

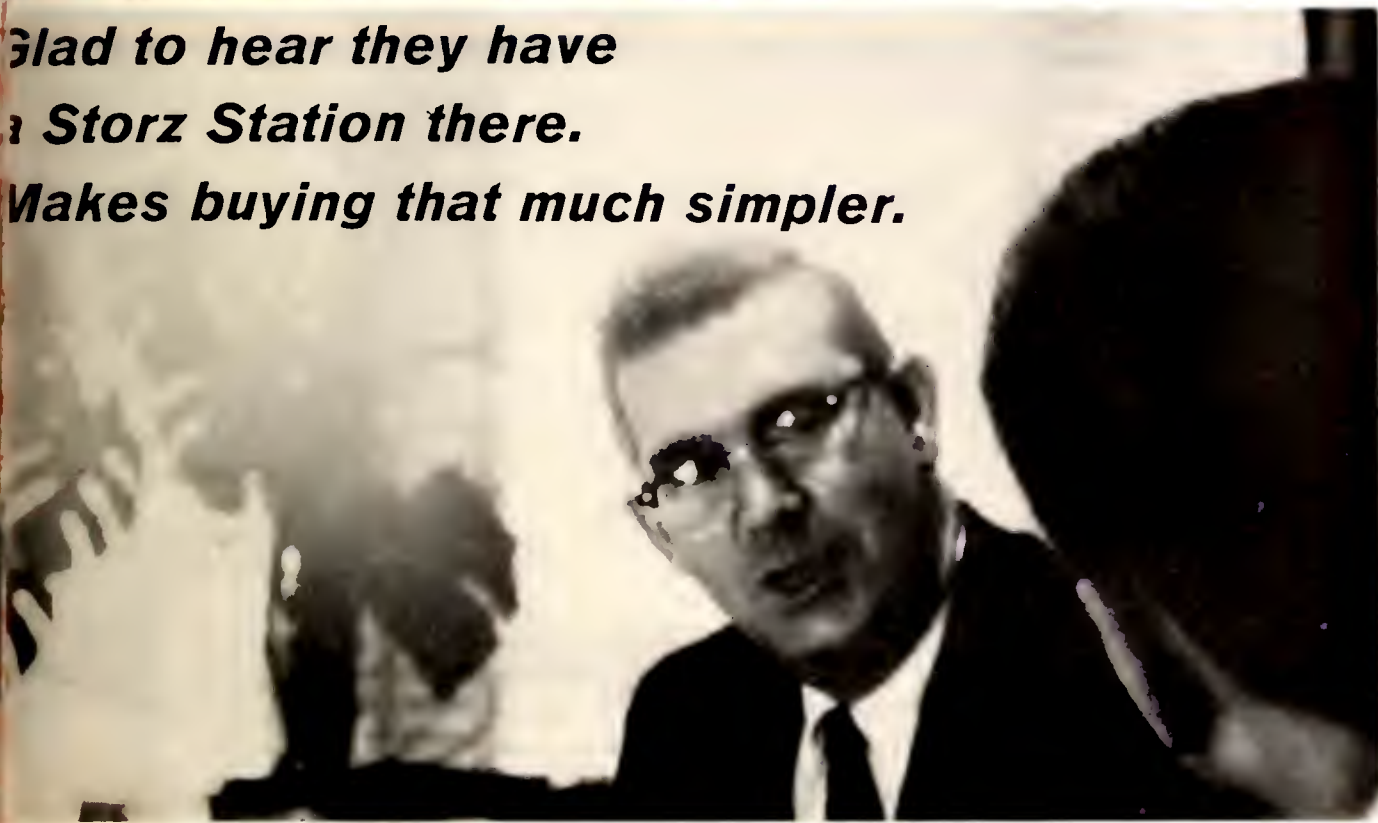
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NEW YORK N.Y.

SPONSOR

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Glad to hear they have
a Storz Station there.
Makes buying that much simpler.



any of these five important markets . . .
talk to the biggest audience with the "Storz Station"!

MINNEAPOLIS-ST. PAUL . . . with WDGY. Best Trendex pnts WDGY first! Whether you prefer Trendex, Hooper, Nielsen or Pulse, WDGY has prime availabilities in first place segments in the report you like best. See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

MAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Pulse, Hooper and Trendex. Contact ADAM YOUNG INC., or KOWH General Manager MARGIL SHARPE.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dy-

namic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIK. Month after month WTIK maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.) and first per latest Hooper. Ask ADAM YOUNG INC., or WTIK GM FRED BERTHELSON.

MIAMI . . . with WQAM. Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.1%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

BROADCASTERS ARE MISSING THE BOAT!

Tv/radio business outlook is rosy. But broadcasters who disregard warnings from admen won't get their share

Page 29

What's new in television commercials?

Page 36

Brand figures for all spot tv clients

Page 38

SPECIAL SECTION NARTB Convention supplement

faces page 44

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

TCDD STORZ,
President



PHOTO BY DEL WILLIAMSON

this is what we mean by

EXPANSION

in the

WTRF-TV coverage area...

More than 180,000 tons of primary aluminum a year will soon roll off the lines here at the Olin-Revere Metals Corp. site, 23 miles south of Wheeling. This is just part of the \$450-million Wheeling-Upper Ohio Valley expansion. The growth of this area is fabulous, but no more so than the popularity of WTRF-TV, leader by a wide margin in every accredited audience survey made in this area. So keep your eyes on this market—just as everyone in this market is keeping his eyes on WTRF-TV.

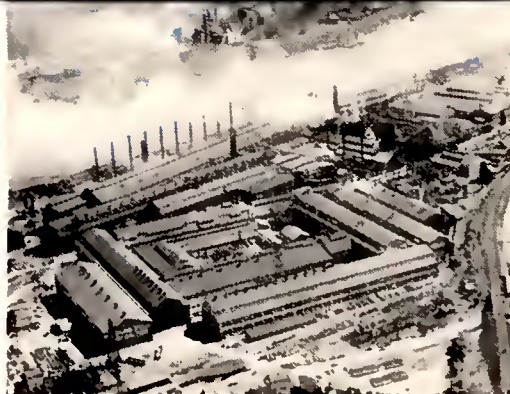
"a station worth watching"

wtrf tv
7
CHANNEL

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.



NBC

316,000 watts
Equipped for network color

reaching a market that's reaching

new importance!

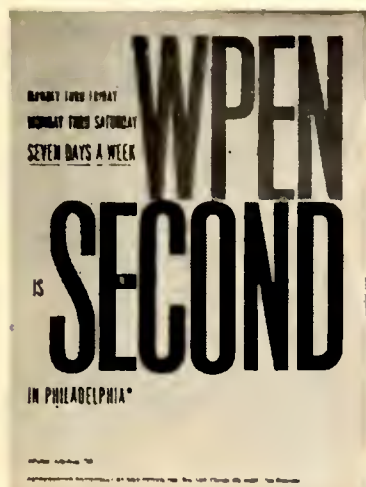
WPEN BELIEVES IN ADVERTISING



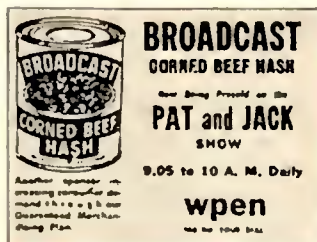
NEWSPAPERS—All three Philadelphia papers, year 'round plus suburban weeklies.



BILLBOARDS—Consistent coverage of the outdoor market.



MAGAZINES—Monthly pages in Paar Richard's Almanac and Greater Philadelphia magazine.



FOOD TRADE NEWS—Continuous advertising in Philadelphia's food newspaper.



TRADE MAILINGS—Constant mailings to the food, drug, hardware and automotive trade.



POINT OF SALE—Shelf talkers, posters and streamers in the Penn Fruit supermarkets.

FIRST IN NATIONAL AND LOCAL ADVERTISING



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

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

You're missing the boat, Mr. Broadcaster

29 Tv and radio business outlook is rosy. But the broadcaster who fails to heed these warnings from top admen may not get his full share

Are department stores and radio closer together?

32 Progress is being made in radio-department store relations. One of the outstanding examples is Higbee's of Cleveland. Here is their strategy

What's new in tv commercials?

36 New York Film Producers Association set out to answer that question for admen this week with seminar exhibiting latest film techniques

Brand figures for all spot tv clients

38 TvB's annual report on spot tv spending shows all U.S. advertisers spending \$20,000 or more last year with the budgets for their brands

NARTB CONVENTION SPECIAL

3 FCC Chairman's greetings to NARTB delegates

4 NARTB portrait shows executives and staff

6 TvB and RAB report on air media sales strategy

10 Television Code status report

20 Film report with list of available programing

26 Radio programing services report

30 Exhibitors and company representatives list

49 Chicago directory for business and pleasure

FEATURES

26 49th and Madison

57 New and Renew

50 News & Idea Wrap-Up

5 Newsmaker of the Week

48 Radio Results

84 Reps at Work

18 Sponsor Backstage

80 Sponsor Hears

9 Sponsor-Scope

88 Sponsor Speaks

60 Spot Buys

88 Ten Second Spots

16 Timebuyers at Work

86 Tv and Radio Newsmakers

77 Washington Week

24 Women's Week

In Next Week's Issue

How Capital Airlines uses spot radio

The airline's marketing strategy is built around the attempt to reach businessmen as its prime customers

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Sponsor Publications Inc.

\$1,500 REWARD!!!

**... if you can find stations in the U. S.
that dominate their markets
as KWKH does in the Shreveport area...**

WHEN the new NCS #2 Study was released we were extremely happy to see how completely KWKH dominates its market in both home-county coverage and total coverage as compared with any other radio station in Shreveport.

In fact, it seemed possible to us that our margin of superiority over our nearest competitor was greater than that of any station in the U. S.

After a special check with A. C. Nielsen Company, however, we find that three U. S. stations nose us out. **CAN YOU FIND THEM?** If so, you can win yourself a total of \$1,500.00 cash—or \$500.00 for each of the three!

THIS IS NO GIMMICK . . . It is an announcement of a legitimate contest. If you are a timebuyer, account executive, or other employee of an accredited advertising agency, you can win \$500.00, \$1,000.00, or \$1,500.00 *right now!*

HOW TO CALCULATE A WINNER!

Use only Nielsen Coverage Service No. 2, Spring, 1956. Comparisons will be made on the basis of "Weekly Coverage" figures listed under "Homes Reached" in Table A.

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and

divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.

b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.

c. Now select any other market and stations of your choice, and use the same procedure. If you find *both quotients* greater than the KWKH quotients, you have found one of the three winners.

CONTEST RULES:

- 1 This offer applies only to multiple-station markets (three or more stations). The station proposed must be compared only with other stations officially located in the same county.
- 2 It applies only to stations within Continental U. S.
- 3 Only one award will be made for any one correct entry. Postmarks will determine earliest entry in case of duplications.
- 4 In submitting entries, the name of the station together with the supporting figures from the Nielsen NCS No. 2 are required. Entries must be mailed to Henry Clay, Station KWKH, Shreveport, Louisiana.
- 5 This contest is open only to timebuyers and other personnel of recognized advertising agencies.

FOR FURTHER INFORMATION OR PARTICULARS, PLEASE CONTACT YOUR NEAREST BRANHAM OFFICE.

K W K H

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

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

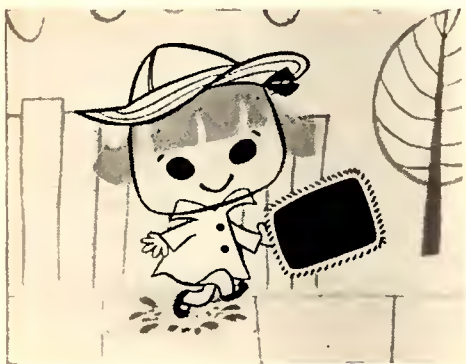


Unusual and bold, this 20-second spot uses only the product itself to hold interest! NABISCO'S Deluxe Assortment of Cookies is arranged in a striking abstract pattern. Through the third dimensional artistry of stop motion, the pattern changes as the cookies revolve to show their shape and variety. Produced by Sarra for the National Biscuit Co. through McCann-Erickson, Inc.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

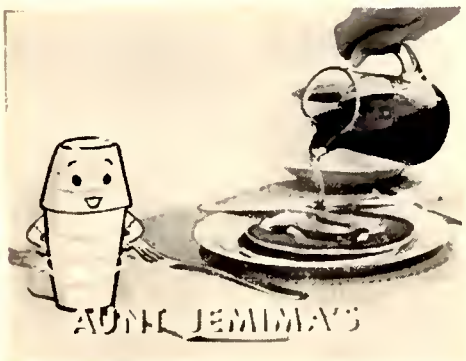


Sarra shows how television commercials for pharmaceutical products can be kept lively and interesting in this series of one minute and 20-second spots for MUSTEROLE. Full orchestral accompaniment, jingle, and different stylized animation treatment are used in each spot. Believable live action sequences added to the animation show the soothing "baked heat comfort" MUS TEROLE brings, as well as emphasize the availability of the product in strengths. Produced by Sarra for Plough, Inc.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Here's something new! Pancake batter that's made in a shaker. To dramatically illustrate the ease of mixing AUNT JEMIMA Pancake Flours, a stylized animated shaker character, "Cindy Shaker" is combined right in the live action scenes to tell the story and show how simple it is to mix the AUNT JEMIMA Pancake Flour, Wesson Oil, egg and milk. Appetizing pancake shots with "Cindy" singing a catchy jingle, "In Just Ten Shakes" wraps up the spot in a truly rememberable fashion. This series of one-minute TV spots was produced by Sarra for the Quaker Oats Co. through J. Walter Thompson Co.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Are you carefully policing your television prints? You should! By all means check the quality of the prints that are being televised. Long, continuous use of one print is bound to result in picking up dirt and scratches and thus lessen the effectiveness of your sales message. A single scratch can ruin your investment of thousands. So, protect your TV commercial investment at a small cost by replacing damaged prints the television stations might be using, and thus maintain the highest possible viewer acceptance.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

NEWSMAKER of the week

The news: Four hundred dairymen, members of the American Dairy Association, have approved a record setting consumer advertising budget of \$5.175 million. Network television and radio will get between \$2.5 and \$3 million to promote milk, butter and cheese products as ADA switches emphasis from youngsters to adults.

The newsmaker: Martin J. Framberger, general manager of the association, will administer this high-budget, all-media advertising campaign from Chicago headquarters. Working with Campbell-Mithun advertising agency there, he'll supervise coordination of all-industry dairy promotion and related tie-in advertising.

Most of the broadcast budget will go to reruns of *I Love Lucy* on CBS TV next fall, but additional tv properties are still being scouted by association executives. The adult situation comedy series replaces ADA's three-year *Disneyland* effort because of the latter's "increased production costs and because its audience is dominated by children while the association's advertising effort is directed primarily at adults."

Framberger and ADA return to network radio this year. The move was prompted by results of an ADA consumer survey showing that "radio commercials could be expected to bring about an increase in milk drinking by adults, especially during evening hours."

Final broadcast plans haven't been set, but it's expected that the association will slot its announcement copy on NBC during nighttime periods.

Dairymen, collectively, are unusually promotion minded, says Framberger. ADA's proof: the association budget has been upped 15% this year, to a high of \$6.25 million (and advertising gets 85% of this); 87% of the membership said in a recent survey that advertising and sales promotion are important helps in increasing the sale of dairy foods.

