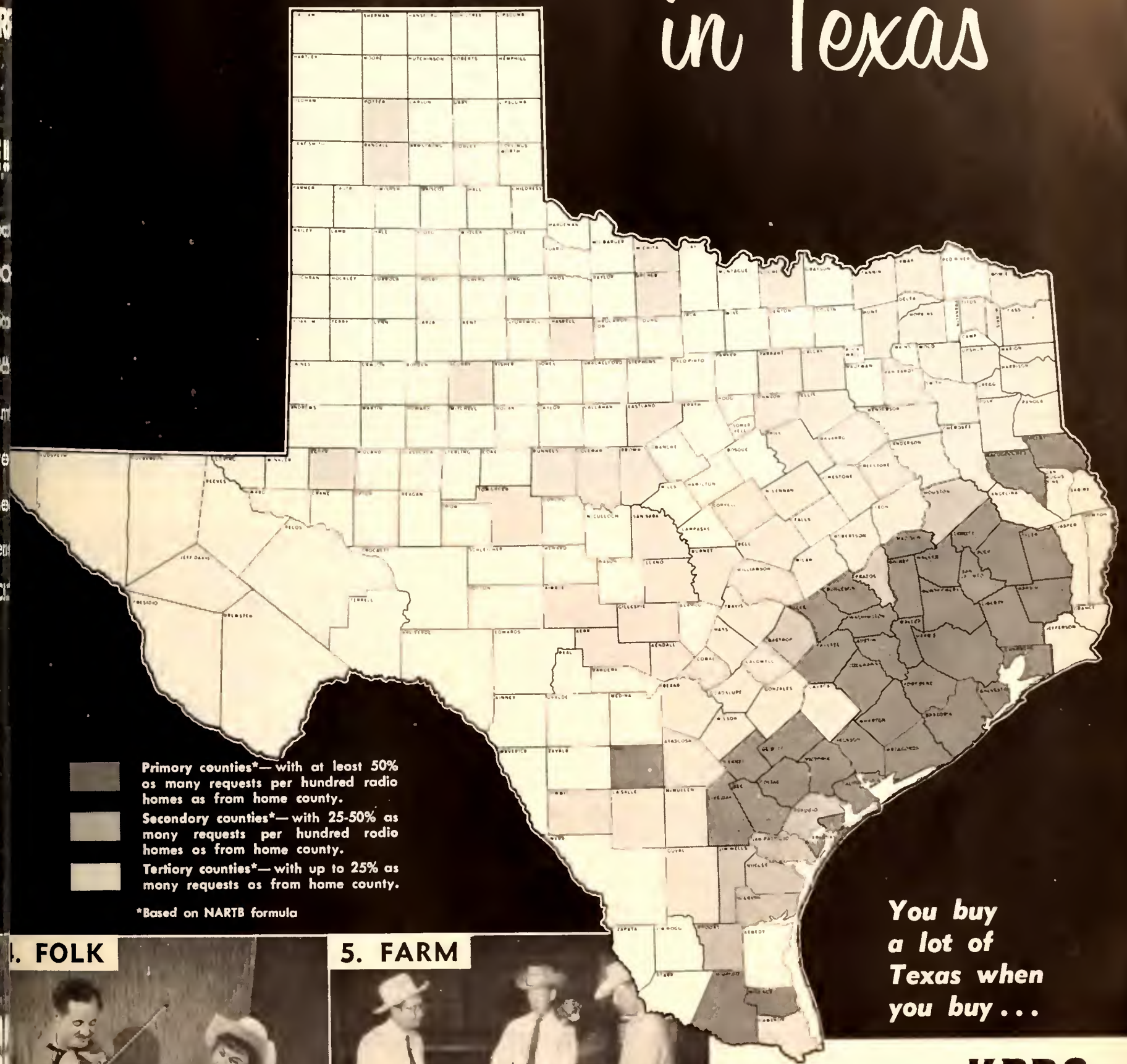
Music shows feature well known Texas personalities. Veteran entertainer, Lee Norton, uses his famous character originations, "Poncho" and "Fotheringay." Zony Bob Byron spins discs, cuts copers. Others include Bruce Loyer, Biff Collie, Bob Winset and Dick Eason.

3. ARTIST



Artist Dan Estes, with several hit records on the RCA-VICTOR label is a strong with the weaker sex. Dan, farmer NBC is featured doily on "Sunrise Serenade," all the latest pop tunes and spinning

KPRC-RADIO LISTENERSHIP in Texas



*You buy
a lot of
Texas when
you buy...*

4. FOLK



music, Texas style, is provided by ever-regular Curly Fox, Miss Texas Ruby and the "Chasers." Curly, "World Champion Old Fiddler," and Texas Ruby draw thousands each month with their personal appearances.

5. FARM



Form news, local, regional and national, is gathered and edited by George Roesner, "Dean of Texas Form Broadcasters," and his sidekick, "Buck" Buchanan. These two personally cover all Gulf Coast livestock shows, conventions, farm youth activities and other rural events.

NBC **KPRC**
950 HOUSTON
ON YOUR DIAL

5000 watts
Jack Harris,
Vice President & General Manager
Jack McGrew
National Sales Manager
Nationally Represented by
Edward Petry & Co.

Lawrence Welk and his HONOLULU FRUITGUM BAND



pictured about 1934 during their
9 year stand on **WNAX**

WNAX-570, the Big Aggie station, introduced Lawrence Welk to radio audiences way back in the days of ear phones and crystal sets . . . 1927 to be exact. Even in those pioneering radio days, Big Aggie had a sharp ear for talent and knack of knowing what people like to listen to.

Today, Welk's sparkling champagne music is the toast of the

nation, and WNAX-570, the Big Aggie station, is the toast of the hundreds of leading advertisers who use its airwaves to sell their products. Yes, both Welk and WNAX have grown and developed into top performers. Welk is among the top ten TV attractions in the nation. WNAX-570 is a top-of-the-list radio buy, delivering a big monied audience in the broad, 5-state "Big Aggie Land."



The Lawrence Welk aggregation today. A top TV attraction. Heard every Sunday on KVTU Channel 9, WNAX-570's sister station in Sioux City, Iowa.



WNAX-570

Yankton, So. Dakota

CBS Radio

CBS • ABC

KVTU
Channel 9

Sioux City, Iowa

Cowles stations—Under the same management. Don D. Sullivan, General Manager. Represented by Katz.

3

STATIONS

CROSS-SECTION OF STATIONS CARRYING FARM TV PROGRAMING

Farm stations below are partial list only of some 250 U. S. stations which carry farm programing. List is based on stations replying to SPONSOR questionnaire. For more complete list of farm tv stations, see SPONSOR'S 1956 Buyers' Guide.

State	City	Call letters	Channel	Power	Net	Farm programing began	Weekly hours farm	Programing Today			Farm Director	Station rep
								More	Less	Same		
ALA.	ANDALUSIA	WAIQ	2			1955	4 1/2			x	Tom Eden	
	BIRMINGHAM	WABT	13	316,000	ABC NBC	1954	1 1/2			x	Boyd Evans	Blair-TV
ARK.	TEXARKANA	KCMC-TV	6	100,000	APC CBS	1955	1 1/4			x	John Shipley	V R & McC
CAL.	FRESNO	KFRE	12	316,000	CBS	1956	2	x			Wally Erickson	Blair-TV
	FRESNO	KMJ-TV	24	447,000	NBC	1953	1 1/4			x	Ed Sturgeon	Raymer
	LOS ANGELES	KNXT	2	46,800	CBS	1953	1 1/4			x	Paul Pierce	CBS TV Spot Sal
	LOS ANGELES	KRCA	4	47,000	NBC	1953	1 5 6			x	Norville Gillespie	NBC Spot Sales
	REDDING	KVIP-TV	7	30,000	NBC	1957	1/2					Branham
CONN.	HARTFORD	WGTH-TV	18	210,000	CBS	1956	5 12	x				CBS TV Spot Sal
FLA.	DAYTONA BEACH	WESH-TV	2	5,000		1956	1/2					Petry
	JACKSONVILLE	WMBR-TV	4	100,000	ABC CBS	1949	5 6			x		CBS TV Spot Sal
	MIAMI	WCKT	7	316,000	NBC	1956	1 5 12	x			William Bischoff	NBC Spot Sales City
	ORLANDO	WDBO-TV	6	100,000	ABC CBS NBC	1955	1/4			x		Blair-TV
	PENSACOLA	WEAR	3	55,400	ABC CBS	1954	1 1/2	x			Jack Kenney	Hollingbery
	TAMPA	WFLA-TV	8	316,000	NBC	1956	1 1 3			x	Mardi Liles	Blair-TV
GA.	ATLANTA	WLW-A	11	316,000	ABC	1953	3 1/2	x				Crosley
	AUGUSTA	WJBF	6	100,000	NBC	1953	4	x			J. W. Chambers and John Rajack	Hollingbery
	COLUMBUS	WRBL-TV	4	100,000	ABC CBS	1954	3/4			x	V. O. Deloney	Hollingbery
	ROME	WROM-TV	9	32,000	..	1953	1/2				Bob Martin	McGillvra
	THOMASVILLE	WCTV	6	100,000	NBC	1956	5	x			Don Erickson	Blair-TV
ILL.	CHAMPAIGN	WCIA	3	100,000	CBS NBC	1953	1 1/4					Hollingbery
	PEORIA	WEEK-TV	43	175,000	NBC	1952	5 12			x		Headley-Reed
	ROCKFORD	WREX-TV	13	46,800	APC CBS	1953	4	x			Lee Davis	H-R
IND.	BLOOMINGTON	WTTV	4	100,000	ABC	1953	2 1/2			x	W. T. Anderson	Meeker
	INDIANAPOLIS	WFBM-TV	6	100,000	NBC	1949	2			x	Har y Martin	Katz
	MUNCIE	WLBC	49	14,600	ABC CBS NBC	1956	1 3/4	x			Lee Allerton	Walker (N.Y.) Holman (Chicago)
	SOUTH BEND	WNDU-TV	46	185,000	NBC	1956	1	x			Lamont McLoughlin	Petry
	SO. BEND-ELKHART	WSJV-TV	52	250,000	ABC	1954	2 1/2			x	Forrest Boyd	H-R
IOWA	AMES	WOI-TV	5	100,000	ABC	1950	2 3/4			x	Dale Williams and Dallis McGinnis	Weed
	DES MOINES	WHO-TV	13	316,000	NBC	1954	2 1/2			x	Herbert H. Plambeck	P. G & W
	FT. DODGE	KQTV	21	330,000	NBC	1953	1 1/2	x				John E. Pearson
	OTTUMWA	KTVO	3	100,000	CBS NBC	1955	2 1/2				Dean Osmundson	Bolling
	SIoux CITY	KTIV	4	100,000	NBC	1955	1			x		Hollingbery
	SIoux CITY	KVTV	9	288,000	CBS NBC	1953	5			x	Cliff Adams	Katz
KANS.	TOPEKA	WIBW-TV	13	316,000	ABC CBS	1953	6 3/4			x	Wes Seyler, Wilbur Levering, Dick Nichols	Capper
	WICHITA	KARD-TV	3	100,000	NBC	1955	6 2 3	x			Dale Watson	Petry
KY.	LOUISVILLE	WAVE-TV	3	100,000	NBC	1951	1			x	Shirley Anderson	NBC Spot Sales
	LOUISVILLE	WHAS-TV	11	316,000	CBS	1953	1 1/2			x	Barney Arnold and Hayden Tuiulous	H, R & P
LA.	MONROE	KNOE-TV	8	230,000	ABC CBS NBC	1953	1 3/4			x	Mac Ward	H-R
	NEW ORLEANS	WDSU-TV	6	100,000	ABC CBS NBC	1954	5 12			x		Blair-TV
MICH.	DETROIT	WJBK-TV	2	100,000	..	1950	2 1/2			x		Katz
	DETROIT	WWJ-TV	4	100,000	NBC	1951	1	x			John F. Merrifield	Merrifield
	GRAND RAPIDS	WOOD-TV	8	316,000	NBC	1953	1 1/4			x		Katz

3 TV STATIONS *continued* . . .

State	City	Call letters	Channel	Power	Net	Farm programing began	Weekly hours farm	Programing Today			Farm Director	Station
								More	Less	Same		
MINN.	M NPLS.-ST. PAUL	KSTP-TV	5	100,000	NBC	1948	1 1/2			x	Cal Karnstedt	Petry
	M NPLS.-ST. PAUL	WCCO-TV	4	100,000	CBS	1953	1 2 3			x	Harry Seils	P, G & W
	MINNEAPOLIS	WTCN-TV	11	316,000	ABC		1/2					Katz
MISS.	COLUMBUS	WCBI-TV	4	30,000	CBS NBC	1956	1					McGillvra
	HATTIESBURG	WOAM-TV	9	57,500	ABC NBC	1956	6					Pearson
	MERIDIAN	WTOK-TV	11	316,000	CBS NBC ABC	1953	5	x			Bob Holland	Headley-Reed
MO.	COLUMBIA	KOMU-TV	8	251,000	ABC NBC	1953	1			x	Gail Bank	H-R
	HANNIBAL	KHQA-TV	7	316,000	CBS	1953	3/4			x	Dick Faler	Weed
	KANSAS CITY	KCMO-TV	5	100,000	CBS	1956	1/2			x	C. W. Jackson	Katz
	ST. JOSEPH	KFEQ-TV	2	52,000	CBS	1953	3 1/2				Harold J. Schmitz	
MONT.	MISSOULA	KGVO-TV	13	58,780	CBS	1954	1 1 6	x			Tony Rollins	Gill-Perna
NEB.	KEARNEY	KHOL-TV	13	204,000	ABC CBS	1953	1 3/4	x			Tom Nuss	Meeker
	SCOTTSBLUFF	KSTF-TV	10	12,500	ABC CBS NBC	1956	1/2	x				Hollingbery
	OMAHA	WOW-TV	6	100,000	CBS	1949	2 1 12	x			Mal Hansen and Arnold Peterson	Blair-TV
N. Y.	PLATTSBURGH	WPTZ	5	20,000	ABC NBC	1954	1			x	Bird Birdan	Blair-TV
	ROCHESTER	WROC-TV	5	100,000	ABC NBC	1956	1/2	x				Hollingbery
	SYRACUSE	WHEN-TV	8	200,000	CBS	1948	1			x		Katz
N. C.	ASHEVILLE	WLOS-TV	13	179,000	ABC	1955	2 1/2			x	R. Fred Brown, Jr.	V, R & McC
	CHARLOTTE	WBTV	3	100,000	ABC CBS NBC	1956	1/4	x				CBS TV Spot
	DURHAM	WTVB	11	316,000	ABC NBC	1955	4 1/2	x			Harry Middleton	Petry
	GREENSBORO	WFMY-TV	2	100,000	ABC CBS	1952	1 1/4			x	George Perry	H, R & P
	GREENVILLE	WNCT	9	316,000	ABC CBS	1953	13			x	Eck Wall	Hollingbery
	WINSTON-SALEM	WSJS	12	316,000	NBC	1954	6	x			Harvey Dinkins	Headley-Reed
N. D.	BISMARCK	KFYR-TV	5	100,000	ABC NBC		2			x		Blair-TV
OHIO	COLUMBUS	WBNS-TV	10	224,000	CBS	1949	1			x	William Zipf	Blair-TV
	COLUMBUS	WOSU-TV	34	214,000		1956	2 1/2	x			James Chapman	
	STEUBENVILLE	WSTV-TV	9	230,500	ABC CBS	1953	1 1/2	x			E. P. Taylor	Avery-Knodel
	TOLEDO	WSPD-TV	13	316,000	ABC CBS NBC	1952	2 1/2			x	Jim Nettle	Katz
OKLA.	OKLAHOMA CITY	KWTV	9	316,000	ABC CBS		2 2 3				Wayne Liles	Avery-Knodel
	OKLAHOMA CITY	WKY-TV	4	100,000	NBC	1949	1 2 3	x			Jack Stratton and Vernon Ouncan	Katz
	TULSA	KOTV	6	100,000	CBS	1950	2	x			Bob Thomas	Petry
ORE.	KLAMATH FALLS	KOTI	2	13,500	CBS	1956	1/2					Blair-TV
	SALEM	KORT										
PA.	JOHNSTOWN	WJAC-TV	6	70,800	NBC	1955	1/4			x		Katz
R. I.	PROVIDENCE	WJAR-TV	10	315,000	ABC NBC	1952	1/2			x	Walter Covell	Weed
S. C.	CHARLESTON	WUSN-TV	2	100,000	NBC	1954	2			x	Douglas Bradham	Weed
	COLUMBIA	WIS-TV	10	269,000	NBC	1953	1 1 3			x		P, G & W
	FLORENCE	WBTW	8	316,000	ABC CBS NBC	1955	1			x	Tom Rogers	CBS TV Spot SA
	GREENVILLE	WFBC-TV	4	100,000	NBC	1954	1/2			x	Ben Leonard	Weed
S. D.	RAPID CITY	KOTA-TV	3	75,000	CBS NBC	1955	2			x	Gene Taylor	Headley-Reed
	SIOUX FALLS	KELO-TV	11	220,000	ABC NBC	1953	2 1/2	x				H-R
TENN.	KNOXVILLE	WBIR-TV	10	316,000	CBS	1956	6				Ralph McOode	Katz
	MEMPHIS	WMCT	5	100,000	NBC	1949	1 1/4			x	Dorck Rooke	Blair-TV
TEX.	AMARILLO	KGNC-TV	4	100,000	NBC	1953	1			x	J. Garland Smith and Hal Mayfield	Katz
	AUSTIN	KTBC-TV	7	316,000	ABC CBS NBC	1953	1 3/4	x			Oave Shanks	Raymer

State	City	Call letters	Channel	Power	Net	Farm programming began	Weekly hours farm	Programming			Farm Director	Station rep
								More	Less	Today Same		
	CORPUS CHRISTI	KVDO-TV	22	20,800	ABC	1954	1/2			x	Bart Boyd	Young
	FORT WORTH	WBAP-TV	5	100,000	ABC NBC	1949	1			x	W. A. Ruhmann	P. G. & W
	HOUSTON	KTRK-TV	13	316,000	ABC	1955	1/2	x			Dewey Compton	Hollingbery
	LUBBOCK	KDUB-TV	13	316,000	CBS	1952	1		x	x	Ray Trent	Branham
	SAN ANTONIO	KENS-TV	5	100,000	CBS	1953	1	x			Bill Shomette	P. G. & W
	SAN ANTONIO	WOAI-TV	4	100,000	ABC NBC	1956	5 1/2				Bill McReynolds	Petry
	TEMPLE	KCEN-TV	6	100,000	NBC	1953	2 1/2			x		Hollingbery
	WACO	KWTX-TV	10	107,000	ABC CBS	1955	3 3/4			x	Johnny Watkins, Pat Patterson	Pearson
UTAH	SALT LAKE CITY	KSL-TV	5	28,300	CBS	1949	1/2			x		CBS TV Spot Sales
VA.	HARRISONBURG	WSVA-TV	3	8,300	ABC CBS NBC	1954	15			x	Homcr Quann	P. G. & W
	ROANOKE	WSLS-TV	10	316,000	NBC	1952	2 1/2			x	Glen Howell	Avery-Knodel
ASH.	SPOKANE	KREM-TV	2	100,000	ABC	1955	1/2	x				Petry
VA.	HUNTINGTON	WSAZ-TV	3	46,800	NBC	1951	2			x	W. D. Click	Katz
	WHEELING	WTRF-TV	7	316,000	ABC NBC	1953	1/2			x	Wesley M. Manley	Hollingbery
ISC.	MILWAUKEE	WISN-TV	12	316,000	ABC	1955	1 3/4			x		Petry
	MADISON	WISC-TV	3	100,000	CBS	1956	5				Bill Groves	P. G. W
	MADISON	WKOW-TV	27	200,000	ABC	1955	2 1/2			x	Roy Gumtow	Headley-Reed
	WAUSAU	WSAU-TV	7	100,000	ABC CBS NBC	1954	7			x	Buck Leverton	Mecker

3 STATIONS CROSS-SECTION OF STATIONS CARRYING FARM RADIO PROGRAMING

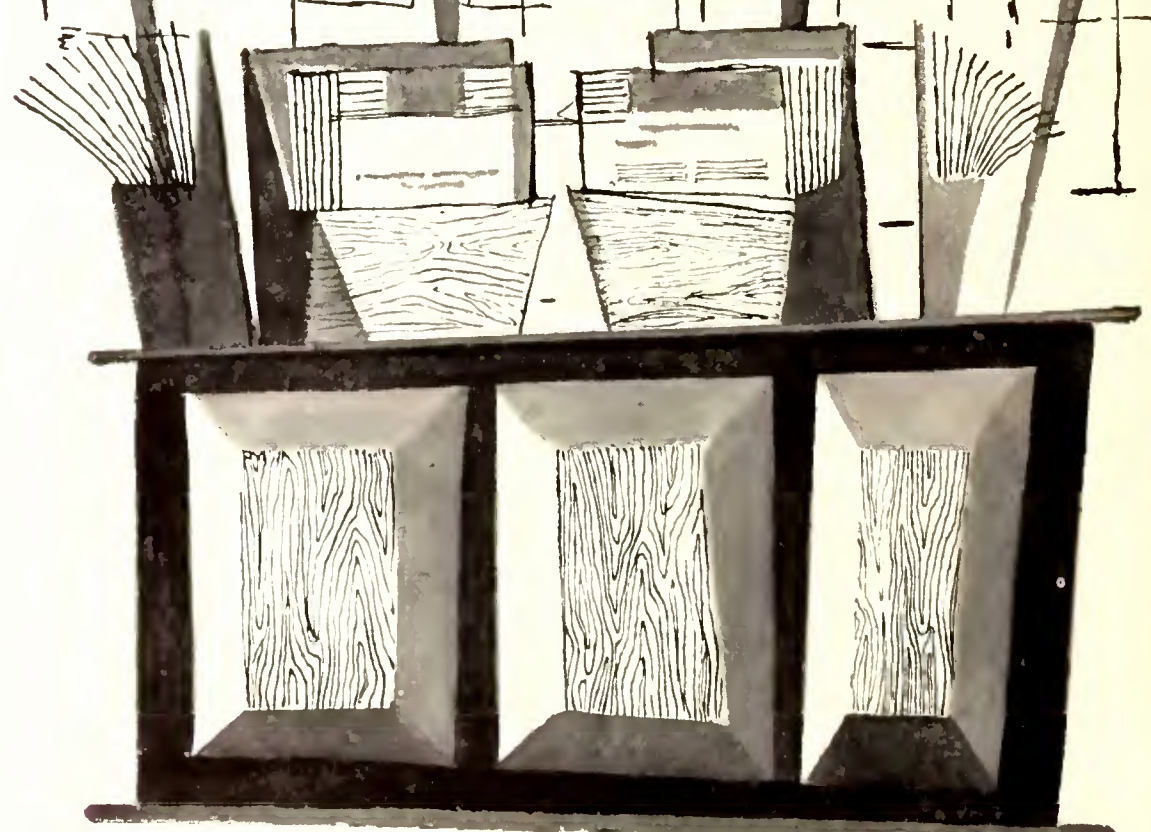
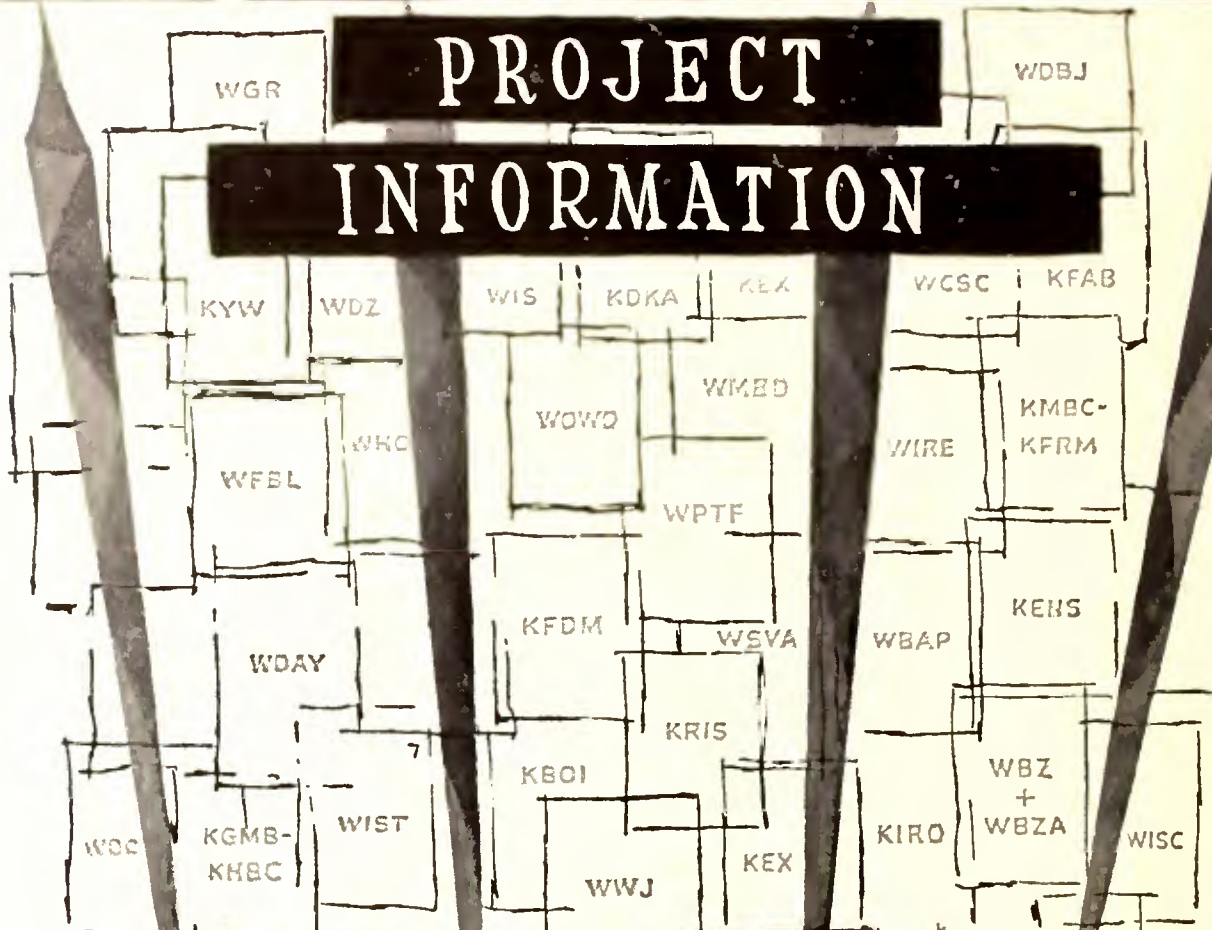
Farm stations below are partial list only of some 1900 U. S. stations which carry farm programing. List is based on stations replying to SPONSOR questionnaire. For more complete list of farm radio stations, see SPONSOR's 1956 Buyers' Guide.

State	City	Call letters	Frequency	Power	Net	Hours	Programming hours			Farm Director	Station rep
							More	Less	Same		
ALA.	AUBURN	WAUD	1230	250	ABC	5			x	Bobbie Sanders	
	SCOTTSBORO	WCRI	1050	250	4 1/2			x	Larry Garner	
ARK.	ARKADELPHIA	KVRC	1240	250	MBS	8			x	Bill Deaton	Hil F. Best
	JONESBORO	KBTM	1230	250	MBS	9			x	Clarence Adams	Burn-Smith
	LITTLE ROCK	KTHS	1090	50,000	CBS	4			x	Marvin Vines	Branham
	ROGERS	KAMO	1390	1,000	7 1/4	x				Hil F. Best
	STUTT GART	KWAK	1240	250	MBS	15	x			Marvin Heffington	Hil F. Best
CAL.	BAKERSFIELD	KPMC	1560	10,000	ABC	2 1/2			x		Burn-Smith (E) H. Oakes (W)
	CORONA	KBOC	1370	1,000	1 1/2			x	Lou Evans	
	HANFORD	KNGS	620	1,000	8	x			Dave Camp	H. Oakes
	LOS ANGELES	KFI	640	50,000	NBC	6 1/2			x	Jim Todd	Christal
	LOS ANGELES	KNX	1070	50,000	CBS	6				Nelson McIninch	CBS Radio Spot S
	PETALUMA	KAFR	1490	250	12	x			Chuck Currier	Bdcast Time Sis.
	STOCKTON	KGDM	1140	5,000	CBS	1 1/2	x			John Mackenzie	Blair
COL.	DENVER	KOA	850	50,000	NBC	9 1/2		x		Chuck Maler	NBC Spot Sales
	GREELEY	KFKA	1310	1,000	16 5/6	x			Larry Kirk	Holman
	LA JUNTA	KBNZ	1400	250	MBS	4 1/2	x			John A. Doengeo	Indle
	PUEBLO	KGHF	1350	5,000	ABC NBC	3			x	Jack Duane	Gill-Perna
	STERLING	KGEK	1230	250	5-5 1/2			x	Al Ross & Al Casey	
	STERLING	KOLR	1490	250	MBS	7	x				Holman
CONN.	HARTFORD	WTIC	1080	50,000	NBC	9			x	Frank Atwood	Christal
DEL.	DOVER	WDOV	1410	1,000	8			x	Virginia Bracken	Webb

(Please turn to page 56)

PGW

PROJECT
INFORMATION



Spot radio information

ere it is—to help you plan marketing
and advertising campaigns

many years agencies and advertisers have asked for com-
spot radio market information. Now, for the first time,
available in one concise reference for radio markets
s the nation shown in the list on this page — with
ons that cover over 46% of all the radio sets in the
ed States.

sy advertising or sales executive can have at his finger
— a history of the market, retail outlets, radio and
ision facilities, newspaper circulations and rates, and
omic factors that prevail. All yours for the asking.



TERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
• • • • •		
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Pearia	5,000
• • • • •		
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Baise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

CHICAGO	DETROIT	ATLANTA	FORT WORTH	HOLLYWOOD	SAN FRANCISCO
111 N. Michigan Ave. Chicago 1, Illinois	Penobscot Building Detroit 26, Mich.	Glenn Building Atlanta 3, Georgia	406 W. Seventh St. Fort Worth 2, Texas	1750 N. Vine St. Hollywood 28, Calif.	Russ Building San Francisco 4, Calif.