They look to advertising to increase their sale of milk, particularly. (Sales last year: a high of 113 billion pounds.) Their convictions are based on statistics like these: A cross-section of consumers was asked about daily milk requirements: 43% replied in terms of glasses, contrasted with two years ago when only 19% used this term of reference. The gain is attributed by ADA to its "Three Glasses A Day" advertising theme.

Framberger's pro-advertising directive comes from the more than half of all U. S. dairymen who belong to the association. "Most of them feel they must work together as a group to do a selling job for their products," he says.



Martin J. Framberger

The truth about the NEGRO MARKET



Get
THE FULL STORY
FROM K-SAY

The only Northern California station selling the entire San Francisco, Oakland, Bay Area Negro market

The greatest array of talent in the area... top Negro salesmen... nationally accepted.

● **MAGNIFICENT MONTAGUE**
— brought direct from WAAF, Chicago. His sponsor list, sales results and audience are equally magnificent.

● **RAMON BRUCE**
— WAAT, Newark, N.J. Leading Negro-appeal personality in New Jersey. Best rating among all programs during his broadcast.

● **SWINGING DEACON**
— The most popular local Negro-appeal personality. Dominates the heavily populated Negro local and fringe areas.

Plus other
Great Negro Stars!

TELL IT — SELL IT
on the NEW
K-SAY

10,000 WATTS 1010 KC

Studios:

1550 California Street, San Francisco
1815 Alcatraz Avenue, Berkeley

GRANT WRATHALL
Owner

WALT CONWAY
General Mgr.

Nationally
represented by
JOHN E. PEARSON & COMPANY



"Say it with Music"

ON **K-SAY**

1010 — 10,000 WATTS

SAN FRANCISCO

Song hits tell the BMI

from 1940-1956

RECORDS
SHEET MUSIC
JUKE BOXES
RADIO
TV

COMPOSITE OF 1956 TOP TUNES

From the charts of Billboard,
 Cash Box, Variety and The Hit Parade

- Band of Gold
- Be-Bop-A-Lula
- Blue Suede Shoes
- Canadian Sunset
- Cindy, Oh Cindy
- Daddy O
- Don't Be Cruel
- Dungaree Doll
- Eddie, My Love
- The Fool
- Glendora
- Graduation Day
- Green Door
- He
- Heartbreak Hotel
- Honky Tonk
- Hound Dog
- I Almost Lost My Mind
- I Hear You Knockin'
- I'm In Love Again
- I Want You, I Need You, I Love You
- I'll Be Home
- It Isn't Right
- Juke Box Baby
- Just Walkin' in the Rain
- Long Tall Sally
- Love Me Tender
- Memories are Made of This
- Only You
- Rock and Roll Waltz
- Rock Island Line
- See Ya Later, Alligator
- Singing the Blues
- Sixteen Tons
- Soft Summer Breeze
- A Tear Fell
- Walk Hand in Hand
- The Wayward Wind
- Why Do Fools Fall in Love?

story

HONOR ROLL OF HITS

THE NATION'S TOP TUNES for survey week ending March 20

TRADE MARK REG.

Rank	Title	Artist	Label	Weeks on Chart
1	Party Doll	Joe Bonomo	Mercury	6
2	Butterfly	A. Depina	Mercury	5
3	Yaang Love	Conce Jones	Mercury	3
4	Macianne	Guyton Orr	Mercury	1
5	Round and Round	Joe Bonomo	Mercury	1
6	Don't Forbid Me	Sam Cooke	Mercury	4
7	Too Much	Joe Bonomo	Mercury	4
8	Teen-Age Crush	Joe Bonomo	Mercury	5
9	Havana Hot Song	Joe Bonomo	Mercury	5
10	I'm Walkin'	Ray Charles	Mercury	9
11	Banana Boat (Day-O)	Harry Belafonte	Mercury	7
12	Little Darlin'	Billie Holiday	Mercury	10
13	Almost Paradise	Joe Bonomo	Mercury	17
14	Chantez Chantez	Joe Bonomo	Mercury	18
15	Why Baby Why?	Joe Bonomo	Mercury	28
16	Walkin' After Midnight	Ray Charles	Mercury	10
17	Gone	Joe Bonomo	Mercury	18
18	Who Needs You?	Joe Bonomo	Mercury	21
19	Love Is Strange	Joe Bonomo	Mercury	12
20	Cineo Robles	Joe Bonomo	Mercury	15
21	Come Ga With Me	Joe Bonomo	Mercury	13
22	Nitin' in the Balcony	Joe Bonomo	Mercury	21
23	I'm Stealin' With You	Joe Bonomo	Mercury	1
24	Moonlight Gambler	Joe Bonomo	Mercury	28
25	Blac Monday	Joe Bonomo	Mercury	15
26	Wingie Wingie	Joe Bonomo	Mercury	26
27	I'm Sorry	Joe Bonomo	Mercury	26
28	Ninety-Nine Ways	Joe Bonomo	Mercury	27
29	Tea Love	Joe Bonomo	Mercury	20
30	I'm Waiting Just for You	Joe Bonomo	Mercury	23

—From The Billboard, March 30, 1957 (Most recent chart available at press time)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

New York Chicago Hollywood Toronto Montreal

It takes the

RIGHT

two!



IT'S A FACT! With the *right two*—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA



A TRIANGLE STATION
WFBG-TV
ALTOONA, PENNSYLVANIA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-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-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

SPONSOR-SCOPE

6 APRIL

Copyright 1957

SPONSOR PUBLICATIONS INC.

As broadcasters swarmed into Chicago this week for their annual NARTB convention, they again had that plush feeling. Business looked good. Problems—though plentiful, as usual—weren't ugly enough to keep anybody from having a second Scotch.

And yet this year things were different. For this was the first year in many that the industry's prosperity was based solidly on its inherent power—not so much on its physical growth in terms of transmitters and sets.

Behind the knowledge of that inherent power likewise lay the secure knowledge that the industry's backers—the advertisers—were in a spending mood because they, too, felt secure. Over-all, America is booming. Specifically, this is the outlook for the big splurgers:

FOODS: Packaged foods continue to benefit from population growth and the housewife's yen for convenience when she can afford it. Meantime the dairy industry is maintaining a moderate uptrend, while flour milling is benefiting from the ready mixes (though the competition here is terrific).

SOAPS: Synthetic detergents are the spectacular foam in this market. Moreover, most of the big fellows are diversifying rapidly to the tune of heavy advertising.

DRUGS-TOILETRIES: When people have more money, they tend to pretty themselves up more. That's the big story here. But there's another angle with a strong, if more subtle, importance: The high rate of female employment is a big factor in the sale of cosmetics. Furthermore, this trend is firm—women will continue to be a bigger and bigger contributor to the U. S. labor force.

AUTOS: Industry sales are up somewhat over last year, which is a benign omen. But just as important is the fact that the auto companies by now are thoroughly sold on the air media as primary advertising weapons.

TOBACCOS: Cigarette consumption is on its way to another high, regardless of cancer talk. Insiders figure that medical scares don't really scare people out of smoking anyhow—they merely scare them into another type of cigarette (the filters).

It looks as though all the big network tv spenders—P&G, Lever, General Foods, Ford, etc.—will have exercised their options by the end of this month.

Among the decisions made this week:

- S. C. Johnson is going to sponsor the Steve Allen show on an alternate week basis, effective 12 July.
- P&G replaces the Jane Wyman Show with Meet McGraw.
- Miles Laboratories will share ABC TV's Wednesday Fights with Mennen.
- U. S. Steel stays on CBS TV another season, with the Theatre Guild still producing.
- Alcoa and Goodyear will sponsor Gulliver Travels, a 4-Star anthology on NBC TV Monday nights.
- Revlon will underwrite The Guy Mitchell Show on ABC TV this fall.

Fall tv programing currently shapes up like this:

- 1) Eye-brow deep in Westerns.
- 2) More crooners heading up variety shows.
- 3) Strong resurgence of the whodunit.

Here's what NBC and CBS are asking per week for their one-hour film properties:

- NBC TV: Crisis, \$79,529 gross; Wagon Train, \$76,176 gross.
- CBS TV: Perry Mason, \$87,000 gross.

When Bob Eastman of Blair joins the AB-PT team as head of the radio network, probably in May, the move will dramatize the impact that radio's revitalization has made on the industry's evaluation of executive manpower.

Eastman, now John Blair executive v.p. in charge of radio, is regarded by his confreres as:

- 1) Thoroughly seasoned and adept in every facet of selling and promoting radio.
- 2) Imbued with the idea that radio has new dimensions and new horizons.

Leonard Goldenson, AB-PT president, will formally announce Eastman's appointment only after his board of directors considers a proposal at its 10 April meeting to set up ABC Radio as a separate corporation.

Here's one clue as to how the spot business is running—radio vs. tv:

CBS, Inc.'s company-owned radio stations are up 21% as compared to a year ago, while the tv increase this year is 12%. There's a difference in rates, of course, but the percentages nevertheless show spot radio's relatively hot aspects.

The tv networks still are puzzling over how to handle the early evening news.

Now it's NBC TV that's fiddling with the time period—moving it back a notch to accommodate entertainment. The shift this fall will be to 6:45 with a repeat at 7:15. At the same time, program costs will be cut to around \$3,500 per quarter-hour.

CBS TV already has backed up its evening news to convert the 7:30-8 period into strictly entertainment. That ate into NBC's ratings and made the sales picture less attractive.

There's one drawback to this maneuvering, however: **Kids often control the family set at supper time**, and guess what they like.

How do you cushion the mood transition from a scene of harrowing violence to a happy commercial without making it seem ludicrous?

This problem is getting a lot of attention lately from agency research directors.

The usual way is to find out from Nielsen where the program gets its maximum traffic and plop the commercial there.

But tests show that this system isn't good enough to insure optimum absorption of the commercial. So the psychologists now are putting on their thinking caps.

Synthetic yarn manufacturers—including duPont—are hoping the right kind of advertising will help them out of the gallery into a front row seat.

The tendency of consumers is to identify the finished product with the name of the garment manufacturer or the reputation of the store.

In other words, the chemical yarn makers can't seem to build the reputation they want for their own trademarks. Moreover, there's another mixup in that most finished articles have their synthetics blended with cotton or wool.

CBS Radio for over a year has been trying to get duPont in on a schedule; but just when things have looked warm, the company's yarn people hesitated.

BBDO believes that Imagery Transfer can be used to link a magazine ad with a radio commercial.

So, it has induced Oneida silverware—strictly a magazine advertiser—to test a six-second spot on a couple of radio stations.

If a subsequent check shows that the radio spot can conjure up the image in the magazine ad, the agency will recommend application of the idea on a wide daytime scale.

The fluid drive of the spot business this week carried it to these important crossroads:

Fork No. 1: What to bill P&G for the 90-second tv commercials it's scheduling in late-evening film shows? (They're the same as used in network programs.) The rate for five minutes could apply; but some reps and stations are inclined to 150% of the minute rate. In many instances the five-minute rate would be a give-away, comparatively.

Fork No. 2: How are users of NCS#2 to be kept informed of changes in radio stations' power and frequency during the next two or three years? The solution favored by both sellers and agencies is that Nielsen mail notices to subscribers to be pasted in their NCS books (some insignia like a red star would denote the change).

Fork No. 3: What do you do about the increasing number of big spot radio advertisers who are asking for two- or three-week hiatuses? In saturation campaigns, this can cause a real headache to stations. They're asking their reps: How can you fill in such spots for just two weeks?

You won't see it in the headlines every day, but color tv nonetheless keeps moving along. Latest item:

Crosley Broadcasting has acquired the first color mobile unit. RCA built the equipment.

If you beat your brains out on a tv commercial and then get the sneaking suspicion that your work of art may find itself in a crowded gallery, you are so right.

SPONSOR-SCOPE asked Nielsen just how many commercials will be delivered this year throughout the U. S. Nielsen says:

Over 570 billion.

This is how the big research firm calculated that estimate:

1) Multiply the number of hours (5) that the average home views tv by the number of days a week and the number of weeks a year. You get over 1,800 hours of viewing per average home a year.

2) Multiply this figure by 8 (the number of commercials viewed per hour in the average home) and you get about 14,500 as the total commercials viewed per home per year.

3) Multiply this by 39,300,000 (the number of tv homes as of March 1957) and you get upwards of 570,000,000 as the total number of commercials likely to be seen in all U. S. homes during 1957.

Note: For commercial impressions delivered to all members of the family, multiply by 2. Anyway, it's over a trillion.

Although independent packagers control the lion's share of nighttime tv network shows (at least 64%), the networks have a firm grip on daytime.

SPONSOR-SCOPE's breakdown of 38 daytime sponsored network shows listed in 16 March Comparagraph indicates this dispersion:

INDEPENDENT PACKAGERS	WHOLLY-OWNED BY NETWORKS	NETWORK-INDEP. PARTNERSHIPS	AD AGENCY PRODUCED
21%	50%	6%	23%

(See 30 March SPONSOR-SCOPE, page 11 for nighttime percentages.)

NBC Radio is working on a new twist for its weekend Monitor: five-minute comedy vignettes culled from recordings of old shows with Fibber McGee & Molly, Bob Hope, Lum 'n' Abner, and others.

These quickies might open up an entirely new field for weekend selling: They could be a vehicle for saturation exposure and frequency.

ASCAP's four-year contract with the tv industry expires end of the year. Preliminaries for negotiating a new one start this week at the NARTB convention.

A negotiating committee for the broadcasters is to be appointed as part of a management conference on tv music licensing Thursday (11).

ASCAP says its tv-radio committee hasn't as yet firmed up new terms.

This week's contribution to the momentum network daytime tv is gaining:

JWT has recommended to **Church & Dwight** (baking soda) that it buy participations in the afternoon. The company's budget is about \$500,000.

Loew's TV enumerated its tv station interests at a corporate board meeting this week, but did not say whether these facts have been filed with the FCC.

Definite acquisitions: 25% each of KTTV, Los Angeles, for \$1,625,000, and KMGM, Minneapolis, for \$750,000. **Option to buy:** 25% of KTVR, Denver, for \$525,000.

(See Washington Week, page 77, for Department of Justice's suit to bar Loew's from selling its film library to tv stations on a block-booking basis.)

You can tell how tv stations are programing locally this year by types and quantities if you consult Sponsor Services' *Buyers' Guide*, issued last week.

The Guide shows that 92% of the tv stations are programing late evening film, 67% afternoon film, and 76% syndicated film.

Daily newscasts are carried on 85% of the stations, with 59% of them maintaining their own local newsreel coverage.

Over 50% of the stations now schedule farm service programing.

Note for buyers for sportcasts: 80% of the stations carry them daily.

Grove Laboratories' Bromo Quinine account (worth about \$1 million) is up again for bidding.

Benton & Bowles has retired from its association with the company.

Chevrolet apparently is saving its advertising firepower for the 1958 models.

SPONSOR-SCOPE learned from Campbell-Ewald this week that no sizeable spot campaigns on Chevrolet are being planned up to that point.

Suggested a C-E official: "If stations are looking for Chevrolet money, they'll have to get out and sell themselves to the dealers in competition with newspapers."

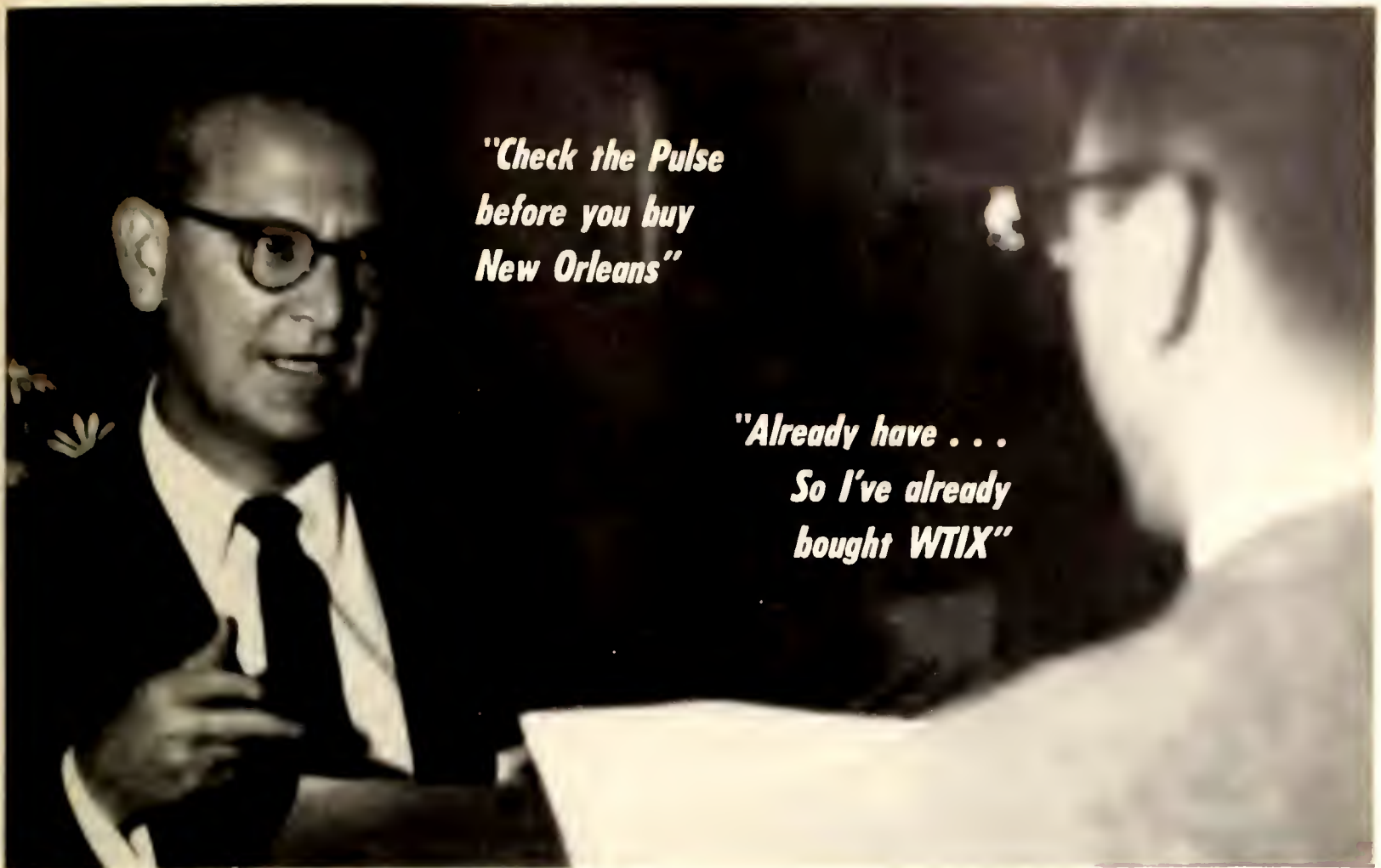
Despite a price hike to \$51,250 net, Toni probably will string along with the **Groucho Marx show** for next season.

North Advertising. Toni's show buying agency, has had to weigh many factors against one another.

The agency candidly outlined its dilemma to SPONSOR-SCOPE thus:

- It saw every pilot available and is dubious about taking a gamble with any one of them.
- Economic sense dictates it's wiser to protect yourself with a property that should at next season's price come to \$3 or less per commercial minute.

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 57; Spot Buys, page 60; News and Idea Wrap-up, page 50; Washington Week, page 77; SPONSOR Hears, page 80; and Tv and Radio Newsmakers page 86.



*"Check the Pulse
before you buy
New Orleans"*

*"Already have . . .
So I've already
bought WTIK"*

WTIX is first in latest New Orleans Pulse
with 19.5% average share of daytime audience.*

And here's something else Pulse reveals: WTIK has more Pulse points than any other New Orleans radio station from 6 a.m. to 12 midnight, Sunday through Saturday. Hooper, too, shows WTIK to be first all day in this 11-station market. This is what Storz Station programming, ideas and excitement have done to New Orleans radio listening, and continue to do month after month. This audience pulling power has been bringing satisfying results to more and more national and local advertisers. How about you? Get the details from Adam Young or WTIK General Manager Fred Berthelson.

*6 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1956

WTIX *New Orleans*

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY

Minneapolis-St. Paul

WHB

Kansas City

WQAM

Miami

KOWH

Omaha

WTIX

New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.



BUFFALO'S OWN AGENCIES
AND ADVERTISERS CHOOSE
WBUF, CHANNEL 17, AS THE **NEW**
MOVING
FORCE IN
BUFFALO

TO PROMOTE THE EXTENSION OF NIAGARA MOHAWK SERVICE IN AMERICA'S 14TH MARKET, BUFFALO'S BBD&O BUYS "WEATHER LOG," STARRING MAC MCGARRY, ON WBUF.

"WEATHER LOG," with its nightly forecasts (M-F, 11:10 pm), is a "natural" for this power company's public service advertising—an economical way to combine year-round continuity with the prestige of "owning" a program. "Weather Log" is the only TV advertising Niagara Mohawk uses in Buffalo.

MAC MCGARRY's selling personality has really clicked in Buffalo. Mac's suggestions to viewers ("Write today for this *Live Better Electrically* booklet"; "Phone House Power for free rewiring information") bring Niagara Mohawk a constant flow of requests.

"WBUF," in the words of BBD&O account executive Jay S. Larmon, "is now serving the Buffalo market with top-notch network and local programming. Since our weather program went on the air, our audience has increased by more than 50%. We, as well as the client, are pleased with the show's results."

Coverage up! Ratings up! Billings up! WBUF, the fastest-moving force in Buffalo, is ready to go to work for you today!

Exciting things are happening on



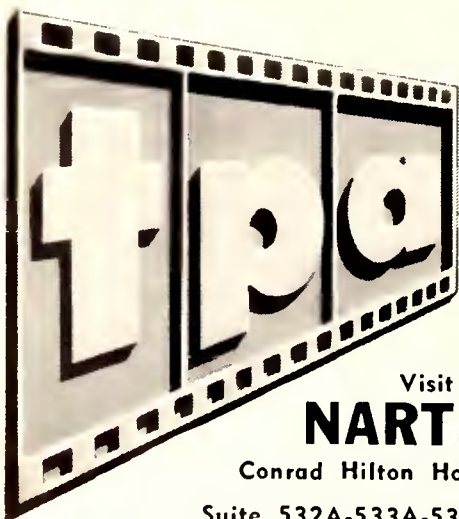
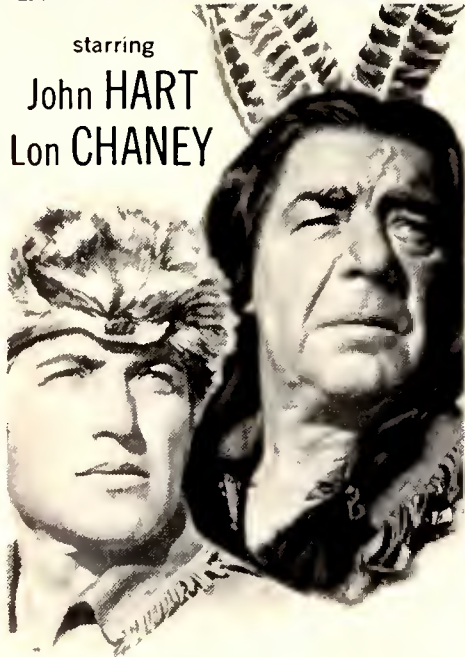
Left to right:
Frank Buxton, Pgm. Director for WBUF; John H. Fogarty, BBD&O Acct. Supervisor; Mac McGarry; Jay S. Larmon, BBD&O Acct. Executive on Niagara Mohawk.

Just in!
 Seattle • San Diego
 San Francisco
**OUTRATES ALL
 COMPETITION
 FIRST RATED
 TELECASTS**

22.3 KING, Pulse 2/6/57
 23.5 KFMB, Pulse 2/6/57
 16.4 KPIX, Videodex 2/5/57

HAWKEYE AND THE LAST OF THE MOHICANS

starring
 John HART
 Lon CHANEY



Visit us
NARTB

Conrad Hilton Hotel
 Suite 532A-533A-534A

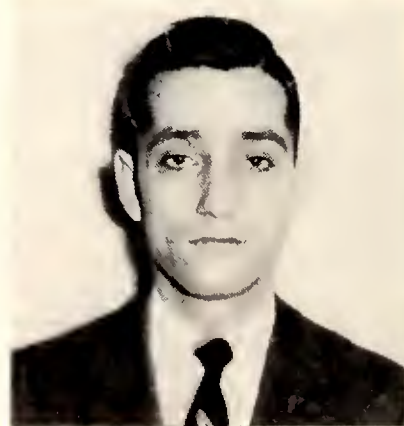
Television Programs of America, Inc.
 488 Madison Ave., N. Y. 22 • PLaza 5-2100

Timebuyers at work

Beverly Turner, J. Walter Thompson, New York, timebuyer for Brillo, comments: "Since 1946 the standard of living of most Negroes has risen steadily. This rise can be attributed to increased industrialization in the South particularly and increases in wages of skilled and semi-skilled labor. Forced to live in low-rent areas, Negroes have more spendable income than ever before. With this new economic power has come the desire for quality products and "name brands"; food studies show Negroes to be the highest in brand loyalty. To cultivate this market, the advertiser should: (1) Utilize an established personality to establish product identification. (2) Give the announcer latitude with the commercial because he can tell the product's story more believably in his own way. (3) Slant advertising to Negro domestic help in sections of the country where Negro domestic help is common. In the South, for example, the cook usually does all the marketing for the household in which she is employed. (4) Check all of the sponsors using a given personality in order to avoid participating with products that might be incompatible with the client's aims."



Ed Tashjian, Emil Mogul Co., Inc., New York, timebuyer for Park & Tilford's Tintex, comments: "Spot radio saturation and its evaluation has placed stress on quantity. But it is not sufficient to define station audiences in quantity alone. An equally important factor that must be considered is the qualitative aspect of station program-



ing and the audience. A close correlation should exist between program and type of audience it attracts. However, we have few statistics on audience differences. Data is needed in terms of economic levels, age and sex of the listeners as well as their shopping habits. This information should even be broken down into time segments. Many reasons are given for the lack of research in this business. Some stations claim the cost is too high; others, that the number who request this information is too small. But this industry is not going to mature until it tells the buyer exactly what he's getting for his money. And if print media can go to such lengths in their presentations to buyers, there is no reason why up-to-date studies of this nature cannot be conducted and made readily available to us for our evaluation."

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage. W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to provide a "steady stream" of sales results for you, too.

*Cumulative Pulse Audience Survey



Buy

Tom Tinsley
President

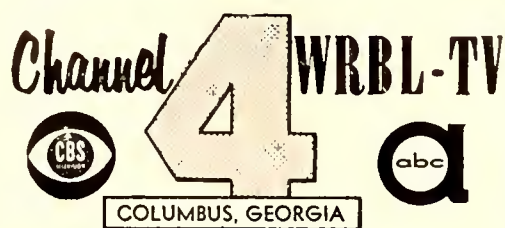
R. C. Embry
Vice Pres.

W I T H

C O N F I D E N C E

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

New
Nielsen
No. 2
PROVES



is
your
best
choice
for
1957

IN THE BILLION
DOLLAR
COLUMBUS,
GEORGIA
MARKET

CALL HOLLINGBERY CO.

Sponsor backstage

Features haven't hurt syndicated film

I am always loathe to let too much time go by without taking another, and still another look at the fast-moving film aspects of the television scene. I mean both theatrical feature film and syndicated, especially-made-for-TV film. And taking a look, this trip, again gives me the opportunity to take a modest bow in SPONSOR's behalf for having called the turn on a couple of interesting developments.



Just about the time the first vast deluge of good major Hollywood product was being dumped on the market and many syndicators of half-hour TV film shows were hastening to the wailing walls I indicated that I didn't believe any amount of fine feature film would hurt the market for syndicated television film appreciably. And today there are many evidences that this was a fairly accurate observation. NBC Television Film's Jake Keever, for example, comes up with a 12-city study of feature film ratings vs. syndicated series ratings which tells a mighty interesting story.

Syndicated series top feature ratings in most markets

Using American Research Bureau ratings, Jake comes up in each market with a combined top 10 listing for both features and syndicated programs. Only in New York do features take more positions in the top 10 (six out of the 10) than the syndicated shows. In Chicago, Philadelphia, San Francisco and Minneapolis-St. Paul syndicated 30-minute programs took seven out of 10 positions; in Portland, Seattle and Detroit not a single feature film show even made the top 10; in Los Angeles, Baltimore, Boston and Denver only one feature film show made the top 10. Features showed their greatest strength on weekends, but Monday through Friday the syndicated half-hours outrated the features handily.

Some columns ago, too, I mentioned that the utilization of syndicated half-hours as strips would continue as a healthy trend. And the decision of WCBS-TV to strip *Susie*, formerly known as *Private Secretary*, and the much-played *Topper* series starting in the fall, bears out that prognostication.

Production plans for new series, too, are shaping up at a healthy pace. Official Films, which hadn't turned out a syndicated series in the past three-and-a-half to four years, is going into production on two new series. Television Programs of America has started a new Charlie Chan series. Ziv has its usual enthusiastic and substantial new plans, and MCA-TV, to mention just a handful of the established producers, is loaded with new shooting schedules. (See film listing, Convention supplement, page 20.)

Even individual performers and other creative talent continue to lay their loot on the line to take a crack at the telefilm business. In recent weeks Mark Stevens, actress Louise Paget, George Gobel

Famous on the Georgia Scene



STATE CAPITOL of Georgia, near the heart of downtown Atlanta, capital city and hub of the Southeast's No. 1 market. Also located in Atlanta and likewise famous on the Georgia scene is WAGA-TV, the state's leading television station. With a coverage extending over 60 counties, its tallest tower and maximum power give WAGA-TV a special place under the Georgia sun.



STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

W I L S

Steady radio audience growth for more than 8 years.*

5000
LIVELY WATTS

20 to 1 power in the Central Michigan area.

LANSING

Where industry pays 2nd highest wage rate in Michigan — over \$2.44 per hour.‡



*C. E. Hooper, Inc.

‡Michigan Employment Sec. Bulletin

W I L S

music news sports

1320 KC Represented Nationally by Venard, Rintoul & McConnell, Inc.

(and his partner Dave O'Malley) and Western hero Randolph Scott have all announced plans for producing video picture pilots.