State	City	Call letters	Frequency	Power	Net	Hours	Programming hours			Farm Director	Station rep.
							More	Less	Same		
	GEORGETOWN	WJWL	900	1,000		16 2 3			x		Rollins
G.A.	ATLANTA	WSB	750	50,000	NBC	10 ¹ / ₂	x			Mike McDougald	Petry
	ROME	WRGA	1470	5,000	MBS	13 ¹ / ₂	x			Leo Mowry	Walker
	SAVANNAH	WSAV	630	5,000	NBC	3 ¹ / ₂			x	Doug Ströbbehn	Blair
IDAHO	LEWISTON	KPLC	1350	5,000		10					For Joe
	CALDWELL	KCID	1490	250		9-12	x			Duane Wolfe Fran Booton	H. Oakes
	GRANGEVILLE	KORT	1230	250		3				George Cook	
	MOSCOW	KRPL	1400	250		9				James Sanberg	Moore Assoc.
	REXBURG	KRXK	1230	250		12	x			Gene Shumato	
ILL.	CARBONDALE	WCIL	1020	1,000		11				Roy Freeman	
	CHICAGO	WGN	720	50,000		5	x			Norman Kraeft	Hollingbery
	CHICAGO	WLS	890	50,000	ABC MBS	16			x		Blair
	DECATUR	WDL	1650	1,000		9				Harvey Alltop	P. G. & W.
	DE KALB	WLBK	1360	500		8 ¹ / ₄				George C. Biggar	Sears & Ayer
	FAIRFIELD	WFIW	1390	500		11				Tom Land	Webb
	JACKSONVILLE	WLDS	1180	1,000		8				Ed Garlich	Holman
	LASALLE	WLPO	1220	250 (Nov. 1,000)		6				Laverne Waltman	
	LINCOLN	WPRC	1370	500		6-10				William Brady	Sears & Ayer
	LITCHFIELD	WSMI	1540	1,000		11				Robert Miller	Hil F. Best
	MATTOON	WLBH	1170	250		8	x				Holman
	METROPOLIS	WMDK	920	1,000		3 ³ / ₄	x			J. R. Strubinger	Holman
	MT. CARMEL	WVMC	1360	500		9	x			Venus Vaughn	Hil F. Best
	MT. VERNON	WMIX	940	1,000		15				Curt Bradley	Pearson
	PARIS	WPRS	1440	500		10				John Powell	
	PEORIA	WIRL	1290	5,000	ABC	6 ¹ / ₂	x			Glenn Boyle	Headley-Reed
	PEORIA	WMBD	1470	5,000	CBS	10 5, 12				Emil Bill	P, G, W
	PEORIA	WPEO	1020	1,000		14			x	Dick Herm	Burke-Stuart
	SPRINGFIELD	WMAY	970	1,000	NBC	9				Don Hanley	Pearson
	STERLING	WSDR	1240	100		14	x			Sam Bartlett	
	STREATOR	WIZZ	1250	500		5 ³ / ₄	x			Verne Buland	Hil F. Best
IND.	EVANSVILLE	WGBF	1280	5,000	NBC	8				Gene Crawford	Weed
	EVANSVILLE	WJPS	1330	5,000	ABC	5			x	Verne Paule	Hollingbery
	FORT WAYNE	WKJG	1380	5,000	MBS NBC						Raymer
	INDIANAPOLIS	WIBC	1070	50,000		13 5, 12				Harry Andrews	Blair
	KDKOMO	WIOU	1350	1,000	CBS	8 ¹ / ₄			x	Ray Watson	Weed
	LOGANSPORT	WSAL	1230	250	MBS	14	x			Gene Walters	Holman
	NEW CASTLE	WCTW	1025	4,000		7				Howard A. White	Scheerer
	SALEM	WSLM	1220	250		14	x			Erwin Elsert	Hil F. Best
	VINCENNES	WAO	1450	250	MBS	2	x			Bill Arthur	P, G, W
	WASHINGTON	WAMW	1580	250		7 ¹ / ₂				Gono Cahel	Hil F. Best
IOWA	BURLINGTON	KBUR	1490	250	ABC	12	x			Dick Roberts	Rambeau
	CARROLL	KCIM	1380	1,000		8				Eugene H. Roiff	Pearson
	CENTERVILLE	KCOG	1400	100		7				Gene Logston	
	CLINTON	KROS	1340	250	MBS	6 ¹ / ₂	x			Dave Sylvester	Pearson
	DAVENPORT	KSTT	1170	1,000	MBS	7 ¹ / ₂	x			Jack Barlow	Walker
	DES MOINES	KIOA	940	10,000	ABC	21				Bill Hitt & Scott Lamb	Headley-Reed
	DES MOINES	WHO	1040	50,000	NBC	8 ¹ / ₄				Herbert H. Plambeck	P, G, W
	DUBUQUE	KOTH	1370	1,000	ABC	19				Gerald McAlece	Pearson
	IOWA CITY	KXIC	800	1,000		12-13	x			G. M. Ludwig	Pearson
	OELWEIN	KOFL	950	1,000		10	x			Dick Petrik	Pearson
	SHENANDOAH	KMA	960	5,000	ABC	22 ¹ / ₂				Merrill Langfit	Petry
	WATERLOO	KXRL	1540	50,000	ABC	9	x			J. Ralph Vogel	Bolling
KANS.	DODGE CITY	KGNO	1370	5,000	MBS	8 1 3	x			Roddy Peoples	Hagg
	LAWRENCE	KLWN	1320	500		4 ¹ / ₂	x			Bill Drake	Indie
	LIBERAL	KSCB	1270	1,000		5					Hil F. Best
	WICHITA	KFH	1330	5,000	CBS	6 5 12				Bruce Bohymer	Blair
KY.	BOWLING GREEN	WKCT	930	1,000	ABC	20				Hank Broscho	Pearson

Response? Purina Got It By The Bushel!

How do you reach Ohio farm folks? WRFD-Radio, Worthington, Ohio has been successfully reaching this vast, rich market for years. But, don't take our word for it. Ask the Ralston Purina Company. They've got proof that WRFD delivers the goods when it comes to selling rural Ohio!

In August, 1956, Ralston Purina, the world's largest producer of animal foods, promoted a premium offer exclusively on WRFD. During a two week period, farm listeners were invited to write for a pitcher and tumbler set, including the name of the local Ralston Purina dealer with their requests. The offer was definitely limited to farm families only. A schedule of 42 spots weekly was used.

Ralston Purina got the response it was after—by the bushel! From 80 Ohio counties came 2,790 cards and letters requesting the pitcher and tumbler premium! Here is solid, firsthand proof that WRFD continues to gain and hold the interest and confidence of Ohio's farm people.

Now entering its tenth year of operation, WRFD-Radio has consistently served the rural and farm folks in its 72-county primary coverage area better than any other medium. These vigilant efforts pay off in a big way for WRFD advertisers. Put your sales message on WRFD and get deeper penetration at lower cost than is possible with any other advertising medium. Let WRFD-Radio get results for you—by the bushel!



Call Gill-Perna National Representative

WRFD-Radio
Worthington, Ohio 880Kc.

State	City	Call letters	Frequency	Power	Net	Hours	Programming hours			Farm Director	Station reg.
							More	Less	Same		
	BOWLING GREEN	WLBJ	1410	5,000	MBS	5	x			Odis Blanton	Walker
	CENTRAL CITY	WMTA	1380	500		2½			x	A. W. Rowland	Hil F. Best
	DANVILLE	WHIR	1230	250	MBS	5	x			David B. Highbaugh	Holman
	HOPKINSVILLE	WHOP	1230	250	CBS	15			x	Dink Embry	Bogner & Marti
	HOPKINSVILLE	WKOA	1480	1,000		9			x	Bob McGaughey	Hil F. Best
	LEXINGTON	WLAP	630	5,000	ABC	7½	x			Lind Voth	Pearson
	LEXINGTON	WVLK	590	1,000	MBS	11½	x	x	x	Raymond Holbrook	Burn-Smith
	MAYSVILLE	WFTM	1240	250	MBS	10			x	J. Seott True	
	MIDDLESBORO	WMIK	560	500		6	x			Bill Baker	McGillvra
	PRINCETON	WPKY	1580	250		6	x				Continental
	RICHMOND	WEKY	1340	250	MBS	20	x			Charlie Mastin	
LA.	ALEXANDRIA	KALB	580	5,000	ABC	8			x	Gene Miller	Weed
	LAFAYETTE	KVOL	1330	1,000	NBC	8			x		Meeker
ME.	HAULTON	WABM	1340	250	MBS	7			x	Jake Brofee	Webb
MD.	FREDERICK	WFMD	930	1,000	CBS	17½	x			Bob Heider	Gill-Perna
	HAGERSTOWN	WARK	1490	250	CBS	10			x	Diek Collyer	UBC & H. Oaks
	WESTMINSTER	WTTR	1470	1,000		8½			x	Leverne S. MacLaughlin	
MASS.	BOSTON	WBZ	1030	51,000		7				Malcolm MacCormack	P. G. W
	SPRINGFIELD	WBZA	1030	51,000		7				Malcolm MacCormack	P. G. W
MICH.	ADRIAN	WABJ	1490	250	ABC	6			x	Don Dean	Mich. Spot Sales
	ANN ARBOR	WPAG	1050	1,000		18			x	Howard Heath	Everett-McKinney
	BAY CITY	WBCM	1440	1,000	ABC	9¼	x			Ed Vallender	Hollingbery
	BENTON HARBOR	WHFB	1060	1,000		4½-6½			x	John P. Chase	Holman
	KALAMAZOO	WKMI	1360	5,000		6			x	Robert Barr	
	KALAMAZOO	WKZO	590	5,000	CBS	11½	x			Carl Collin	Avery-Knodel
	MT. PLEASANT	WCEN	1150	1,000		6		x		Russ Holeomb	Hil F. Best
	STURGIS	WSTR	1230	250		12	x			Ray Wells	Hil F. Best
MINN.	ALBERT LEA	KATE	1450	250	ABC	10	x			Bob Halt	Meeker
	DULUTH	WEBC	560	5,000	NBC	1½			x	Deke Grusendorf	Hollingbery
	FAIRMONT	KSUM	1370	1,000	MBS	9			x	James L. Barkley	Rambeau
	FAIRIBAULT	KDHL	920	1,000		36	x				Upper Midwest
	HUTCHINSON	KDUZ	1260	1,000		14	x				Hil F. Best
	MANKATO	KTOE	1420	5,000	ABC	20					Pearson
	MANKATO	KYSM	1230	250	NBC	24	x			Earl Kochnen	Meeker
	M'NPLS-ST. PAUL	WCCO	830	50,000	CBS	17	x			Maynard Speece	CBS Radio Spot
	WINONA	KWND	1230	250	ABC	7			x	Don Benham	Pearson
MISS.	COLUMBIA	WKRM	1340	250	MBS	12			x	Bill Fraser	Walker
	JACKSON	WGDX	620	5,000	NBC	7	x			Forrest Cox	Hollingbery
MO.	FULTON	KFAL	900	1,000		19	x			Melvin A. Lee	Indie
	HANNIBAL	KHMO	1070	5,1,000	MBS	3				Ken Albridge	Webb
	JEFFERSON CITY	KLIK	950	5,000		11			x	Jaek Kraeck	Walker
	JOPLIN	KFSB	1310	5,000		4 1/3			x	Leonard R. Brown	Meeker
	KANSAS CITY	KCMO	810	50,000	CBS	8½	x			Jaek Jackson	Katz
	KANSAS CITY	WDAS	610	5,000	NBC	12½			x	Paul Vogel	Christal
	KIRKSVILLE	KIRX	1450	250	ABC	7½			x	Robert M. Carlson	Bogner & Marti
	MARSHALL	KMMO	1300	1,000		8½			x	North Pile	Pearson
	MOUNTAIN GROVE	KLRS	1360	1,000		18			x	John W. Billingsley	Hil F. Best
	NEVADA	KNEM	1240	250		8			x	Jim McCall	Hil F. Best
	ST. LOUIS	KSTL	690	1,000		7 1/3	x			Charley Stookey	Everett-McKinney
	SPRINGFIELD	KWTO	560	5,000	ABC	2½	x			Loyd Evans	Pearson
	WARRENTON	KWRE	730	500		15			x	Francis Rees	Continental
MONT.	BILLINGS	KGHL	790	5,000	NBC	7¾			x		Katz
	GREAT FALLS	KFBB	1310	5,000	CBS	20	x				Bolling
	GREAT FALLS	KMON	560	5,000	ABC MBS	7			x	J. G. Greer	Avery-Knodel
NEB.	LEXINGTON	KRVN	1010	25,000		16¼	x			Merle Johnson	Raymer
	NORTH PLATTE	KODY	1240	250	NBC	16			x	Ed Launer	Meeker
	OMAHA	WOW	590	5,000	CBS	4¾			x	Mal Hansen	Blair
	SCOTTSBLUFF	KNEB	960	1,000	MBS	5			x	Dick Ingwersen	Holman

*In the rural Northwest, nearly six times more people listen to WCCO Radio than all other Minneapolis-St. Paul stations combined!**

listening
how we keep 'em down on the farm!

Small wonder, for WCCO Radio is the only Twin Cities station with the power and programming to serve Northwest agriculture. Its 50,000-watt voice covers a 109-county primary listening area in four states; an area with 223,000 farm families whose annual income is 1.6 billion dollars. Its Farm Service Department is the only one of its kind in the area. Headed by Maynard Speece and Jim Hill, WCCO farm broadcasters air 44 programs a week, each loaded with vital information about farming conditions, the weather and market trends. All of which makes WCCO Radio the ideal place to sow your advertising message if you want to harvest a bumper sales crop in the rich Northwest farm market!

WCCO RADIO

*The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul*

Represented by CBS Radio Spot Sales

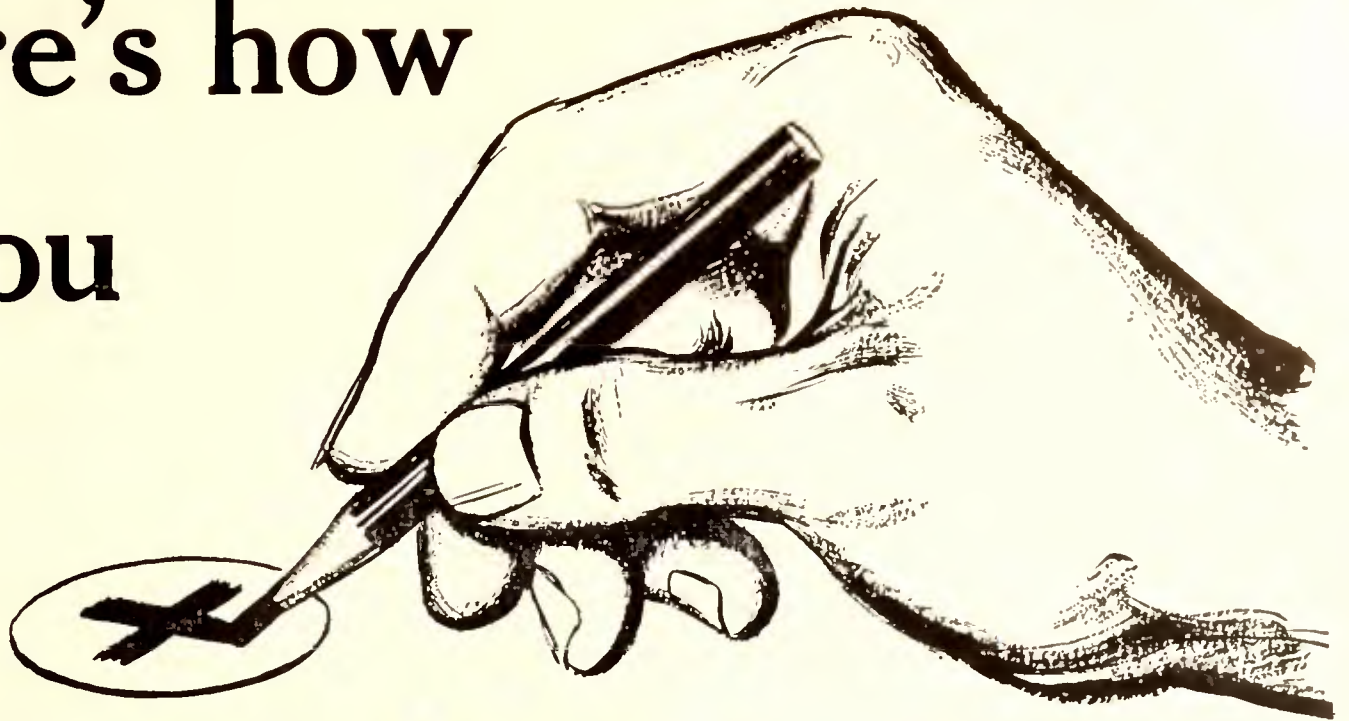
**Nielsen, June 1956—
Audience in vast Northwest
beyond inner NSI area.*



3 RADIO STATIONS *continued* . . .

State	City	Call letters	Frequency	Power	Net	Hours	Programing hours			Farm Director	Station rep	
							More	Less	Same			
N. M.	LOVINGTON	KLEA	630	500		5	x			Gil Hauger		
	PORTALES	KENM	1450	250		14	x			Jim Munro		
N. Y.	BOONSVILLE	WBRV	900	500		24	x			E. Sensarczyk M. Haines		
	HORNELL	WWHG	1320	1,000		12			x	Eddy Spoo	McGillivra	
	JAMESTOWN	WJTN	1240	250	ABC	14	x			Robert S. Webster	V. R. & McC	
	ONEONTA	WOOS	730	500		8			x	Ted Roodhof	Radio-TV Reps	
	UTICA	WIBX	950	5,000	CBS	7½		x			Walker	
	WALTON	WDLA	1270	1,000		9 1.6			x		Ramboau	
	N. C.	DURHAM	WONC	620	5,000	CBS	3			x	Hall Smith	Raymer
FAYETTEVILLE		WFNC	1390	5,000	MBS	14			x	Vestal Taylor	Walker	
HENDERSONVILLE		WHKP	1450	250	ABC	2½			x	Jimmy Northington	Conce	
RALEIGH-DURHAM		WPTF	680	50,000	NBC	9¼	x			Carl Hostetter	P. G. W	
SANFORD		WWGP	1050	1,000		10			x	Chuck Bailes		
WILSON		WGTM	590	5,000	CBS	12½	x				Pearson & Clark	
WILSON		WVOT	1420	1,000	MBS	18			x	Callbie Wood	Oevney	
WINSTON-SALEM		WSJS	600	5,000	NBC	4½				Harvey Dinkins	Headley-Reed	
N. D.		DICKINSON	KDIX	1230	250		29½			x	Karl Johnson	Holman
		FARGO	KFGO	790	5,000	ABC	27			x	Tom Torrance	Gill-Perna
	FARGO	WDAY	970	5,000	NBC	10½	x			Ernie Bresick	P. G. W	
	VALLEY CITY	KOVC	1490	250	MBS	6			x	Russ Kaber		
OHIO	CLEVELAND	WHK	1420	5,000	NBC	5	x			Ted Wilkinson	Headley-Reed	
	MARION	WMRN	1490	250	ABC	9			x	Charles Might		
	WASH COURT HSE.	WCHO	1250	500		5			x	Robert Terhune	Hil F. Best	
	WORTHINGTON	WRFD	880	5,000		16			x	Clyde Keathley	Gill-Perna	
OKLA.	GUYMON	KGYN	1220	1,000		5			x		Hil F. Best	
	MUSKOGEE	KMUS	1380	1,000		7			x	Don Gilbert	Pearson	
	OKLA. CITY	KOMA	1520	50,000	CBS	1¼				Wayne Liles & Jack Tompkins	Avery-Knodel	
	OKLA. CITY	WKY	930	5,000	NBC	11½			x	Jack Stratton & Vernon Duncan	Katz	
	PONCA CITY	WBBZ	1230	250	MBS	4			x	Don Putnam	Pearson	
	STILLWATER	KSPI	780	250		9¼			x	Jim Wells	T. F. Clark	
	TULSA	KV00	1170	50,000	NBC	10			x	Carl Meyerdick	Petry	
	WOODWARD	KSIW	1450	250		3			x	Edward A. Ryan	Pearson	
ORE.	DALLAS	KPLK	1460	500		1¾				George B. Smith, Jr.		
	HILLSBORO	KRTV	1360	1,000		9	x			Paul Alexander		
	SALEM	KSLM	1390	1,000	Lee	15	x			Al Bauer	Everett-McKinney	
PA.	BLOOMSBURG	WHLM	550	10,000		12			x	Hal Miller	Ray Gumton	
	CARBONDALE	WCDL	1440	5,000		6¼	x			Walter F. Rude	O. Cooke	
	EASTON	WEEX	1230	1,000		5				Brad Bradford		
	EPHRATA	WGSA	1310	1,000		7½			x	Jim Schmalhofer	Bdest Time Sls.	
	GETTYSBURG	WGET	1450	250		12			x			
	HARRISBURG	WCMB	1460	5,000	MBS	3¾			x		Gill-Perna	
	LEWISTOWN	WKVA	920	1,000		8			x	Lynn Bloom	Gill-Perna	
	MEXICO	WJUN	1220	250		3	x			Lantz Hoffman	Burn-Smith	
	PHILADELPHIA	WCAU	1210	50,000	CBS	5			x	Amos Kirby	CBS Radio Spot	
	PITTSBURG	KDKA	1020	50,000		6¾			x	Bert Hutchison	P. G. W	
	READING	WEEU	850	1,000	ABC	5		x		Sam Black	Headley-Reed	
	READING	WTIV	1290	500		1½				Paul R. Ruttan		
	SOMERSET	WHUM	1240	250	CBS	6			x	Prof. Schnitzel	Weed	
S. C.	TITUSVILLE	WVSC	990	250		9			x	Robert L. French	Indio	
	WILKES-BARRE	WILK	980	5,1,000	ABC	4 11 12	x			James Hutchison	Avery-Knodel	
	BISHOPVILLE	WAGS	1380	1,000		7	x				Interstate United	
	COLUMBIA	WCOS	1400	250	ABC	2			x	Bob Truero	Headley-Reed	
	ORANGEBURG	WTND	920	1,000		6	x			L. Richard Rhame	T. F. Clark	
	FLORENCE	WJMX	970	5,1,000	ABC	20			x		Dora-Clayton & W	
	S. D.	SIoux FALLS	KELO	1320	5,000	NBC	½	x			Leo Harding	H-R
		WATERTOWN	KWAT	950	1,000	MBS	7¾			x		Gill-Perna
		YANKTON	WNAX	570	5,000	CBS	12 1/3	x			Rex Messersmith	Katz

here's how you



“govern” the government

Much as we revere and respect this system of ours, we don't want the government running our lives.

The best government is one that's closest to the people. And there's just one way to keep it under control.

Vote.

Every time you get a chance.

Vote November 6, for sure.

Vote to elect the ones you want representing you. To keep the ones who are doing you proud. To get rid of the ones who are not so hot.

You're the boss, however you vote. No matter who's elected, you pay their salaries and paint their offices and keep watching over them as they work.

Even if the ones you're "agin" happen to win, they're obligated to the minority, too. They're servants of *all* the people, not just those who voted for them.

Your vote prods, approves, protests, demands, restrains, rewards.

Vote—so you and your children after you always can.



See You at the **POLLS!**

3 RADIO STATIONS *continued*

State	City	Call letters	Frequency	Power	Net	Hours	Programing hours			Farm Director	Station rep	
							More	Less	Same			
TENN.	CLEVELAND	WBAC	1340	250	MBS	20	x				Gill-Perna	
	COLUMBIA	WKRK	1340	250	MBS	12			x	Bill Fraser	Walker	
	JACKSON	WTJS	1390	1,000	ABC	8½			x	Vine Tapler	Branham	
	KNOXVILLE	WNOX	990	10,000	CBS	12½	x			Cliff Allen	Blair	
	LEXINGTON	WOXL	1490	250		21	x			B. L. Enochs	Headley-Reed	
	NASHVILLE	WSM	650	50,000	NBC	20-25	x			John McDonald	Blair	
	RIPLEY	WTRB	1570	250		3½	x				Hil F. Best	
TEX.	AMARILLO	KGNC	710	10,000	NBC	14	x			J. Garland Smith & Hal Mayfield	Katz	
	BROWNSVILLE	KBOR	1600	1,000	ABC	6			x		Hil F. Best	
	CENTER	KOET	930	1,000		9½	x			Charlie Slate	Gill-Perna	
	CORPUS CHRISTI	KWBU	1030	50,000		10			x	Weldon Robinson	Branham	
	FT. WORTH	WBAP	820	50,000	NBC	7¼			x	W. A. Ruhmann	P. G. W	
	GONZALES	KCTI	1450	250	KBS	7			x	Oave Walshak	O. Cooke	
	HARLINGEN	KGBT	1530	50-10,000	CBS	9¾			x	Jim Williams	H-R & Clarke B	
	HEREFORD	KPAN	860	250		3	x			Stewart Bean	Hil F. Best	
	HOUSTON	KPRC	950	5,000	NBC					George Roesner	Petry	
	HOUSTON	KTRH	740	50,000	CBS	9				Oewey Compton	Blair & Clarke B	
	JACKSONVILLE	KEBE	1400	250	ETN	6	x			C. Mets Heald		
	LUBBOCK	KFYD	790	5,000	CBS	7½			x	Bob Stephens	Katz	
	PAMPA	KPON	1340	250	MBS	18			x		Hil F. Best	
	PLAINVIEW	KVOP	1400	250	MBS	8	x					
	SAN ANTONIO	KENS	680	50,000	CBS	12			x	Bill Thomette	P. G. W	
	STEPHENVILLE	KSTV	1510	250		7			x	Bill Bentley		
	TYLER	KTBB	600	1,000	ABC	7½			x	Bob Murdock	V. R & McC &	
	WESLACO	KRGV	1290	5,000	NBC	6			x	Charlie Rankin	Pearson	
	UTAH	CEDAR CITY	KSUB	590	1,000	CBS	4¾			x	Robert L. Heyborne	
	VT.	BURLINGTON	WCAX	620	5,000	CBS	12 1/12	x			Joel Chandler	Weed
RUTLAND		WHWB	1000	1,000		14			x	"Boots" Benard	Gill-Perna	
WATERBURY		WOEV	550	1,000	MBS	12	x			Harold Grant	Everett-McK	
VA.	BRISTOL	WCYB	690	10,000	ABC	11 1.6			x	Frank Raymond	Weed	
	DANVILLE	WOVA	1250	6/5,000	MBS	15	x			Homer Thomasson	R. S. Keller	
	FARMVILLE	WFLO	870	1,000		14			x		T. F. Clark	
	HARRISONBURG	WSVA	550	5,000	NBC	11¼			x	Homer Quann	P. G. W	
	RICHMOND	WRNL	910	5,000	MBS	7½			x	Bob Oebardelaben	Petry	
	ROANOKE	WSLS	610	5,000	NBC	5 5.6			x	Glenn Howell	Avery-Knodel	
	WYTHEVILLE	WYVE	1280	1,000		7	x			Frank Lindamood		
WASH.	BELLINGHAM	KPUG	1170	1,000	MBS	5			x	Oave Hall	Headley-Reed	
	WENATCHEE	KPQ	560	5,000	ABC					Wynn Cannon	Forjoe & Moore	
	YAKIMA	KLOQ	1390	1,000	MBS	11	x			Richard J. Passage	Headley-Reed	
WISC.	APPLETON	WHBY	1230	250	MBS	3	x			Ray Brock	Meeker	
	BELOIT	WBEL	1380	5,000		12			x	Beb Scholz	Gill-Perna	
	JANESVILLE	WCLO	1230	250	MBS	12			x		Everett-McK	
	MADISON	WISC	1480	1,000	ABC Arrowhead MBS	12				Abe Nadel	P. G. W	
	MADISON	WKOW	1070	10/5,000	CBS	15			x	Ray Guntow	Headley-Reed	
	MANITOWOC	WOMT	1240	250	MBS	4			x		Holman	
	MANITOWOC	WWOC	980	1,000		9			x	Bob Robinson	McGillvra	
	MARINETTE	WMAM	570	250	NBC	9				John Bell	Burn-Smith	
	MILWAUKEE	WTMJ	620	5,000	NBC	7			x	William Hoeft	Christal	
	MONROE	WEKZ	1260	1,000		20			x			
	PLYMOUTH	WPLY	1420	500		21	x			Don Reed		
	RICHLAND CENTER	WRCO	1450	250		14	x					
STURGEON BAY	W00R	910	500		10			x	Edward Allen Jr			
WAUSAU	WOSA	550	5,000	MBS	6	x			Chuck Summers	Rambeau		

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This book gives you the main advantages and drawbacks of *all* major media . . . tips on when to use each medium . . . yardsticks for choosing the best possible medium for each product . . . how top advertisers and agencies use and test media . . . plus hundreds of other media plans, suggestions, formulas you can put to profitable use.

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film shows recently made available for syndication

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
ADVENTURE			
Adventures of Fu Manchu	Hollywood Tv	30	13
Adventures of John Silver	CBS Tv Film Sales	30	26
Annapolis	Ziv Tv	30	Pilot
Captain Grief	Guild	30	39
Count of Monte Cristo	TPA	30	39
Cross Current	Official Films	30	39
Crunch and Des	NBC Tv Film Div	30	39
Dateline Europe	Official Films	30	78
Foreign Legionnaire	TPA	30	39
Headline	MCA Tv	30	39
Here Comes Tobor	Guild	30	Pilot
Jungle Jim	Screen Gems	30	26
Overseas Adventure	Official Films	30	39
Sheriff of Cochise	NTA	30	Pilot
Three Musketeers	ABC Film Syndication	30	26
The Tracer	MPA Tv	30	26

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
DETECTIVE			
Code Three	ABC Film Syndication	30	39
Fabian of Scotland Yard	CBS Tv Film Sales	30	39
Federal Men	MCA Tv	30	39
Gangbusters	General Teleradio	30	26
Highway Patrol	Ziv Tv	30	39
New Orleans Police Dept.	MPA Tv	30	39
Public Defender	Interstate Tv	30	69
Stryker of Scotland Yard	Hollywood Tv	30	13

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
DRAMA			
Anthology series	Official Films	30	•
Celebrity Playhouse	Screen Gems	30	39
Charles Boyer series	Official Films	30	•
Damon Runyon Theatre	Screen Gems	30	39
David Niven series	Official Films	30	•
Dick Powell series	Official Films	30	•
Dr. Christian	Ziv Tv	30	39
Dr. Hudson's Secret Journal	MCA Tv	30	39
Herald Playhouse	ABC Film Syndication	30	34
If You Had a Million	MCA Tv	30	39
I'm the Law	Sterling	30	26
Janet Dean	Guild	30	39
Judges Chambers	Telescene	15	Pilot
Night Editor	Lakeside	15	26
Stage 7	TPA	30	39
Studio 57	MCA Tv	30	26
Tv Playhouse	NTA	30	13
Theatre with Lilli Palmer	NTA	30	39
World's Greatest Authors	Guild	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
FEATURES			
Anniversary Package	ABC Film Syndication	var.	16
Hall of Fame Classics	Assoc. Artists	var.	11
Hollywood Movie Parade	Screen Gems	var.	104
Movieland	Assoc. Artists	var.	68
Nugget group	Hollywood Tv	var.	51
RKO group	C&C Tv	var.	742
Silver group	Hollywood Tv	var.	24
TNT group	NTA	var.	35
20th Century Fox Package	NIA	var.	52
Warner Brothers group	Assoc. Artists	var.	700-800

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
KIDDIES' SHOWS			
Animal Crackers	Sterling	var.	50
Animated Fairytales	General Teleradio	10	13
Bobo the Hobo	Lakeside	15	26
Johnny Jupiter	Assoc. Artists	30	39
Junior Science	Guild	15	39
Playland	Sterling	var.	50

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
MUSICAL			
Ina Ray Hutton	Guild	30	Pilot
Patti Page	Screen Gems	15	78
Rosemary Clooney Show	MCA Tv	30	39
Town and Country Time	RCA Recorded Program	15	52
Town and Country Time	Services	30	26

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
MYSTERY			
Combat Sergeant	NIA	30	13
I Spy	Guild	30	39
Man Called "X"	Ziv Tv	30	39
Paris Precinct	Guild	30	26
Sherlock Holmes	Guild	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
SITUATION COMEDY			
Duffy's Tavern	Guild	30	39
The Goldbergs	Guild	30	39
The Great Gildersleeve	NBC Tv Film Division	30	39
I Married Joan	Interstate Tv	30	98
Juniper Junction	MPA Tv	30	26
Mickey Rooney	Screencraft	30	39
My Little Margie	Official Films	30	126
Stud's Place	Harry S. Goodman	30	39
Susie	TPA	30	52
Television Court	MPA Tv	30	13
Trouble with Father	Official Films	30	130
Willy	Official Films	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
SPORTS			
Bowling Time	Sterling	60	13
Golf With the Champions	Theatrical Enterprises	30	Pilot
Junior Sports League	RCA Recorded Program Services	30	39
Mad Whirl	NTA	30	13
Sam Snead Show	RCA Recorded Program Services	5	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
WESTERN			
Adventures of Kit Carson	MCA Tv	30	104
Brave Eagle	CBS Tv Film Sales	30	26
Champion	CBS Tv Film Sales	30	26
Frontier	NBC Tv Film Div.	30	39
Col. Tim McCoy	Guild	30	39
Frontier Doctor	Hollywood Tv	30	39
Judge Roy Bean	Screen Craft	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
MISCELLANEOUS			
Documentary:			
Greatest Drama	General Teleradio	15	39
On the Spot	Lakeside	15	39
Uncommon Valor	General Teleradio	30	26

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Nature:			
World Around Us	RCA Recorded Program Services	15	26

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
News feature:			
Washington Merry-Go-Round	Harry S. Goodman	15	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Semi-documentary:			
The American Legend	Official Films	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Shorts and cartoons:			
Paramount shorts, cartoons	NTA	var.	1,400
Popeye	Assoc. Artists	var.	250
Terrytoons	CBS Tv Film Sales	6	156
Walter Lantz Cartoons		10-15	179
Warner Brothers cartoons	Assoc. Artists	6	300-400
Warner Brothers shorts	Assoc. Artists	var.	1,000

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Spocce:			
Commando Cody	Hollywood Tv	30	12
Flash Gordon	Guild	30	39

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Women's:			
It's Baby Time	Walt Schwimmer	15	52
It's Fun to Reduce	Guild	15	65

PROGRAM	SYNDICATOR	LGTH.	NO. AVAIL.
Others:			
Candid Camera	Assoc. Artists	15	100
Candid Camera	Assoc. Artists	30	89
Do You Know Why?	MPA Tv	5	200
Profile	Trans-Lux	15	39
Jungle Adventure package	Sterling	var.	over 100
Under the Sun	CBS Tv Film Sales	30	39

*Being sold as package of 153 under title "Star Performance" or as individual series.

See page 68 for Film Notes and Trends



KABC-TV IS LOS ANGELES

Every month America's number one retail market continues to magnify in size and importance.

... And like the mighty city that it serves,

KABC-TV grows in stature and rated position.

Keeping pace with the ABC network, KABC-TV is "the station with life" in a city of destiny.

Channel 7 KABC-TV, Los Angeles
KGO-TV, San Francisco - WBKB, Chicago
WABC-TV, New York - WXYZ-TV, Detroit

Owned and operated by the
American Broadcasting Company



The beautiful Toledo Central Union Terminal is fitting testimonial to the nation's third largest rail center. Toledo is served by 13 major railroads.