Adding to the generally robust outlook for the telefilm business, of course, is the rapidly developing foreign market for films. Ziv has long since done an outstanding job of blazing the trail for American telefilm abroad. At this point every major tv film producer and distributor is actively operating right around the world. We're indebted to Television Programs of America for a fresh survey, showing what the foreign market looks like at this stage of the game.

England has 6,200,000 sets of which about 2,500,000 can receive both BBC and ITA signals. Conversion of sets to receive ITA as well as BBC is running at the substantial rate of about 200,000 per month. Russia has about 1,300,000 sets; West Germany, 682,000 (and sales of new sets are running about 60,000 a month); France has 400,000 sets, with at least 700 French schools having installed receivers; Italy, 328,000; Belgium, 150,000; Holland, 88,000; Denmark, 50,000; Switzerland, 19,000 and Austria about 5,000. Of the Iron Curtain countries only East Germany and Czechoslovakia, the former with 50,000 and the latter with 60,000 have any circulation to speak of. Norway, Sweden, Spain and Portugal also have comparatively few sets. Sweden, however, is shaping up a nationwide tv expansion program, with the government putting up the loot, and Francó is planning seven new stations in Spain.

Major U. S. sponsors bankroll tv film series abroad

Some of the major American sponsors, carrying tv film series abroad include Borden's who bankrolls the *Lone Ranger* and *Stage 7* in Puerto Rico; National Biscuit Co., who runs *Count of Monte Cristo* in Mexico City; Campbell Soup bankrolls the same show in Puerto Rico, while Bristol-Myers presents it in Venezuela. Literally dozens of American shows have been dubbed in Spanish, with CBS Film Sales just having completed Spanish dubbing on 39 *I Love Lucy* episodes. Dozens of other shows have been and are being dubbed in French.

For full play in Canada, of course, it is necessary to have both French and English versions. One of Canada's own telefilm series, for example, *Pierre Radisson* (he founded the Hudson's Bay Company) runs on the Canadian Broadcasting Corp. French network in that language on Sundays, and the English kine is run the following Saturday. *Hawkeye* and *The Last of the Mohicans* will start soon via the CBC in both English and French versions. The aforementioned *Lucy* makes six of CBS Film Sales' series to be dubbed in Spanish. TPA has *Lassie*, *Count of Monte Cristo*, *Lone Ranger* and others running in Spanish, and is dubbing *Fury* in that language, and *Lassie* in German, French, Italian, and even Japanese.

In any language, and notwithstanding the continuing flow of feature film into the tv market, I still believe the syndicated shows will continue to do fine for their producers and distributors for the simple reason that the best of them do a truly fine job for their sponsors. And as a matter of fact, it could just possibly be that the holdout feature film companies, notably Paramount and Universal-International, may have held out a mite too long. Maybe they won't get the kind of money for their films, they could have gotten a year ago. But about that fascinating subject more in a future piece. ▀

THE FACTS* PROVE IT - READ THEM AND YOU'LL

“

PICK

CHANNEL

” in the OMAHA Market!

6

CHANNEL 6

- ★ Leads in Quarter-Hour "Firsts"—6 out of 7 nights in Vital 6 p.m. to 12 midnight period!
- ★ Leads in Quarter-Hour "Firsts" for entire week — 265 to 197!
- ★ Has 14 of the top 15 once-a-week shows!

*Source: FEBRUARY 1957 ARB

WOW-TV Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager



A
Meredith
Station

IN OMAHA	it's	WOW	and	WOW-TV	represented by	BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN	and	WHEN-TV	represented by	The KATZ Agency
IN PHOENIX	it's	KPHO	and	KPHO-TV	represented by	The KATZ Agency
IN KANSAS CITY	it's	KCMO	and	KCMO-TV	represented by	The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines



There's more to Florida!

The surf still lures millions of vacationists, but Florida water now has another, broader meaning: unlimited supplies of fresh industrial water, and busy deep-water harbors... attracting millions of dollars in industry and shipping to the northern part of the state.

There's Jacksonville, for instance

...major seaport and hub of a \$1,660,000,000 market.

The Southeast's fabulous growth has centered here, bringing population increases 256% greater than the national average in five years...bringing more than 600 manufacturing enterprises...bringing 6,475,480 tons a year of imports and exports to Jacksonville's superb land-locked harbor.

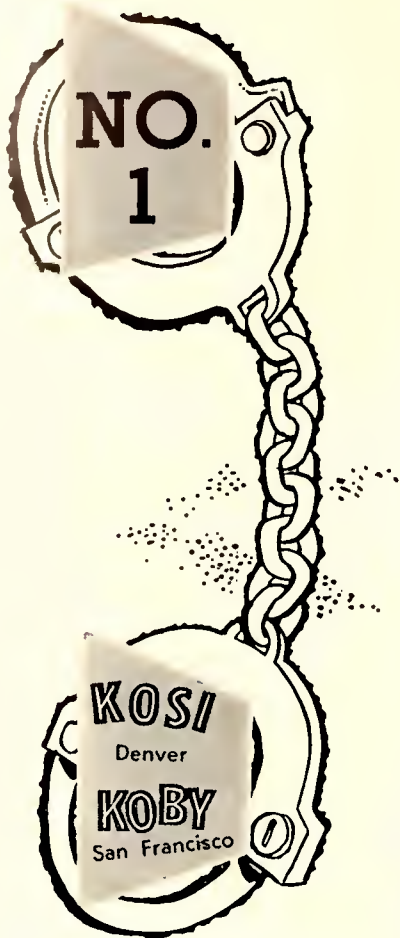
As the N. Y. Herald Tribune said: "Jacksonville is a giant distribution and service center."

and WMBR-TV *is the television giant which taps for you the enormous new spending power of 272,500 television families in 67 Florida and Georgia counties.*

WMBR-TV reaches three times as many television homes as its competition—and delivers five and a half times the average audience!***

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

Women's week



They've Captured the No. 1 Spot!

KOSI in Denver . . .

No. 1 Sky high ratings on all surveys in the "Mile High City of Denver" show KOSI as the No. 1 independent station. Pulse and Haaper ratings indicate KOSI's high popularity, and it's still climbing!

KOBY in San Francisco . . .

No. 1 After only 13 weeks in operation phenomenal ratings in Haaper survey for Dec.-Jan. cinch KOBY as the Number 1 overall station in the nation's seventh largest market. Haaper shows KOBY with 18.1 average daytime share. KOBY operates full time . . . ten thousand watts makes it the most powerful independent in the Bay Area. Definitely your best buy!



See Forjoe
for these KEY
radio buys!

Mid-America
Broadcasting Co.

In Greenville, Miss. WGVM
is No. 1 in Haaper
and Nielsen!

Women producers: There are a few more women tv producers today at major agencies than there were two or three years ago. Women who reach top producing jobs in agencies or networks generally have strong Hollywood and stage background.

Among the most prominent is McCann-Erickson's Mary Harris, production supervisor for all of the agency's network tv accounts. Her advice to neophytes:

"Girls who want to crack the field despite its taxing hours will find that the networks, stations or film commercials companies are their best bets. In those operations they may have a better chance to rise from secretary to production assistants than in agencies where p.a. jobs don't exist, or rarely do. But it's a long haul anywhere. Competition in this 'glamor field' is fierce."

NARTB Convention: Wives of broadcasters whose husbands are recalcitrant about taking them along to NARTB Convention, might be interested in the following statistics from the 13-16 March ANA Convention at the Homestead in Hot Springs, Va.:

Out of nearly 350 top executives from the nation's leading advertiser firms attending, a record number—195—brought their wives along. As an encouragement to this social aspect of the Convention, the ANA not only included features of interest to the ladies on the agenda, but also published a separate listing of wives of ANA members with "husband's company" on a five-page pink addenda to the advance registration listing.

Convention fashion tip: Several ladies who attended the ANA Convention recently, gave SPONSOR the following "convention fashion" comments (but insisted on complete anonymity):

1. Everything you wear at a convention reflects upon your husband's stature in his company.
2. As a "social ambassador," the wife attending a convention must strike a happy balance between elegance and tasteful underplay.
3. One bright note: Generally, you can let your imagination run somewhat more loose on being chic and up-to-date than if you're socializing with executives from your husband's own company.

BBDO's chief chef: Grace Manney. BBDO's home economics director, heads up one of the largest test kitchens of any advertising agency. With her staff of three graduate home economists, she runs tests and does work on all BBDO accounts be it equipment, food, fabrics, detergents.

Vital statistics: One film cake mix commercial requires as many as six cakes (which are passed out among the crew after the filming). Her most complicated job to-date, however, was a print ad. It required baking 32 lemon meringue pies in one day. "And the sad thing is that none were edible after the camera got through," she told SPONSOR.

KAKE-TV IS FIRST*

IN WICHITA, KANSAS

A 3-STATION VHF MARKET

STATION SHARE OF SETS-IN-USE SUMMARY*

SIGN-ON TO SIGN-OFF	STATION "B"	KAKE-TV (ABC)	STATION "C"
		26.8	40.3

* NOVEMBER 1956 ARB

25.8 41.5 35.4

* FEBRUARY 1957 ARB

NOW INCLUDING ...

5 OF THE TOP **10** NETWORK SHOWS

7 OF THE TOP **10** SYNDICATED FILM SHOWS

8 OF THE TOP **10** MULTIWEEKLY SHOWS

KAKE-TV *Channel 10*

Wichita, Kansas

1500 N. WEST ST.
Whitehall 3-4221



television network

Represented by
The Katz Agency

Handy Bookmark Series

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one able to move quickly and grab opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In L.A. TV, be a flexible buyer.

KTTV
Los Angeles Times-MGM
Television
 Represented nationally by **BLAIR-TV**

Keep your place in Los Angeles with KTTV

49th an Madison

Don't be prime-time blind

The article which starts on page 23 of the March 16 issue is the best I've ever seen in a trade journal. We've been pitching that for years. Incidentally we sell 9:00 AM to 3:00 PM on the ground that those periods are the only ones when the woman's choice prevails. When she's busy getting the kids off to school, and the husband to work, or making supper, is exactly the *wrong* time to reach housewives.

T. S. Marshall, *president*
Civic Broadcasting Corp., Syracuse

Is the creative man obsolete

Your article on the Creative Man in SPONSOR March 9 should be "Must Reading" for all young advertising men. Possibly too, for old advertising men like myself.

I always read anything on advertising Joe Katz writes. So I am prompted to ask, "when is Joe going to write his book" or compile some of the good common sense contained in articles he has written into a book? I want a copy.

Applause—and good luck to you.

Wallace M. Findlay
A. J. Denne & Co., Ltd., Toronto

Farm broadcasting

As Chairman of NATFRD's National Farm Broadcasting Day Committee, I want to express our appreciation for your cooperation.

We realize that only with the support of publications such as SPONSOR can we render the maximum service to Agriculture.

Jack Jackson, *director of agriculture*
KCMO, Kansas City

● See 23 and 30 March issues for the latest in SPONSOR's continuing series of reports on the farm market, "How They're Selling Farm Radio Today."

"Why not buy spot like billboards?"

I've worked in agencies both in the purchase of spot tv, radio and billboards so I was quite interested in Max Tendrich's article entitled "Why not sell spot like billboards?" in the February 23, 1957 issue of SPONSOR.

To properly assess Mr. Tendrich's

proposal to adapt the outdoor concept of "showings" as a method of purchasing broadcast spots, a review is in order of the factors which make it desirable to purchase 21-sheet posters in packages:

(a) Relatively large numbers of units in each 21-sheet poster showing, thus permitting use of reliable circulation averaging.

(b) Relatively stable outdoor circulation patterns which are maintained within specific markets over considerable periods of time.

(c) Relative lack of "personality" of any given outdoor poster location.

(d) No more than two and generally only one outdoor poster plant in a market offering "minimum coverage."

(e) Tacit assumption that breadth of coverage is at least equally important to 21-sheet poster advertisers as is frequency of coverage of a consumer group.

It can be stated as a useful generalization, that in the case of broadcast spot the above factors argue *against* adapting the "billboard approach"—even granting the future possibility of obtaining sufficiently adequate broadcast spot circulation data. Broadcast spots have distinct "personalities" which define their audiences' size and character, and thus the spots' value. Ignored, the usefulness of broadcast spots would be greatly reduced. These values of spot do not lend themselves to billboard averaging.

If broadcast spot circulation data were to be available it is highly probable that the variation in amount and type of circulation from spot to spot would make it essentially impossible for any one station to offer balanced packages to *numerous* advertisers.

In conclusion, the billboard approach to spot purchases would not especially affect the problems which Mr. Tendrich aims to solve, and it would also not meet the need of many marketers who employ broadcast media to reach particular types of audiences. It is not possible to be dogmatic about these conclusions, however, without more evidence than is presently available to the writer concerning spot circulations and audience analysis. Pending future confirmation or contradiction of some of my assumptions about the nature of spot circulations I am in opposition to a billboard approach.

Gerald A. Simon, *Graduate School of Business Administration Harvard University*

Guaranteed DISPLAY

in all ten Shreveport Area A & P Stores

plus the ...

Biggest Audiences in Town!

HERE'S A SPECTACULAR MERCHANDISING PACKAGE DESIGNED TO INCREASE YOUR SALES IN THIS RICH METROPOLITAN MARKET. . . .

A saturation schedule of 30 spots per week for 13 weeks on Shreveport's #1 station PLUS a two week, end-of-aisle display of your product in all ten local A & P Supermarkets.

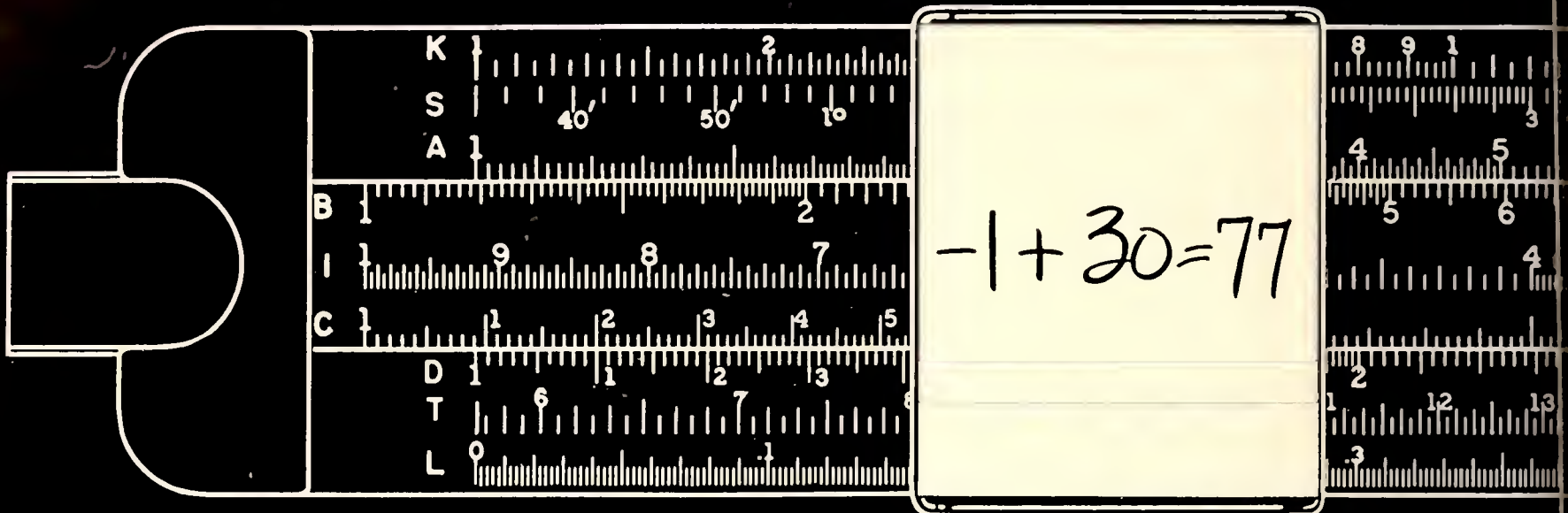
*K-JOE #1 IN SHREVEPORT
HOOPER JAN.-FEB. 1956
PULSE FEB.-MAR. 1956

SEE FORJOE FOR K-JOE

BIG 
STATION RESULTS
. . . AT SMALL STATION RATES

K-JOE
SHREVEPORT, LOUISIANA

Sales IN THE CAROLINAS power



A HARBINGER OF GOOD NEWS FOR YOU!

There's good news for you in the NCS # 2 report on actual viewing of Southeastern TV families.

$-1 + 30 = 77$ may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS # 2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

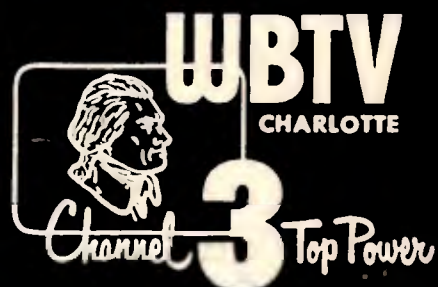
Here's your good news:

- A population increase in WBTV's coverage area of 49.8% for a new total of 3,821,700 potential customers.*
- A 43.3% increase in Effective Buying Income brings the new total to \$4,258,069,000.*
- A retail sales increase of 45.2% giving a new total of \$3,028,602,000.*

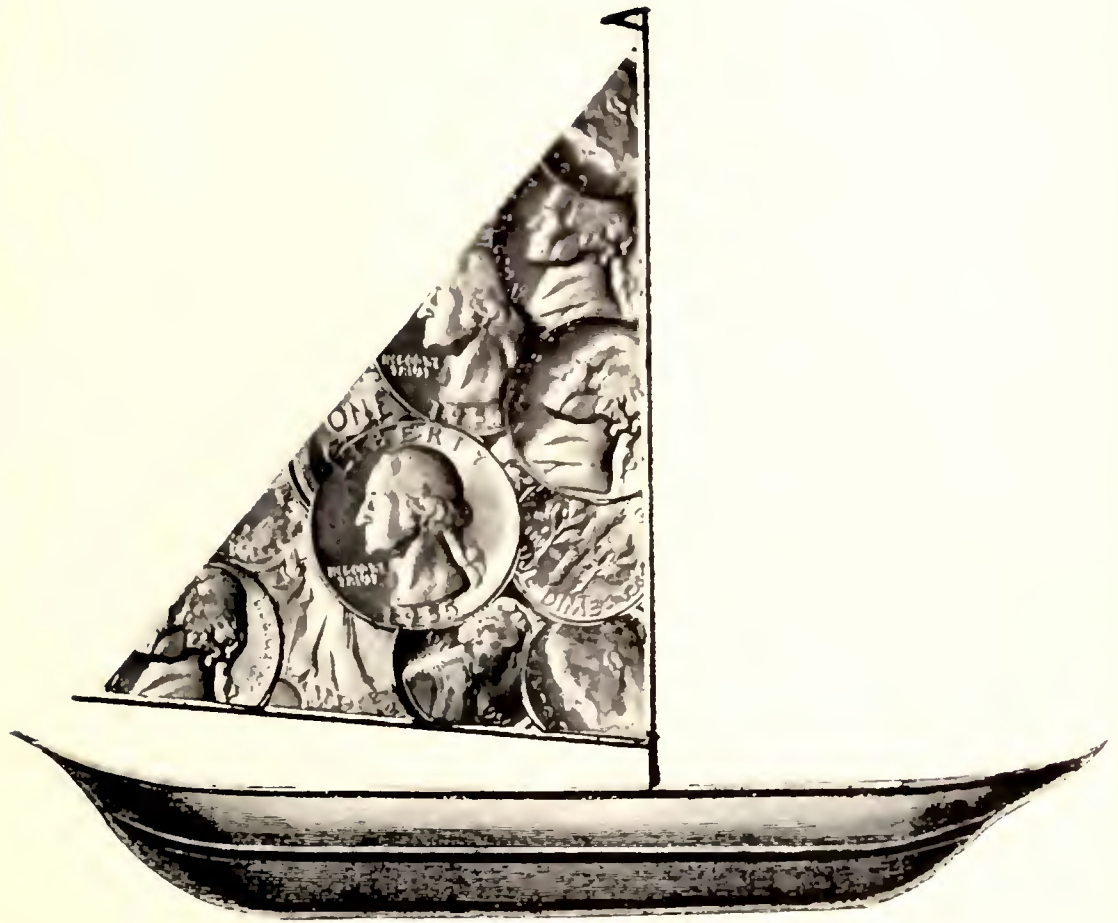
WBTV's dominant position overpowers the Carolinas' second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate $-1 + 30 = 77$ into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast's top television station.

*1956 "Survey of Buying Power"



JEFFERSON STANDARD BROADCASTING COMPANY



A critique of broadcasters from admen

YOU'RE MISSING THE BOAT!

For NARTB members at their annual convention in

Chicago this week, here's a basis for self-evaluation

This week, as NARTB members flock to Chicago on the eve of their annual five-day convention starting 7 April at the Conrad Hilton Hotel, they're preparing for the biggest business year that spot tv and spot radio have ever known.

They're also getting ready for the most competitive year in broadcast history.

More advertising dollars are being spent in spot than ever before, but they're being spread around more stations (see SPONSOR 23 March 1957).

There are, for instance, 12% more tv stations on the air this year compared with last: 472 in March 1957 compared with 445 in March 1956.

There are also 15% more radio stations on the air this year than last: 3,021 in March 1957 compared with 2,828 in March 1956.

In the face of this intensified competition, it's a sure bet that broadcasters convening this week will be talking about one major topic, if not in the formal sessions, then in the cocktail-hour bull sessions: How to

increase their share of the spot dollar.

The first step toward increased business is to know precisely what the clients expect. This SPONSOR roundup of advertiser and agency tips to broadcasters is designed to stimulate their own self-evaluation in the fields of selling, programing, scheduling and procedure.

"If broadcasters don't improve some of the snags in spot buying, they may not drive out clients as established as we are," said the ad manager of a drug company with a multi-million spot tv

Business would grow more rapidly if stations made spot easier to buy through simplified rate structures and uniform frequency discount patterns

budget. "But they will discourage clients new to spot tv or radio from coming in. And, frankly, bad salesmanship alone was the major factor in our own switch from one station to another in a key market."

These are the areas for soul-searching that the majority of experienced spot clients suggest to broadcasters.

1. Rates: Clients aren't debating the level of either tv or radio rates so much as they are disturbed about the inconsistency of the base on which these rates are frequently figured. For tv in particular, many spot advertisers would like to see the industry develop a uniform basis of determining time rates.

Said one client, whose budget is virtually 100% in spot tv: "We do business right now with 200 stations, but on 75 different bases. And because of the differences in the way each station determines its price, we can't tell before a campaign actually is placed whether we'll need to spend \$2.5 million or \$3 million to cover our markets. And a 20% cost leeway is a pretty steep allowance in setting a budget."

A cosmetics advertiser went so far as to make a thorough study of tv rates, which showed that two stations in the same market charged \$112 and \$142 respectively for a minute in Class "C" time while another station in a comparable market asks for \$240 per minute in Class "C."

"Here's a job that TvB could undertake," this advertiser told SPONSOR. "TvB could make a survey of rates, find out what the base is for most of the rate increases or for determining base rate in the first place and then let us, the advertisers, know."

The first step, according to a number of agency media executives who're constantly faced with this problem, would be to have a uniform breakdown of time classifications. Says Arthur Pardoll, FCB broadcast supervisor: "Stations in comparable markets will divide their rate card differently. One will have six classifications, another four. One calls something triple 'A', that another station calls 'A.'"

Since this muddle impedes a basic

step in buying, estimating the cost of a campaign, it can discourage both new and established clients from increased use of the spot media.

2. Double-spotting: It's inevitable that certain time periods are more popular than others. But advertisers say they would prefer to see a premium rate slapped on these air media prime times rather than have their commercials trapped between two or three other sales messages.

"Take early-morning radio," one soft-drink advertiser told SPONSOR. "We like it and find it effective. But we do object to being crowded in among four other commercials. We'd rather pay 10% or even 20% more for this choice time and not have to fight so many other commercials."

The problem is not exclusive to radio. The account executive for a cigarette advertiser is still going over a study of late-night feature films which he ordered from his agency's media department.

"We find that the preliminary sets-in-use figures look good and we like the audience appeal of strong features," he said. "The main thing that's holding us up is the fact that some of these shows are being chopped up so much with commercials that we're afraid we'll be lost in the shuffle."

Some stations are offering feature film packages for full or half-sponsorship. But advertisers who want to cover a large number of markets with their campaign often find these package deals too costly on a multi-market basis. They're looking for a happy medium of participations within these features at a slightly higher cost than today's rate for the time period if need be, but without the crowding that frequently goes with it.

3. Preemption: That's a dirty word, one beer advertiser told SPONSOR.

"We can't say anything about being preempted for a Presidential speech or even a local civic affair," he added. "But when our program is preempted for a locally sponsored baseball or basketball game, then we're hurting."

The solution a top agency associate



More stations greater competition

March 1956 March 1957

RADIO	
2,828	3,021
TELEVISION	
445	472

media director suggests is the following: "If our show is preempted for a local advertiser, let him reimburse us not just for the time but for the show cost as well. After all, the program cost is usually the same as the time cost or higher. Why should our client be penalized? He pays the same production cost whether the show is aired in the market or not. Also the stations would do well to offer us the show for which they want to preempt before they sell it locally to another sponsor. Chances are that we might be interested."

During the last year, network contracts have tended to include clauses stating that shows could be preempted a set number of times during a certain period. This makes it possible for the advertiser to make similar conditions on the show packager and avoid ending the year with an extra film that he's paid for but for which he has no time period.

"It would certainly help the spot advertiser with syndicated shows particularly if all stations had a uniform policy on this preemption subject," the ad manager of a regional beer told SPONSOR.

4. Frequency discounts: It's the lack of uniformity in package offers that undermines some of their value. Some of the discrepancies are inherent in the competitive nature of the business. But many clients feel that there could be a clearing house for these

ARTICLE IN BRIEF

Spot business is way up and growing still, but the dollars are spread around more stations in radio and tv both. Therefore admen suggest six ways stations could encourage more business: standardizing base for rates, more creative programing, client contact,

frequency discounts and some categorizing.

"To make radio and tv as easy to buy as print, RAB and TvB would have to come up with some master plan on frequency discounts," says the advertising director of a drug company. "Individual stations would still have the right to price their time as they choose but they would also have a range of frequency discounts from which to choose and these would be set frequency discounts. If that were established, then an advertiser would know, for instance, that tv stations in four-station markets offer 15% discount for eight announcements in Class 'B' time. And there'd be a set prorated discount structure all the way down the line."

There's one form of package offer a number of agency media executives object to vehemently. They call it the "guilty-conscience" discount. Here's how the broadcast supervisor of one of the top 20 tv-radio agencies characterizes this type of tv package:

"First, the station raises its rates un-

reasonably, in terms of sets-in-use increases. Secondly, it finds a drop in business or at least a number of gripes resulting from the price hike. So instead of putting the rate back where it belongs, the station saves face by throwing in a batch of extra announcements in secondary time periods for free as an incentive to the clients who are being overcharged."

Agency media executives particularly object to this type of package. They give these reasons: (1) The additional, free announcements are usually in time periods the client wouldn't buy otherwise. (2) Frequently, in order to qualify for the additional announcements, the client has to allow the station a very short-period recapture right on the announcements in prime time. (3) A client can't take advantage of the package and assure himself of advertising continuity at the same time.

The solution: Frequency discounts should be precisely what the name implies—that is, compensations to the advertiser who buys a great bulk of announcements. "They should not be sugar-coating for overcharging."

There is room for more creative packaging, however. Some tv stations are doing a fine job of attracting new clients into daytime, according to media experts. They're doing this by considering a number of client objectives in making up their packages. For instance, they take into account program

(Please turn to page 82)

Advertisers suggest streamlining in six areas:

1 | **Rates:** What are they based on? admen ask. Many feel there's need for an industry master plan on which tv rates can be based. Uniformity would help them estimate cost of spot campaign before placing specific orders

2 | **Double-spotting:** Both tv and radio stations frequently crowd announcements into their most popular time periods. Admen would prefer to see stations up their rates for those times and drop some of the extra commercials. Early-morning radio, feature time on tv are tightest

3 | **Preemption:** No one gripes about political or public service preemptions. But when a station kicks one advertiser's show off for a local client's baseball sponsorship, the first client feels that he should be reimbursed for show costs as well as time

4 | **Frequency discounts:** Everybody would like them a whole lot better if they were standardized with fixed percentages for fixed frequencies. Main objection is to free announcements added on to make up for originally excessive rate hike

5 | **Client contact:** There should be more of it, say client admen. It's natural to buy more from friends or acquaintances than from strangers, they say, because buyer wants to have confidence. Admen suggest that managers-making occasional trips, take time to visit big spot clients and bring them up to-date on new market or station information. Personal contact is vital

6 | **Programing:** It could be more varied and original for radio and tv stations both, say admen. Putting better features against competing station's features isn't the answer. It's better to give all programing individual flavor through local m.e.'s or creative format for feature showing



ARE DEPARTMENT STORES

Higbee Co. in Cleveland sets an example

of enlightened cooperation. It learns new

air methods, teaches stations retailing

All media advertising is pattern of ad manager Henry Alexander, with radio tailored to gain word-of-mouth impact other media can't deliver

New communications lines are being built between department stores and broadcasters, spanning an almost-never land of tv and radio advertising.

Department stores are traditional newspaper advertisers. Probably the biggest reason they haven't ventured more deeply into the paths of broadcast media is because they just don't understand them. They don't quite know how tv and radio function or how they sell.

Stations are using more ingenuity in encouraging this new understanding. The biggest step they've taken is to study the department stores and their unique sales and advertising problems. From this, they've begun to learn what their own role in retailing is.

Improved communications means less cluttered thinking on *both* sides.

One such sign of straighter air media thinking is evidenced in Cleveland, where Higbee's department store—the second largest in the market—has made great strides in the understanding and the use of tv and radio. And, just as important, local tv and radio stations there are now more conversant with the problems of the retailer and how broadcast media can serve his individual purposes.

Higbee's and its broadcast advertising schedules are symptomatic of the new trends in department store retailing, but the symptoms have signifi-

cance beyond the dollar proportions. This retailing giant—it does well over \$50 million in annual volume—still spends nearly all of its advertising budget (estimated at \$2 million gross) in newspapers. Broadcast media get only about 5% of the total, some \$75,000 a year. Most of this goes to three radio and one tv stations: WERE, with the heaviest radio schedules, WHK and KYW; and to tv station WEWS.