If it's made of glass, you're in touch with Toledo, the "glass capital of the world."

Toledo's Museum of Art, rated among the top ten in the country, proves that industry and culture do mix.





Known for its exploits in peace and war, a modern workhorse of farm and industry, is the Toledo manufactured Willys Jeep.

Foreign ships are commonplace at the Port of Toledo, and Toledo ranks tenth in tonnage among all the nation's ports.

THE KEY TO THE SEA

Lying along both sides of the Maumee River near where it widens into Lake Erie, Toledo, Ohio, has been blessed with superb water transportation, but it ranks third in the nation as a railroad center, too. Its yearly shipment of over 20 million tons of coal each year leads the world, and Toledo is a manufacturing center of glass, plastics, textiles, machine tools, scales, and a myriad of other products.

No young upstart, the city of Toledo was founded in 1832, but despite its maturity, *retail sales*

have increased 108 percent during the past 10 years.

For 35 years, WSPD has been the voice of Northwestern Ohio, programming locally in character with its area. NBC programs have helped establish its radio audience leadership.

Nine years ago, WSPD-TV—Toledo's *only* television station—went on the air to serve a 23 county Billion Dollar Market, *the only medium covering this entire area.* WSPD-TV is a CBS Basic and also carries NBC and ABC programs.



**STORER
BROADCASTING
COMPANY**

WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

SALES OFFICES

TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

118 East 57th Street, New York 22 • Murray Hill 8-8630

SPONSOR

GOES

WEEKLY

27 OCTOBER*

WITH A

FOUR-POINT

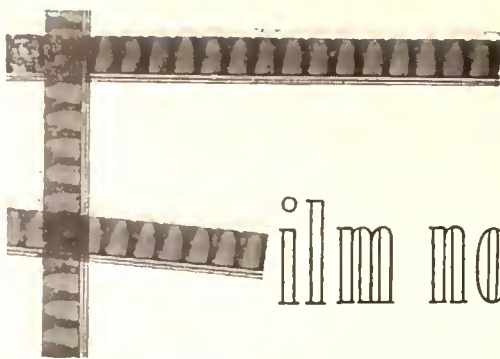
EDITORIAL

PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

*A complete weekly wrap-up
in depth for busy agency
and advertiser readers.*

***OUR 10th ANNIVERSARY
ISSUE ALSO!**



film notes and trends

Trend toward soft-sell copy is emphasized once again by Richard Olmsted, vice president of Olmsted Sound Studios. He labels the tack "The human approach," and predicts that in the near future, the sales message will find itself increasingly worked into a story-line, humanized with people in various settings—rather than being aired by a slick-speaking salesman. Olmsted cites filmed color commercials as adding to the trend. High cost of color announcements has resulted in more careful planning and, as he says, "a more palatable and potent sales message" when delivered to viewers.

Shortly after announcing the establishment of a complete European sales-service organization, Official Films' entire Board was re-elected. Announcement was made by Harold L. Hackett, president of the distributing firm. Past and present officers in addition to Harold Hackett are: Herb Jaffe, vice president; Herman Rush, vice president; Seymour Reed, secretary-treasurer; Grace Sullivan, assistant secretary; Lee Moselle, general counsel; Isaac D. Levy, director; Herbert Siegel, director and Robert Birnheim, director of the film organization.

New hubb of activity at Screen Gems! Richard Webb, star of the firm's *Captain Midnight* and *Jet Jackson* series, has recently launched his own company in partnership with the tv subsidiary of Columbia Pictures. Planned first by Webb is *Major Webb, Troubleshooter*, a series which he'll produce, write and star in shortly.

Four tv stations are backing Ziv's *Dr. Christian* series with an estimated \$50,000 of promotional material. Each of the four outlets has Mueller's Macaroni sponsoring the shows. They are: WABC-TV and WPIX, New York, where the macaroni firm is double-exposing the series for added viewing;

WRCV-TV, Philadelphia and WNAC-TV, Boston. Newspapers, on-air promotions and mailings are featured in the three-city build-up of the series.

As a result of a tv station poll, NTA has assembled and distributed what it terms the "most comprehensive promotion kit ever offered." It's geared to publicize and merchandise the NTA-distributed 20th Century-Fox group of 52 motion pictures, which were first telecast by some stations at the beginning of the month. The brief-case-like package weighs eight pounds, each unit costing NTA over \$50. Entire shipment totals over 250,000 pounds with value estimated at about the \$1.5 million mark. Included in each kit are 92 still photographs, 52 slides, 208 mats, 156 on-the-air announcements of varied length, 52 news releases, 104 short and long synopses and reviews gathered from newspapers and periodicals.

New approach to public service film programing is offered by Association Films, Inc. Its *Movie-A-Week* plan is designed to help stations fill regular public service slots with a continuous flow of suitable program fare. Subject matter runs from air travel to driving safety, averaging 30 minutes per film. Films may be ordered to fill any time period from 13 to 52 weeks. A similar plan, *Movie-A-Day*, initiated this summer, was ordered by 54 television stations, the company reports.

Interested in animation? Tonight (15 October) once again, Terrytoons offers its course in animation. Open to all beginners in the field, the weekly courses are under the supervision of Gene Deitch, creative director of the firm. Terrytoons, which recently became a division of CBS Television Film Sales, plans to include original tv programing, television animated commercials and special video effects in its expanded tv film production schedule. ★★ ★

The Timebuyer Asks . . .

WHO OWNS KTRK-TV?



. . . a good question that every smart timebuyer wants to know about every station he buys. With ownership go those intangible assets . . . prestige and influence in the community . . . reputation for effectiveness . . . promotional plusses . . . in short "the company you keep!"

* * *

LEO BURNETT CO., Inc., timebuyers and media supervisors, left to right, Harry Furlong, John Huckstep, Dick Coons, Doug Burch, Helen Stanley, and Arne Nordmark, talk with Warren Nelson of George P. Hollingbery Co., national representatives for KTRK-TV.



KTRK-TV is owned by Houston Consolidated Television Company . . . a company that merged all the great forces that have made Houston America's most amazing city! The Jesse H. Jones interests, owners of the powerful Houston Chronicle, are major stock-

holders and manage KTRK-TV for a score of influential Houstonians whose interests include Oil, Cotton, Cattle and Ranching, Banking and Finance, Law Securities, Industry, Public Utilities, Public Relations and outstanding governmental service.



This solid ownership, plus better shows and showmanship on the local level, plus ABC's increasingly strong network lineup, have made KTRK-TV the family favorite and your best buy in the \$3 billion dollar Houston market!

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett



NATIONAL
REPRESENTATIVES:
GEO. P. HOLLINGBERY
COMPANY
500 Fifth Avenue,
New York 36, New York

CLOTHING

SPONSOR: Gem Tailors

AGENCY: Direct

CASPULE CASE HISTORY: *The sponsor had been a steady advertiser on the station, using a single 15-second announcement at 9:30 a.m. on Saturdays. However, he recently decided to test a package of announcements over a weekend. As a direct result of the \$46 schedule, Gem sold a large quantity of both men's and women's suits, with total sales amounting to \$5,000. Each suit cost an average of \$83.30 to the customer. For each ad dollar invested, Gem received \$108.*

CKOV, Kelowna, B.C., Canada

PROGRAM: Announcements

HOSIERY

SPONSOR: Sanger Brothers

AGENCY: D

CASPULE CASE HISTORY: *Over 20,000 pairs of stockings were sold in the first few days of Sanger Brothers anniversary promotion on hosiery. Radio KLIF was the medium selected to boost sales in the Dallas area—an proved extremely gratifying according to Fred T. Johnson, sales promotion manager of the firm. Johnson noted that in addition to selling the 20,000 pairs of stockings, radio increased store traffic in other areas and brought in 1,666 telephone orders for the sale item.*

KLIF, Dallas, Tex.

PROGRAM: Announcements

FABRICS

SPONSOR: Waverly Fabrics

AGENCY: Lawrence K

CASPULE CASE HISTORY: *In a recent campaign, Waverly Fabrics scheduled announcements on about 50 stations throughout the U. S. All stations offered a 10-page booklet on home decorating hints. In New England, Waverly placed its message on WBZ-WBZA, Boston. Mildred Carlson's Home Forum, Monday through Friday, 9:30-9:55 a.m. The twin-city Boston-Springfield outlet produced 2,491 requests for the offer—at 41¢ per inquiry. Low cost-per-result prompted advertiser to new for following campaign.*

WBZ-WBZA, Boston and
Springfield, Mass.

PROGRAM: Mildred Carlson
Home Forum

HATS

SPONSOR: Mabel's Store

AGENCY: Direct

CASPULE CASE HISTORY: *In order to sell out the supply of hats on hand and make way for new stock, this local retailer placed two announcements on station KAVE. Cost of the commercials totaled \$6.00. Immediately after they were aired, the advertiser got results and in a short time not only was the display line sold, but many of the hats which were out-of-season and in storage had been cleared for new stock. The advertiser indicated that results were better than expected—all for \$6.00.*

KAVE, Carlsbad, N. M.

PROGRAM: Announcements

BEER

SPONSOR: F. E. B. Distributing Co.

AGENCY: Fitzg

CASPULE CASE HISTORY: *In order to bring Jax Beer to the attention of consumers along the Mississippi Gulf coast, F. E. B. Distributing Co. placed a 10-week announcement schedule on the station. Commercials highlighted a "pick the winner" football contest in which seven weekly prizes were given out. The schedule, which was highly successful, ran six days a week with messages aired from 6:30-6:45 p.m. Radio time-and-talent amounted to \$66.00, cost of entry blanks was \$90.00. Prizes were supplied by station. Total: \$156.00.*

WGCM, Gulfport, Miss.

PROGRAM: Announcements

HOMES

SPONSOR: Ruskin Heights

AGENCY: Direct

CASPULE CASE HISTORY: *Ruskin Heights, a housing development of 3,000 units, bought a weekend schedule of 15 announcements on station WHB. Nine of the commercials were scheduled after 7:00 p.m. on Saturday night. Purpose of the drive was to sell 48 homes. Results: That Sunday, 141 homes were sold. And during the following three weekends, when firm had planned to continue the campaign, the schedule was abruptly halted, because all of the homes were sold.*

WHB, Kansas City, Mo.

PROGRAM: Announcements

DEPARTMENT STORE

SPONSOR: Fowler, Dick & Walker

AGENCY: D

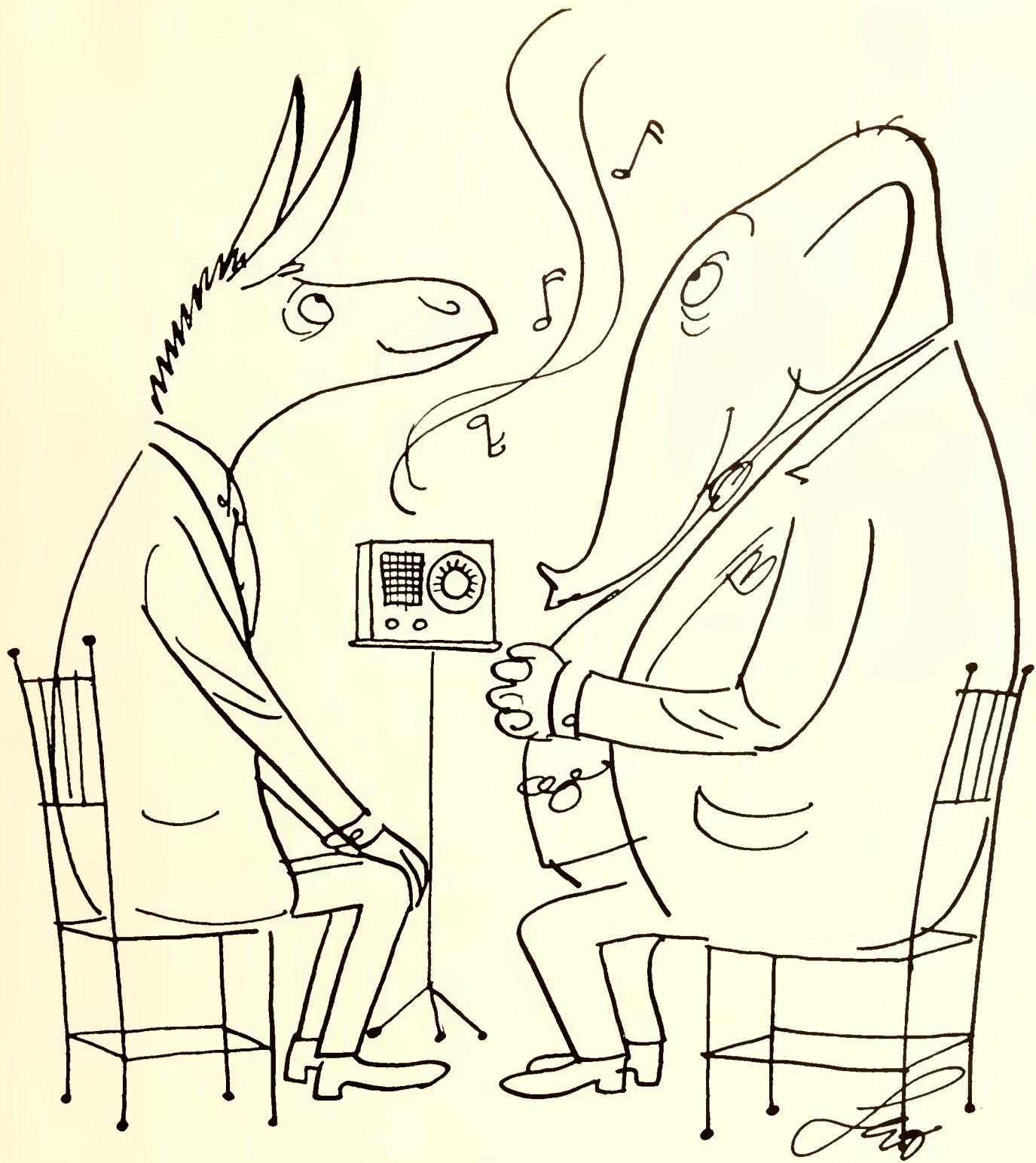
CASPULE CASE HISTORY: *When WINR became an independent outlet two months ago, it wanted to prove impact to potential advertiser, Fowler, Dick & Walker. In order to do so, it decided to program three-quarter hours of classical and semi-classical music Monday through Friday from 7:45-11:00 p.m. During trial period of the show, mail pull and newspaper views proved so favorable that the local department store signed for a long-term contract with the radio station.*

WINR, Binghamton, N. Y.

PROGRAM: Classical and
semi-classical music



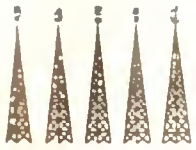
RADIO results



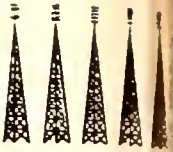
Folks get together over **WWDC** Radio

1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week—July-August Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



NEW AND UPCOMING TV STATIONS



I. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, REP
DICKINSON, N. D.	KDIX-TV	2	27 Sept.	5	520	CBS			P. J. Weir, Frank P. Whitney

II. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ERP (kw)** Visual	Antenna (ft)***	STATIONS ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER
NEW ORLEANS, LA.		32	26 Sept.	229	340	WDSU-TV WJMR-TV WCKG WWL-TV WYES	300	WWEZ Radio Inc.
RIVERTON, WYO.		10	26 Sept.	64	1710			Chief Washakie TV

III. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP. EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
ALLIANCE, NEB.	13	29 Sept.	102.3	669	\$296,000	\$160,000		Western Neb. Television Inc.
AUGUSTA, ME.	10	22 Sept.	316	770	\$440,764	\$376,730		Pine Tree Telecasting Corp.
BRYAN-COLLEGE STATION, TEX.	3	22 Sept.	60.3	414	\$92,956	\$184,000		Brazos Ecstg. Co.
ELKO, NEV.	10	22 Sept.	.451	—335	\$50,495	\$84,000		Elko Bestg. Co.
FLORENCE, ALA.	41	29 Sept.	15.2	391	\$76,376	\$150,000		Television Muscogee Shoals Inc.
GREENWOOD, MISS.	6	22 Sept.	60.2	550	\$373,025	\$180,000		Delta Television Corp.
RELIANCE, S. D.	6	29 Sept.	51.95	1279	\$224,100	\$90,000		Midcontinent Bestg. Co.
ST. LOUIS, MO.	30	29 Sept.	244.08	259	\$251,539	\$264,000	KETC KSD-TV KTVI KWK-TV	Plaza Radio & Tv Co.
WHITE HEATH, ILL.	21	22 Sept.	200	646	\$175,000	\$75,000		Plains Television Corp.
YAKIMA, WASH.	23	29 Sept.	21.9	960	\$144,156	\$120,000	KIMA-TV KRSM	Chinook Television Co.

BOX SCORE

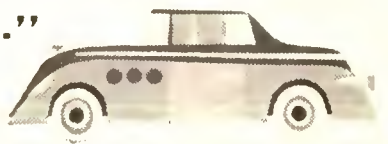
U. S. stations on air **487**

Markets covered **303**

*Both new e.p.'s and stations going on the air listed here are those which occurred between 22 September and 29 September or on which information could be obtained in that period. Stations 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 were not designated as being from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NFA: No figures available at present time on sets in market. †Community would support proposed lower-power station at least three years, or until such time as it becomes self-sustaining. ‡Presently off air, but still retains C.F.P. #Non-commercial. †Above ground.

"Three times as many..."

A leading auto dealer in Milwaukee gets high-powered results with a schedule of spots on WXIX. Reports the general manager: "In the five months since we began using a saturation spot campaign on WXIX, we have almost *tripled our business*. We have increased our staff from 8 salesmen to 21...sell 3 times as many new cars as any dealer with a similar franchise in the State. We believe WXIX alone is responsible for the tremendous record." Accelerate your sales in the rich Milwaukee market...advertise on low-cost, high-speed WXIX.



WXIX

CBS Owned
Channel 19 - Milwaukee
Represented by CBS Television Spot Sales



It's actually easy to save—when you buy Series E Savings Bonds through the Payroll Savings Plan. Once you've signed up at your pay office, your saving is done *for you*. The Bonds you receive pay good interest—3% a year, compounded half-yearly when held to maturity. And the longer you hold them, the better your return. Even after maturity, they go on earning 10 years more. So hold on to your Bonds! Join Payroll Savings today—or buy Bonds where you bank.

Why the killer came to Powder Springs



THE SKINNY little Texan who drifted into Butch Cassidy's layout at Powder Springs one day in '97 had dead-level eyes, a droopy mustache, and two six-guns tied down for the fast draw. Called himself Carter. Said he was a killer on the run.

That's why Cassidy and the outlaws in his notorious Wild Bunch told him all about the big future plans for their train robbers' syndicate. They took him in.

And he took them in. He was a range detective whose real name was a legend in the West—Charlie Siringo. And the information he got before he quietly slipped away stopped the Wild Bunch for a long, long time.

Of course, Siringo knew all along that if Cassidy or the others had discovered the truth, they'd have killed him sure. But it just never worried him any.

You couldn't scare Charlie Siringo. Coolest of cool customers and rawhide tough, he had the go-it-alone courage it takes to build a peaceable nation out of wild frontier. That brand of courage is part of America and her people—part of the country's strength. And it's a big reason why one of the finest investments you can lay hands on is America's Savings Bonds. Because those Bonds are backed by the independence and courage of 165 million Americans. So buy U.S. Savings Bonds. Buy them confidently—regularly—and hold on to them!

Safe as America—U.S. Savings Bonds

The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.



SPONSOR Asks...

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

What copy pointers can you give regarding the creation of a good I.D. announcement



Roger Purdon
Vice president & copy chief
Bryan Houston, Inc., N. Y.

GOOD I.D. IS A GOOD IDEA

● The most important part of any I.D. spot (20-second or minute for that matter) is not just camera technique, production skill, sound or music, but the basic copy idea in it.

Lets' look at it this way. An I.D. is to tv what a 24-sheet poster is to print advertising. In print advertising, the acid test of any idea is how graphically it can be translated into the eight- or 10-word limit necessary on a 24-sheet poster.

Poster experts generally agree that if a 24-sheet idea is a good one, the words and pictures in it should be capable of being absorbed by a passerby traveling at the speed of about 35 miles per hour.

For discussion's sake, let's assume that the I.D. spot is traveling past the viewer at about the same rate of speed. Therefore the words and pictures in it should be as graphically clear and simple as the words and pictures on a 24-sheet poster.

But stop and think for a minute. How many I.D.'s do you remember from last night's viewing? Think hard.

Can you honestly recall more than three—or even as many as three? (A brother-in-law survey of half a dozen people made by this writer turned up

an average of less than two recalled—with strong evidence of lucky guesswork rather than memory.)

All right, perhaps you weren't looking sharp last night. How many I.D.'s can you recall at all? How many beyond Maxwell Instant, Schaeffer (in New York), Winston or Marlboro? And remember, you're in the business—it's your job to remember these things.

What does all this add up to? Perhaps this fact: We may be more involved—some of us—with eute camera tricks or production effects than with the development of a strong advertising idea. This is something that comes only from good copy thinking and good copy writing. We may need more of this in our business than we realize today, and not only in I.D.'s.



John Hines
Radio-tv copywriter
BBDO, New York

NEW & OLD, QUICKLY TOLD

● The station identification announcement obviously demands a special copy technique because a message must be established in 10 seconds of picture and eight seconds of sound. There isn't time for a detailed copy story, nor for any irrelevance.

Among the mistakes too frequently made in the production of this type of commercial are the following: (1)

trying to cram too much into the message, and (2) inserting distracting material.

Both approaches serve to confuse the viewer or listener. In neither case is product identification clearly established.

At BBDO we call I.D.'s "name and claim" announcements, believing that they're effective only if they (1) register a strong product identification and (2) hammer home a basic theme.

Schaeffer Beer has been very successful with I.D.'s. With a simple, quick jingle, they put across one point—the basic theme: "Get Schaeffer: it's real beer." The copy point is always the same, always familiar. Yet the musical treatment and its video counterpart are different in each I.D.

This, I feel, is the best technique for a successful station identification announcement campaign. Viz. a combination of the new and the familiar, briefly stated.



Bernard Kahn
Copy Supervisor
Lennen & Newell, N. Y.

SPICE IN THE SANDWICH

● The keys to ideal I.D.'s? An idea naturally. Simplicity. And above all, sharp penetrating impact. For when you take an I.D. idea off the cork wall and puit it into context, it's the smallest part of a slapped-together Dag-

wood commercial sandwich.

Within a space of three to six minutes, the viewer's mind is fed layer upon layer of messages: The last commercial of the network show (often by the alternate sponsor) . . . then, the closing identification of the sponsor. Next, a 20-second or one-minute announcement, along with the little I.D. . . . topped off by the opening commercial of the following show.

It adds up to a hefty bite for the viewer to taste, much less digest. And if the I.D. is to bore through, it's got to be the sharpest taste in the sandwich. It's got to stand out from the sandwich and register in six fleeting seconds.

How? In six seconds there's time only for a simple sight-and-sound device, built around a simple idea. A powerful visual—a dramatic sound—effect. But how many I.D.'s do we see every day that try to condense a whole campaign into six seconds? How many try to present an involved selling proposition and then prove it? Actually, of course, the I.D. must be as simple as an outdoor board.

An old trick in judging print ads might come in handy here. The trick of pasting an ad into a copy of *Life* or onto a newspaper page, to see how it looks in context.

In some cases, it might be helpful to look at an I.D. storyboard in its relative broadcast position with three unrelated storyboards above and one below. Does your I.D. still jump out and do its job?

The I.D. can be a powerful media buy. But only if used right. Only if the I.D. equals idea—a single, simple, sharp idea—told with the kind of impact that reaches out and scars the viewer's mind. For the I.D. works best when it's the sharpest spice in the commercial sandwich. ★ ★ ★

DO RADIO-TV PREMIUM OFFERS GET RESULTS?

With debut of the weekly issue of *SPONSOR*, look for another "Sponsor Asks" forum that will be of vital interest to you: Are box-top offers still effective on radio and tv? Four advertising agency premium specialists will be on hand to give you their opinions, backed by surveys on the subject. Forum date is 27 October.



ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

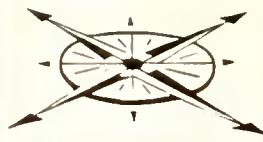
CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS
radio
COLUMBUS, OHIO

round-up



Campbell Soups, Rinso Blue offer premiums for moppets



In-store merchandising for Rinso Blue's Teddy

The Campbell Kid Doll will be promoted for six weeks beginning 1 November as a sales premium for Campbell soups. Doll will be available for \$1 plus a label from one of six Campbell soup brands. As a promotion aimed at the Kids the doll will receive heavy support on the *Lassie* show.

Another participant in the premium parade is Lever Brothers' new Teddy Bear that will be offered to the users of Rinso Blue for \$2 plus a box top. The Rinso Teddy Bear will be featured in commercials seen on the *Lux Video Theatre*, *On Trial*, *Garry Moore* and *Art Linkletter* shows. ★ ★ ★

NBC's frog, Rodney, pens promotional prose in Hollywood

Promotion with a humorous touch, (the kind that tickles rather than assaults), has been the forté of NBC's Hollywood office. Although it may come as a surprise to NBC, New York, promotional material emanating from the coast has been signed for some time now in a green scrawl by a frog who calls himself RODNEY (always in caps).

The latest letter from RODNEY was

accompanied by a nudish portrait of his aunt and was titled *September Moan*. A true salesman, RODNEY used the picture as a means of getting into a discussion of ratings and what women like. Letter copy was concerned with NBC's *Matinee Theatre* which RODNEY says has an audience of about five million. A note at the bottom of RODNEY's letter said the figure was supplied by ARB, "A snoopy group, but very efficient." ★ ★ ★

Dallas' Keitz & Herndon offers commercial insurance

Potential effectiveness of tv commercials is being measured for the clients of Keitz & Herndon, Dallas film producers. As a means of contributing a degree of "insurance" to a somewhat unpredictable business, the new service of the six-year-old firm is performed by arrangement with South-

west Research, Inc., Dallas.

Pre-testing sometimes indicates that a part of a given commercial should be cut or that another part should be more strongly accentuated. By re-testing commercials it's sometimes found that a once weak commercial has gained in effectiveness. ★ ★ ★

New KFEQ radio presentation is model of thoroughness

A completely revised presentation has been distributed by KFEQ, St. Joseph, Nebraska, that is notable for its comprehensiveness.

Included in the KFEQ story is such diverse information as a detailed run-down on the week's programming; a new coverage map, and an up-to-date program schedule. The material also

includes an economic breakdown of the 139-county area within the reach of KFEQ's transmitters. Source for the figures is the 1954 Census of Agriculture (preliminary).

Earlier this year KFEQ was taken over by Kenyon Brown, Bing Crosby, George L. Coleman and Glen Griswold. General sales manager for the station is Ted Branson. ★ ★ ★

UNICEF's Trick or Treat promoted over Yankee Net

Halloween and the United Nations are getting a big play this month over the Yankee Network's Home and Food Show. Occasion is the United Nations' annual Trick or Treat program which serves to put Halloween doorbell ringing to work for the United Nations' Children's Fund known as UNICEF.

The UN program uses frankly inclined energies to collect pennies, nickels and dimes for use among underprivileged children and mothers throughout the world. The Yankee Net's Duncan MacDonald will assist interested groups in setting up UN Trick or Treat programs via her women's show on WNAC. ★ ★ ★

Radio used to better G.E. community ties in Erie, Pa.

Officials of the Erie, Pa., plant of the General Electric Co. have signed with WSEE (TV) for a five-a-week news, weather and sports strip that will be entirely local in content. Interesting aspect of the show is G.E.'s reason for sponsoring it. The company will sell itself to the community as "a good neighbor; a good employer, and a good corporate citizen." ★ ★ ★

Briefly . . .

Hecker, Hull & Vincent, Inc., Detroit advertising agency, will use FM station WLDM for a 13-week advertising campaign that will feature the many service phases of its operation. The campaign scheduled for Friday and Sunday evenings and Saturday mornings is aimed at the management level of local industrial and consumer companies according to executive v.p. J. Jean Vincent.

* * *

Walter Winchell turned out to be as entertaining on his new Friday night variety show as he was earlier at his NBC press conference. Due for imitation are WW's interesting anecdotal introductions.

* * *

A snack bar, free parking and all the sun you can soak up are built-in features of Advertising Associates new building in Phoenix, Arizona. Agency, which bills \$750,000 annually, serves 23 accounts, has a staff of 12. . . . Basic advertising principles as applied to medical advertising and promotion will be taught by Doherty, Clifford, Steers and Shenfield's professional di-

vision director, Philip Reichert, M.D., this fall at New York University. According to the agency it's believed to be the first university course of its kind.

* * *

Los Angeles auto dealer, H. J. Caruso, sponsor of five feature films a week over L.A.'s KHJ-TV, sees tv's full-length motion pictures as the "perfect vehicle" for his sales messages. Says Caruso. "The purchase of a car is a family affair and through feature films I can reach as complete a family group as I could ever hope for. . . . Paper Mate Co. will invest more than \$1 million in a pre-Christmas campaign beginning mid-November over nine network tv and radio programs. It will run concurrently in December with a tv spot saturation campaign in 25 markets. Company's \$2.95 Capri with Piggy-Back refill will be featured in a specially designed plastic box.

* * *

World-wide distribution of Nestle Co. Ltd's Nescafe and Quik may be backed up by company's sponsorship of *The Gale Storm Show—Oh! Susanna* in England and on the continent. Half-hour series premiered over the 29-station CBC on 29 September coincidental with show's start on CBS in the United States. Canadian purchase was made through Cockfield, Brown & Co., Toronto.

* * *

A 10-second announcement offering a booklet of buckwheat recipes resulted in nearly 3,000 requests from listeners to New York's WMGM. Announcement was made over the *American-Jewish Caravan of Stars* broadcast Sundays from 12:30-1:30 p.m. . . . Largest single sale of time in the history of KOOL, Phoenix, was recently consummated by that station. Sale was made to Courtesy Chevrolet, Inc. Auto dealer will sponsor the *Tea Til Dawn* program six nights a week and put KOOL on a 24 hour broadcasting schedule.

* * *

Through election eve WNEW, New York, is providing "free and equal" broadcast time to qualified political candidates for office in New York and Connecticut. Station, which does not accept paid political advertising, will give each qualified candidate 25 minutes of free time.

* * *

KOSI, Denver, has signed a con-
(Please turn to page 129)

You Get

FASTER SALES ACTION

from
**Penna's most
Powerful
Independent**

WIBG'S personalities like Doug Arthur,
plus WIBG'S 10,000 WATTS
of Power make the big difference!

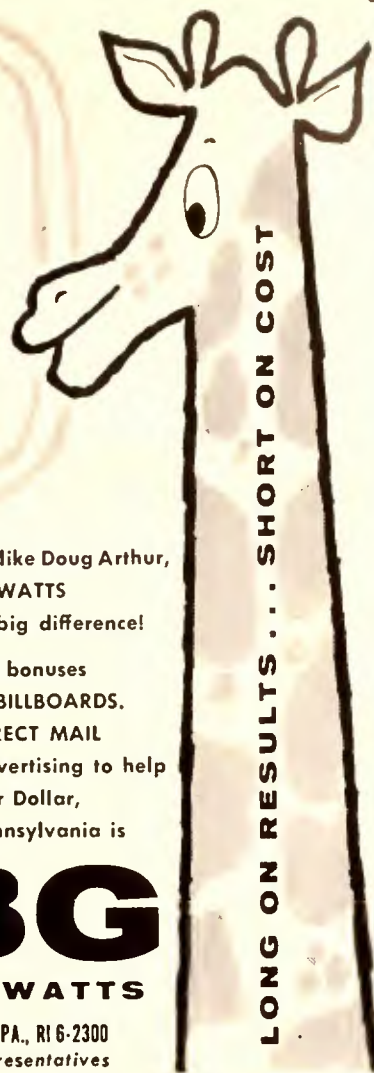
WIBG includes extra bonuses
at no extra cost . . . BILLBOARDS,
TRANSIT CARDS, DIRECT MAIL
and Trade Paper advertising to help
your sales. Dollar for Dollar,
your best buy in Pennsylvania is

WIBG

990 | 10,000 WATTS

SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
NAT'L REP.: RADIO-TV Representatives

LONG ON RESULTS . . . SHORT ON COST



Before you buy any Houston
Station *Call your*

RAYMER MAN

He'll show you why **KTHH**
is the Best Radio Buy

KTHH
5000 W 790 KL HOUSTON

MUSIC NEWS SPORTS AND
MYSTERIES

Mutual for Houston and
South Texas

Represented Nationally by
Paul Raymer Co.





agency profile

James S. Bealle

V.p. in charge of tv-radio
K&E, New York

Not headline claims but the fine print comparison of rates, ratings,* audience composition and location count most. Check the cost per thousand on strong NBC adjacencies on high powered **WJHP-TV**, Jacksonville, Florida.

*For ratings, see Telepulse.

"I think that features are a good buy when they're priced right for late night, but I don't think they're prime evening fare." says K&E tv-radio v.p., Jim Bealle.

"Even top features haven't yet been able to compete with good live tv. A couple of weeks ago NBC TV put a first-run Michael Redgrave movie, *Magic Box*, opposite our Ed Sullivan show. Sullivan got a 43.7 Trendex against the feature's 4.2—a higher rating than he's had in eight years."

Bealle feels that no one form of tv entertainment will ever crowd out another permanently. "Tv eats up material, so there's room for everyone." And as proof of this maxim, he points out that the agency's two top shows are a live variety (*Sullivan*) and a half hour film show (*Rin-Tin-Tin*).

Soft-spoken, Bealle tends to talk slowly, deliberately, between considered puffs on his pipe. As K&E's tv-radio topper, he takes crises in his stride, without apparent change of pace.

Agencies, he feels, are already very active in show production, through their work with packagers and the network producers. But he does not foresee agencies going into show packaging to the extent that they did in radio days. "But for a few isolated exceptions, it's not economical for agencies. Agencies do, however, take an active part in script supervision, casting, shaping the general format of a show and looking after the client's interest where production values are concerned.

"As a general rule," he says, "tv shows reach their peak in six months. We'd like to have our shows get a four- or even seven-year pull like we've had with Sullivan. In other words, we're trying to take the risk out of tv show business. And right now we're in the process of setting up a panel from among our employees to test whether ratings can be predicted. Tv is now of an age where research can really be a valuable tool. Something as simple as an employee tv panel, if it works, could put our show analysis a step ahead."

Bealle adds that he has a tv consumer panel right in his own home in Pelham Manor, New York, where his wife and five children are constant and severe tv critics. ★ ★ ★

**GREAT
NEW
COMBINATION!**



Milwaukee's number one independent radio station is pleased to announce the appointment of

THE KATZ AGENCY inc.

as national representatives, effective

OCTOBER 18, 1956



In Milwaukee, the shrewd buy is WOKY . . . heres why!

for radio's best buy
in the
nation's 13th market
call your
KATZ man

- First in listeners, day and night.
- Lowest cost per thousand in the market.
- Covers 54% of the population in wealthy Wisconsin.
- Choice of the "blue chip" national and local advertisers.
- 24 hours of music, news and sports.
- 1000 watts at 920 KC.
- Bellwether station of the booming BARTELL GROUP.

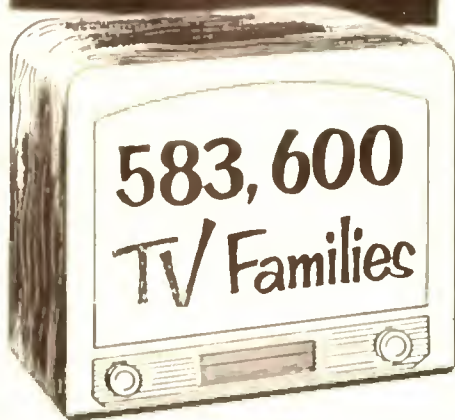


MILWAUKEE



A BARTELL GROUP STATION

IS
PENNSYLVANIA'S
4th TV MARKET
IN YOUR PICTURE



WJAC-TV is the Number One Station not only in Johnstown, but in Altoona as well, and this one-two punch covers an area that rates 4th in the rich state of Pennsylvania, and 28th in the entire country.

Well over half a million (583,600 to be exact) television families look to WJAC-TV for the best in television entertainment.

Add to this the free bonus of WJAC-TV coverage into Pittsburgh, and you have a total market for your sales message that just can't be overlooked, if you really want to tap the potential of Southwestern Pennsylvania.



Get full details from your KATZ man!

Continued
from
page 8

AGENCY AD LIBS



The technique of latrine-reporting is simple indeed. No matter how ill-informed the source, the rumor is fit to print since it stirs up more gossip and attracts more readers. What harm this may do to advertiser, agency, talent, network and our business in general is ignored for the immediate gain in reader-interest.

In a business that thrives on the half-founded rumor and the partial-truth, there are many who live solely on such fare. One gentleman I know, owner of a small agency, told me he stands at the bar of a well known bistro every day for two hours because of the "valuable leads" he picks up. As such his new business department is, you might say, 86 proof, an interesting if deplorable state of affairs.

Another chap I know, a writer for one of our less sterling trade sheets, told me he has often had printed what he thinks might happen because he'll always get a denial in time for the next publication date so his fantasies lead to facts and materialize as a follow-up piece.

Of course, if no one read this material when it appeared in print, it would die of lack of nonishment so I suppose the onus is upon all of us readers, myself included. By subscribing, reading and allowing our blood pressure to rise as a result of what we see, we give substance to the shadows. I've tried to abstain. The only excuse I can give for not continuing to do so is that in self-defense one must keep up to date on the misstatements as well as the facts. This is a pretty weak excuse, I realize, but unfortunately, it's the only one I've got. ★ ★ ★

SPONSOR's reply to Bob Foreman

The harsh criticism Bob Foreman levels at the trade press in the column above must have been the result more of anger than of factual appraisal of the circumstances involved.

Admittedly, SPONSOR erred in the item involved and is glad to have the facts put straight by Bob Foreman. But the error arose as the result of a misunderstanding between the reporter and his source rather than through reliance on hearsay.

SPONSOR states, further, that it will print and acknowledge any inaccuracy it may have inadvertently committed to type whether the correction comes from its own columnist or a reader anywhere. We are indeed as anxious to correct any error as we are to get the facts straight to begin with.

T. V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET

CHICAGO: 16 EAST ONTARIO STREET



Eye-stopping live action . . . smooth continuity . . . a clever jungle! These are the elements that put sell into a series of spots for American Family Flakes! Product identification is very strong, with good package display throughout each one minute commercial. A well cast housewife in a realistic home setting shows soft, fluffly, immaculately clean clothes, as voice-over emphasizes that this is "the soap that loves your clothes." Produced by SARRA for THE PROCTER & GAMBLE COMPANY through H. W. KASTOR & SONS ADVERTISING CO., INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Modern, stylized animation of musical notes and instruments is intricately woven into an original, fully orchestrated musical background which creates the mood for this new Folger's Coffee series. The elegantly gloved feminine hand, which appears in Folger's print advertising, is used to give visual evidence that Folger's Coffee is "distinctively different." These eight and twenty second spots by SARRA are striking examples of powerful advertising in compact form. Produced by SARRA for J. A. FOLGER & CO. through CUNNINGHAM & WALSH, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



In this arresting, two minute spot for Prudential, the announcer, Bill Shipley, tells of a dream in which he has forgotten his lines. In this tense situation, he is rescued by the prompter's cards which indelibly print the Prudential message on the viewer's mind. Restraint and "soft sell" characterize the commercial in all respects. This spot is one of a series that will be seen on "You Are There" and on the new "Air Power" show. Produced by SARRA for THE PRUDENTIAL INSURANCE COMPANY OF AMERICA through GALKINS & HOLDEN, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Here's a brand new group of spots with the vigor and sparkle that keeps audiences looking! Every second works for Wesson Oil, with good photography and smooth continuity. Product-in-use shots take full advantage of the label to display the name "Wesson Oil." This commercial is part of a continuing series that may be seen on "Valiant Lady", the Bob Crosby show or the new Sid Caesar show. (If you'd like to see other recent SARRA commercials, drop a line to SARRA and ask for Reel 3.) Produced by SARRA for WESSON OIL & SNOWDRIFT SALES CO. through the FITZGERALD ADVERTISING AGENCY, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

We've Moved

TO THE TOP!



- **TOP POWER**
316,000 Watts
- **TOP ELEVATION**
2,000 Ft. above average
terrain - 3,936 Ft.
above sea level
- **EXCLUSIVE CBS
AFFILIATE**

For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now — it's TOP HEIGHT — TOP POWER for WDBJ-TV — with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV is now at maximum power and height — backed by a power-packed viewer promotion program throughout the coverage area!

Ask Peters, Griffin, Woodward!



ROANOKE, VA.

**Owned and operated by
the Times-World Corp.**

**Peters, Griffin, Woodward, Inc.
National Representatives**

Continued
from
page 17

SPONSOR BACKSTAGE



simes truly great importance, and deserves serious contemplation on the part of the agency, the advertiser and the station. Are stations cutting their own audiences by making the viewing of feature films too irritating by too many commercial spots in too short a time?

And even if viewers don't actually tune out, is the advertiser doing himself any good with his selling message if the viewer aggressively resents the intrusion represented by the commercial because of the large number of commercials per feature film? There seems little doubt that a too-greedy attitude in this situation on the part of some stations will, in the long run, hurt the station itself, but in the meantime this causes a decrease in effectiveness of the advertisers' commercial. It is up to the individual agency, of course, to protect its accounts by spot-checking feature film shows on key stations from time to time.

The Celler House Antitrust Subcommittee investigating network activities has caused a great deal of hitherto relatively secret information (and too frequently, misinformation) to be revealed. Not the least interesting of the more accurate portions of such information is that dealing with the sometimes huge talent payments made by the networks. What seems to be exorbitant fees to talent has, of course, long been disensed in show business and broadcasting circles. It's our guess, however, that nothing will ever change the basic law of supply and demand as it applies to talent's performance for advertisers or elsewhere.

A few short months ago Elvis Presley got \$750 for each of three performances on Jackie Gleason Enterprises' *Stage Show*. Currently the same singer is doing three guest shots on the Ed Sullivan Show for \$50,000. When this three-shot deal is completed, Presley's manager is going to ask \$50,000 per shot. And it's this column's guess he'll get it without any difficulty at all. What he did to the rating on the last Sullivan show on which he appeared is not one of the better kept secrets of the year. And as long as he causes such rating increases the sky is almost literally the limit on the money he'll be able to command.

It wasn't too long ago that Frank Sinatra begged Harry Cohn, president of Columbia Pictures, for a part in a film the studio was making. He agreed, and Columbia took him up on it, to do the job for \$10,000. The part was that of Maggio in "From Here to Eternity." It got the till-then skidding Frankie Boy an Oscar, and (abetted by a million-selling Capitol record of a BMI tune called "Young at Heart") made him once again a sizzling show-business property. Today Sinatra won't even consider doing a picture for less than \$100,000 in front plus a substantial piece.

'Twas ever thus. And no doubt 'twill ever be—and who can blame them? ★ ★ ★

in the traditions of quality.

N.T.A. - 20th Century-Fox

proudly present... first releases from... 20th Century Fox... starring... LORETTA YOUNG, JOAN CRAWFORD, WALTER PIDGEON, TYRONE POWER, CHARLES LAUGHTON, PAUL MUNI, HENRY FONDA, CLAUDETTE COLBERT, FREDRIC MARCH.



2 Great Names...

N.T.A. and 20th Century-Fox

proudly present... equal in Feature Films... famous producers include... DARRYL ZANUCK, ALFRED HITCHCOCK, ELIA KAZAN, LOUIS DE ROCHEMONT, OTTO PREMINGER and BRYAN FOY... and stories by great authors including JOHN STEINBECK, ZANE GREY, RICHARD LLEWELLYN, RAYMOND CHANDLER, RAFAEL SABATINI, CRAIG RICE and FRANK YERBY.



HOW GREEN WAS MY VALLEY

with Walter Pidgeon, Maureen O'Hara, Donald Crisp and Barry Fitzgerald. An unforgettable story of love, faith and conflict... winner of six Academy Awards.



BOOMERANG

with Dana Andrews, Jane Wyatt and Lee J. Cobb. The vicious killer remains unfound... the savage crime remains unavenged... the story of the most brutal betrayal man ever got from woman!



BRIGHAM YOUNG

with Tyrone Power and Linda Darnell. The story behind the heroic Mormon trek westward and the virile fighting man who led it.



WING AND A PRAYER

with Don Ameche, Dana Andrews and Sir Cedric Hardwicke. One of the mightiest of all entertainment thrills... fighting action aboard a fighting aircraft carrier!



THE HOUSE ON 92nd STREET

with Lloyd Nolan and William Eythe. The story the headlines didn't dare reveal about the protection of the atom bomb!



THE HOMESTRETCH

with Cornel Wilde and Maureen O'Hara. Love and adventure at the world's gayest racing classics!



THE STORY OF ALEXANDER GRAHAM BELL

with Don Ameche, Loretta Young and Henry Fonda. In the deafness of the woman he loved he found the inspiration for his great achievement.



DOLL FACE

with Vivia Blaine, Perry Como and Dennis O'Keefe. The musical romance of a doll that had a great talent for writing.



THE OX-BOW INCIDENT

with Henry Fonda and Dana Andrews. The tough, true, terrifying story of America's most ruthless manhunt... urged on by a woman's mocking laugh!



A YANK IN THE R.A.F.

with Tyrone Power and Betty Grable. Authentic air battles filmed over Germany, France and England... background for a tender love story!



FOUR JILLS IN A JEEP

with Phil Silvers, Martha Raye and Betty Grable. The fun, songs and love when Hollywood's loveliest stars take a furlough of entertainment to the front lines.



DRAGONWYCK

with Vincent Price and Gene Tierney. A tremendous, exciting mystery that will engulf the television screen with dramatic greatness.



THE BLACK SWAN

with Tyrone Power, Maureen O'Hara and Thomas Mitchell. Over the seven seas, surged the wolf-pack and it took bold hearts to hunt it down!



LIFEBOAT

with Tallulah Bankhead and William Bendix. Six men and three women adrift in a lifeboat with no law but the wild sea... written for Alfred Hitchcock by John Steinbeck.



FOOTLIGHT SERENADE

with John Payne and Betty Grable. A story that steals into your heart... with music that will set it singing.



DAISY KENYON

with Joan Crawford, Dana Andrews and Henry Fonda. Two kinds of men... two kinds of love in her life... and when she chooses it must be forever!



CENTENNIAL SUMMER

with Linda Darnell, Jeanne Crain, Cornel Wilde and Walter Brennan. The beloved best-seller bursts into Jerome Kern Songs.



THE FOXES OF HARROW

with Rex Harrison and Maureen O'Hara. A man of violence and fascination... out of an era that laughed at its own destruction... from the best seller.



KISS OF DEATH

with Victor Mature, Brian Donlevy and Richard Widmark. The story of betrayal that explodes in a manhunt unequalled in the chapters of violence and vengeance!



DRUMS ALONG THE MOHAWK

with Claudette Colbert and Henry Fonda. Braving all dangers as a nation is carved out of a forbidden wilderness.

These films will help you build top audience ratings, great sponsor participations and a new high in sales and profits!



NTA...

touches off
the most
spectacular event
in television
programming history...

Included in this group are with screen triumphs as...



RINGS ON HER FINGERS
Lena Horne, Gene Kelly
and Laird Cregar



IT HAPPENED IN
FLATBUSH
Lena Horne and Gene Kelly



EDGE OF
DARKNESS
George Montgomery, Virginia
Greene and Gene Kelly



WITH A SHOT
WELL
George Montgomery and Virginia
Greene



IT KISSERS
Robert Montgomery, Virginia
Greene and Gene Kelly



AMERICA'S
GREATEST
LOVE STORY



THE BRASHER DOOBLOON
George Montgomery and
Nancy Guild



WESTERN UNION
Robert Montgomery, Randolph
Scott and Dean Jagger



BERLIN CORRESPONDENT
Lena Horne, Randolph Scott
and Virginia Greene

and twenty-three other
outstanding feature films



WRITE WIRE PHONE TODAY! All the details are available to you...

MARKET DIVISION, N.T.A. GROUP OF SALES

NATIONAL TELEFILM ASSOCIATES, INC.

MEMPHIS, TENNESSEE: 425 N. GUYTON ST. TEL: 481-1111
CHICAGO, ILLINOIS: 111 N. WABASH ST. TEL: 467-1111
DALLAS, TEXAS: 1111 N. GUYTON ST. TEL: 734-1111
HOUSTON, TEXAS: 1111 N. GUYTON ST. TEL: 771-1111
LOS ANGELES, CALIFORNIA: 1111 N. GUYTON ST. TEL: 467-1111
NEW YORK, NEW YORK: 1111 N. GUYTON ST. TEL: 467-1111
PHOENIX, ARIZONA: 1111 N. GUYTON ST. TEL: 467-1111
SAN ANTONIO, TEXAS: 1111 N. GUYTON ST. TEL: 467-1111
SAN FRANCISCO, CALIFORNIA: 1111 N. GUYTON ST. TEL: 467-1111
WASHINGTON, D.C.: 1111 N. GUYTON ST. TEL: 467-1111

NOTHING BUT

UP ...



SPONSOR'S FIRST 10 YEARS.

NOTHING

Every year for a full decade SPONSOR has gone up in advertising pages.
How high will it go as a weekly?

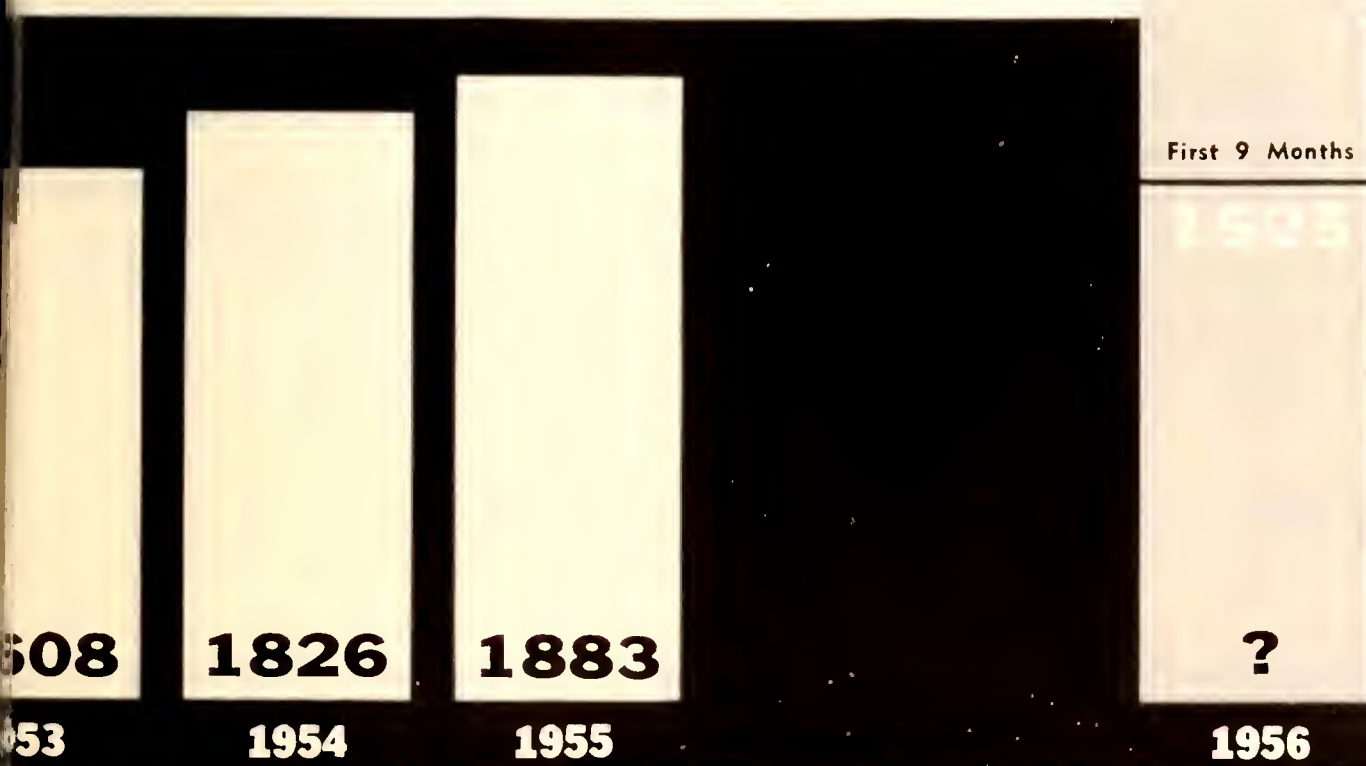
advertising pages.



10 years ago SPONSOR appeared on the broadcast scene with a sparkling new concept — a *use* magazine beamed 100% for air-minded agencies and advertisers. In the decade now being completed its impact has been fully felt and its concept fully tested. Nothing speaks louder than results, and the ladder of uninterrupted growth shown on these pages underscores SPONSOR's progress.

UP

T



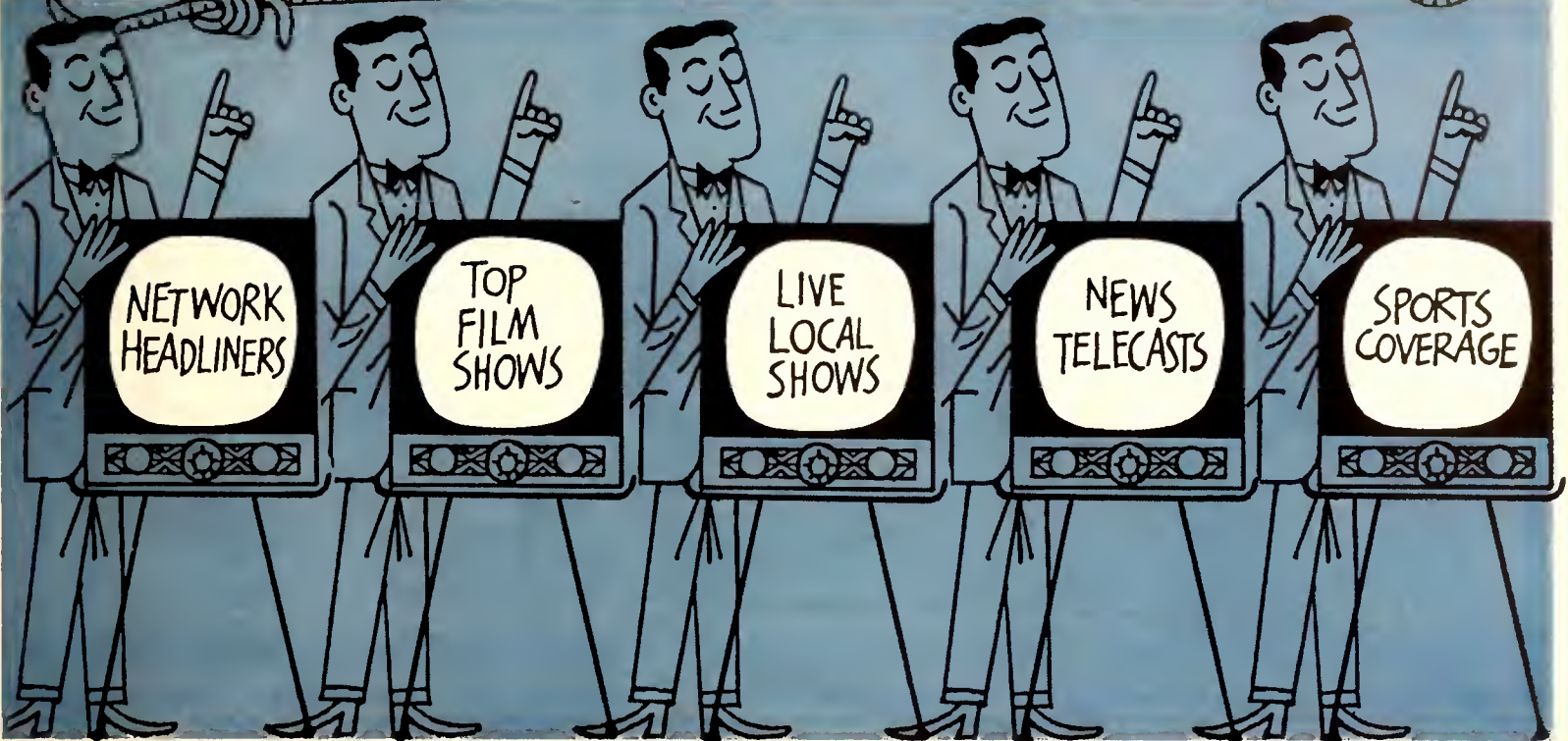
As **SPONSOR** goes into its second decade it will unveil an extension of its use concept. It will expand the *use article* formula in which it is expert to a striking new formula of *use news* in depth. Thus an important new dimension is added to trade paper publishing in our field. What **SPONSOR** means by use news in depth will be revealed for the first time on 27 October when the first weekly issue, which will also be our 10th anniversary issue, reaches your desk.

**OUR 10TH
ANNIVERSARY
ISSUE IS
OUR FIRST
WEEKLY
ISSUE** (advertising deadline)
8 October, 1956



**AND NOTHING BUT UP
GO YOUR NATIONAL SALES
WITH A WELL-PLANNED
AD CAMPAIGN
IN THE WEEKLY SPONSOR**





...ITS PROGRAMMING!

And WSM-TV programming holds a popularity lead in this market, according to both A.R.B. and Pulse. This popularity covers all categories:

NETWORK HEADLINERS — As the NBC-TV station in this market, WSM-TV gets a consistently larger share of the local audience for network shows (according to A.R.B. and Pulse) than the national average (according to Trendex) — proof positive that national standings cannot be neatly applied to all local situations.

TOP FILM SHOWS—According to the most recent survey of this three-station market, the 10 top syndicated film shows are all on WSM-TV.

LIVE LOCAL SHOWS — With a talent pool of more than 200, many of them nationally famous stars, WSM-TV is recognized as one of the country's leading stations in the production of top caliber live local shows. Such headliners as NOON, OPRY MATINEE, TELEVISIT, and

CHANNEL 4 CLUB consistently reflect the know-how of a staff that produces network commercial shows on both television and radio for such top-drawer advertisers as R. J. Reynolds, Ralston-Purina and Pet Milk.

NEWS TELECASTS — An aggressive 9-man news staff, five wire services, two film services, staff cars, and complete kleig lighting and motion picture equipment all contribute to the WSM-TV news coverage success story. The station has also telecast more than 675 remotes of special local and regional newsworthy events.

SPORTS COVERAGE — Vanderbilt University basketball, exclusive TV coverage of Nashville's Southern League baseball team, NCAA basketball remotes from as far away as Bowling Green, Kentucky, Vanderbilt football highlights, steeplechases and stock car races are just a few of the many local and area headliners in the WSM-TV sports parade that continues to fascinate viewers in this market.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

MEDIA MODEL-T

(Continued from page 31)

merous advantages which are lost to the automotives. Consistency makes the buy less expensive and it gives the contract-holder a franchise. Every station representative has a portfolio of enticingly priced package buys, for example, and every station offers frequency discounts.

A car company which retained announcement periods throughout the year would have a built-in priority on top adjacencies when they are most

needed—new car announcement time.

Some automotives do run 52-week schedules in one market, or in a limited group of markets. Most, however, stick to the four-weeks-in-52 pattern. Detroit is one of the market exceptions, for both political and competitive reasons. Company executives apparently get a sense of pride from feeling they dominate local advertising and they splurge in saturation schedules all year round.

2. Buying is rigid and is limited to the peak traffic hours.

Automotives insist on peak "traffic"

hours, with very few exceptions.

Traffic, as related to radio, means those hours between 7 and 9 a.m. and 4 to 6 or 7 p.m., when listeners are driving to and from work in their cars. As applied to television, traffic hours mean those prime nighttime periods when the most viewers are available.

Agency and client men have sold themselves on this prime-time concept, and they've been aided and abetted by radio and tv salesmen who have oversold "position."

Auto executives and agency people all drive to work in Detroit and are inclined to have a "doesn't-everybody-drive-to-work?" psychology. (The Motor City is a mobile one because the metropolitan area is spread out and inaccessible. In-car radio listening is unusually heavy.)

One rep comments: "Automotives are paying high rates for these premium traffic times, yet if they bought nighttime radio or daytime tv they might be able to get as much as double the audience for the same money."

Commenting on the clamor for "position," another rep said: "This kind of buying is like taking a center spread in a magazine. Yet when a car manufacturer actually buys magazine space, he takes any position in it because he's looking for total readership, not just those who glance at the center-spread."

3. The women's audience is virtually ignored.

Automotives seem to look on women as wives and helpmates, rather than as consumers. They think women have a definite "influence" in the choice of color, style and comfort features of a car, but they believe that men select the make of the car.

They therefore try to reach and to sell both men and women, figuring they get such a dual audience with traffic-time radio and nighttime tv. Carl Georgi, Jr., media director of the D. P. Brother agency, which services the Oldsmobile account, summarizes the thinking:

"We seek a dual audience of both men and women, because purchase of a car is a family matter."

Yet many a survey in recent years has pointed up the influence of women—married or single—in control of income and in selection of both soft and hard goods. Whether she has the biggest say-so in deciding on the make of car, or whether she merely exerts an influence, the woman is a vital factor



**HERE'S HOW
BIG CHIEF
ON BIG HILL
SCALPS YOUR COMPETITION**

National survey for July, 1956 finds KCSJ-TV,
voice and image of Southern Colorado's major
mountain locked markets, way out front morning, afternoon
and evening periods. Its share of audience is

100 IN MORNING
65.4 IN AFTERNOON
51.1 EVENINGS

Put BIG CHIEF
to work for you.

KCSJ-TV

Pueblo's only TV station
Channel 5 — Pueblo, Colo.

NBC for Southern Colorado

Represented by: John E. Pearson Co. National
John McGuire & Co. Regional



...the **MEN** in the **GREY FLANNEL SWEATSHIRTS**

The sales crew that goes to work for you in the billion-dollar Portland market the moment you place a schedule on KFOR Channel 12. A "task force" representing over 100 years (combined) experience in sales, merchandising, radio and television.

Is it any wonder that Portland retailers, brokers and distributors invariably cast their vote in favor of this winning combination.

Get the Facts
Get the Figures from
GEORGE P. HOLLINGBERY CO.

KFOR

PORTLAND, OREGON
GOOD LOOKING
HOME OWNED

Channel

12



Get the facts about the Mightiest Mike in radio

What is a "mighty Mike"?

Is it 50,000 watts mighty?

Or is it a Mike that commands the attention of the overwhelming majority of an audience in a given broadcast area?

We know that any studious time buyer will agree with the above definition and . . .

That's why we say KEYSTONE BROADCASTING SYSTEM with more than 900 affiliated radio stations in Hometown and

Rural America is the MIGHTIEST MIKE in radio.

Braggs and boasts are as nauseating to us as they are to you. Our statement is neither a brag nor a boast.

It is a fact . . . and you can make us prove it . . . which we'll be delighted to do . . . and say . . . don't forget to ask us about our market-by-market SPECIAL MERCHANDISING ASSISTANCE.

You'll say its UNBELIEVABLE!

WRITE OR TELEPHONE FOR NETWORK INFORMATION . . . 90 stations or 900 in the EXACT MARKETS YOU SPECIFY!

Send for our new station list

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
580 Fifth Ave.
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUTter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network a minute or a full hour it's up to you your needs

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some spot costs

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you



THE VOICE OF HOMETOWN AND RURAL AMERICA

in the sale of cars. Yet manufacturers have bypassed an obvious method of reaching her—spot during daytime hours. And these daytime spots would be even more effective in areas where there is, or where there's likely to be, a concentration of two-car homes.

4. Manufacturers use the same copy themes.

Any way you look at it—or hear it—automotive copy is pretty much the same. Add this factor to the traditions of once-a-year advertising at peak tune-in times in the same markets, and you end up with many announcements close-together—all selling the same idea.

Car companies tend to stress a recent victory in a marathon race, the technical advantages of a motor, the low-low price.

But copy could be used to dramatize the important intangible reasons people swing to a certain make. Said a Buick dealer in Detroit:

"People no longer buy cars just because they're useful. The car symbolizes something in the buyer's mind. His private concept of owning a car—or a special kind of a car—may involve prestige, self-confidence, luxury or even escape. When we talk to people who come in the showroom, we tell them about the mechanism . . . but we sell them on emotion!"