The value of the Higbee story, as one Cleveland station manager puts it, is not in dollars but in sense—in a sense of how to experiment with radio and tv and how to juggle these media in maintaining the complex balance of department store advertising and promotion.

How does Higbee's experiment, and how does it evidence sense in its administration of its broadcast budget?

SPONSOR asked Henry Alexander, sales promotion and advertising manager of the store, to explain some of his philosophy and some of his tech-

ARTICLE IN BRIEF

Trend for department stores to move more into broadcasting as they understand the media is shown in Cleveland, where Higbee Co. has set lively local pace. It likes radio, using saturation, consistency and original copy. Ad manager Henry Alexander tells why.

niques. He's developed both theory and experience during stints as editor of *Men's Wear* magazine in New York, as an account executive for the Institute of Public Relations, as advertising manager of Capwell's department store in Oakland, Cal., and as publicity and sales promotion chief for the giant Emporium store in San Francisco.

The basis of his advertising concepts: experimentation. He's tried it in both broadcast media and particularly in radio.

Why radio? Because, at this point, it's more adaptable and more economical than television, says Alexander. The first step toward achieving this adaptability is copywriting.

"Department stores show an inhibited use of all media other than newspapers because their own advertising departments aren't geared to radio copy or production techniques. The print-trained copywriter breaks his stride when he switches into air copy; if the store *does* have an agency, that agency rarely understands much about department store copy and the department store feeling," says Alexander.

Good copy, as the starting point to a successful advertising campaign, in his opinion, represents "what a good retail sales clerk says to the customer." He believes that agencies and tv and radio stations aren't geared to this concept and to another even *more* spe-

RD RADIO MOVING CLOSER TOGETHER?

cific one—deadlines. “We meet more deadlines in a week than the average agency does in six months!”

The answer to this dilemma, contends Alexander, will come with a blending of dollars and inspiration—and he’s used fairly liberal quantities of both in experimenting with tv and radio in Cleveland. But the final answer as to how department stores can use air media “will not come from the department stores, if only because they are accustomed to being sold on things, not on selling it themselves. Radio and tv stations, or perhaps an industry group, are going to have to develop broadcast specialists in retail-

ing if they expect to make more of a dent.”

Higbee’s, with an adventuresome approach by Alexander and the cooperation of Cleveland stations, has made quite a dent.

Take the case of Higbee’s Brandon Shop, a budget men’s wear unit on the mezzanine floor of the store which opened with newspaper fanfare early in 1954.

Alexander, arriving as ad manager that November, worked with store management in taking “a good, long look at sales returns for the shop. We found we were getting nowhere and we hadn’t made any impression on the

market.” Noting that competitors in the \$44.50 men’s suit price line were all using heavy local radio schedules, Higbee’s switched to the same thing. The difference: it took its *entire* Brandon Shop newspaper budget and put it into radio. And it used six of the city’s eight radio stations in an original way, with heavy schedules of minutes with ear-catching opening jingles. Alexander wrote all the copy himself, handled most of the production.

Pattern: a gimmick in each announcement, with a play on words, an original musical intro, a homey dramatic scene, a lot of humor. And here’s what happened: after a month and a



Tv money goes to special one-shots like this, but biggest continuing effort is in radio. \$50 million-a-year store uses several local stations, continues its push with colorful copy and jingles building store personality

Higbee ad manager says department stores still have unique opportunity for radio franchise

half. Brandon business "began to climb and climb and climb, with previously unheard of sales increases." Today, the Shop is still on the air, with the same copy theory but lessened frequency because the name has long since been well established and business is still gaining.

The television activity is largely one-shots, designed as an institutional vehicle to promote the store as a good place to shop rather than a carrier for item advertising.

A series of special 15-minute telecasts last year on WEWS presented the story of Christmas as it is told to children in different lands. The star performers were two youngsters from Cleveland, enacting the roles of Higg and Bee, a boy and a girl. The objective: immediate, personal identification of the program with the store, and the development of "a store personality" showing Higbee's as a fine place to do all the family shopping.

Higg and Bee were returned for another one-shot, this time for Valentine's Day. Even though as a one-shot the show had no pick-up audience and had to buck well-established program competition, it showed tangible results. The store mentioned briefly that youngsters might want to send either of the youngsters a Valentine. The total hit the 650 mark.

It's vital that department store advertising "sell" both the store personality and specific merchandise, says Alexander. And here are some ways

he uses the broadcast media to accomplish both of these selling goals.

Concentration: "It takes guts to take all your money, as we did in the case of the Brandon Shop, and put it all into one 'off-beat' medium. But whatever you buy has to be used thoroughly: retail use of newspapers proves that. In radio, repetition is even more important. To register an idea requires saturation. It's much better to saturate one medium than to sprinkle a lot of them."

Consistency: "With the Brandon campaign we kept on beating the drum of the one idea—a budget price suit of clothes in a quality store, at one price. We talked Higbee label; we talked 'a good suit of clothes': we talked \$44.50; we talked department location with our catchline: 'On the level? Yes, on the Prospect level.' We have never talked fit, fabric, color, style—the usual copy points for clothing. These have all been implicit in our quality emphasis. To be more explicit would have been confusing."

When you establish a store personality, "it is inescapably yours—and cannot be copied. Such intangibles as humor and warmth in copy and presentation impart a feeling that competition looks silly trying to imitate."

Item advertising: "Retailers who use radio to advertise specific items can only find a few such items that pay off. Otherwise the sales expense gets way out of proportion to results. A department store has too many things to sell.

And radio, as well as television, has this specific limitation: The residual effect, without excessive repetition, is much less than in newspapers. You can't go back and study a radio or tv offering as you can in newspapers."

Sell the store: "When we use radio, we use the phrase 'The Store With More.' This is an effective phrase, especially on radio—the round, full vowels and the built in rhyme stick with you. The same slogan in newspapers is just another phrase."

Copy: "We like to keep the idea of a sprightly store before the public, and we get sprightliness by a fortunate blending of the choice of item with the copy with production. We produce our own transcribed commercials, and we use a lot of effects to get this alive and fresh impression."

Time slots: "We like daytime primarily, because the housewife, after all, is our best customer. But we also want to get the all-family audience which is out driving in the car on weekends, and we like that bonus audience listening in the car on Saturdays and Sundays. That's why we peak up on weekends. And with Brandon, we sought driving time to catch the men."

Exclusivity: "Radio offers the retailer something newspapers never will—a chance to be exclusive—for a while, at least. This gives the retailer a chance for a new sales opportunity but he must learn to bring even more specialized ingenuity to a radio campaign than he does to newspaper effort."

"And if a department store doesn't build an entire campaign on radio, it can use it very well as a supplementary medium to newspaper. Radio under these terms can add special penetration



Success of store's Brandon Shop for men's wear was part of clever radio jingles



It takes two, station and store, to make best use of radio. Ed Wallis, KYW sales manager with writer Barbara Barlow

there, an extra little emphasis here. Newspapers, without question, do the most to build the 'shop at Higbee's' habit—and that's what a store wants."

Higbee's is the only major department store in Cleveland which has used, and uses, the broadcast media consistently. Because of its experience in the purchase of air time, and in the commercial use of that time, it was far and away the victor in the competition with other stores during the recent newspaper strike there. Despite a three-week blackout of all newspapers, when retailers flooded into the broadcast lineup, Higbee's emerged with good traffic counts and good sales.

Some interesting post-strike conclusions are made by radio station KYW, which conducted a floor check of in-store traffic on three days during the height of the newspaper strike. Some of the results are confidential, because they compare floor traffic and its advertising-inspired origin with that of two major retail competitors.

But the generalizations are significant. Reports KYW: "The department store which invested the greatest amount of money in broadcast advertising and had done so prior to the strike showed the strongest pattern of results. Another factor contributing to this success, aside from the amount of exposure, is that Higbee's had the best written and best planned announcements, knew how to use air media and get the most out of it."

The Higbee strike schedule on KYW had variety: eight five-minute newscasts daily over a 20-day period and 56 one-minute announcements in a six-day period.

Radio and tv, together, "had pre-sold a vast majority of all the customers on other sale items—those in addition to the ones at the counter where they were surveyed—in all three stores," according to the survey. "The people who were brought in by radio alone, by radio and tv or by tv alone were generally the most frequent shoppers."

Four of 10 Higbee customers, when asked how they heard about the sale item, said through radio. More than four in 10 (42%) credited television.

Results of this kind, combined with the experience of such retail advertising innovators as Henry Alexander, are encouraging more department store retailers to venture forth into the realm of the broadcast media. ■

U.S. HONORS TV STATION

State Department and USIA ask for prints

of WNAC-TV public service films



Norman Knight

A station gets the big payoff—in audience and in stature—when it produces high quality, high cost public service programming. This is the conviction of Norman Knight, executive vice president and general manager of WNAC and WNAC-TV, Boston, and the Yankee Network. His biggest public service programming payoff

to date came recently when the U. S. Department of State decided to show a WNAC-TV-produced film on Hungarian refugees in every world embassy, and when the U. S. Information Agency requested prints for possible overseas showings.

The film is called *Weltschmerz* or *World Sorrow*, and ran as an hour-long documentary in a prime nighttime period to show Bostonians the plight of the Hungarian refugees and how they were being helped by various American groups. Knight sent a three-man team to Austria to shoot 10,000 feet of film: H. Jeff Forbes, producer-director; Frank Luther, director of public affairs; and Edward Gilman, cinematographer.

The film drama of the escape from Communist oppression showed actual border crossings; on-the-spot interviews with escapees and with American groups helping them at refugee camps; unique scenes taken inside Hungary when Forbes accompanied an underground group behind the border.

After filming was completed, the trio returned early in January. They brought with them the Hungarian Bagladi family, with Forbes as their American sponsor. Sandor Bagladi, opera singer and editor, got a job as headliner in a Boston night club. His wife, Susanne, was trained for special work in a large department store there. Her brother got a four-year scholarship to Boston University.

World Sorrow was the station's second documentary on Hungary. The first, compiled also from footage brought back by the three men, was *Suffer the Little Children*. This was entered as part of the Congressional Record.

WNAC-TV's public service efforts frequently go far beyond the local coverage area through national pickups. ■

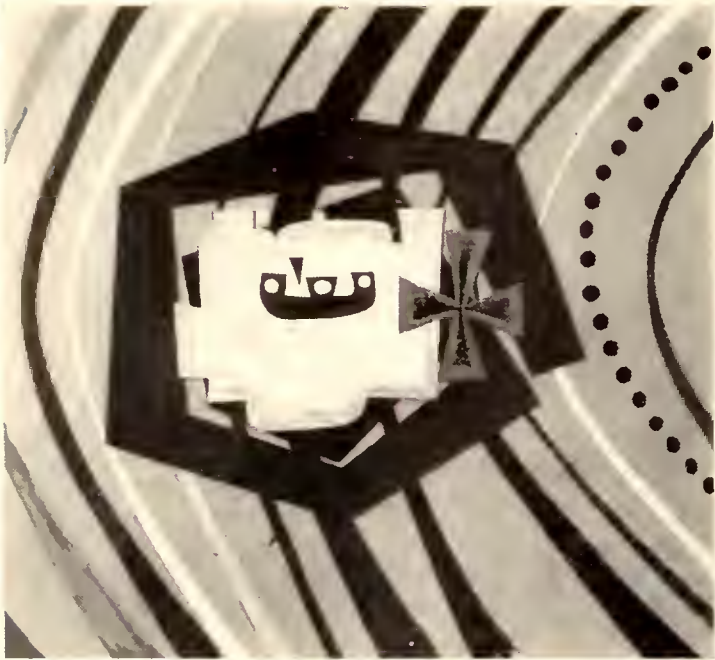


Refugee scene is lined up at Austrian border by H. J. Forbes, one of WNAC-TV trio which shot 10,000 feet of film on Hungarian escapees

WHAT'S NEW IN TV COMMERCIALS ?

New York Film Producers Association came up with answers

for 500 admen this week in workshop-screening session



ABSTRACT ANIMATION: An industrial film on motor wear produced by Academy Pictures featured an abstract art treatment as well as a dynamic sound track of engine noise. Other examples of abstract animation techniques were Talon Fasteners and Old Gold commercials by UPA and an Esso commercial by Shamus Culhane. The film pictured above was in color.

What are the new, exciting techniques in tv film commercials? More than 500 advertising executives found out this week at "New Horizons for The Television Commercial," a screening and workshop session presented by the Film Producers Association of New York in the Avon Theatre (2 April). Harold E. Wondsel, FPA president, was chairman of the three-and-one-half-hour presentation. Discussed and demonstrated were new ideas in photography and animation: implications of video tape; sound, color and big productions. FPA members conducting the workshops were: Maxine Culhane, of Shamus Culhane Productions; Peter Mooney, Audio Productions; James Townsend, Dynamic Films, and Robert L. Lawrence, of Robert L. Lawrence Productions.

Some examples of the highlighted techniques are shown on these pages. Others were: a new anamorphic or wide angle lens to accomplish distortion without opticals; conversion of black-and-white to color, and silhouette lighting.



SIMULATED PAPER SCULPTURE: "Little Angels," a 20-second commercial for Nabisco Sugar Wafers by Bill Sturm Studios is an example of simulated paper sculpture creating effect of animation in relief. It differs from actual paper sculpture. Agency: McCann-Erickson

LIMBO: The principle of the limbo, or black background, technique in tv commercials is to set off only that which is to be shown without distractions of background, other details. This spot for Saranette fabrics was produced by Transfilm through MacMannus, John & Adams

THEATRICAL: The theatrical approach shown below is indeed theatrical since it is from the Shamus Cultrane Productions animated trailer for Michael Todd's "Around The World in 80 Days." This film was color, achieved unusual effects through use of woodcuts with color overlays



ECTOPLASM: In this Playtex commercial done by Pathecope, the model wearing the bra and girdle also wore a black leotard and was made invisible through lighting and developing. (Hollywood has used the technique in such pictures as "The Invisible Man.") In opticals, the result was matted into a blank set shot. Above was made directly for Playtex

SPEECHLESS: This one-minute tv commercial produced by Sara for Pet Milk tells a story without words. The business between mother and child is accompanied only by a sound track of music. Only in the closing seconds is there a spoken line to lead into product shot. Agency: Gardner Advertising



NEW MODERN SETTING

JEWELRY: Rings have always been a problem's subject for tv commercial photography, the trick being to bring out full values of both stone and setting. Dynamic Films has devised a new lighting process, resorting to both direct lighting from side and back and indirect from front. Manually operated pinwheels cast light on each facet of stone. Made for Feature Rings

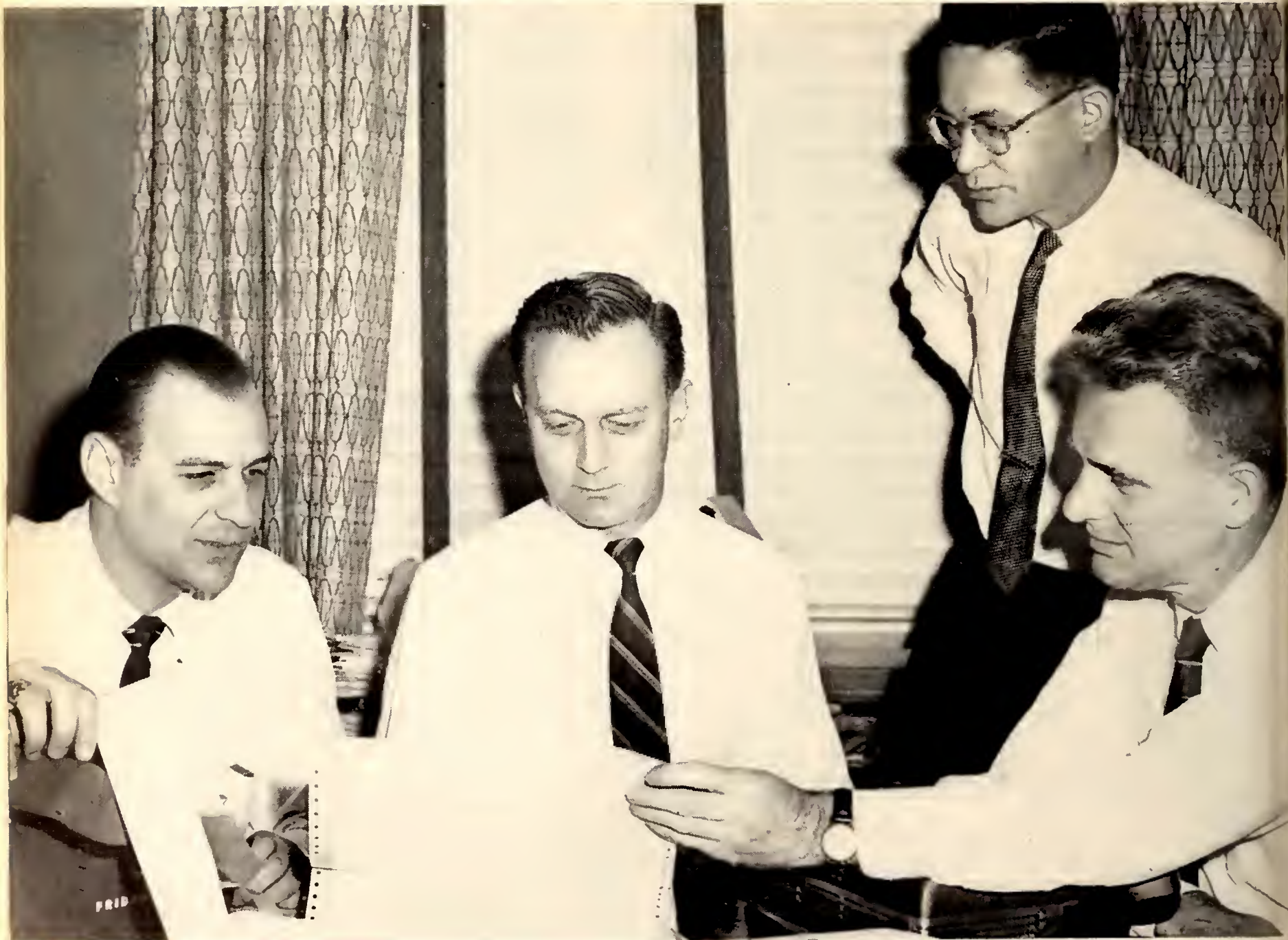


CYCLORAMA: Production still shows cyclorama background constructed at Trans-film for a Hoffman beverage commercial. The camera remains stationary. Lighting is constant. Only the background moves, carrying the tray and bottles with it. Agency was Grey Advertising



TVB'S BIGGEST COUNCIL

Now you can look up what each producer of firms active in spot tv spent last year. First annual TvB report appears in full on these pages



TvB executives responsible for the annual report are (l. to r.) Harvey Spiegel, assistant research director; Norman Cash, president; George Huntington, sales development director; Dr. Leon Arons, research director. Spending estimates were based on N. C. Rorabaugh reports

BILLINGS OF EVERY BRAND IN SPOT TV

The alphabetical listing which starts below is the big facts-and-figures coup of 1957. It constitutes the final installment in TVB's annual report on spot tv spending and includes the expenditures by brands for every U.S. company which spent \$20,000 or more in spot tv last year.

These full-year 1956 figures provide the first brand billings breakdown in spot television history. They are a reliable yardstick for budget-conscious admen planning spot tv campaigns for their own clients or products. No longer will ad managers or agency executives have to make budget

recommendations in a vacuum where competitive information is concerned. They will be able to back up their own recommendations with reference to industry trends as a whole as well as to competitive accounts.

The data will also be a valuable guide to representatives and stations in evaluating their own progress by comparison to the industry and in checking where their share of the national spot tv dollar is coming from.

TVB's estimates are gross including time only; they are based on station schedules reported to N. C. Rorabough.

A	
Abbott's Dairies, Inc.	\$226,310
Ice Cream	226,310
Ace Clothing Stores	\$20,080
Clothing	20,080
Acme Food Stores	\$88,810
Adell Chemical Co.	\$807,630
Lestoil Liquid Detergent	807,630
Admiral Corp.	\$51,840
Admiral Appliances	27,280
Admiral Radio	16,460
Admiral TV Sets	8,100
Admiral Corp. Distributors	\$25,760
Admiral Appliances	13,500
Admiral TV Sets	12,260
Aerogel General Corp.	\$27,820
Employment	27,820
Affiliated Super Markets	\$132,110
Food Stores	132,110
A & I Distributors	\$26,540
Dairy Products	26,150
Zerone & Zerex	390
Alberto-Culver Co.	\$93,010
VO-5 Cosmetics	54,010
VO-5 Hair Preparation	39,000
Alkaid Corp.	\$298,130
Alkaid	298,130
Allen's Revival Hour	\$49,930
Religion	49,930
Alles & Fisher, Inc.	\$51,060
J. A. Cigars	51,060
Alliance Mfg. Co.	\$201,420
Lift-A-Door	41,000
Remote Instant Tuner	220
Seigler Heaters	1,730
Tenna Rotor	158,210
Tenna Scope	260
Allied Gas Companies	\$23,380
Gas Service	23,380
Aluminum Co. of America	\$53,940
Alcoa Aluminum Products	9,450
Alcoa Foil Wrap	44,360
Paint	130

Amana Refrigeration, Inc.	\$32,810
Amana Air Conditioners	580
Amana Food Freezer	28,790
Amana Food & Freezer Plan	3,440
Amend, Fred W., Company	\$146,380
Chuckles Candy	146,380
American Bakeries Co.	\$797,330
Bunny Bread	17,220
Cook Book Bread	33,460
Greenan Cake	115,830
Merita Bread	139,650
Merita Cake	24,870
Taystee Bread	466,300
American Beauty Macaroni	\$26,310
Chili-Roni	3,630
Macaroni	22,140
Noodles	540
American Beauty Mattress Co.	\$29,930
American Beauty Mattress	29,930
American Bird Food Mfg.	\$33,280
American 3 Veas Bird Food	33,280
American Brewery, Inc.	\$181,200
American Beer	181,200
American Brewing Co.	\$234,160
Regal Beer	229,370
Royal Beer	4,790
American Character Doll	\$118,120
Dolls	118,120
American Chicle Co.	\$1,480,380
Adams Clove Gum	34,060
Beeman's Gum	141,000
Certs	102,670
Chiclets	86,390
Clorets	360,190
Dentyne	383,770
Rolaids	372,300
American Crystal Sugar Co.	\$44,340
Candy	22,640
Crystal Sugar	21,700
American Dairy Ass'n.	\$94,100
Dairy Products	94,100
American Home Products	\$1,965,900

Chef Boy-Ar-Dee Quality Foods	1,168,710
Chef Boy-Ar-Dee Ravioli	28,180
Chef Boy-Ar-Dee Sauces	66,200
Dennison's Foods	122,020
G. Washington Instant Coffee	15,330
Aero Shave	24,220
Aero Wax	47,190
Easy-Off Oven Cleaner	27,660
Sani-Flush	1,730
Wizard Deodorizers	28,550
Anacin	141,050
Bisodol	1,280
Duplexin	30,560
Emberstick	10,580
Heet	1,280
Hill's Cold Tablets	810
Kolynos Dentifrice	4,770
Preparation H	228,040
Primatene	17,430
Vital Essence	280
American Kitchens Corp.	\$26,670
Custom-Made Kitchens	26,670
American Liberty Oil Co.	\$21,020
Amlico Gas & Oil	21,020
American Motors Corp.	\$128,910
Hudson Cars	580
Kelvinator Appliances	68,710
Nash Cars	59,620
American Oil Co.	\$50,060
Amoco Gas & Oil	45,080
Super Permalube Motor Oil	4,980
Amer. Rad. & Stand. San. Corp.	\$37,490
Amer. Stand. Heating Equip.	6,600
Amer. Stand. Plumb. Fixtures	16,200
Sunbeam Air Conditioners	1,210
Youngstown Kitchens	13,480
American Safety Razor Co.	\$237,950
Gem Razors & Blades	237,950
American Sheep Prod. Council	\$69,850

Lamb Products	69,850
American Snuff Co.	\$156,560
Bull of the Wood Chew Tob.	55,700
Dental Snuff	10,400
Garrett's Snuff	43,580
Sweet Peach Snuff	46,880
American Soul Clinic Religion	\$34,080
Religion	34,080
American Sta-Dri Co.	\$28,060
Sta-Dri Paint	28,060
American Stores Co.	\$409,240
Food Stores	409,240
American Sugar Refining	\$313,560
Domino Sugar	253,890
Franklin Sugar	22,280
Sunny Cane Sugar	37,390
American Tel. & Tel.*	\$3,800,990
American Tobacco Co.	\$1,206,280
Herbert Tareyton Cigarettes	28,800
Hit Parade Cigarettes	668,340
Lucky Strike Cigarettes	118,570
Pall Mall Cigarettes	390,570
American Toy Co.	\$65,770
Toys	65,770
Anchor San. & Amer. Heating	\$113,930
Heating Supplies	113,930
Anderson, Clayton & Co.	\$371,720
Flair Shortening	16,180
Foods	20,660
Meadolake Margarine	11,050
Mrs. Tucker's Margarine	47,170
Mrs. Tucker's Shortening	276,660
Anderson Prichard Oil Co.	\$25,300
Gas & Oil	25,300
Anheuser-Busch, Inc.	\$1,534,680
Bud Waffle Syrup	8,140
Budweiser Ale	7,990
Budweiser Beer	1,154,210
Busch Bavarian Beer	364,340
Antell, Charles, Inc.	\$2,774,170
Charles Antell Cosmetics	1,686,160

*Includes all regional telephone companies

Chart continues on following pages ►



SPOT TV BRAND FIGURES *continued . . .*

Antell, Charles, Inc. (continued)	
Charles Antell Spray Net	31,410
Chignon	120
Custom Mop	110
Formula #9 Hair Cream	112,190
Formula #9 Shampoo	221,330
Hair Curlers	470
Reddi Kit	140
Sando Reducing Aid	35,900
Slim Magic	194,130
Star Nail	8,930
Super Lanolin Liquid Makeup	483,280
Appalachian Electric Power Co. \$56,190	
Electrical Appliances	56,190
Arbogast & Bastian, Inc. \$25,460	
Meats	25,460
Arena, V., & Sons, Inc. \$21,280	
Conte Luna Spaghetti	21,280
Arizona Brewing Co. \$87,240	
A-1 Pilsener Beer	87,240
Armour & Co. \$877,400	
Armour Flash Frozen Meats	56,130
Cloverbloom Margarine	204,350
Dairy Products	347,010
Dash Dog Food	16,480
Dial Shampoo	20,770
Dial Soap	21,970
Gee Detergent	4,710
Liquid Chiffon	5,360
Meats	186,960
Poultry	690
Vegtol	30,970
Armstrong Rubber Co. \$504,100	
Armstrong Tires	504,100
Arnold Bakeries, Inc. \$252,180	
Arnold Bread	207,890
Bakery Products	6,500
Cookies	37,790
Arnold, Schwinn & Co. \$31,870	
Schwinn	31,870
Arrowhead-Puritas Waters \$52,360	
Puritas Bottled Water	52,360
Ashland Oil & Refining Co. \$49,020	
Ashland Gas & Oil	49,020
Associated Food Stores \$62,490	
Associated Hospital Service \$473,010	
Blue Cross Hospitalization	399,440
Blue Shield	73,570
Associated Products, Inc. \$1,223,040	
Rival Dog Food	509,160
5 Day Deodorant Pads	713,880
Associates Finance Co. \$58,520	
Loans	58,520
Atchison-Topeka- Santa Fe \$133,650	
Rail Travel	133,650
Atlanta Baking Co. \$61,150	

Baked Goods	61,150
Atlanta Dairies Co-Op \$22,300	
Dairy Products	22,300
Atlanta Gas Light Co. \$49,400	
Atlantic Refining Co. \$320,580	
Atlantic Gas & Oil	320,580
Atlas Brewing Co. \$34,460	
Atlas Prager Beer	34,460
Avon Products, Inc. \$1,307,680	
Avon Cosmetics	1,307,680
Avoset Co. \$478,280	
Avoset Dairy Cream	8,180
Qwip Whipped Cream	470,100
Awrey's Bakery \$36,050	
Baked Goods	36,050

B

B. C. Remedy Co. \$514,490	
B. C. Remedies	514,490
B. T. Babbitt Co., Inc. \$688,120	
AM-O Instant Powd. Ammonia	8,870
BAB-O Cleanser	390,060
Cameo Cleanser	12,730
Glim Detergent	276,460
B. V. D. Co., Inc. \$52,730	
B.V.D. Underwear	52,730
Baird's, Mrs., Bakery \$378,990	
Baird Bread	378,990
Balentine Packing Co. \$45,040	
Meat Products	45,040
Ballantine, P., & Sons \$1,852,280	
Ballantine Ale	1,253,390
Ballantine Beer	598,890
Bama Co. \$21,680	
Jams & Jellies	18,150
Peanut Butter	3,530
Bank of America \$462,120	
Banquet Canning Co. \$38,280	
Caper Dog Food	33,250
Frozen Foods	5,030
Barbasol Co. \$84,900	
Barbasol Shave Cream	84,900
Barcolene Co. \$94,110	
Barcolene All-Purpose Cleaner	94,110
Bardahl Oil Co. \$347,110	
Oil Additive	347,110
Bartolomeo Pio, Inc. \$37,470	
Pio Wines	37,470
Basco Co. \$20,740	
Basco	20,740
Bauer & Black \$23,430	
Curads	19,130
Curity Surgical Dressings	4,300
Bavarian Brewing Co. \$276,840	
Bavarian Beer	276,840
Bayuk Cigars Co. \$77,290	
Bayuk Cigars	17,200
Phillies Cigars	57,490
Webster Cigars	2,600