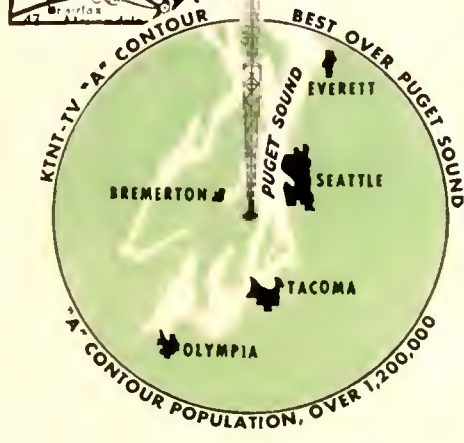
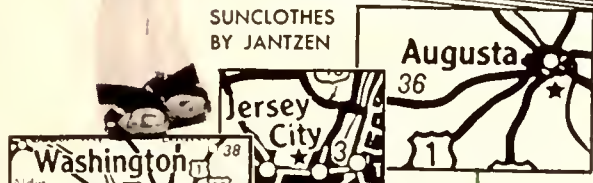
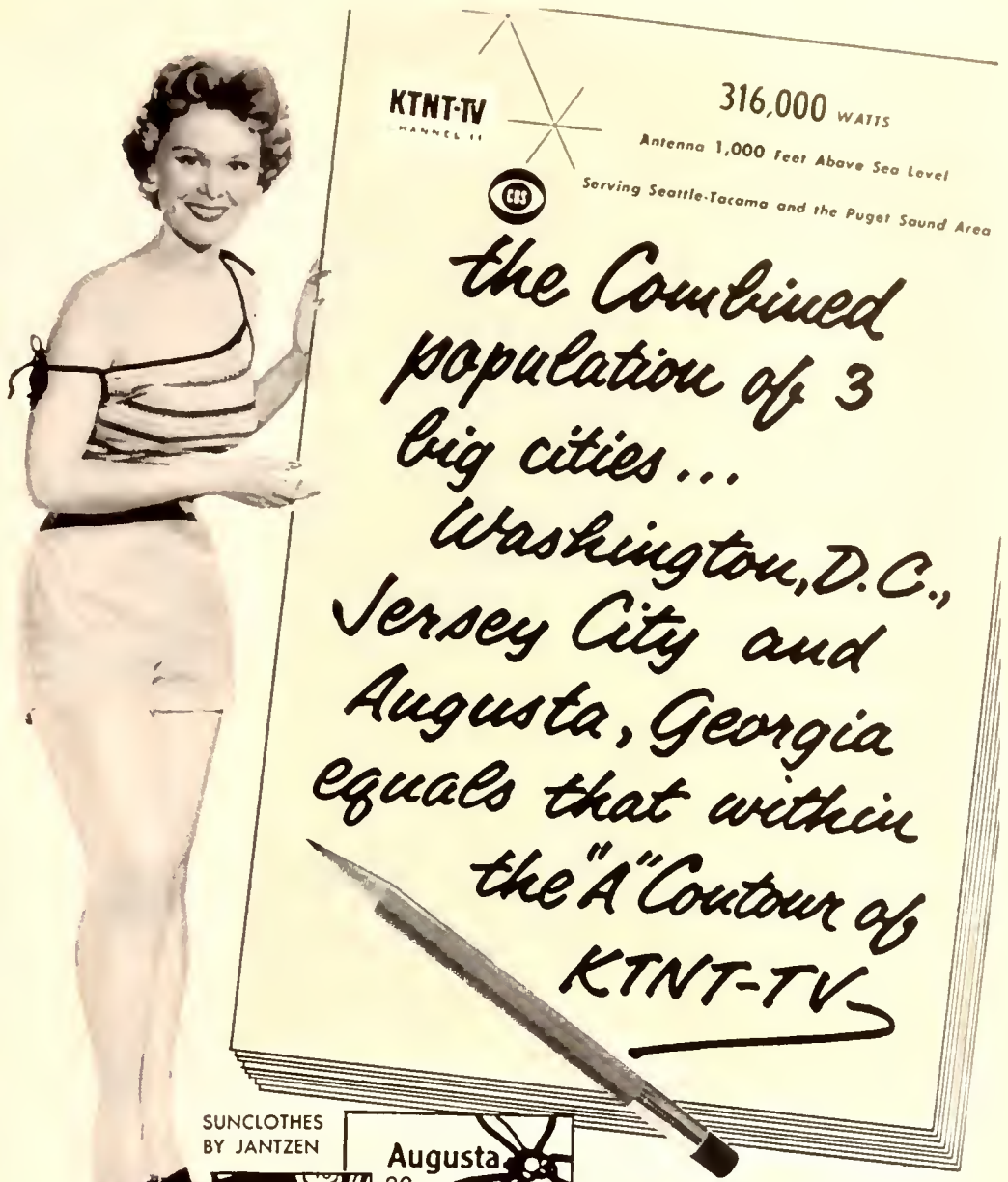
One Detroit agency man, who's been trying to sell his client on a copy change for months, says: "I'd like to use straight selling copy which is switched at short intervals so it doesn't wear out. And I'd like to limit our copy to the things our car has which are really different and which are exclusive with us."

Another broadcast executive in an automotive agency points to a lack of creative personnel in radio-tv writing and production and to a shortage of time.

"Frankly, we're pretty well steeped in print media, and this is what most of our creative people specialize in. We're trying to build a solid radio and tv department, but as good as it is it isn't up to handling the mad rush we have at new car time. We have more than an adequate staff eight months of the year. But in the other four, when we're working out our new car introduction at break-neck speed, we just don't have enough people."

5. Manufacturers don't allow spot's flexibility to work for them.

If sales are high, there is a lot of



"A" contour area contains OVER HALF of the population of Washington State and accounts for OVER HALF the retail sales of the state.

... and more than 2 million people live in the ENTIRE area covered by KTNT-TV

... what's more—
Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- Seattle
- Tacoma
- Everett
- Bremerton
- Olympia



CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

CHANNEL ELEVEN
BASIC
Represented nationally by
WEED TELEVISION



NASHUA

***Sensational* EARNINGS!**

NASHUA \$1,236,965.00

THE LOUISVILLE MARKET

**1,305,000 Customers
\$1,703,251,000 Buying Income**



TO BUY AIR TRAILS NETWORK STATIONS

write, wire or phone collect:

PAT WILLIAMS • ALEX BUCHAN • BILL SPENCER
WING • 121 N. Main St. • Dayton, Ohio • HE 3773

**H. R. REPRESENTATIVES
for
WING • WCOL • WIZE
JOHN BLAIR & CO. for
WKLO**



Sensational RESULTS!

DON PHILLIPS
ADVERTISING

Madrid Building
Third and Guthrie
Louisville 2, Kentu
WAbash 0224

July 30, 1956

Mr. Jack Everbach, Sales Representative
Radio Station WKLO
604 South Third Street
Louisville 2, Kentucky

Dear Mr. Everbach:

I want to compliment you and your station on the wonderful job you have done and are doing for my client, the Kentuckiana Insurance Agency. As you know, Kentuckiana has not had a great deal of success with radio in the past. But since WKLO has carried their advertising schedule, on the Jimmie Osborne show, they have had a tremendous number of inquiries and sales. 75% of all new business, in the type of insurance which WKLO advertises, results directly from WKLO broadcasts.

You already have my letter renewing the show at the end of the present contract. Now my client wishes to take an option on the next series of shows.

With best regards,

DON PHILLIPS ADVERTISING AGENCY

C. L. McDaniel
C. L. McDaniel, Account Executive

McD:j

W. A. MATNEY
President

BILL'S USED CARS
INCORPORATED

W. L. BIRD HUBBARD
Sec. Treas.

1148 DIXIE HIGHWAY • 1419 WEST BROADWAY • 2002 SOUTH SEVENTH STREET
LOUISVILLE, KENTUCKY

"Home of the famous No Money Down Plan"

July 28, 1956

Mr. Robert L. Harris
Sales Representative
Radio Station WKLO
Henry Clay Hotel
Louisville, Kentucky

Dear Bob:

Congratulations! I have always known WKLO could sell cars for me, but I have been pleasantly surprised to discover during the last three weeks that you could do just as good a job of buying them.

As you know, Bob, it was with some misgivings that I allowed you to switch our pitch from selling to buying during the recent steel strike. (Even though I was finding it tough to buy at the auctions and was seriously considering cancelling my advertising until the strike was settled). The results have been sensational. Our inventory is up and we have been doing a flourishing business.

Again, congratulations on demonstrating the versatility of Radio and WKLO.

Yours truly,
W. A. Matney
W. A. Matney
President

"Bill will deal with you today"

advertising money in the factory fund — perhaps an average of \$50 for every car produced. But if sales and production slacken, the ad budget is cut.

This up-and-down pattern can be matched by spot because of its short-order flexibility. Spot can be added or subtracted quickly, as the need arises. It can move in fast to stimulate sales in a sagging market, to meet a competitive claim, to back up a dealer.

"Mobility in thinking" is a must for an automobile manufacturer and its agency, says Clyde Clem, radio and tv account executive on Dodge at Grant Advertising, Detroit. "We have to be flexible in our buying and in our thinking, because many times we have to move fast."

Watts Wacker, assistant media director of the Brother agency, expresses a similar approach: "Our eyes are constantly peeled for something which will fit our particular needs in radio and tv. Spot has a flexibility which is an important asset to the medium."

But there are few automotives cashing in on these particular assets.

6. Dealers aren't getting local-level spot support.

It's a rare car dealer who doesn't use radio or television announcements,

Yet it's an equally rare car manufacturer who supports that dealer with the same kind of advertising from factory money.

Spot can get a budget allocation from three sources. There's the co-op fund, to which the manufacturer and the dealer contribute X amount per new car unit purchased by the dealer, and over which he has complete jurisdiction; and the dealer fund, a pool sum contributed to by individual dealers in a market or an area for their collective local or regional promotions.

The third advertising fund, the factory money, is disbursed by the manufacturer, who is guided indirectly by the media wishes of his dealers. Dealers like national support, and factory money usually backs them in such major media as general circulation magazines, newspapers, network radio and network television.

But dealers also like and need the kind of local-level support which spot gives them. One station representative, who has been in Detroit 15 years, presents this viewpoint:

"The manufacturer today should parallel the day-to-day sales functions

of his dealers. The car company may advertise every Thursday in *Life*, but its dealers are trying to sell cars six days a week and 10 hours every day. Spot can parallel these day-to-day sales efforts."

7. Spot is an after-thought.

Automotives look on spot as supplementary rather than complementary to other media. Spot is used to back-up other advertising—usually newspaper. It's seldom used in the same full-strength and forceful way.

Yet car manufacturers are the first to admit that showroom sales can't be traced to any one type of advertising. They have a hunch newspaper sells cars better than spot does, but they can't prove it.

They aren't treating spot as a grown-up or respectable vehicle. Spot, used as an integral element in a multiple-media pattern, could bag a lot of new prospects and reinforce product impressions already made. Spot is a mass medium, and cars these days have a mass consumption equal to breakfast foods. Despite this mass usage, there's a distinctly un-mass price tag of some \$3,000.

These are some of the indications in

ENTER YOUR SUBSCRIPTION TODAY FOR THE WEEKLY SPONSOR

**PRESENT LOW RATES APPLY—
\$8 PER YEAR
\$15 FOR THREE YEARS**

WE'VE TAKEN THE **AGE**
 OUT OF
 NEWS COVERAGE . . .



AND PUT THE **NEW** IN NEWS

SERVING MONTGOMERY . . . as well as
 every HOME TOWN in Southeast Alabama.

40 correspondents in Alabama and North West Florida towns and communities are equipped to film, on the spot, news as it occurs and to wing it to Montgomery for prompt telecasting, usually the same day.

The most modern film processing equipment at our studios makes the news ready to screen in minutes . . . NO AGING IN TRANSIT . . .

A news crew that's trained, qualified in every respect, stands ready with their equipment to cover news when it happens, wherever it happens.

WSFA-TV news is presented without still photographs and our consumption of 16mm films at the average rate of 26,000 feet per month makes it fresh . . . new . . . as new as the news . . .

Excellence in timely and complete, unbiased news coverage is a part of WSFA-TV's service to southeastern Alabama and is one of the many reasons for its dominance over all other media.

Your message will be seen more . . .
 mean more on . . .



WSFA-TV, Montgomery, Alabama
WKY, WKY-TV, Oklahoma City, Oklahoma
WTVT in Tampa - St Petersburg

Represented by **THE KATZ AGENCY, INC.**



Montgomery, Alabama

Detroit that spot buying techniques are due for an over-hauling. There are likewise portents that spot is beginning to get a constructive re-appraisal from both agency and client.

Admen say broadcasters and broadcast salesmen should also take stock of spot, and of their own sales methods. Admen figure radio and tv people have a big share of the responsibility if it's true that their client isn't getting his spot dollar's worth. Some of their suggestions for radio and tv's self-appraisal of spot will be in Part Two of this series, 27 October. ★ ★ ★

ELVIS . . .

(Continued from page 33)

19 years of age in the U.S. (not counting those in armed forces overseas) according to the July 1955 estimate from the Bureau of Census. It is a market for the present *and* the future.

Eugene Gilbert and Co., of New York, which provides, through its Gilbert Youth Research programs, a marketing service to advertising and business executives, foresees a shift in advertising with emphasis on selling the expanding teenage market.

Youth and people over 40 are increasing in number, according to a recent Gilbert study, while the number of people between 25 and 39 is actually declining. By 1965, the 13-18 year-old age group will have shown the highest per cent of population increase (70.4%) over 1950. This means that in the next decade increased business must come from either the young or the old.

Every day, 10,000 new prospects move into the teenage market. This year, about 750,000 teenagers got married. The median age of marriage for women is 18. About one-third of all first children in the U. S. are born to women 20 and under. Obviously, if the late teenagers are going to house-keeping and raising families, then they comprise a growing market for appliances, furnishings and cars.

A 1956 survey conducted by Gilbert for *Seventeen* magazine turned up the fact that the average girl entering college as a freshman spends \$456.22 for wardrobe, room furnishings, etc. With about 260,000 teenage girls entering college, this represents a one-shot spending spree of over \$118 million.

The Gilbert Co. which does much of research by networks into the youth market feels that tv can do much more than it is now doing to capture this audience. About 20% of network time is being programed for the small children (ages 5 to 9). Yet in the next decade, this age group will not show nearly the population increase as the 13-18 set.

Competitive media—newspapers, radio, and magazines—are realizing the potential of the teenage audience. Radio is trying to satisfy its tastes. Major magazines are devoting more and more articles and features to the teenager. "What Young People Think" is the title of a daily column by Eugene Gilbert that is syndicated by AP to 320 newspapers covering all major cities in the U. S. The readership response has been great, and some of the papers carry the subject for that day's column as a page one bannerline (The *N. Y. Journal-American* has been printing this bannerline in red ink.)

A major network has recently engaged the Gilbert organization to conduct a youth study, and it is quite possible that tv will shortly make a definite bid to capture this growing audience. In fact, Gilbert predicts

(Please turn to page 106)

the proof

is
in
the
pudding

In this era of 10-day trials and taste-tests, people like to be shown! They like conclusive proof...and that proof is only in the pudding. The July 1956 Washington Area Conlan report shows WITN with a 51.3% share of audience in the afternoon and 45.7% share at night...a jack-rabbit leap from the January Pulse that was taken after WITN was 90 days old. But hold on... there is a lot more to come. WITN has double the NBC shows of a year ago. More proof is coming... just watch WITN's smoke in the ARB study this fall!

witn



channel

NBC



serving eastern north carolina/transmitter at grifton, n. c./studios & offices at washington, n. c.
919 foot tower/316,000 watts/over 150,000 sets in the market/headley-reed company, representatives



ADVERTISERS GET
BIG-TIME RESULTS
 ON **WFAA-TV**



The housewife who just opened this can of Heinz baked beans might find herself in the same predicament as the little cartoon character when it comes to pronouncing "Worcestershire Sauce," but one thing's for sure: She *knows* it pays to reach for HEINZ, regardless. And throughout North Texas more and more housewives are becoming presold on all Heinz products while settled back to watch "Studio 57" — now in its 3rd year over WFAA-TV!

If you're looking for "big time" results, see your PETRYMAN for complete market data and coverage information.

WFAA-TV

CHANNEL 8 DALLAS
 NBC-ABC

DICK DRUMMY,
 Commercial Manager
 A TELEVISION
 SERVICE OF THE
 DALLAS MORNING NEWS


Big Aggie knew him

way back when. . .



Back in 1927 WNAX-570 introduced Lawrence Welk to radio audiences. Today, Welk's sparkling

champagne music is the toast of the nation. And today, WNAX-570 is the toast of the hundreds of leading advertisers who use its air waves to sell their products. Yes, both Welk and WNAX have grown and developed into top performers. The Lawrence Welk show is among the top ten attractions. WNAX-570 is a top-of-the-list radio buy, delivering a big money audience in the land where TV means Taint Visible.



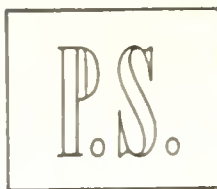
WNAX-570

YANKTON, S DAKOTA

A Cowles Station
CBS Radio

Hon. D. Sullivan,
General Manager

Under the same management as KATV Channel 9,
Sioux City, Iowa



See: Gen. Sarnoff: the 20th century's practical prophet
Issue: 1 October 1956, page 40
Subject: New fulfillments, new predictions

On the 50th anniversary of his start in the industry, General David Sarnoff, was presented by RCA engineers with five "electronic miracles." A magnetic tape recorder of both color and black-and-white television for broadcast use, a magnetic tv-tape player for home use, an electronic light amplifier, a silent air-conditioner with no moving parts and an electronic refrigerator. Three had been requested by Sarnoff five years ago to mark this event.

From this amazing present, the General launched into an even more spectacular future. He predicts that within the next 20 years war will be outlawed, Soviet Communism will collapse, planes will be flying 5000 miles an hour and housewives will have push-button homes.

The future will also see, forecasts Sarnoff, perfection of weather reports for years ahead and "steps taken to make and control weather as desired," the energy of the sun's rays effectively harnessed and in world-wide use, communication by television, in full color, between any two points on the globe with the ease of the telephone. (Individuals will hold private two-way conversations and see each other as they talk, regardless of the distance separating them.)

As for man's life in general, Sarnoff sees an extension of the life-span "probably within hailing distance of the century mark" and the attainment of living standards "without past parallel" throughout the world. ★★★



See: Negro radio's marketing role
Issue: Part two, 17 September 1956, page 3
Subject: Negro market pioneers have raised budgets 400%

One of the best demonstrations of the growing importance of the Negro market is embodied in facts revealed by Herschel Z. Deutsch & Co. regarding the increased national advertising budgets now allocated by several clients of this New York advertising agency for promotion of products in the Negro field.

Entering the field in 1949 with an eight-station schedule, the companies have increased their budget by 400% to cover the present 136 radio outlets. Among the firms are the following: Household Products, Inc.; F. T. Browne Drug Co.; Kilmer & Co.; Associated Sepian Products and The Lander Company. Products advertised are cosmetics, drugs and proprietary medicines.

Madeleine Allison, media director of Herschel Z. Deutsch, says, "For the most part, we select announcements to carry messages. However, we aim for delivery by carefully selected personalities in chosen markets." Miss Allison points out the fact that copy is especially written for Sunday placement and for use in religious programs, with less hard-hitting approach.

"All 60-second announcements are delivered live and generally are most effective, although we do supplement with 20-second c.t.'s. Since the appropriations directly reflect the trends in sales," she concludes, "the dramatically increased advertising expenditures are the most concrete evidence of successful results from the advertising addressed by the agency to this segment of the population. ★★★"

MONDAY

TUESDAY

WEDNESDAY

MONDAY		TUESDAY		WEDNESDAY							
TBS	TBC	ABC	CBS	TBC	ABC	CBS	TBS	TBC	ABC	CBS	
Garry Moore Campbell Burnett Bristol-Myers DCSS alt sust L NY 1/4 hr \$3,600	Ding Doss School Multiple spons Var 1/4 hr \$1,600	No network programming m-f	Garry Moore sust Best Foods Ludgin 1/4 hr \$3,140 L	Ding Doss Schi Ver (See Mon) L	No network programming m-f	Garry Moore Lever Bros JWT Frigideire Gen Motors Kudner NY L	Ding Doss Scheel (See Mon) L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Arthur Godfrey Gen Foods Y&R	Bandstand simul NY m-f L	No network programming m-f	Arthur Godfrey Ver Scott Paper JUT see mon Norwich B&B	Bandstand simul NY m-f L	No network programming m-f	Arthur Godfrey sust Simonize SSCB Var (see mon) L	Bandstand simul m-f partic NY L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Stand Brands Bates Var \$4,150 L simul 1/4 hr	Home m-f 11-12 Remote cut-ins Var L&F (Women's service program. For partic sponsors, there are eight 1-min commer- cials an hour available wk \$25,000	No network programming m-f	Godfrey (cont'd) Kellogg Burnett t&th	Home m-f 11-12 Remote cut-ins var L&F	No network programming m-f	Godfrey (cont'd) Bristol Meyers 11-11:30 Y&R	Home m-f 11-12 L&F Remote cut-ins	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Godfrey (cont'd) Bristol-Myers Y&R m&w 11-11:30	Strike It Rich Colgate: tthpst; rel. super suds, palmolive, fab, ajax 16NY I	No network programming m-f	Pillsbury Mills m-th Burnett	Strike It Rich Colgate m-f (see mon) Esty	No network programming m-f	Strike It Rich Colgate m-f (see mon)	Strike It Rich Colgate m-f (see mon)	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Vallant Lady Stand Brands Bates 88NY m \$10,000	Tic Tac Dough NY m-f L	No network programming m-f	Vallant Lady Wesson Oil NY L Fitzgerald	Tic Tac Dough NY m-f L	No network programming m-f	Vallant Lady General Mills w, f DFS, K-R	Tic Tac Dough eust NY L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Love of Life Amer Home Pr 117NY m-f L Ted Bates \$10,000	It Could Be You Hy m-f L	No network programming m-f	Love of Life Amer Home Pr m-f (see mon) Ted Bates	It Could Be You Hy Partics L	No network programming m-f	Love of Life Amer Home Pr m-f (see mon) Ted Bates	It Could Be You Hy m-f L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Search for Tom'w P&G: Joyf 89NY m-f L Burnett \$10,000	Guiding Light P&G: Ivory, duzf 89NY m-f L Compton \$10,000	No network programming m-f	Search for Tom'w Burnett P&G: Joyf m-f (see mon)	Guiding Light P&G: Ivory, duzf m-f (see mon)	No network programming m-f	Search for Tom'w P&G: Joyf m-f (see mon) Burnett	Guiding Light P&G: Ivory, duzf m-f (see mon) Compton	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
News 1-1:10 m-f Sust	Stand Up & Be Counted Sust NY L	No network programming m-f	Compton sust News 1-1:10 L&F	Stand Up & Be Counted Sust NY L	No network programming m-f	Stand Up & Be Counted Sust NY L	News 1-1:10 sust L&F	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
As the World Turns P&G: prell, Ivory snow 110NY m-f 104L B&B \$3,000 1/2 hr	No network programming m-f	No network programming m-f	As the World Turns sust NY L	No network programming	No network programming m-f	As the World Turns P&G: prell, Ivory snow m-f (see mon)	As the World Turns P&G: prell, Ivory snow m-f (see mon)	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Our Miss Brooks Hy sust	No network programming m-f	No network programming m-f	Our Miss Brooks Hy F Best Foods DFS alt wks sust	No network programming	No network programming m-f	Our Miss Brooks Hy sust	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Art Linkletter Lever: surf 87Hy m,w,f L BBDO Campbell Burnett 1/4 hr \$4000	Tennessee Ernie Ford Show P&G B&B Swift Mc-E Hy m-f L 1/4 hr \$3,500	No network programming m-f	Art Linkletter Kellogg: all pr 52Hy L tu,th Burnett Pillsbury Mills Burnett	Tennessee Ernie Ford Show P&G B&B Stand Brands Bates m-f Hy L	No network programming m-f	Art Linkletter Lever: surf m,w,f BBDO Simoniz T-Laird Hy L	Tennessee Ernie Ford Show P&G B&B Minute Maid Bates alt Brown & Wmsn Seeds Hy L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Big Payoff Colgate: fsh, chlorophyll tth- pst, cashmr bot 82NY m-w,f L (see th th) Esty 1/2 hr \$6,000	NBC's Matinee Theatre partic sponsors HY L Color \$30,000 wk	No network programming m-f	Big Payoff NY sust L	NBC's Matinee Theatre partic sponsor HY L Color	No network programming m-f	Big Payoff Colgate m,w,f (see mon) Esty 1/2 hr \$6,000 NY L	Big Payoff Colgate m,w,f (see mon) Esty 1/2 hr \$6,000 NY L	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Bob Crosby sust Brown & Wmsn Bates alt wks sust Hy L 1/4 hr \$3,150	Afternoon Film Festival NY partic F Color \$30,000 wk	No network programming m-f	Bob Crosby Carnation E Wasey Wesson Fitzgerald Hy L Best Foods DFS	Afternoon Film Festival NY partic F Color	No network programming m-f	Bob Crosby Gerber D'Arcy General Mills w,f L 44Hy Knox- Reeves	Bob Crosby Gerber D'Arcy General Mills w,f L 44Hy Knox- Reeves	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Brighter Day P&G 118NY m-f L Y&R \$10,000	Queen For A Day Hy partics L 4-4:45 pm 1/4 hr \$3,000	No network programming m-f	Brighter Day P&G m-f (see mon) Y&R	Queen For A Day Hy partics L 4-4:45 pm	No network programming m-f	Brighter Day P&G m-f (see mon) NY L Y&R	Queen For A Day Hy partics L 4-4:45	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
The Secret Storm Am Home Prods: 110NY m-f L Ted Bates \$9,500	Edge of Night P&G: tide, prell 129NY m-f 129L B&B \$15,000	No network programming m-f	The Secret Storm Am Home Pro (see Mon) m-f Ted Bates	Edge of Night P&G: tide, prell m-f Benton & Bowles (see Mon)	No network programming m-f	The Secret Storm Am Home Prods: m-f (see mon) Ted Bates	Edge of Night P&G: tide, prell m-f (See Mon) Benton & Bowles	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f
Mickey Mouse Club m-f alt wks Welch Grape Js DCSS 5:15-5:30 Armour Laird 5:30-5:45 Carnation Erwin Wasey 5:45-6 F Chi & co-op 5-5:15 per 1/4 hr \$5,040 to \$6,300	Comedy Time NY sust F	No network programming m-f	No network programming m-f	Comedy Time NY sust F	No network programming m-f	Mickey Mouse Club m-f 5-5:15 Gen'l Mills w-f 5:15-5:30 5:45-6 Knox Reeves, Esty Mattel Carson-Roberts SOS alt Mc-C-E 5:30-5:45 Chi F Per 1/4 hr \$5,040 to \$6,300	Comedy Time NY sust F	No network programming m-f	No network programming m-f	No network programming m-f	No network programming m-f

THURSDAY

FRIDAY

SATURDAY

TIME	CBS	TIME	CBS	TIME	CBS			
etwork sming	Garry Moore sust Toni North L NY	Ding Dong School Miles Labs G. Wade L Var ¼ hr \$1600	No network programming m-f	Garry Moore Swift Mc-E Lever Bros JWT CBS-Hytron B&N all wks sust Gen Mills BBDD NY L	Ding Dong School (See Mon) Var L No network programming	Cast. Kangaroo Ludens J. M. Mathes 9:45-10 Ideal Toy Grey 10-10:15 Brown Shoe Burnett 10:15-10:30 NY L	Hardy Deedy Continental Bking 3 wks alt sust NY \$24,000 L I Married Jane NY sust	
etwork sming	Arthur Godfrey Col 10-11 Y&R Var Amer Home Prod Ted Bates (see mon)	Bandstand simul m-f L Hy partics	No network programming m-f	Garry Moore (cont'd) Yardley of Lond Ayer Staley R&R all wks SOS MC-E	Bandstand simul m-f L NY partics	No network programming	Winkly Dink and You NY sust L	Fury General Pds NY B&B \$33,000
etwork sming	Godfrey (cont'd) Kellogg Burnett T&Th Pillsbury Mills Burnett 40 ar L simul ¼ hr \$3995 Strike It Rich Colgate m-f (see mon) Esty Valiant Lady Toni Co NY L North Love of Life Amor Home Pr m-f (see mon) Ted Bates Search for Tom's P&G: Joyf m-f (see mon) Burnett Guiding Light P&G: Ivory, duzt m-f (see mon) Compton	Home m-f 11-12 Var L&F Remote cut-ins Maey Thanks-giving Day Parade Ideal Toy Grey Sweets Co. Moselle & Elsen 11-22 only NY L	No network programming m-f	Valiant Lady General Mills w. f DFS, K-R Love of Life Amor Home Pr m-f (see mon) Ted Bates Search for Tom's P&G: Joyf m-f (see mon) Burnett Guiding Light P&G: Ivory, duzt m-f (see mon) Compton	Home m-f 11-12 Var L&F (see mon & tue) Remote cut-ins	No network programming	Tales of Texas Rangers) General Mills Yatham- Laird \$18,000 all Sweets Co. Moselle & Elsen Tootsie Rolls Hy F	Uncle Johnny Coons Show Swift Mc-E alt sust \$2,300 Chi
etwork sming	News 1-1:10 sust L&F Stand Up & Be Counted NY sust L As The World Turns NY sust L Pro Football 11/22 only 12n-omcl Gen Tire D'Arcy	No network programming m-f 11/22 only NCAA Football Games 1:45 pm Eastern 4:15 pm Western Bristol Myers Y&R U. S. Rubber F. D. Richards Sunbeam Perrin-Paus	No network programming m-f	News 1-1:10 sust L&F Stand Up & Be Counted NY sust L As the World Turns P&G: drell, Ivory snow - f (see mon) B&B	No network programming m-f	No network programming	The Rio Tea National Dairy Prods: realtest ice cream, semi-fat Dairy prods 69Phila I. Ayer \$16,000	Cowboy Theatre NY sust 1.4
etwork sming	Dur Miss Brooks Hy sust F Art Linkletter Kellogg: all pr 52Hy L Burnett tu,th Pillsbury Mills Burnett ¼ hr \$4,000	Tennessee Ernie Ford Show P&G m-f B&B Miles G. Wade	No network programming m-f	Dur Miss Brooks Hy sust F Art Linkletter Lever: surf BBDD m,w,f Swift Mc-E 64Hy ¼ hr \$4008	No network programming m-f	No network programming	Loose Runner General Mills wheaties, kiv Hy alt Nestle B Houston DFS \$18,000	Football Preview 1-1:15 approx Allstate Christianson Var 1-15-5:15 approx NCAA Football Bristol Myers Y&R U. S. Rubber F. D. Richards Sunbeam Perrin Paus Zenith BBDD \$14 million for all Var 11 10 & 11/21 Other dates Reg games Reg sponsors
etwork sming	Big Payoff NY m-f L sus tu,th Beb Crosby Toni Co North P&G Compton 70Hy L	NBC's Matinee Theatre partice sponsors HY L Color	Afternoon Film Festival NY F	Big Payoff Colgate m,w,f (see mon) Esty ¼ hr \$6,000 Beb Crosby SOS McC-E Swift all McC-E General Mills 41Hy L Knox- w&f ¼ hr Knox-Reeves	No network programming m-f	No network programming	Football Scoreboard 2-5 pm sust L Var	Football (cont'd)
etwork sming	Brighter Day P&G m-f (see mon) Y&R The Beerst Storm Amor Home Prods m-f (see mon) Ted Bates Edgs of Night P&G tide, prell m f Benton & Bewiss (See Mon)	Queen For A Day Hy partics L 4-4:45 Modern Romances NY sust L 4:45-5	Afternoon Film Festival 3-5 pm	Brighter Day P&G m-f (see mon) Y&R The Beerst Storm Am Home Prods: m-f (see mon) Blow Edge of Night P&G tide, prell m f B&B (See Mon)	No network programming m-f	No network programming	Football Scoreboard (Cont'd)	Football (cont'd)
etwork sming	No network programming	Comedy Time NY sust L	Mickey Mouse Club Lecture Ino J. Oshon alt wks with Morton Salt NL&B Gen'l Mills w-f 8 15 3 30, 5-45 4 Knox Reeves & Esty on op 8 30 8:45 Chi F per ¼ hr \$5,040 to \$6,300	No network programming	No network programming	No network programming	Football Scoreboard Dow Ms-M-J&A 5 15-5:30 approx NY sust L Var \$5,000	Mr. Wizard NY sust L

CAPITAL BOOM...



... IN AUTOMOTIVE SALES

Things are moving faster than ever in the nation's Capital. Washingtonians are riding high, wide and handsome . . . accounting for the greatest automotive sales volume in Capital history.

In just five years, Washington automotive dealers' annual sales have risen \$85 million—an *increase* greater than the total sales of Salt Lake City or Richmond for all of last year. Washington's *total automotive sales* for 1955 reached a staggering \$420,335,000!

And more and more advertisers who want to go places in this growing metropolitan area are riding with the best *selling* vehicles—WRC and WRC-TV, Washington's *Leadership* stations. Billings for the first half of this year against those for the same period in 1951 show that automotive advertisers have *more than doubled their investment on these stations in just two years!*

You'll be riding in high style, too, when you go with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY



SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

Howdy Doo
Continental
Biking
Jabs
NY \$24.00
I Martin
Jean
NY
rest

Fury
General
NY
B&B \$3

Uncle John
Coors
Swift
Me. E
Ch

Cover
Theatre
rest

Football Pro
1-1-15
Alta
Christiansen
Var

1-15-5-15
NCAA
Bristol
Mer
Y&R
T. S. R.
F. D. R.
Perrin
Zentib
\$14 million
for all
Var
11-10-11
Other
Per
Bez

Football
cont

Football
cont

Football
cont

Mr. Wizard
rest

NY

ELVIS . . .

(Continued from page 96)

that in 10 years time the greater emphasis in youth advertising will no longer be aimed at the 5 to 9 age group, but that teenage media will receive at least twice as many advertising dollars as it is presently receiving.

Between the ages of 13 and 19, the minimum average buying power per child per week was computed to be \$12.71 in 1949 when the Gilbert Youth Research Organization conducted a survey for NBC Radio. This year (1956) Gilbert estimates the annual teenage buying market of between \$9 and \$10 billion.

Also included in the NBC report was a projection of statistics that showed urban teenagers alone consumed annually about 7.5 billion glasses of milk, 3 billion servings of ice cream, and more than 2.5 billion glasses of soft drinks. Among the girls, there is an abrupt increase in use of hand lotions, cold cream, rouge and eyebrow pencil at about 17. Shampoo and lipstick increase gradually over the entire span of the teens, although lipstick is used by 88% of the 13-15-year-old girls,

and by 97% of the 16 through 19 age group.

Although the growth of television has undoubtedly altered some of the listening habits uncovered in this Gilbert survey, it still stands as a solid investigation into teenage characteristics. A significant fact is that 54% of teenagers are not home on weekdays between 3 p.m. and midnight, although 6% of this away-from-home group listen to radio at a friend's house or in an automobile.


In this same period, the average percent of teeners listening to radio was shown to be 27%, with the listening curve building from 17% at 3 p.m. to 38% at 10, dropping to 20% after 11:30. At home or away, more girls listen on weekdays than boys (29% girls, 25% boys).

On Saturdays, the Gilbert study showed fewer teenagers available at home than on weekdays, especially in the evening, but the listening average (30%) at home is about the same as on weekdays with an increase of away-from-home listening. Saturday also finds listening running through midnight. Once again, it is the girls who spend more time with radio.

Highest teenage listening average of week (36%) is reached on Sundays. Listening in cars or at friends' homes increases to 11%. A steady audience is maintained through the afternoon and evening with girls still leading the boys 37% to 34%.

Significant to the advertiser were these additional findings based on the Gilbert study: (1) with favorite programs, sponsor identification is strong among both girls and boys; (2) Most young people prefer one or two brands in many product categories to the extent that these brands almost dominate the market; (3) because of intense loyalty of teeners for their favorite programs, even a show with a relatively low rating may do a very good sales job.

The loyalty of youth toward brand names was pointed up recently when Dr. Lester Guest, of Pennsylvania State University, conducted a check on nearly five hundred individuals who, back in 1940 as seven-to-13 year-olds, had given their brand preferences for coffee, soap, toothpaste, bread, chewing gum and cereal. These grown men and women were now asked the same questions, and more than a third stuck



"Do tell me, dear, just why
is Toledo a leading market?"

Whether you've lived in America, Canada or most any country overseas, chances are you've depended on Toledo, home of the Toledo Scale Company. And in addition to the world-famous scale manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications!

Along with Toledo, only WSPD-TV gives you maximum 316,000 watt power for complete saturation of Northwestern Ohio's 23 county billion dollar market! Call Katz!

A STORER STATION
WSPD-TV
TOLEDO, OHIO



WHEN YOU BUY ATLANTA...BUY *waga-tv*
AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a "must" market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programming. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv 100,000 watts channel **5**
— CBS-TV in Atlanta

Represented Nationally by
 THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager
 CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

to their childhood choices. Those who were eight in the original survey proved just as loyal to their brands as did those who were 18. Dr. Guest's conclusion is that a high percentage of people make up their minds early in life about advertised products.

Also significant is the fact that it is this generation that is largely responsible for what records make the top 10 or top 20. In an article titled, "Does radio play the wrong music?" (SPONSOR, 27 June 1955), a spokesman for The Market Research Corp. of America

said, "Probably half or more of all disks are bought by teenagers and young married and single adults."

It is this generation that has adopted rock-'n'-roll as their own peculiar standard of independence and non-conformity. They have chosen their own idol, created an image graven with a sulky pout and a D.A. haircut. Without the acceptance of this group, Presley might still be driving a truck in Memphis for \$35 a week.

"Rock-'n'-roll is a big part of our show because the kids want it," says

Mort Fleischman, personal producer for Johnny Andrews who is singing-host for NBC Radio's *National Radio Fan Club*. This Friday night network show originating at NBC's New York flagship, WRCA, under the aegis of Parker Gibbs (who also produces *Bandstand*) is specifically slanted for the teenage set. It is carried by about 160 stations and reaches between 4 and 5 million listeners. It has 70,000 active members in its fan club and draws about 1,300 letters a week. The tunes played on this show are voted on by kids across the country (and some adults, too). Says Fleischman, "90% of this voting is for Elvis Presley."

At WINS, New York, where Allen Freed works the turntables Monday through Saturday nights with his *Rock-'n'-Roll Party*, a recent check on a single time segment showed the audience composition to be 56% children and 44% adults.

Is r-'n'-r being forced on adult listeners to a d.j. show? Are these adults "captives?" In this day of multiple-set homes, it isn't likely. Yet the question of whether radio plays the wrong music was raised by SPONSOR in the previously mentioned article of 27 June 1955. A 1955 survey by Ohio State University showed that as women get older they tend to like hot music less and less, also that as their buying power increases (which it usually does with age) the greater their resistance to the brand of music Presley represents. Once they pass 19, their taste veers to the sweet and "schmaltzy" (*viz.* Lawrence Welk, Liberace).

Many stations program d.j. shows appealing to different tastes—classical, pop, western, progressive, etc. WNEW, New York, takes the position that its d.j.'s know what type records are best for the show and has long maintained a "hands off" policy in record selections.

WOR, New York, plays no r-'n'-r, relying on its "hi-fi" *Studio X* to attract a "carpet slipper" audience of adults. From various stations around the country come reports from d.j.'s that r-'n'-r may be on the way out. But it's not out yet, and until it is, Elvis will remain one way to the teenager's heart and pocketbook.

As a force of the moment, he cannot be passed off lightly as he was by the agency man who, on being asked, "But can Elvis sell soap?" replied: "That's what he ought to do—quit singing and go sell soap!" ★ ★ ★



Showmanship with that KENTUCKY FLAIR!

Never mind the girls—the *important* view is this "bottom" of Kentucky Lake—the *world's largest man-made lake*, and Kentucky's newest, most glamorous playground!

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in television showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs and *your commercials* sell!

Let NBC Spot Sales give you all the facts!

*Metropolitan ARB, March, 1956

*ARB Louisville, Feb., 1956

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC





**The Atlanta market . . . 1,000,000 people by 1961
Stake out your claim now**

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million.

In 1961 what will be *your* competitive position in Atlanta? *What is it now?*

WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.

**Leadership is
traditional . . .**



**wsb
wsb-tv**
ATLANTA

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

HELENE CURTIS

(Continued from page 35)

panies—Jules Montenier Inc., Chicago,

which made Stopette deodorants, and King's Men Ltd., Los Angeles, manufacturer of 31 different products for men. Three Montenier items, Stopette spray deodorant, Stopette for Men and Stopette stick deodorant, and 31 King's Men toiletries now complement the line. At press time, Curtis was completing negotiations to buy Lenthieric perfumes and toiletries.

Its line leader is Suave hair dressing, the firm's first consumer product. It went on the market in 1947, when the company established its Toiletries Division. Since then, Curtis has introduced its cream shampoo, Lanolin shampoo, Shampoo Plus Egg, Lanolin Discovery (a spray hairdressing), Spray Net (hair fixative), a cream rinse and Lanolin lotion shampoo. This year, new product entries expanded the line even further: Purse Spray, a bottle for the Spray Net hair fixative which is small enough to be carried in a woman's purse, and Euden, a dandruff treatment shampoo believed to be the first of its kind sold.

These 10 major product divisions share the available commercial time on the two network shows. Curtis, instead of selling them as a line, promotes one product at a time.

"Each product is sold on its own, and stands on its own record. To a certain degree, some of our products even compete with each other."

This intra-mural competition requires some pretty fancy juggling in balancing products with time slots. The 10 products are rotated among the commercial periods weekly, with the advertising weight given to different products at different times and in different seasons.

2. *Multiple advertising agencies.* There's juggling internally as well as externally, among the company's three advertising agencies. All the agencies are in Chicago, and within a 40-minute cab ride from the Curtis headquarters plant on the city's West side.

The company coordinating team which directs all advertising is headed by George M. Factor, a vice president and director of Helene Curtis Industries who is general manager of the Toiletries and the International Divisions, both of which he originated and

developed. He is assisted by Lipson, advertising manager since 1950. Promotion of all advertising is handled by Alfred Kovnat, sales promotion manager of the Toiletries Division.

Working directly with President Willard Gidwitz, Factor and Lipson coordinate plant activities and objectives with the advertising agencies.

Earle Ludgin agency services Spray Net, Spray Net for Children and Stopette. Gordon Best handles five of the Curtis products, Suave hair dressing, Suave for Men, Shampoo Plus Egg, Lanolin shampoo and the cream rinse. The third agency, Weiss & Geller, directs advertising for Lanolin Discovery hair conditioner, the King's Men line and the new Euden dandruff treatment shampoo.

3. *Consumer education.* There's never a slack-off in consumer education, says Kovnat, sales promotion manager. A promotion-merchandising program hammers home to consumers and dealers the copy points stressed in all advertising.

Network tv has helped push Helene Curtis to one of the four top positions in the toiletries field, among such big-timers as Toni, Procter & Gamble and



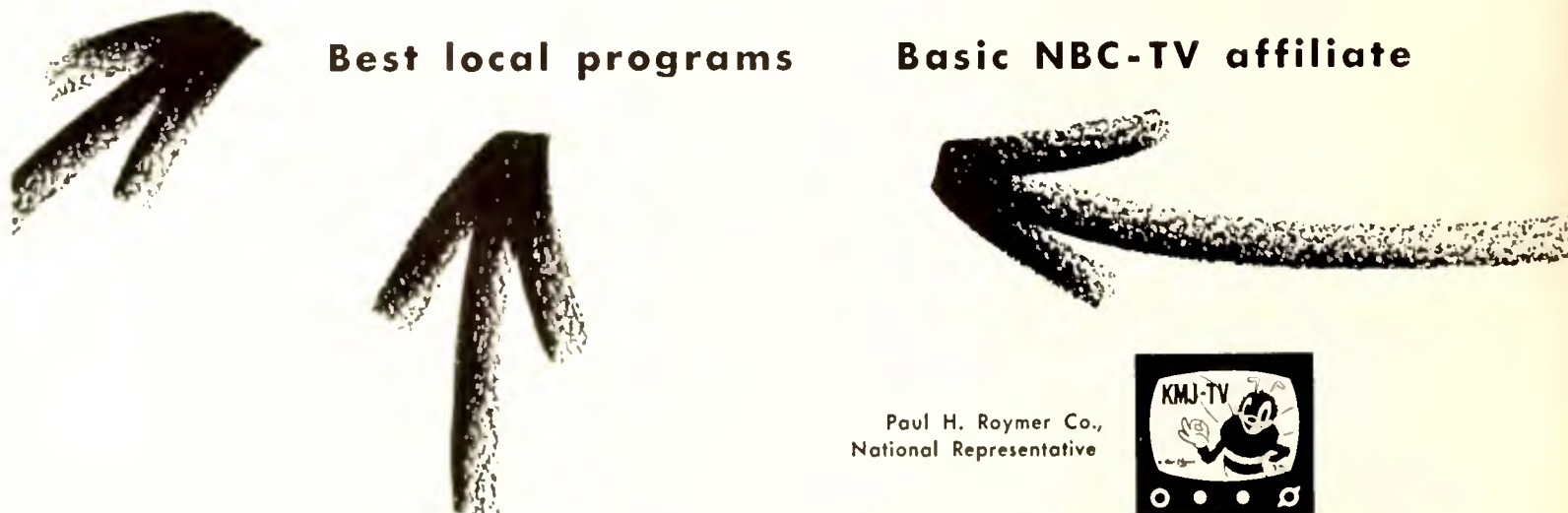
TV in Fresno --

the big inland California market-- means

KMJ-TV

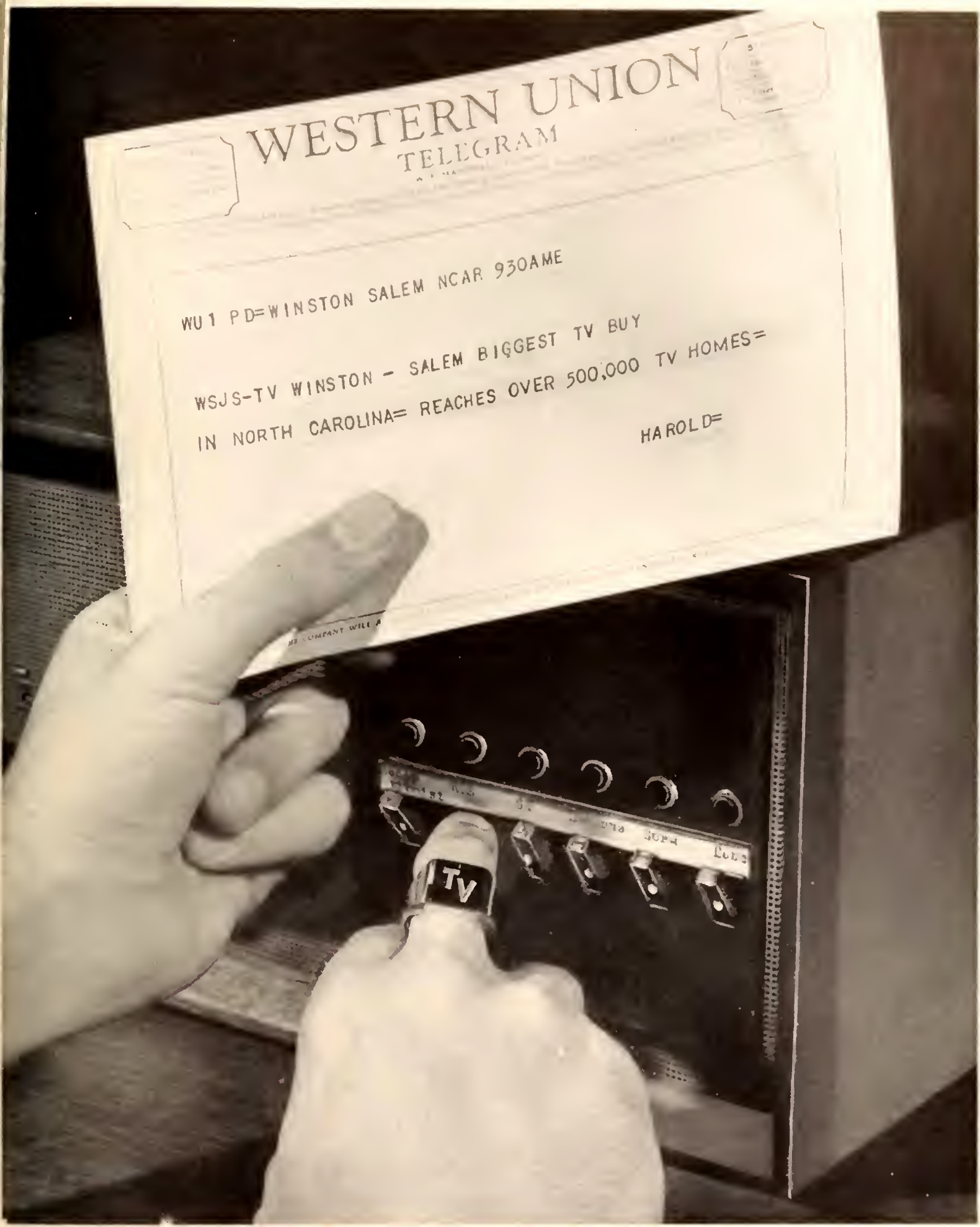
Best local programs

Basic NBC-TV affiliate



Paul H. Roymer Co.,
National Representative





WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM



for

WINSTON-SALEM
GREENSBORO
HIGH POINT

AFFILIATE

TIMBER-R-R
POWER LUMBER AGRICULTURE

Take a NEW LOOK at:
 EUGENE OREGON. You
 see a QUARTER BILLION
 DOLLAR MARKET...
 the largest between
 San Francisco & Portland
 It's the Northwest's 2nd
 Market & Oregon's 1st
 Market.
 *SM 11

CBS Radio
5,000 WATTS - 1280 KC
KERG
EUGENE, OREGON
 WANT MORE FACTS?
 -CONTACT WEED & CO.

MAXIMUM POWER
Coverage that Sells in the Four States Area

Over **240** Hours per Month
 Sponsored Network Programs

CBS INTERCONNECTED **ABC**
KCMC-TV
 Channel

100,000 WATTS
 EQUIPPED FOR NETWORK COLOR

TEXARKANA TEXAS - ARKANSAS
 Represented By
 Venard, Rintoul and McConnell, Inc.

Lever Bros. Educational information about the Curtis products, through the demonstrations, is helping to sell the Curtis concept and then the products.

Those concepts get a bit confusing at times. How many women really know what a hair conditioner does? Or what a hair fixative is? And even if they know what it is, how do they become convinced they need it? They won't dispute their need for a shampoo. But what convinces them they should have a product which takes care of split hair ends? For that matter, how many women know a split end when they see one?

Only 40% of all women use a hair dressing, yet it's a strong probability that as few as 10% might be using one if Curtis hadn't long ago used informative copy in its television advertising.

But information is no better than mis-information if it isn't communicated. That's why Helene Curtis sets a high requirement of demonstration via tv—and of imaginative demonstration. Showmanship and imagination and drama capture the viewer's attention, and the information she gets captures her motivation to buy.

Here are some examples:

The client wanted to convey an impression of high fashion, romance and glamor with its Spray Net commercials, and to get maximum attention value from its films. Earle Ludgin agency's creative department wrote a "Holiday in Europe" series of commercials which were "enthusiastically" approved at Curtis. Then the agency sent technicians, shooting crews and models to Europe for location shots in London, Paris and Rome. Expensive, but "the trade was impressed, women enjoyed the commercials and—most of all—we feel they sold Spray Net," says Lipson.

Steve Allen, handling a Suave commercial live, pointed up the water-soluble, non-greasy character of the product. Comparing it with competitive brands on the market, he put a few drops of Suave into a glass of water. The Suave dissolved, but the water remained clear. Then he put a few drops of the competitive product into a second glass, and demonstrated that the other product didn't dissolve because it was greasy.

Another time, Allen showed how Spray Net "is the one fixative which doesn't make a woman's hair sticky or gummy." He sprayed Spray Net and four other fixatives on a sheet of plate glass, let them dry and then sprinkled

powder on each of the sprayed sections. Tipping the sheet on end, he showed that the powder slid off the Spray Net section—but a blob of powder remained for each of the other four.

Lipson, characterizing Curtis commercials, says "We're always selling. We try to bring out specifics, and to hit on our product superiority and the product benefit for the viewer. Even though hair fixatives have been very heavy sellers for the past two years, they are relatively new and need to be explained. This is true for women's hair dressings, yet they've been marketed for almost a decade."

4. *Client requirements.* The biggest hurdle Helene Curtis executives have to surmount is of their own making: they have a set of rugged requirements for television, and for their usage of it. Once they have the selling vehicle, they set out to guarantee to themselves that it *will* sell.

These are some of these built-in guarantees, as described by Lipson.

- *Simplicity.* "Viewers are easily confused because of the hundreds of claims made daily by advertising, and because of the complexity of some concepts. We keep our announcements simple but interesting, telling the story as quickly and as emphatically as we can."

- *Entertainment.* "We want content which is interesting, and we want to attract attention; but we don't want to entertain viewers to the extent that they love our commercial but can't remember what we are trying to tell (and sell) them. That's how to get high product identification."

- *Film.* "Most of our commercials are filmed. Film enables us to get effects which would be too risky to attempt live. Film lets us have more leeway in supers and visual devices, and in the use of unusual sets. We like the reality and the sincerity of live commercials, however, and we use our tv personalities whenever possible." As of presstime, it was planned for Bolger, in the new *Washington Square* series, to handle many of the commer-

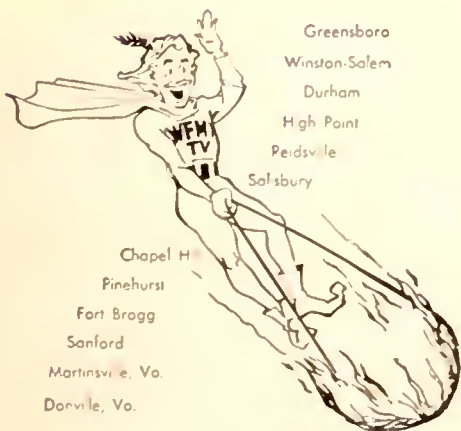
**The Continental
 Divide Station
 TV4**



A Ball of Fire...

in sales results is **yours** in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. Blaze away to glory . . . and increased profits too . . . by calling your H-R-P man today for full information on this top TV market of the nation, **completely covered only by WFMY-TV.**

50 Prosperous Counties • 2 Million Population
 \$2.5 Billion Market • \$1.9 Billion Retail Sales



WFMY-TV . . . Pied Piper of the Piedmont
 "First with LIVE TV in the Carolinas"

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by
 Harrington, Righter & Parsons, Inc.
 New York — Chicago — San Francisco — Atlanta



eials. Helene Curtis likes integrated commercials, with a smooth transition from commercial to entertainment.

• Variety. There are new commercial production deadlines every day, because the client insists on fresh approaches. Film commercials may be used infrequently, and the live announcements, of course, are largely one-time shots although the most effective ones are repeated.

How many different film commercials has Curtis produced in the past four years? Lipson guesses 50.

"We like to keep up with what's happening, and in the beauty business things change every hour. We're continually changing product use themes and demonstration techniques. Another big reason for frequent switching: the seasonal elements in the sale of many of our products."

In 1946, a scant decade ago, Helene Curtis Industries was spending \$20,000 annually for its combined advertising efforts. At that time, it was 19 years

old and had long been established as a manufacturer supplying beauty and hair aids exclusively to beauty shops.

Today, the Beauty Division is just one leg in a three-way operation which includes International and Toiletries. Toiletries, which makes all of the consumer products, was started in 1947. That's when the first major consumer advertising was scheduled.

The period since 1951 marks the era of Curtis' greatest growth, and network tv made its debut in 1952. In the past five years, the Helene Curtis growth pattern looks like this:

	Sales	Ad Budget
	(in millions)	
1951	\$10.633	\$ 1,382
1952	14,988	2,686
1953	18,801	3,612
1954	25,131	6,247
1955	29,700	7,874
1956 (estimated)	34,000	9,000

President Willard Gidwitz two years ago was quoted as saying:

"Drug and toiletry companies, as a

group, spend an average of about 21% of their advertising appropriations in television. We would gladly spend one-third of our budget, if we could get the right time." He also added, "To achieve visual impact, to promote remembrance of our products, and to point out differences between them, television is more powerful than print."

Because of that power, network television, alone, today gets more than half of the Helene Curtis budget—only two years later.

"All advertising, to be meaningful, has to be backed up by careful merchandising." And, Lipson adds, we've found that advertising increases our sales, and we intend to keep increasing both advertising and sales.

"Television's share of our total budget has been increasing every year. We hope some day to be able to spend \$100 million a year on advertising, because it will mean our sales will be many times that!"

★★★



use this one-two punch to ring up extra sales

NO. 1 WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for station B.

NO. 2 Within last few months, WAFB-TV has won, (a) first place in nation-wide "Lucy Show" contest with a double award for a special merchandising job, (b) first place in national Screen Gems, Inc. contest on program promotion, (c) one of first four places in "Frank Leahy and His Football Forecasts" promotion, (d) WAFB-TV's only entry was second place winner in 1956 Billboard Promotion contest for "network programs."

WAFB-TV

200,000 watts

CBS-ABC

affiliated with WAFB-AM

Call . . . Write . . . or . . . Wire
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.

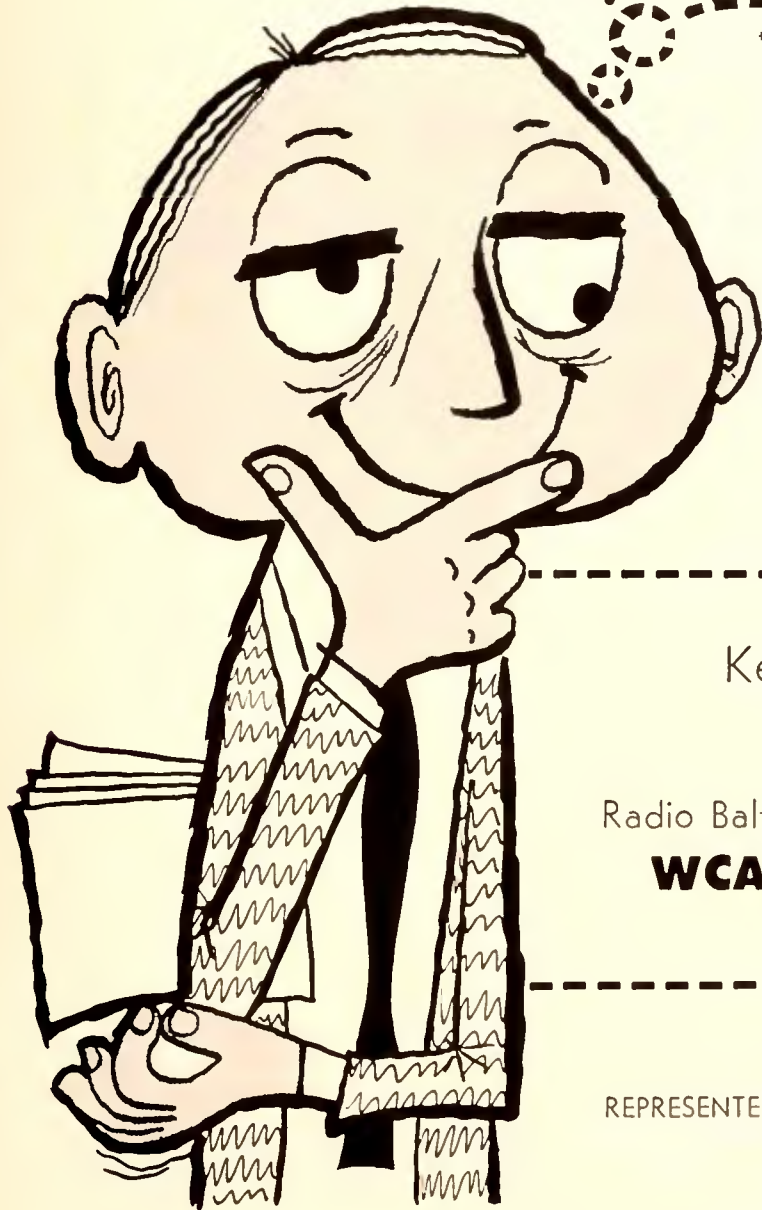
First in TV in Baton Rouge

Ponder this!

Radio Memphis **WMPS** has:

466.67% more audience* than Station A
57.73% more audience* than Station B
202.97% more audience* than Station C
955.17% more audience* than Station D
466.67% more audience* than Station E
646.34% more audience* than Station F
232.61% more audience* than Station G
98.70% more audience* than Station H

*Source: Aug.-Sept., 1956, Hooper Radio Index.
Total rated time periods.



Just released:

August, 1956, 68-county

Pulse Survey shows

WMPS FIRST!

Keep your other eye on these
Plough, Inc. Stations:

Radio Baltimore

WCAO

Radio Boston

WCOP

Radio Chicago

WJJD

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

FEATURE FILMS

(Continued from page 29)

• Weak syndicated product may suffer from feature film competition. However, good half-hour syndicated shows will continue to offer the advantage of continuous merchandising vehicles, as well as being easier to schedule in choice time. The sponsor of a syndicated film show can often clear in prime evening viewing time because of the show's track record. It's far more difficult for the station to clear 90 minutes.

Here, in question and answer form, are other feature film developments that emerge from SPONSOR's survey:

1. *Can clients buy feature film sponsorship or participations in bulk and with guaranteed clearances?*

All the distributors of major Hollywood features help national spot clients in setting up multimarket deals, but the methods of selling the features vary from distributor to distributor.

The NTA tv network has 108 affiliates to date. This means essentially that 108 stations (network affiliates as well as indies) are now programing a

minimum of one feature out of NTA's 52 20th Century or 40 Selznick films weekly.

"Our affiliates are signed up to clear time for the programing that NTA supplies and then NTA, like any network, sells the time," says Oliver A. Unger, NTA executive v.p. "But it's not a 'must-buy' network. A client can buy as many or as few of our stations as he chooses."

This "network" does not imply that the feature will be played at the same time in each market. However, it does give the client a chance to make a bulk buy at a discounted rate through one source.

The MGM-TV network currently comprises 17 exclusive MGM affiliates, who've bought the 725 feature MGM library. Through a stock-trade deal in Denver and Los Angeles, MGM-TV is already part-owner of two stations, hopes to work out full or part ownership of five vhf's and two uhf stations.

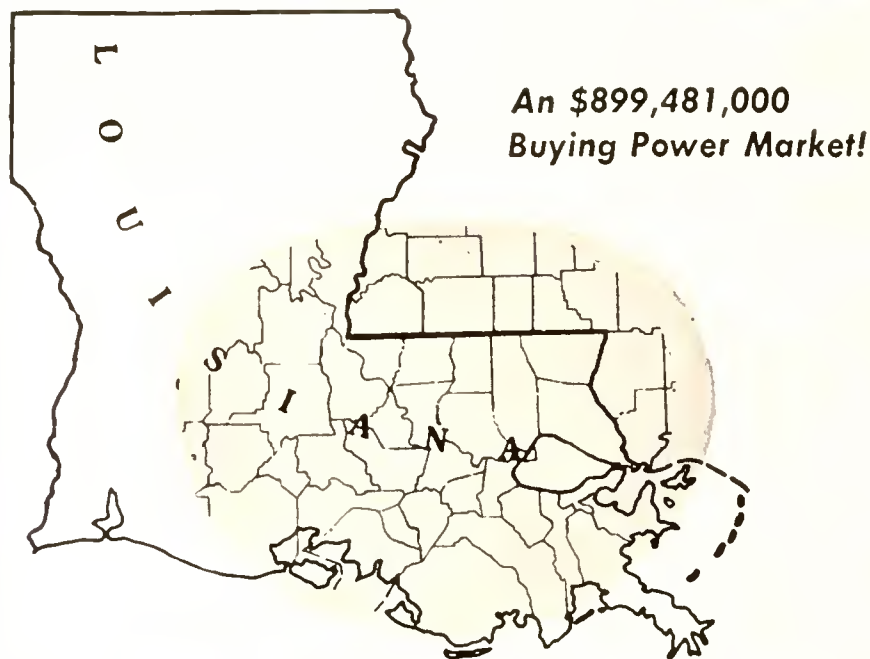
Says Charles "Bud" Barry, v.p. in charge of MGM-TV and former NBC TV programing v.p.: "We have two approaches to selling national advertisers—full sponsorship of features like Colgate's contract in Los Angeles, or part-sponsorship in many markets. When we place a client in many markets with our properties, we'll consider it a network sale and we'll have to work out a rate structure. But we'll eventually be able to clear nationally far better than the client or agency could on their own."

The following distributors of major Hollywood features do not set up stations who buy their libraries as networks. However, they often help clients clear time in desirable markets:

ABC Film Syndication has 16 British features, 15 from the original J. Arthur Rank package. These features are now being shown in about 70 markets.

"People worried about the reactions of the American mass market to British features," says ABC's Don Carney. "But ratings have proved that British features pull tremendous audiences. On WCBS-TV's *Late Show*, one of our features got the second-highest rating the station ever got in that slot—an 8.0 Pulse, with 40% share-of-audience."

Ratings from other markets bear out the popularity of British features. On 5 May, one of the Rank features on WRC-TV, Washington, pulled a 21.9 ARB between 10:30 p.m. and 12:15



MORE AUDIENCE

than any other TV station in the rich heart of Louisiana



FROM 5:00 P. M. to SIGN OFF

(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out of 149.



FROM 12 NOON to 3:30 P. M.

(Monday thru Friday)

WBRZ rating Tops All Others Combined!

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



WBRZ Channel 2

BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.

NBC-ABC
Represented by Hollingbery

*The Midwest Market Station
of St. Joseph, Missouri*

KFEE Q

Kenyon Brown, President; Glenn Griswold, General Manager

Announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK

270 PARK AVENUE

MURRAY HILL 8-2821

DAVID N. SIMMONS

CHICAGO

333 NORTH MICHIGAN AVE.

DEARBORN 2-2375

GALE BLOCKI, JR.

As National Sales Representatives

October 1, 1956

a.m., with 58.7% share-of-audience.

Associated Artists Productions has sold its 754 Warner Bros. features to some 60 or more stations. AAP salesmen call on stations, national, regional and local advertisers, agencies.

"Our salesmen give station reps tips on what agency buyers to call on, supply stations and rep with potential clients as a result of their own calls," says Kenneth Hyman, AAP executive v.p. Since these salesmen visit both stations, agencies and clients in each market they can relate availabilities to clients, and explain client needs to stations.

C&C Television contacts stations

only for its 742 RKO features. To date close to 60 stations have the C&C package on the barter deal worked out by Matty Fox, president of C&C: The stations get the RKO features without paying money for them, but they give C&C 10 time slots weekly for announcements (not necessarily in the feature time), for a five-year period. The stations, in turn, have the right to sell announcements in the features for 10 years. The announcements turned over to C&C have been pre-sold by C&C to International Latex. In other words, local, regional or national advertisers can certainly buy into the RKO features, but through the stations, not

through C&C, whose slots are presold.

Hollywood Television Service, headed by Earl Collins, distributes about 700 pre-1948 Republic pictures in denominations of either 13 or the entire package. "We're the oldest major in tv," points out Eastern sales manager Richard Yates.

Hygo-Unity, headed by Jerry Hyams, distributed a total of 422 features. These include Charlie Chans, Westerns, Zane Grey features, as well as 22 Columbia and Universal features released between 1941 and 1955. The 22 "toppers" are sold in individual package, have been bought in 78 markets, including WRCA-TV, New York.

RKO-TV has retained limited rights to 150 top RKO features, which will eventually join the C&C package. At present the top 52 of these features are being sold in a package called RKO's Finest Fifty-two, but for one run only and to national advertisers for use on network or on a national spot basis with exposure in 60 to 100 markets at least.

"So far the networks have been unanimously reluctant to clear 90 minutes of prime time," says RKO-TV sales manager, Bill Finkeldey. "But Colgate's in features and P&G and the food giants are investigating features even now. When they start having the inevitable success on a local level, they'll begin to pressure the networks for clearances in prime time."

Screen Gems sells its 104 Columbia features in the same way it sells its syndicated films, by approaching clients and agencies as well as stations. The salesmen here again help clients who buy features direct to clear them on stations. It's only since Screen Gems acquired the Columbia backlog, that Screen Gems salesmen made concerted efforts to sell clients as well.

"The pattern in feature buying is different from the pattern with syndicated film," says Ralph Cohn, president of Screen Gems. "Our syndicated films sell about 60% to stations, 40% to advertisers, with clients tending to buy first runs, stations the reruns.

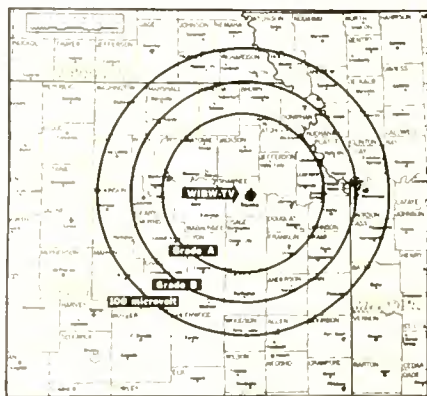
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



WIBW-TV absolutely dominates 20 Kansas counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 567,032 TV homes. Check the new A.R.B. for the Topek-AREA. See the across-the-board preference for WIBW-TV.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka

KCKN in Kansas City

Rep. Capper Publications, Inc.

CBS

ABC



HOW TO MIX BUSINESS AND POLITICS

An election isn't much of a show if you want frequency, but everyone knows that there are more radios in this country than Congressmen. So, counting candidates' wives and all, right smart interest gets stirred up for the solo go irregardless.

Couple years ago Sears, Roebuck & Co., a friend of ours, bought half of a primary election broadcast on WMT and decided to advertise dehumidifiers. In case you live in a dry climate, a dehumidifier is an electrical appliance that sucks moisture out of basements. (Sounds like nasty work.—Ed.)

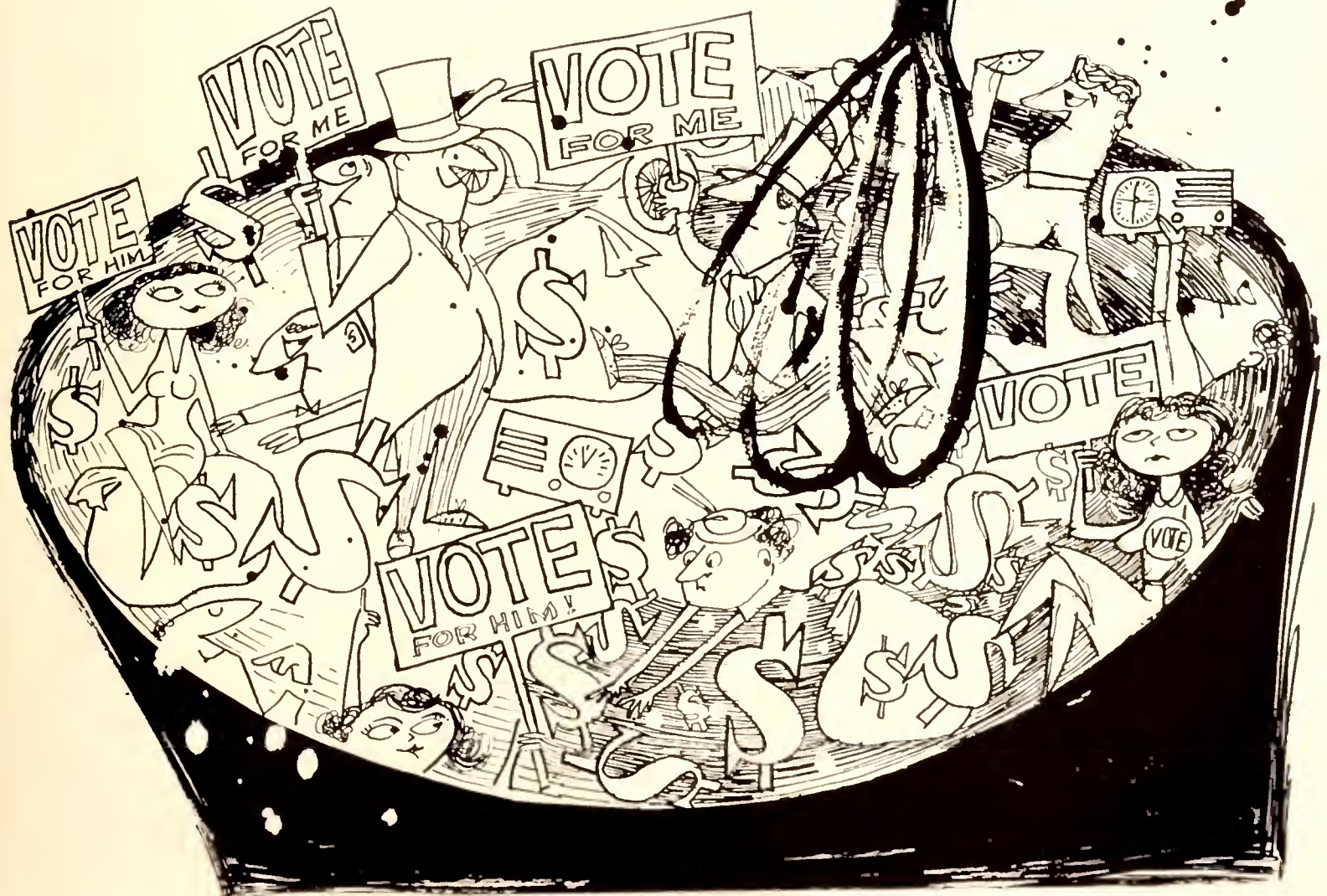
(It is, but somebody's got to do it.)

Sears got rid of a big clutch of these items from that one 1/2 primary.

With this large do coming up in November it occurs to us that, if you or Sears or anyone you know is stuck with dehumidifiers, you could do worse than destock with some delovely radio commercials.

WMT

CBS for Eastern Iowa Mail address: Cedar Rapids
National representatives: The Katz Agency.



Where our features are concerned, stations are doing the heavy buying. But sometimes we go to stations and sell them on the basis of advertiser commitments."

United Artists-TV came into the picture a few weeks ago with 39 post-1948 releases. The company is planning to release more and more of its recent pictures to television, but in 39-feature packages, rather than in bulk. UA-TV salesmen also call on clients and agencies as well as stations, and help clients clear time for their buy.

2. *What kind of ratings can clients expect from these features?*

There's considerable proof that new features get solid ratings against formidable live and film competition. For example, WOR-TV's cumulative Telepulse rating for 16 showings of *Top Hat* in New York in Mid-September was 69.4. "There isn't any single show that gets a rating like that," says Bob Hoffman, WOR-TV's research director. "Yet, the advertiser can get this circulation at a lower cost than he could buy any program with a comparable rating." These WOR-TV showings include prime Class A time as well as later evening and afternoon telecasts.

Sponsors are likely to find that individual ratings of features in late night fringe time will produce far higher ratings than previous programming did. WCAU-TV, Philadelphia, used to run old movies every night from 11:25 p.m. onward. In September, the station put on *Million Dollar Movie* consisting of its newly acquired Columbia library. Ratings went up as high as 13.2, which the station had never previously had in that time period.

3. *How will the new features affect station rates?*

As ratings rise and clients flock into the feature film strips, many stations will probably tend to raise their rates. A rate increase is partly dictated by the economics of feature film buying. As AAP's Ken Hyman points out, "The station had to pay a lot of money for the new packages. Back in 1949, a station could buy a feature for \$1,000 to \$1,250. Today the cost of a feature might be upwards of \$30,000. But as these features bring in top ratings, they'll also increase the value of the time period and of the station's entire programming lineup—the shows preceding and following a strong feature. Rates may go up, but advertisers will still be buying cheaper circulation than

they did with somewhat lower-priced but much lower-rated fare."

Some reps, however, fear that stations may be overpricing their participations on these "quality" boxoffice shows for the national market, in their effort to recoup their initial investment quickly. One rep cited this case:

"One of our stations is asking \$350 for a minute when the card rate in the same period for an ordinary announcement is \$120. The question that one timebuyer raised about this is, 'Can't the client get a better cumulative rating from three announcements costing the same as one feature participation?'"

Package prices for full features have also skyrocketed in the few weeks prior to SPONSOR's issue date. At SPONSOR's presstime, WCBS-TV, New York, was asking \$12,500 for sponsorship of a single feature on Saturday night from 11:15 p.m. onward.

However, many of the stations that have bought Hollywood libraries have not yet changed their rates and don't anticipate doing so immediately.

4. *How many people have actually seen most of the big-name, big-budget Hollywood movies?*

"We've conducted surveys that show that top features were seen by only some 20% of the potential audience when they played in theaters," says NTA president Ely Landau. "By now a whole group of new viewers has grown up, and these features are once again almost virgin. Tv's limited budget productions won't be able to compete with them."

5. *Will Hollywood eventually produce features specially for tv?*

Most of the major Hollywood studios will probably make original contributions to tv.

"The *MGM Parade*, for example, was just reuse of product," says MGM-TV's Bud Barry. "But MGM alone has such a wealth of original material available to it that the studio will inevitably produce tv features from this backlog."

Other major studios are also investigating the possibility of producing feature films directly for tv. The big problem today is economic.

"The 'Hollywood' technique is still too time-consuming and expensive for tv to pay for it," said the production head of another major Hollywood studio. "We'll have to be able to produce such tv features at a cost under \$100,000, where features for theater

exhibition cost \$300,000 or more."

6. *Will there be a long-range trend of showing features on network tv first and then in theaters?*

Not likely, say Hollywood studio spokesmen. Of course, it's not been tried often enough to date for studios to have an accurate measure of the effect. Furthermore, pictures like *Constant Husband* and *Richard III* are not the type from which the studio expects a huge gross.

"It doesn't seem logical for a major, multi-million production," says Ralph Cohn, president of Screen Gems. "Tv can't pay the studio back for its investment, and it's highly probable that original network exposure cuts into the theater gross."

The degree to which such network exposure diminishes theater gross is not measurable for the moment. However, the highest price network tv has paid for original showing of a feature to date is \$500,000. When this figure is pitted against the at-least \$2 million cost of a major Hollywood film, it becomes apparent that the major studio can't afford original tv presentation.

7. *Are features doomed to remain Class B and C time viewing?*

Not necessarily, say film distributors. CBS TV, for example, bought *The Wizard of Oz* for 6 November.

"Occasional airing of such a classic is logical for a network," says CBS TV programming v.p., Harry Ommerle. "But the function of a network is to create new entertainment, not just to put on old features."

It's possible that national advertisers might pressure CBS and NBC to clear time for their feature packages, after they see top local ratings. ABC, of course, carries features in its *Famous Film Festival*.

8. *Will features kill local live programming?*

They may reduce it, but certain live local service shows are sure to remain part of stations' scheduling. Until now, the new feature films have mainly replaced the old features in established time slots. But stations have been stepping up feature film schedules. A WOR-TV survey shows that New York's seven tv stations carried 195¼ hours of feature film programs during 1-7 April 1956, that is, 27% of all program hours on tv were feature film. Some of this feature film programming unquestionably cuts into those hours devoted to live shows. ★ ★ ★

**BROADCASTING
TELECASTING**

TO B/T

**A CREDIT TO
THE INDUSTRY
IT SERVES**

ON ITS 25TH

ANNIVERSARY

**WARMEST CONGRATULATIONS
AND CONTINUED
SUCCESS**

25

25TH

**MEET
WAYNE ROTHGEB!**



**WKJG-RADIO & TELEVISION
FARM DIRECTOR**

★ ★ ★ ★

**FARMS AND FARMING
ARE IMPORTANT IN THE RICH
WKJG-RADIO AND TELEVISION
AREA!**

Wayne has the cooperation of
COUNTY AGENTS
HOME DEMONSTRATION AGENTS
SOIL CONSERVATION
SERVICE TECHNICIANS
VOCATION AGRICULTURAL
TEACHERS
to keep ALL the rural folks
up-to-date in many important
phases of their work and recreation.

The FARM MARKETS portion
of "FARMS & FARMING"
is now sponsored daily on

WKJG-TV

by MURPHY FEEDS!
For Second Consecutive Year

Check this valuable market
when mapping out your campaign!
Call the PAUL H. RAYMER CO. now
for availabilities on Wayne's
"FARMS AND FARMING" shows
seen and heard daily on

WKJG

RADIO AND TELEVISION
FORT WAYNE, INDIANA

FARM STATUS REPORT

(Continued from page 47)

From a number of quarters came the opinion that one of the problems in selling national accounts is that there actually isn't enough farm programming around. Forrest Blair of the Chicago office of Edward Petry tells of the problem International Harvester is having in expanding its radio schedule. The firm is presently buying a lineup of 125 stations, and 52-week renewals are expected.

"This is the first time in the seven years I have been in Chicago," Blair said, "that Harvester has made anything more than sporadic passes at the farmer through radio. Much of their enthusiasm for radio stems from the co-operation extended by aggressive radio stations in the field of merchandising, dealer contacts and of tremendous importance, the cooperation of IH dealers in matching the factory schedule.

"But," said Blair, "their big problem in (radio) expansion is the inability to buy additional farm directors or programs directed specifically to the farmer. There is no question in my

mind that we could increase radio's share of the farm advertiser's dollar if it were possible to provide selective programs in sufficient quantities to attract more advertisers. However, companies competing with Harvester and others who are on the air realize as well as we do that there is a very limited amount of such selective time available and they stay in farm magazines and state farm papers which are the epitome of selectivity."

Listening habits: Traditionally, farm radio programming is scheduled mostly in the early morning and noontime, with early evening next in importance. Frank Woodruff of Peters, Griffin and Woodward points out that these are not only the times usually set for farm programming but are times when farmers listen to the radio, whether they listen to farm programming or not. They are, in other words, the times when farmers are most available for listening.

One change, however, was cited by WRFD, Worthington, O. Clyde Keathley, farm service director noted, "Because farmers are utilizing modern machinery and other conveniences to save labor and time, their work day is,

Now!
WKOW-TV
Madison's
first TV station
is ABC

Serving over 100,000 non-duplicated ABC homes. Call your Headley-Reed TV man for the comparative coverage story.

WKOW-TV
Madison, Wis. 

in many cases, being shortened. This means that the average farmer's work day begins somewhat later than in years past. Realizing this trend, WRFD has scheduled its farm programming later in the morning. The station's farm programming now begins at 6:45 a.m. and lasts until 7:30 a.m. Previously, WRFD's farm service programs were broadcast beginning at 6:00 a.m. Noon-hour farm programming remains largely unchanged."

Some indication that a later start in the farm workday may be true on a national scale is provided by some recent Nielsen figures covering radio sets-in-use by county size. The figures are for March-April 1956 and showed the following:

- At 6:00 a.m. sets-in-use for "A" counties came to 5.3%; for "B" counties, 6.1; for "C and D" counties (those with population under 100,000), 3.5.
- At 8:00 a.m. the figures, respectively, were 13.9, 15.9 and 18.4

A cursory interpretation would indicate that, since people in small counties do less listening at 6:00 a.m. and more at 8:00, they must get up later. This is only a rough guess since the time refers to New York time so that if, for example, there were many more "C and D" counties in the Western part of the country than the Eastern part, the higher sets-in-use at 8:00 would merely reflect that fact. At the same time, however, it could also reflect their later rising.

A similar set of Nielsen figures covering tv viewing at night by counties (also by New York time) shows higher "C and D" viewing at 7:00 p.m., slightly less viewing than "A" and "B" counties at 10:00 p.m. and considerably less at 11:00 p.m.—thus indicating small town and farm viewers go to bed earlier.

A 1955 study of the North Texas radio audience by Dr. Forest L. Whan of Kansas State College (who has also done a number of studies in the Midwest and New England) bears out the early-to-retire indications of the Nielsen figures but not the late-to-rise indications.

The Whan study showed, among other things, the percent of people at home and awake in urban, village and farm areas by 15-minute segments. During the morning on weekdays, the study showed, the figure was higher on the farm until 7:15, when the urban

figure became higher and remained higher, with one or two exceptions, until Noon. At night, the figures clearly indicated, the rural dweller went to bed earlier than the urban dweller.

While none of the above facts and figures are conclusive for the country as a whole, the question of the farmer's changing habits of arising and retiring are worth a closer look by both the buyers and sellers of broadcast time.

Another factor in farm listening is that taking place out of the home. While many stories of radio listening while driving a tractor are undoubtedly wishful thinking, there is a substantial amount of out-of-home listening on the farm.


The North Texas study referred to above showed that 31.2% of farm homes had two or more in-home radios compared with 51.3% for urban homes. Auto radio saturation came to 55.4% for farm families, 69.1% for city families. However, 9.3% of farm homes had radios in trucks compared with 2.6% of city families. For barns, 2% of the farm families had radios there, while less than 1% of farm families had radios on tractors (the actual

figure was 0.6%).


On the average day, the study showed, the percent of families with one or more members using radio outside the home came to: Urban, 60.6%, village, 52.8%, farm, 51.5%. The study also showed that the most important listening time for barn radio audiences was before 8:00 a.m., the second most important time was between 5:00 and 7:00 p.m. and the third most important period was between 1:00 and 5:00 p.m.

Another indication of barn radios comes from WOWO, Fort Wayne. Jay Gould, farm service director for the station asked listeners to write in and tell him how many had radios in their barns. After tabulating the returns, it was found that 47.8% of those answering reported they had. While the returns did not represent a statistical sample, the figures clearly indicate a higher barn radio penetration than in North Texas.

Another mail survey was conducted recently by WPTF. A 26% return, considered by the station an acceptable sample, showed (1) 32% of North Carolina farmers have two or more radios, 48% have three or more; (2)



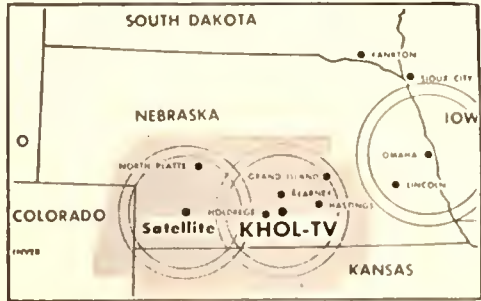
KHOL-TV
plus . . .



New
SATELLITE
STATION

**Give You Bonus Coverage
In Nebraska's 2nd Big Market**

**161,715 Unduplicated Families at
TV'S Lowest Cost-Per-Thousand**



KHOL-TV and Satellite Station cover rich Central Nebraska — the State's 2nd Big Market

KHOL-TV picks up where Omaha leaves off—you buy no duplicated coverage

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost

*Investigate Nebraska's 2nd Big Market today—
contact KHOL-TV or your Meeker representative*

KHOL-TV

Owned and Operated by

BI-STATES CO.
CBS ABC

CHANNEL 13 Kearney, Nebraska

**Channel 6 Satellite Station,
Hayes Center, Nebr.**

Represented nationally by MEEKER TV, Inc.

14% of the farmers have barn radios, (3) 1% have tractor radios, (4) 63% have radios in their auto or truck.

Information on multi-set homes in the KVOO, Tulsa, area came out of a contest revolving about Nutrena feeds. The questionnaire contained, among other questions, facts about radio ownership and listening. A total of 3,151 questionnaires were filled in and mailed to the station. They showed that the 3,151 homes had 5,302 radios, or one and a half radios per home, that these homes had a total of 2,721 car radios and 309 truck radios. The ques-

tionnaire also showed that 99% of the entrants favored 6:00 to 7:00 pm. for listening, 53% favored Noon to 2:00 p.m., 41% from 5:00 to 7:00 p.m.

Of course, the important factor in the radio listening picture is how much actual listening is done by farmers. Nielsen figures indicate it compares well with metropolitan listening. A 1956 Nielsen tabulation showed that average listening hours per week in village and rural areas came to 17:05, while the figure for metropolitan audiences was 16:44.

Farm directors: The radio and television farm director holds a unique place in the broadcast picture. There is no job in broadcasting quite like it. He embodies a fine blend of professionalism, salesmanship, smooth talk, friendliness and information. He is the essence of farm programing.

One big reason why farm directors are listened to with respect is that, if they are not farmers themselves, they hold official positions in the agriculture field or are educated in farming.

Take George Roesner, who heads the farm department for KPRC, Houston. Roesner, born and reared on a farm, is a graduate of Texas A & M College, was a vocational agriculture instructor and a poultry and livestock technician before entering broadcasting 13 years ago. He heads a department of two full-time assistants.

Like many farm departments, the KPRC group is heavily involved in field activities. The department was involved in 21 activities alone during January 1956, many of which were covered for radio and television stories. Here are some of them:

- Attended Texas Fertilizer Conference at College Station, Texas.
- Attended Fresno Farm and Ranch Club Meeting at Fresno, Texas.
- Attended meeting of National Cotton Congress, Dallas.
- Obtained interview with Secretary of Agriculture Benson.

Another example is Roy Guntow of WKOW, Madison. Together with an assistant, Bill Thiesenhusen, he handles a heavy schedule of 15 hours a week and last fall added a noontime farm show on WKOW-TV to his chores. He majored in agricultural journalism at the University of Wisconsin, has been manager of the Dane County Junior Fair for four years, directs the Dane County Fairgrounds, is chairman of the advisory committee to the Farmers' Home Administration in Wisconsin and is a member of the agricultural committee of the Madison Chamber of Commerce. Thiesenhusen was chosen National Citizenship Boy last year and is a member and past chairman of the Youth Advisory Commission on Human Rights in Wisconsin.

In Boston, Malcolm MacCormack of WBZ operates his own poultry farm in Hanover, N. H. Louis Webster, editor of *The WEEI Country Journal* (a real early morning show on at 5:05) is director of division of Markets of the

Top Rural Coverage

in this rich market of
WISCONSIN, IOWA, ILLINOIS

with
Bill Groves
on the
"WISCONSIN FARM HOUR"

Bill Groves, Farm Director, WISC-TV is Host of the Wisconsin Farm Hour, 12-1 P.M. noon Monday thru Friday. Bill Groves, a 4th generation farmer himself, has a personable way of selling your product to farmers and is well known as a columnist with Wisconsin Agriculturist.

Represented Nationally by
Peters, Griffin, Woodward, Inc.



channel

3

WISC-TV
Madison, Wisc.



Massachusetts Dept. of Agriculture and held a long list of official and trade association posts previously.

In tv, too, stations depend on experienced people. Jack Stratton, farm director of WKY-TV, Oklahoma City, was field representative to the National Cotton Council, assistant county agent for Caddo and Mayes Counties in Oklahoma, and assisted in the Veterans Agricultural Training Program, is a graduate in agronomy with a degree from Oklahoma A & M College and is active in a number of agricultural associations. His assistant, Vernon Duncan, owns and manages a 200-acre farm and came to WKY-TV after teaching vocational agriculture for 31½ years.

Past farm directors at WKY-TV and WKY have gone on to other jobs in the farm field. Edd Lemons is now Agricultural Information Specialist for Oklahoma A & M; Sandy Saunders is manager of the American Dairy Association in Oklahoma; Harold Dedrick is director of agricultural radio and tv services at Oklahoma A & M.

Those traveling farm directors not only go around to pick up news and facts about farming. They also hit the

road to discuss with clients ways and means to help make advertising more effective. Last fall, Amos Kirby of WCAU, Philadelphia, went to St. Louis to talk over a campaign renewal with Ralston Purina on *Rural Digest* and show the sponsor how their products would be merchandized. He also visited the DeKalb Agricultural Association of DeKalb, Ill., to talk about the client's campaign on the same show.

In an instance reported to SPONSOR, a farm director worked to help solve marketing problems of a farm product. The farm director is Nelson McIninch of KXX, Los Angeles. The product was dates. The date growers had been having a number of competitive problems among themselves. There was price cutting, dumping of "cold" fruit on the market and other practices that led to poor response on the part of consumers. In 1954, shortly after his appointment as KXX farm director, McIninch decided to see if he couldn't do something about the situation. He moved his broadcast operations to Indio, where he interviewed about 150 growers in a series of 12 broadcasts, asking them to air their problems and suggest solutions. He continued last year and

this year. As a result, the station said, the date industry registered increased profits for the first time in many years.

Farm directors do not confine their peregrinations to the 48 states. John McDonald, president of the National Association of Radio and Television Farm Directors, is one of the most active radio personalities in the country. Besides producing and participating in 25 hours of radio farm program-

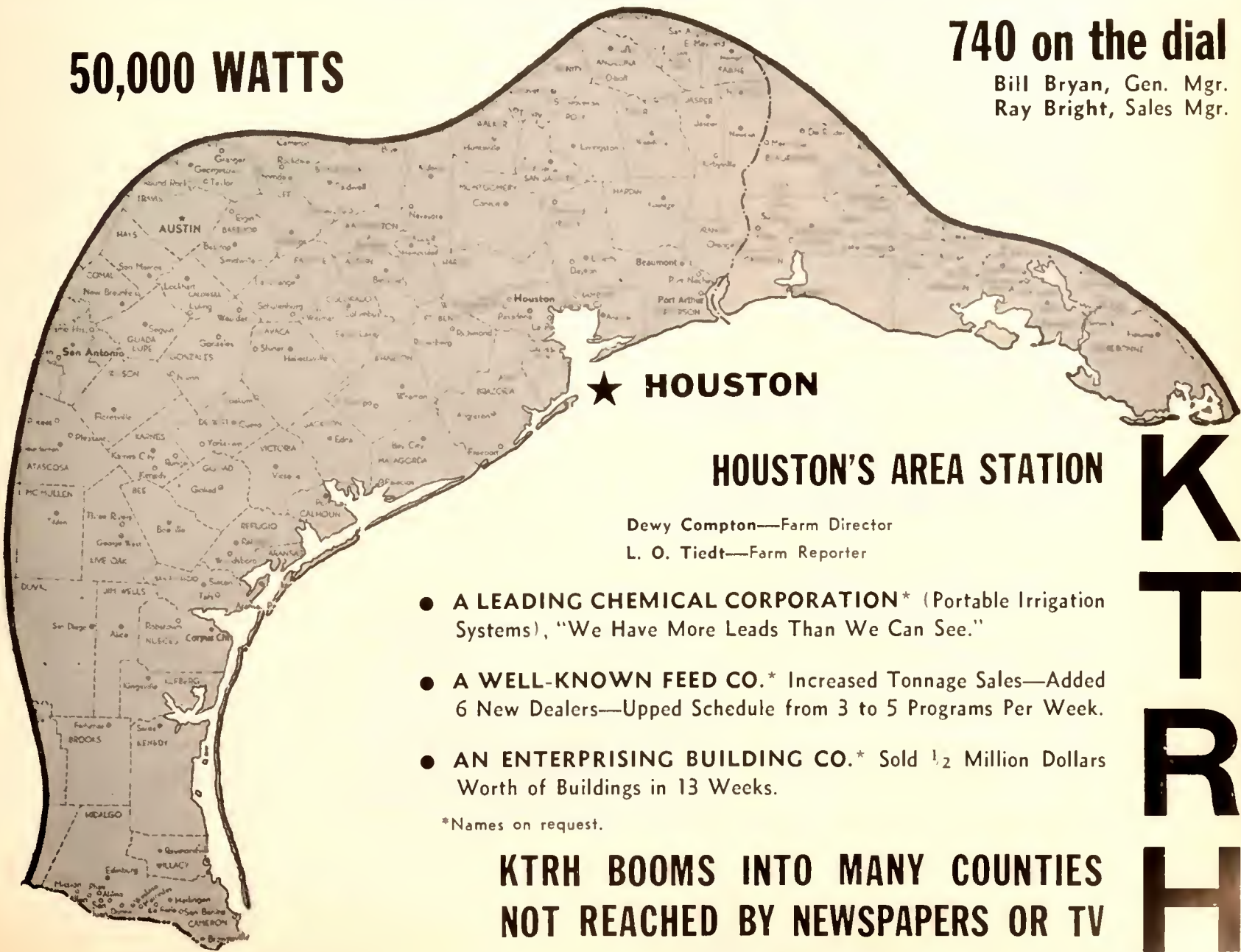


"Find Jimmy and bring him to dinner—he's somewhere with KRIZ Phoenix in outer space."

50,000 WATTS

740 on the dial

Bill Bryan, Gen. Mgr.
Ray Bright, Sales Mgr.



HOUSTON'S AREA STATION

Dewy Compton—Farm Director
L. O. Tiedt—Farm Reporter

- **A LEADING CHEMICAL CORPORATION*** (Portable Irrigation Systems), "We Have More Leads Than We Can See."
- **A WELL-KNOWN FEED CO.*** Increased Tonnage Sales—Added 6 New Dealers—Upped Schedule from 3 to 5 Programs Per Week.
- **AN ENTERPRISING BUILDING CO.*** Sold ½ Million Dollars Worth of Buildings in 13 Weeks.

*Names on request.

KTRH BOOMS INTO MANY COUNTIES NOT REACHED BY NEWSPAPERS OR TV

**K
T
R
H**

REPS.:
BLAIR
pany.



**THE SMART
ADVERTISING
MONEY
IS ON
CODE 3**

Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit,
Mrs. Smith's Pies

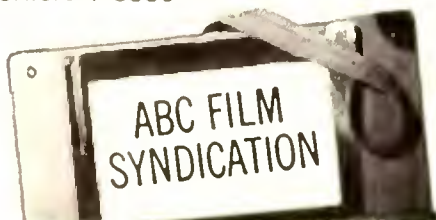
Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine,
Gem Jewelry, Signal Oil,
Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880



ing each week, he travels an average of 75,000 miles a year talking to farmers and farm groups all over the country. He has also gone abroad to study farm developments and methods. In 1952, he visited eight European countries: in 1953 he went to Mexico and covered most of it; in 1954 he visited Canada and Cuba and last year he dropped in on troubled Guatemala.

One attitude toward farm directors was summed up by J. H. Leach of Gardner Advertising, St. Louis, which handles a number of active farm radio-tv accounts. He said: "We recognize the position of respect and authority occupied by the radio or tv farm director in the minds of his audience. We feel that for many advertisers endeavoring to reach the farm consumer, farm radio or tv can be an excellent buy. It offers flexibility, continuity and the prestige of association with a known and trusted personality."

Leach also had a few words of warning about farm directors, however. He warned against those who spend so much time with speechmaking they lose contact with grass-roots problems and neglect the promotional efforts of sponsors. He also complained that, in some instances, farm directors do not have a good, basic knowledge of, and experience in, the farm field.

Programing: Paralleling the increase in the quantity of farm programing are efforts to improve quality also. For example, KSLM, Salem, Ore., said it was expanding its coverage of different kinds of crops and was putting more emphasis on 4-H Clubs and Future Farmers of America. A number of other stations also cited increased emphasis on 4-H Clubs and FFA as part of an effort to attract more young audiences to farm programing.

More stations are adding direct lines to crop exchanges to get up-to-the-minute reports on prices and movements of goods. Television stations are focusing cameras right on the board itself.

Farm directors, long big users of

**The Continental
Divide Station
TV4**



**We Double
Everything...
Including
Results**



Basic ABC

National Representatives

PETERS, GRIFFIN, WOODWARD, INC.



LISTEN the New Sound of
KMBC - KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM. By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Colonel from Peters, Griffin, Woodward, Inc. can tune you in on the New Selling Sound of KMBC-KFRM.

**KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America**

SPONSOR

GOES

WEEKLY

27 OCTOBER*

WITH A

FOUR-POINT

EDITORIAL

PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

*A complete weekly wrap-up
in depth for busy agency
and advertiser readers.*

***OUR 10th ANNIVERSARY
ISSUE ALSO!**

tape for recorded interviews away from the studio, are increasing this kind of news service. KGNO, Dodge City, now features such recorded interviews on every show. KTBB, Tyler, Tex., recently added a mobile news unit for its *Farm Fare* show.

Ratings are the prime method for judging the kind of programming farm listeners like but there have also been a couple of studies made to dig out information on program popularity.

As part of a continuing series of studies on radio and television listening done by graduate students of Ohio State University, a study of radio program preferences of rural listeners in Central Ohio was made in August with the cooperation of WRFD at the Ohio State Fair. Usable questionnaires were filled out by 2,314 men and women of whom 1,525 lived on farms or in rural communities and 789 lived in medium-sized or large cities.

While the collection of information at the fair grounds could not provide a true cross-section of Ohio farming population, it was found that the proportions of respondents by age and economic group corresponded fairly closely to the proportions shown in the 1950 census, except that the proportion of those with high school or college education was higher than reported by the census. More than 90% of those answering had tv at home.

One question asked respondents to check, from a list of 18 different types of shows, the six they liked best. A tabulation of answers turned up some striking differences as well as similarities between farm and city people.

Top preference among both rural men and women was old time music and, interestingly enough, this was fairly popular with the city group, too. General news and commentary was the second preference of rural women and the third preference of rural men. The second preference among rural men was farm information and the third preference among rural women was homemaker shows. (Rural women indicated they were only moderately in-



"SHEENA" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its
time period for months, audience
share over 30% in this
seven station market

Tulsa — 60.7% share of audience
in competition with two popular westerns

Memphis — First in time period,
45.9% share; 11.9 rating

Hitch your sales message to the
show most bought by audiences,
SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street New York City
OXford 7-5880

The Continental Divide Station TV4



WWJ

DETROIT

FIRST IN DETROIT

- PROGRAMMING
- EXPERIENCE
- SALES RESULTS

ASK DETROITERS!

WORLD'S FIRST RADIO STATION
 Owned and Operated by THE DETROIT NEWS
 National Representatives:
 PETERS, GRIFFIN, WOODWARD, INC.

IN AND AROUND
COLUMBUS, GEORGIA

CHANNEL 4 CBS
 WRBL-TV 4 ABC

PREFERRED VIEWING*

11-COUNTY AREA - NOV. '55

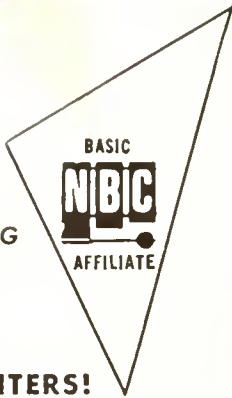
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METROPOLITAN FEB. '56

298 of 416

- COMPETITIVE QUARTER HOURS WEEKLY - TELEPULSE

CALL HOLLINGBERY CO.



terested in farm information.) Fourth preference among rural men was popular dance orchestras, which was number one preference among city men and women. Fourth preference among rural women was quiz programs, which were only moderately popular with rural men. Baseball play-by-play was popular among both rural men (fifth preference) and city men, though city men showed much more interest in football play-by-play than rural men. Fifth preference for rural women was popular dance orchestras. Sixth preference for both rural men and women were religious programs.

The Whan North Texas study referred to above also measured radio program preferences among rural and urban audiences, except that the Whan study separated farm from village respondents. Order of preference among farm women was (1) news broadcasts, (2) religious programs, (3) audience participation shows, (4) old time music, (5) popular music, (6) comedians.

Preference among farm men was as follows: (1) news broadcasts, (2) old time music (3) religious programs, (4) comedians, (5) talks on farming, (6) audience participation shows.

The differences between farm and city program preferences are not always so great that a farm show can't corral some urban listening, too. As a matter of fact, it is the opinion of the Petry organization that the top farm shows (in terms of audience size) often have a good sprinkling of city people listening. This is a reverse twist for the agency man who contends that he can do a good job in reaching farm listeners with general types of programming. One reason for the listening of city people to farm-type shows is that many urbanites are not far removed from farm life itself and still have emotional ties to farming. Some farm shows attract (and are aimed at) city people who take vegetable gardening seriously. KFAB, Omaha, which considers its first obligation is to its rural listeners, says it is able to get a good proportion of urban listeners by a lively, fast-paced format in its rural programming.

The trend toward music and news on radio stations also tends to break down the line between rural and urban listening. Peters, Griffin and Woodward reports that in an increasing number of cases a lot of music is being pro-

grammed around farm personalities. This probably results in many city listeners inadvertently catching chunks of farm programming as part of their music listening. In cases where this farm programming has to do with political issues affecting the farmer, the city listener who lives in a farm belt is undoubtedly often interested enough to listen willingly. Others may listen to straight farm programming out of sheer interest or curiosity. ★ ★ ★

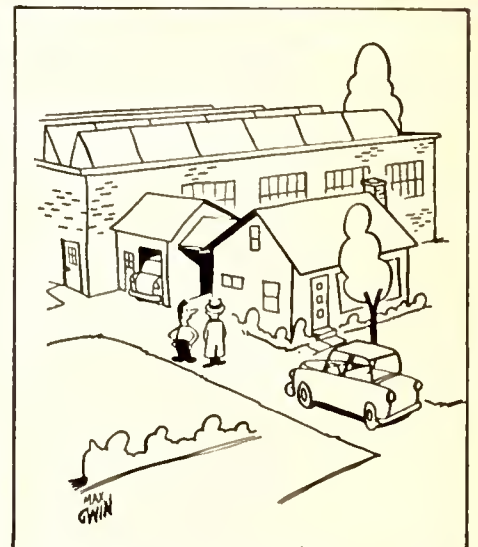
COMPARAGRAPH NOTES

(Continued from page 104)

- pn; NBC, Tu 7:45-8 pm; CBS, alt Sa 10-10:30 pm
- Staley Mfg. R&R: CBS, alt F 11:15-11:30 am
- Standard Brands, Bates: NBC, Tu&F 2:45-3 pm; CBS M 12-12:15 pm; M 10:30-10:45 am
- State Farm Inc., NL&B: NBC, F 10:50-11 pm
- Sterling Drug, DFS: ABC, F 9:30-10 pm; NBC, W&F 4:45-5 pm
- Sunbeam, Perrin-Paus: NBC, alt Sa 8-9 pm; NBC, Sa 1:15-5:15 pm approx
- Sweets Co., Moselle & Elsen: CBS, alt Sa 11:30-12n; alt Su 1-1:30 pm
- Swift, McE: NBC, M 2:45-3 pm, alt Sa 11:30-12 noon; CBS, F 10:10-15 am, 2:45-3 pm & 3:30-3:45 pm; ABC, alt Th 7:30-8 pm
- Sylvania, JWT: CBS, Sa 7:30-8 pm
- Time, Inc., Y&R: NBC, alt W 7:45-8 pm; CBS, alt F 10:30-11 pm
- Toni Co., North, Tatham-Lalrd: CBS, alt M 8:30-9 pm; alt W 8-8:30 pm; Th 10:15-10:30 am; Th 3:30-3:45 pm; NBC alt, Sat, 7:30-8 pm; alt M 8:30-9 pm; alt F 8:30-9 pm
- Union Carbide & Carbon, Mathes: ABC, Su 9-10:30 pm
- U. S. Rubber, F. D. Richards: NBC, Sa 1:15-5:15 pm approx, ABC, alt W 8:30-9 pm
- U.S. Steel, BBDO: CBS, alt W 10-11 pm
- Vick Chem, BBDO: NBC, alt F 9:30-10 pm; alt Tu 7:30-7:45 pm
- Warner-Lambert, K&E: NBC, alt Sat 10:30-11 pm
- Welch Grape Juice, DCSS: ABC, Tu 5:15-5:30 pm
- Wesson Oil, Fitzgerald: CBS, Tu 12-12:15 pm; alt Tu 3:30-4 pm; NBC, alt Sa 9-10 pm 3 wks in 4
- Westinghouse, McE: CBS, M 10-11 pm
- Whitehall Pharm., Bates: CBS, M, Tu, Th 6:45-7 pm & 7:15-7:30 pm; alt Tu 7:30-8 pm
- White Owl, Y&R: NBC, Sun 10:30-11 pm
- Zenith, BBDO: NBC, Sa 1:15-5:15 pm approx.

The Continental Divide Station

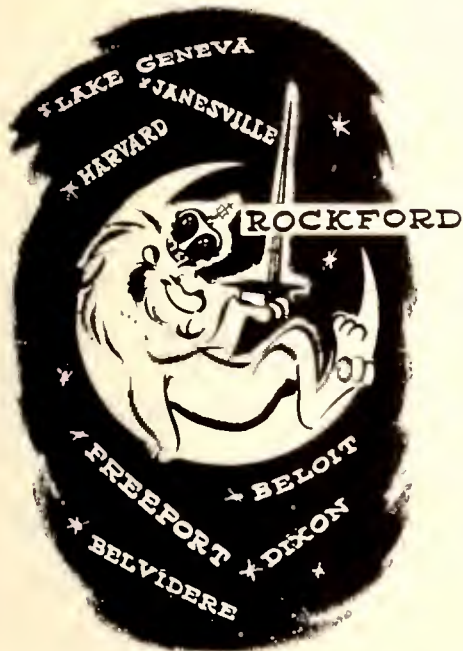
TV4



"KRIZ Phoenix started me doing it myself and you know how it is—add a bench saw here, a screw driver there—"

Dominant Leader...

MILWAUKEE *
(87 MI.)



CHICAGO *
(90 MI.)

... in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

... in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction \$25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

ROCKFORD, ILLINOIS



WREX-TV
channel 13

CBS - ABC AFFILIATIONS
telecasting in color

REPRESENTED BY

H-R TELEVISION, INC.

BRIEFLY

(Continued from page 77)

tract with the nationally known Rocky Mountain News whereby the paper will sponsor 1,300 KOSI newscasts over a year's time. Every Saturday there will be a 10-program saturation to promote the paper's new *American Weekly* Sunday supplement. Newscasts were sold on a "straight time basis with no deals or trades whatsoever" announced KOSI president, David M. Segal.

* * *

All-night broadcasting was resumed on KNBC, San Francisco, as of 10 October. Expansion of the KNBC schedule marked the first all-night broadcasting on the station since November 1955. . . . Latest station to add a mobile transmitter to its operation is KGB, San Diego. . . . WWDC, Washington, D. C., is diverting some of the energy usually expended on political name calling this election season into a contest to name the Democratic donkey and the Republican elephant. Contest, for radio timebuyers only, features an inauguration trip to the Capital as first prize.

* * *

KSIX-TV, Corpus Christi, Tex., started broadcasting 18 days after the first cement was poured for the station's foundations. The CBS affiliate went on the air 30 September. . . . Detroiters saw the 1957 Ford in a color-tv sneak-preview over the motor capital's Storer station WJBK-TV. . . . Today, with *Dave Garroway* is no longer simply the name of an NBC TV show. It is also the name of a new game patterned after the program of the same name. It will retail for \$3.95.

* * *

Weather being such an interesting subject to so many people, and hence a source of tv advertising revenue, many station weathermen are honing up on the subject. Most recently SPONSOR received word that Don Kent, WBZ-TV, Boston, has completed a two-week course at the Massachusetts Institute of Technology in understanding hurricanes. ★ ★ ★

100% NEGRO PROGRAMS

WSOK

IN NASHVILLE, TENNESSEE

CFOR
RADIO
5000
WATTS
SERVING & SELLING
CENTRAL ONTARIO
FROM

ORILLIA*

Total Weekly BBM—42,090
Radio Homes

Reps:—Stephens & Towndrow
Ltd., Toronto & Montreal
Canadian Station
Representatives, U.S.A.

*ORILLIA is located 80 miles north of Toronto in the heart of the rich Central Ontario market.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

SPONSOR, published bi-weekly at Baltimore, Maryland for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor and business managers are:

Publisher and Editor: Norman R. Glenn, Mamaroneck, New York.

Executive Editor: Miles David, New York, N. Y.
General Manager: Bernard Platt, New York, N. Y.

2. The owner is: SPONSOR Publications Inc., New York, New York.

Stockholders owning or holding 1 percent or more of total amount of stock:

Norman R. Glenn, Mamaroneck, N. Y.; Elaine C. Glenn, Mamaroneck, N. Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neil, Cleveland, Ohio; Henry J. Kaufman, Washington, D. C.; Paeil Bloom, New York, N. Y.; Pauline H. Poppele, New York, N. Y.; Edwin D. Cooper, North Hollywood, Calif.; Henry J. Cooper, Brooklyn, N. Y.; Judge M. S. Kronhelm, Washington, D. C.; Norman Reed, Washington, D. C.; Adele Lebowitz, McLean, Va.; J. P. Williams, Dayton, Ohio; Jerome Saks, Washington, D. C.; Catherine E. Koste, Hawthorne, N. Y.; William B. Wolf, Washington, D. C.; Harold Singer, Washington, D. C.; Bernard Platt, New York, N. Y.; Arnold Alpert, New York, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

Bernard Platt
General Manager

Sworn to and subscribed before me this 5th day of September, 1956.

SEAL: Laura Oken

(My commission expires March 30, 1958.)

BMI

"Milestones" for November

BMI's series of program continuities, entitled "Milestones," focuses the spotlight on important events and problems which have shaped the American scene.

November's release features four complete half-hour shows—ready for immediate use—smooth, well-written scripts for a variety of uses.

"THE POLISH GENIUS"
Ignace Jan Paderewski
Born: November 6, 1860

"OUR VICTORIOUS VETERAN"
(Vet's Day, 1918-1956)
November 11, 1956

"OUR DAILY BREAD"
Thanksgiving Day
November 22, 1956

"THE MISSISSIPPI YANKEE"
Mark Twain
Born: November 30, 1835

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL



The **WHOL**
Music-News Station
in the
Rich Lehigh Valley

PENNSYLVANIA'S
3rd LARGEST MARKET

Representative
Paul H. Rayer Co., Inc.

WHOL

top of  the dial

Allentown, Pa.

WAZL

WVDA

Hazleton, Pa. NBC-MBS Boston, Mass. ABC

WIDE

WHLM

Biddeford-Saco, Me. MBS-Yankee Bloomsburg, Pa.

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KROD-TV, El Paso	130
KRON-TV, San Francisco	25
KTHH, Houston	77
KTNT, Tacoma	91
KTRH, Houston	125
KTRK-TV, Houston	69
KTVR, Denver	15
KVAL-TV, Eugene	131
KWKH, Shreveport	7
KXLF-TV, Butte	112, 116, 126, 127, 128

WAFB-TV, Baton Rouge	114
WAGA-TV, Atlanta	107
WAVE, Louisville	108
WBAY-TV, Green Bay	130
WBNS, Columbus	75
WBRZ-TV, Baton Rouge	116
WBT, Charlotte	26
WCCO, Minneapolis	59
WDBI-TV, Roanoke	82
WBHT-TV, Henderson	101
WFAA-TV, Dallas	97
WFBZ, Baltimore	14
WPMY-TV, Greensboro	113
WGII, Newport News	77
WGR-TV, Buffalo	126
WHOL, Allentown	130
WIBG, Philadelphia	77
WIBW-TV, Topeka	118
WILS, Lansing	24
WISC-TV, Madison	124
WITN-TV, Washington, N. C.	96
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WRFD, Worthington, Ohio	57
WSB, Atlanta	109
WSBT-TV, South Bend	102
WSPA, Oklahoma City	95
WSIS-TV, Winston-Salem	111
WSM-TV, Nashville	87
WSOK, Nashville	129
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WWJ, Detroit	128
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This index is intended as a service feature, as complete and accurate as possible; but SPONSOR cannot be responsible for changes too late to be recorded here.

CHANNEL 2 WISCONSIN



THE
LAND OF
MILK AND
HONEY

CHANNEL 2 CBS
100,000 BAY

YOU'LL SELL
MORE ON
CHANNEL 4
in the El Paso
Southwest!



- KROD-TV dominates El Paso County*
- KROD-TV is the only station to reach Alamogordo (set penetration 80%) and Silver City (61).
- 98% reported Excellent or good reception for KROD-TV in Las Cruces (81.3 penetration) while only 10% reported the same for station "B"

*March 1956. Telepulse and Telepulse on set ownership.

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

Newsmaker of the week

Oliver Treyz: Facts at 175 miles per hour

The idea hit TvB President Oliver Treyz as he rode into town one morning a few weeks ago—why not a “memory bank” for the television industry to provide those facts instantaneously which now take advertisers weeks to assemble?

Treyz was reading a newspaper account of IBM's new 305 RAMAC, an electronic data processing machine that holds five million characters in its memory, comparable to a housewife with five million strings on her fingers. Within two days, Treyz and TvB were among the first organizations in the country to order this unit.

The machine will be delivered in about 18 months. Its potential among advertisers will be limited only by what information has been fed into it and by the imagination of those who question it.



Through RAMAC, agencies and advertisers will have instant access to the most current facts and figures on television advertising. As fast as new data becomes available, it will be stored in the memory of the machine for use the next minute or the next year.

An advertising agency seeking up-to-the-minute information on sponsorship history of auto tires might immediately receive a complete rundown covering network and national spot—by time periods, brands, dates, dollars invested, etc. in any conceivable form. This is the kind of information that now takes so long to get it's often out of date before research is completed.

“RAMAC will be our highest paid employee since it rents for \$3,200 a month,” Treyz says, “and will occupy the biggest office. It weighs two and one-half tons and measures 20 x 20 feet, but that's nothing when you consider how many miles of files it will replace.”

It types at the rate of 80 lines a minute, and stores its data on electronized plastic disks which, as Treyz puts it, resemble “instant pizza pies.” The selector arm that plucks out and correlates these disks travels at a speed of 175 miles per hour.

“It won't replace the timebuyer,” Treyz says, “but it sure will free him from the clerical work that now swamps him. It won't cut down on agency's subscriptions to research either. Actually when the machine gets into use, it should open up many new areas for future research.” This is because it will—in addition to answering—keep track of questions asked, thus pointing up what information is most sought and what gaps in research should be covered.

Treyz envisions the machine as the brain-core of a television information center to be known as TELEVIC, and is trying to get those letters as a telephone dial number.

(For additional Newsmakers see next page.)

in the palm
of your
hand...



The Surefire Method of Boosting Sales . . .

. . . in this rich Oregon market. KVAL-TV, Eugene, and KPIC-TV, Roseburg, give you the one combination that brings you complete coverage of the Pacific Northwest's 5th largest market . . . reaching 163,600 families with spendable income of \$776 million! A great sales potential, just waiting for you!

Contact your Hollingberry man, or Moore and Lund (Seattle-Portland).

reaching
Oregon's rich
2nd Market

in the
heart . . . of the
nation's timberland

KVAL-TV

EUGENE - CHANNEL 13

KPIC-TV

ROSEBURG - CHANNEL 4

SPONSOR

GOES

WEEKLY

27 OCTOBER*

WITH A

FOUR-POINT

EDITORIAL

PROMISE

1. essential reading
2. useful reading
3. fast reading
4. easy reading

*A complete weekly wrap-up
in depth for busy agency
and advertiser readers.*

***OUR 10th ANNIVERSARY
ISSUE ALSO!**

Tv and radio
newsmakers

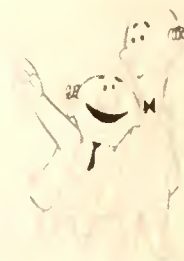
Joseph Daffner has been appointed director of advertising and merchandising for Lanolin Plus, Inc., according to company president Dr. J. Schultz. Daffner was formerly v.p. of Norex Laboratories, proprietary division of Schenley Industries, New York, where he was at the age of 34, one of the youngest executives in the company. Previous to his association with Schenley, Daffner was with the Gillette Safety Razor Co. and Dow Corning Corp. Lanolin Plus is now introducing its Lanolin Plus Liquid—Medicated—to the facial lotion market over NBC's *Break the \$250,000 Bank* with Bert Parks and CBS's *Name That Tune* with George DeWitt. Current in-store merchandising plugs the new product and ties it in with Parks' *Break the \$250,000 Bank*.



Thomas D'Arcy Brophy, chairman of the board of K & E has announced that the theme for the National Advertising Week celebration for 1957 will once again be "Advertising Benefits YOU!" The slogan has been used for the past two years. Planned for the week of February 10th, the annual observance of the contributions advertising has made towards American

life, will expand into a variety of new media not previously used. Live broadcasts on radio and tv, animated film "trailers" for tv and a new campaign of editorial and advertising fillers for magazines were some of the ideas adopted by this year's committee of which Brophy is the chairman. Cunningham and Walsh will act as the task force advertising agency for Advertising Week.

Harry & Bert Piel reign supreme as the favorites of those tv viewers who pay very close attention to the commercials, according to surveys conducted by the American Research Bureau during May and August. Harry and Bert have been with Piel's for about a year now and prior to their association with the beer company were irritating figments of the imagination of Ed Graham, Jr. then on the Y. & R. staff. It was Y. & R. that farmed the brothers out to UPA where they have been cavorting on celluloid ever since. Runner ups in the ARB surveys were commercials for Hamm's Beer (also UPA), Raid and Alka-Seltzer. When SPONSOR questioned the brothers (now vacationing on Piel Island) about their popularity Bert replied, "it's an amber paradox!"





THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

The word is getting around! Fortune Magazine calls it "The boom that runs a thousand miles." And also observes, "With secondary industry yet to come . . . the Ohio boom is still in its infancy."

The Magazine of Wall Street states:

"In this Valley of the Ohio history is being written. In a decade modern pioneers confidently invested hundreds of millions in new plants and still more are planned."

WTRF-TV, Wheeling, W. Va., is the Number One advertising medium in this rich industrial heartland.

In any advertising campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and its dominant, powerful advertising voice, WTRF-TV, Wheeling!

ADD \$300,000,000.00!

Olin Mathieson Chemical and Revere Copper and Brass form Olin-Revere Metals Corporation . . . will locate 23 miles south of Wheeling . . . \$231,000,000.00 company will produce 180,000 tons of primary aluminum a year . . . additional 225,000 kilowatt electrical generating unit to be constructed to serve the aluminum plant.

"a station worth watching"

wtrf tv

Wheeling 7, West Virginia



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Cedar 2-7777.



316,000 watts
Equipped for network color

reaching a market that's reaching

new importance!



YOU MIGHT RIDE 4,871 WINNERS * —

BUT . . . YOU NEED WKZO RADIO

**TO COME IN FIRST
IN KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN!**

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	37%	34%	32%
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

You don't need a form sheet to discover that WKZO is your best radio buy in Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO gets between 68% and 94% more listeners than the next station—*morning afternoon and night!*

Your Avery-Knodel man has all the facts.

WKZO

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

Avery-Knodel, Inc., Exclusive National Representative



The Felzer Stations

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

Associated with
WMBD RADIO — PEORIA, ILLINOIS

Jockey Johnny Longden set this new world's record at Del Mar, California on September 4, 1956

REPORT TO SPONSORS for 15 October 1956

(Continued from page 2)

One buyer's quiz re feature films

What do buyers of time want to know from stations that are converting to feature film in non-marginal hours? John Cole, Chicago McCann-Erickson's media director, suggested the following items to SPONSOR: (1) what signs are this feature programing showing of capturing the market? (2) what kind of an audience composition is it getting? (3) how many commercials are spotted in each feature, running (a) 60 minutes; (b) 90 minutes? (4) what established local personalities - listing their background - are serving as hosts or hostesses for these and (5) what is the pattern of audience turnover? (For article surveying impact of feature film on spot, ratings, see page 27.)

-SR-

Campbell buying spot radio

Franco-American, a division of Campbell Soup, is due back in radio soon - about 20 markets - through Leo Burnett, Chicago. The product is spaghetti and the objective: increase consumption in selected markets where the distribution is especially good. Other radio buys on the fire: (1) Vick's cough syrup (BBDO), 16 weeks of daytime minutes; (2) Roma Wine (FCB, S.F.), day and night minute saturation, 8 to 20 weeks in around 15 markets; (3) Welch Tomato Juice (Richard K. Manoff), minutes and chainbreaks for 13 weeks and more early November.

-SR-

Lanvin adds radio for males at Xmas

Lanvin perfume is slanting its pre-Christmas campaign exclusively toward men on premise that during the gift season they buy practically 100% of all perfume. Throughout the year the male ratio of purchase is 70%. In addition to I.D. packages in major cities Lanvin will use a daily 5-minute Wall Street report in network radio. The entire Lanvin account - exclusively tv and magazines the past 3 years - has been taken over by North Advertising, Chicago.

-SR-

Burnett sifting rating services

Leo Burnett has embarked on a study of its own to determine why there's such "wide variations" between the various rating services. Upon the results of this study will rest the extent of the agency's use of the Nielsen reports versus those of ARB and Pulse. Probe by agency's media research includes asking each service to submit its version of why ratings differ. Burnett is now buying a number of Nielsen markets to test how this data compares with ARB and Pulse.

-SR-

UHF problem in deep freeze

FCC's uhf proceedings appear to be stalled in dead center. Indications are that FCC will make no move toward solving problem of de-intermixture of uhf and vhf markets or any related matter until some overt action from Congress. Latest tipoff of FCC's attitude: parties interested in uhf proposals have all the time they want to submit additional arguments. Commission had previously set a 1 October deadline.

-SR-

No exclusive ally for soap operas

For the nostalgically inclined the date, 29 October 1956, represents a kind of end to an era. For the first time since the advent of the soap opera in network radio there won't be a single soaper with a single sponsor. The last one of that breed, "Aunt Jenny," (Lever supported for many years) will have departed the day before. For the soapers on all nets it's now segment or minute participations.



Our last bi-weekly

This is the last bi-weekly SPONSOR, the 229th issue we've put to bed in 10 years of publishing. Perhaps we should reminisce about that decade. It's been good to us. But we're so loaded-down with thoughts and plans for the new SPONSOR weekly to be unveiled 27 October that we have nowhere to look but forward.

Perhaps we can look forward and backward at the same time by telling you how the new weekly will compare with SPONSOR bi-weekly. (We're saving our nostalgia for the 10th anniversary section in the 27 October first weekly).

In some respects you'll find the 27 October issue of SPONSOR a brand-new magazine from the new cover color (blue) to the new headline type (a modern, sans-serif face). But the hard core of SPONSOR will remain unchanged. It will continue to be the interpretive article magazine of television and radio advertising. It will continue to campaign hard for indus-

10-SECOND SPOTS

BBDO has set up an internal campaign to encourage employee use of clients' products, and is stuffing little enclosures into the pay envelopes of its 2,100 employees. One goes this way: "Confucius say, 'BBDOers who buy competitive product get pay check from wrong agency.'" No matter what Confucius say, we say the shock of finding *any* little slip in our pay envelope might make us too nervous to remember our own name—let alone a brand name.

Grey Matter, house organ of Grey

try issues, just as the monthly and later the bi-weekly SPONSOR fought year after year for industry improvements like the establishment of an RAB and TvB, an industry tv set count, the publication of spot spending figures, and dozens of other vital causes.

On top of our nucleus of use articles (which you'll find made shorter and easier to read by near eliminations of jumps), we've added many new dimensions. SPONSOR weekly will be a news magazine covering only the essential news of the week. We will cover the news in these six basic ways:

1. Through a weekly newsletter called SPONSOR-SCOPE which will boil down the most important events of the week for busy advertising executives, concentrating only on that which has greatest significance—and drawing conclusions.

2. Through a departmentalized news section which will make it easy to find news of each branch of air advertising. This section, which will be called News & idea WRAP-UP, will have a unique ingredient. In addition to quick-reading news, it will contain information of a type which has rarely been published before—ideas in use at companies throughout advertising and broadcasting.

3. Through profiles of people making the news in the form of a new feature, Newsmaker of the Week.

4. Through a report from the nation's Capital, Washington Week.

5. Through a report called SPONSOR Hears which looks ahead of the news to coming developments.

6. Through up-to-the-minute reports on upcoming spot tv and radio campaigns called Spot Buys. We're pin-

ning some of our fondest hopes on this feature and we've set for ourselves the highest standards of accuracy, significance and completeness.

SPONSOR's combination of slick articles and extensive news coverage is unique in publishing industry history. SPONSOR is the first publication to attempt to blend the two.

You, the reader, will be the judge of how well we've done with our concept. Are we meeting the following basic SPONSOR goals?

1. Giving you a magazine which is easy to read, pleasant to read, quick to read, and highly useful?

2. Giving you a magazine which covers the essentials of television and radio advertising in terms of facts, figures and analysis and the heart of the news.

* * *

Farm trend to watch

There are three reasons why special attention should be paid to the farm market by advertisers. First, it's big. Second, it's changing fast. Third, things are happening to farm radio-tv programming.

Most advertisers who go after the farm market are alert to its size and dynamics. But it's not at all certain they're wise to the fact that many stations have been quietly expanding their farming programming. About a third of all radio-tv stations answering SPONSOR's questionnaire for the current Farm Section reported they had increased their farm programming during the past 12 months (see page 39).

We can only conclude that this is being caused by more business, more audience or both. And that's a tipoff that farm radio-tv is a fertile medium.

We are glad to report that all those afternoon meetings early last week that tied up so many key agency personnel were of a very serious nature.

Perils of running long: Winding up his CBS TV *Sunday News Special* last week Walter Cronkite rushed into his familiar close: "That's the news and this is Walter Cronkite reporting from Maine to the Rockies and saying—" The next thing the WCBS-TV audience heard was "Baaah, baaah, baaah," as little Somnifex sheep leap over a fence into the commercial.

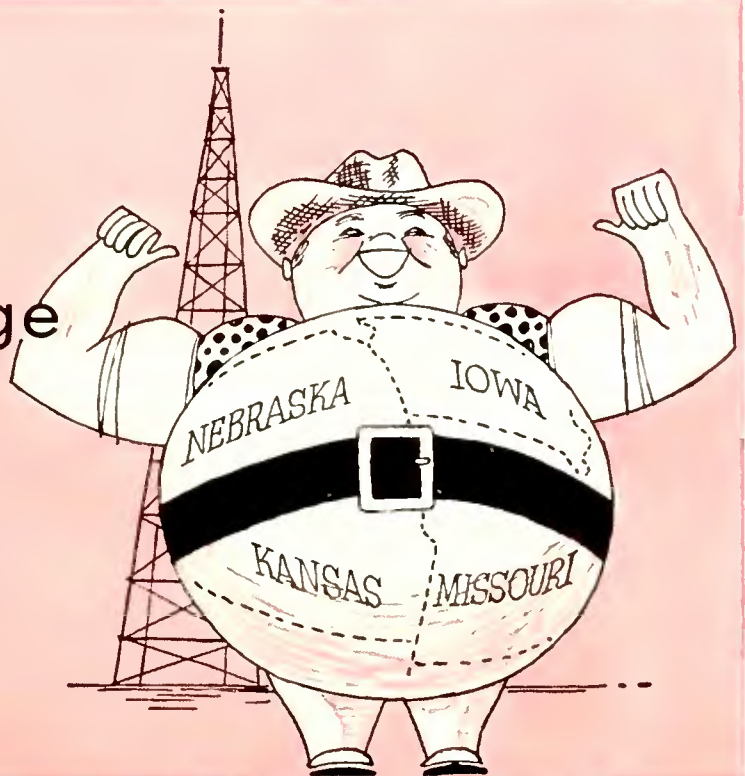
Advertising, also feels people who market brands "believe in the brands but too many of them don't live the belief," and that along Ad Alley you hear calls for martinis, manhattans, scotch-on-the-rocks, but rarely a call for a specific trade name. A reformation could result in novel bar-orders: 1ST ADMAN: A Bloody Mary with Wolfschmidt vodka and Campbell's tomato juice. 2ND ADMAN: The same, only make mine with Smirnoff and Heinz. 3RD ADMAN: I got no liquor accounts, so lemme have an Esquire Boot Polish.

IN KANSAS CITY



If you want
pea-shooter power...
there's a place to go

but if you want
50,000 watt coverage
in radio,
it's **KCMO**



KANSAS CITY

**K
C
M
O**

RADIO
810 kc.
CBS

SYRACUSE

**K
C
M
O**

TV
Channel 5
CBS

PHOENIX

**W
H
E
N**

RADIO
620 kc.
CBS

TV
Channel 8
CBS

OMAHA

**K
P
H
O**

RADIO
910 kc.
ABC

TV
Channel 5

**W
O
W**

RADIO
590 kc.
CBS

TV
Channel 6
CBS

Represented by KATZ AGENCY INC.

JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with *Better Homes and Gardens* and *Successful Farming* magazines

16.7% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 16.7% more on drugs* than families in Grade B area of any other Richmond market TV station

	Amount Spent on Drugs by Grade B Area Families	Percentage
WXEX-TV	\$12,205,000	100%
Station B	\$10,130,000	83%
Station C	\$10,155,000	83.3%

*Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President

NBC BASIC - CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Farjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.