Beacon Co. \$127,640	
Beacon Floor Wax	127,640
Beatrice Foods Co. \$356,870	
LaChoy Chinese Foods	41,490
Magic Freeze	130
Make-A-Shake Milk Shakes	34,500
Meadow Gold Dairy Products	271,910
Meadow Gold Ice Cream	4,510
Vegetato Juice	4,330
Beaver's Packing Co. \$31,200	
Canned Meats	31,200
Beech-Nut Life Savers, Inc. \$1,219,560	
Beech-Nut Baby Foods	160,970
Beech-Nut Gums	1,058,590
Bekin's Van & Storage Co. \$113,390	
Moving & Storage	113,390
Bell Bakeries, Inc. \$66,880	
Bell Bread	1,740
Dandee Bread	65,140
Bell Brands Food, Ltd. \$48,350	
Potato Chips	15,250
Various Foods	33,100
Belle Meade Biscuit Co. \$31,240	
Crackers & Cookies	31,240
Beneficial Management \$54,350	
Loans	54,350
Bennett's Eastside Paint \$29,060	
Paint	29,060
Benrus Watch Co. \$1,291,140	
Benrus Watches	1,291,140
Benton, Bill, Clothes \$186,070	
Best Foods, Inc. \$914,550	
Farina Cake Flour	23,380
French Dressing	8,830
Gold Plate Foods	17,090
Hellmann's Mayonnaise	268,590
H-O Oats	143,510
Nucoa Margarine	218,950
Presto Cake Flour	83,720
Rit	1,300
Skippy Peanut Butter	149,180
Best Markets \$30,490	
Food Stores	30,490
Bethlehem Steel Co. \$181,510	
Steel Products	181,510
Better Living Enterprises \$1,312,440	
Appliances	603,270
Storm Windows	43,940
Super Jet Spray Gun	12,770
Toys	7,600
T. W. O. Dietary Aid	8,660
Various Household Products	636,200
Big Bear Markets \$25,980	
Food Stores	25,980
Biggie Furniture Co. \$34,550	
Bishop, Hazel, Inc. \$135,820	
Cosmetics	135,820
Bison Cheese Co. \$21,880	

Cheese 21,880	
Bissell Carpet Sweeper Co. \$147,210	
Bissell Carpet Sweeper	147,210
Blatz Brewing Co. \$330,710	
Blatz Beer	259,740
Tempo Beer	68,700
Triangle Beer	2,270
Block Drug Co. \$1,937,800	
Ammident	450,070
Greenmint Mouthwash	41,960
Laxium	35,290
Nytol	738,000
Omega Oil	5,640
Polident	421,310
Poli-Grip	167,230
Sentrol	11,740
Stera-Kleen Denture Clnsr.	66,560
Blue Plate Foods, Inc. \$566,340	
Blue Plate Coffee Reg.	18,300
Jams & Jellies	117,520
Margarine	8,170
Mayonnaise	90,130
Peanut Butter	17,750
Salad Dressing	24,780
Various Food Products	289,690
Blumenthal Bros. Choc. Co. \$97,230	
Candy	97,230
Bohemian Brewing Co. \$37,930	
Bohemian Beer	37,930
Boise-Payette Lumber Co. \$23,870	
Building Supplies	23,870
Bon-Ami Co. \$288,820	
Bon Ami	288,820
Bond Clothing Stores, Inc. \$333,250	
Bonne Bell, Inc. \$66,740	
Cosmetics	66,740
Bonnie Dog Food Co. \$21,120	
Booth Bottling Co., Inc. \$24,130	
Booth's Beverages	24,130
Borden Co. \$1,483,500	
Bake-N-Eat Biscuits	7,280
Borden's Inst. Coffee	719,740
Dairy Products	597,310
Elmer's Glue-All	1,100
Ice Cream	151,830
Salad Dressing	910
Starlac	5,330
Bostwick Laboratories \$71,530	
Hep Insecticide	5,460
Hep Oven Cleaner	66,070
Bowman Biscuit Co. \$169,890	
Supreme Cracker & Cookies	169,890
Boyer International Labs. \$33,010	
H-A Hair Arranger	33,010
Brading Breweries, Ltd. \$66,740	
Beer	66,740
Bradley Toy Co. \$27,140	
Toys	27,140
Branscombe, J. B., Co. \$53,880	
Hair Trimmer	70

Branscombe, J. B., Co. (continued)	Burger Beer	118,480	Calo Dog Food	36,100	Dairy Products	121,510
Rolliton Paint Roller	42,040	Burgermeister Brewing Corp.	\$24,560	Damascus Milk	6,300	
Speedy Ross Exerciser	11,770	Burgermeister Beer	663,080	Evaporated Milk	129,190	
Braun Baking Co.	\$114,400	Buring, Nat. Packing Co.	\$25,780	Friskies Dog Food	671,080	
Roman Meal Bread	114,400	King Cotton Products	25,780	Gold Cross Milk	16,430	
Breck, John H., Inc.	\$30,440	Burma-Vita Co.	\$60,120	Ice Cream	12,870	
Breck Hair & Scalp Prep	620	Burma-Shave	60,120	Instant Chocolate Milk	26,090	
Breck Shampoo	26,520	Burrus Mills, Inc.	\$80,760	Instant Milk	25,330	
Hair Mist	3,300	Lightcrust Cake Mix	300	Topic Canned Milk	8,930	
Breyer Ice Cream Co.	\$315,490	Lightcrust Flour	67,940	Carolina Power & Light Co.	\$37,360	
Ice Cream	315,490	Lightcrust Shortening	12,520	Public Utilities	37,360	
Bridgeport Brass Co.	\$25,920	Burry Biscuit Corp.	\$98,630	Carolina Sales Corp.	\$26,610	
Aer-A-Sol Insecticides	25,920	Burry's Cookies & Crackers	95,190	ABC Appliances	3,000	
Brillo Mfg. Co.	\$106,300	12 Treat Ice Cream Cookies	3,440	Duo Therm	180	
Brillo Cleanser	22,750	Burton Dixie Corp./Olr.	\$45,910	Duo Trim	1,380	
Brillo Soap Pads	83,550	Slumber-on-Mattresses	45,910	Kelvinator Appliances	18,210	
Bristol-Myers Co.	\$864,040	Bu-Tay Products, Inc.	\$32,640	Sylvania Appliances	3,300	
Ammen's Antiseptic Powder	36,990	Diapersweet	1,760	U. S. Airco	540	
Ban Deodorant	108,680	George Detergent	11,870	Carrier Corp.	\$63,980	
Bufferin	501,510	Rain Drops Water Conditioner	19,510	Carrier Air Conditioners	63,140	
Ipana Dentifrices	31,130	Buten, M., & Sons	\$32,740	Refrigeration Equipment	840	
Mum Deodorants	9,510	Buten Paints	32,740	Carter Products, Inc.	\$4,535,210	
Sal Hepatica	4,380	Butterfield Canning Co.	\$23,930	Arrid Deodorant	1,470,260	
Sentry Dentrifrice	107,450	Butterfield Potatoes	23,930	Carter's Little Liverpills	1,202,670	
Theraban	17,720	Bymart-Tintair, Inc.	\$43,840	Colonoids	310	
Vitalis Hair Creme	15,520	Tintair	43,840	Nair	1,074,830	
Vitalis Hair Tonic	31,150	C		Rise Shaving Cream	787,140	
Brock Hall Dairy Co.	\$33,590	CVA Corp.	\$328,180	Carvel Co.	\$56,830	
Dairy Products	33,590	Cresta Blanca Wine	5,850	Ice Cream	56,830	
Brondow, Inc.	\$20,240	Roma Wine	322,330	Casco Products Corp.	\$29,830	
Breath-O-Pine Disinfectant	20,240	Cabell's Dairies	\$55,230	Casco Iron	19,700	
Brown & Haley	\$166,870	Dairy Products	55,230	Heating Pads	10,130	
Candy Bars	166,870	Cadillac Deluxe Wine Co.	\$37,570	Castro Convertible Co.	\$300,400	
Brown Shoe Co.	\$383,050	Cadillac Wine	37,570	Sofa Beds	300,400	
Buster Brown Shoes	265,560	Cain, John E., Co.	\$35,480	Catalina Steamship Lines	\$22,640	
Robin Hood Shoes	117,490	Mayonnaise	35,480	Boat Travel	22,640	
Brown & Williamson Tobacco Co.	\$11,288,620	Cain's Coffee Co.	\$124,950	Celanese Corp. of America	\$63,920	
DuMaurier	421,680	Cain's Coffee Inst.	31,370	Arnel	63,920	
Kool	3,743,420	Cain's Coffee Inst./Reg.	12,960	Central Power & Light Co.	\$25,390	
Raleigh	1,733,680	Cain's Coffee Reg.	77,300	Public Utilities	25,390	
Tube Rose Snuff	16,550	Cain's Tea Reg.	3,320	Challenge Cream & Butter	\$29,540	
Viceroy	5,373,290	Cal Fame Co.	\$63,730	Dairy Products	29,540	
Brownell & Field Co.	\$49,850	Foods	1,620	Chapman, Gordon Co.	\$31,080	
Autocrat Coffee		Mambo Punch	1,080	Grenadier Mattresses	31,080	
Inst./Reg.	2,100	Orange Juice	61,030	Charbonneau Packing Co.	\$65,450	
Autocrat Coffee Reg.	28,050	California Federal Sav. Banking	\$46,640	Tree Top Apple Juice	65,450	
Autocrat Coffee Syrup	17,330	California Spray Chemical	\$38,060	Charmin Paper Mills	\$208,960	
Autocrat Fine Foods	2,370	Agricultural & Garden Pest	24,080	Napkins	92,850	
Bruce, E. L., Co.	\$92,810	Ortho Garden Sprays	5,680	Tissues	86,300	
Floor Cleaner	31,360	Cal-Spray	8,300	Towels	29,810	
Floor Wax	61,450	California Wine Adv. Board	\$50,110	Chattanooga Medicine Co.	\$199,820	
Buitoni Products, Inc.	\$622,460	Wine	50,110	Black Draught	142,060	
Buitoni Sauces	156,810	California Wine Assn.	\$92,450	Soltice Balm Rub	52,990	
Macaroni & Spaghetti	465,650	Eleven Cellars Wine	69,940	Velvo Cough Syrup	4,770	
Bulova Watch Co.	\$4,298,650	Wines	22,510	Chemical Corp. of America	\$60,380	
Bunker Hill Food Co.	\$22,040	Calo Dog Foods, Inc.	\$42,400	Freewax	60,380	
Bunker Hill Canned Beef	520	Calo Cat Food	6,300	Cheesebrough-Ponds, Inc.	\$1,425,440	
Bunker Hill Canned Meats	4,110			Angel Clean	45,880	
Food Products	17,410			Lip Ice	2,510	
Burger Brewing Co.	\$179,010			Ponds Cosmetics	12,860	
Burger Ale	60,530			Ponds Face Cream	2,490	
				Ponds Hand Cream	45,320	

Dandricide Co.	\$40,140	Dormin Sleeping Capsules	449,530	Duquesne Ale	27,300	Escalante, Jose, & Co.	\$24,020
Dandricide	40,140	Double Cola Co.	\$43,700	Duquesne Beer	485,500	Corina Lark Cigars	24,020
Dannon Milk Products	\$39,250	Double Cola	43,700	Durkee Famous Foods, Inc.	\$20,030	Esslinger's, Inc.	\$101,420
Dannon Yogurt	39,250	Douglas Aircraft Co., Inc.	\$37,140	Durkee Margarine	13,230	Beer	101,420
Davis, R. B., Co.	\$35,580	Institutional	37,140	Durkee Oil	4,090	Esso Standard Oil Co.	\$2,192,040
Cocomalt	30,880	Dow Chemical Co.	\$115,090	Durkee Salad Dressing	1,100	Esso Gas & Oil	2,190,780
Swel Frosting	4,700	Saran Wrap	115,090	Durkee Various Foods	1,610	Flit	1,260
Daws Drug Co.	\$70,870	Drackett Co.	\$493,910	Dusorb Sales Corp.	\$20,850	Evans Co.	\$26,560
Drug Stores	70,870	Dazy Air Freshener	34,480	Dusorb Cleaner	20,850	Evans Farm Sausage	26,560
Dawson Brewing Co.	\$65,120	Drano Cleanser	239,720			Evergreen Mills, Inc.	\$46,790
Dawson's Ale	25,660	Windex Cleanser	219,710	E		Evergreen Feeds	46,790
Dawson's Lager Beer	39,460	Drake's Refineries	\$20,280	E & B Brewing Co.	\$96,410	Eversharp, Inc.	\$41,310
O-Con Co.	\$143,960	Gas & Oil	20,280	Ale	83,460	Eversharp Pencils	4,680
M-O-Lene Rug & Drape Cleaner	122,350	Drew, E. F., Co., Inc.	\$376,180	Beer	12,950	Eversharp Pens	36,630
Moth Proof	300	Tri-Nut Margarine	376,180	Eagle Bedding Co.	\$27,290	Ex-Lax, Inc.	\$107,760
Rat Poison	21,310	Drewry's Ltd.	\$606,970	Mattresses	27,290	Ex-Lax	107,760
Dean Milk Co.	\$73,580	Atlas Prager Beer	2,250	East Ohio Gas Co.	\$142,360	Express Publishing Co.	\$27,820
Dairy Products	73,580	Drewry's Ale	16,680	Appliances	136,690	San Antonio News	27,820
Deep Rock Oil Corp.	\$107,230	Drewry's Beer	521,680	Tri-Mor Furniture	5,670	Exquisite Form Brassiere	\$69,330
Deep Rock Gas & Oil	107,230	Edelweiss Beer	66,360	Eastco, Inc.	\$195,900	Brassieres	69,330
Deering, Milliken & Co.	\$131,070	Ori-Zit Corp.	\$53,950	Clearasil Complexion Cream	67,670	F	
Agilon Hosiery	29,010	Dri-Zit Deodorizer	53,950	Esopotabs	121,810	Fairmont Foods Co.	\$139,740
Fabrics	47,670	Drug Research Corp.	\$209,910	Scratch-Ex Dog Powder	6,420	Dairy Products	78,570
Hosiery	17,000	Sustamin 2-12	209,910	Eastern Air Lines, Inc.	\$219,000	Frozen Foods	1,430
Milium	37,390	Dubois Brewing Co.	\$48,330	Air Travel	219,000	Ice Cream	31,590
De Kalb Agricultural Assn.	\$23,210	Beer	48,330	Eastern Guild	\$319,620	Orange Juice	760
Hybrid Corn	23,210	Duffy-Mott Co.	\$572,150	Various Household Products	319,620	Various Food Products	27,390
Delchamps, Inc.	\$34,740	Apple Products	570,110	Eastman Kodak Co.	\$229,740	Faith For Today, Inc.	\$102,190
Food Stores	34,740	Sunsweet Prune Juice	2,040	Cameras	160,590	Religion	102,190
Delta Air Lines, Inc.	\$186,940	Dulany, John H., & Son	\$21,340	Films	69,150	Falls City Brewing Co.	\$98,720
Democratic Party	\$453,260	Frozen Foods	21,340	Easy Add Co.	\$25,980	Beer	98,720
Denalan Co.	\$30,060	Dulaney's	\$52,690	Addiator Adding Machine	25,980	Falstaff Brewing Corp.	\$1,224,430
Dental Plate Cleanser	30,060	RCA Appliances	17,610	Eavey Groceries	\$292,980	Falstaff Beer	1,224,430
Denise Hosiery Co.	\$35,440	RCA Radios	16,710	Food Stores	292,980	Fant Milling Co.	\$22,890
Des Moines Register Tribune Newspaper	\$55,260	RCA TV Sets	18,370	Economics Laboratory, Inc.	\$93,380	Gladiola Flour	17,640
Detroit Auto Inter-Ins. Exchange	\$63,410	Duncan Coffee Co.	\$700,210	Soil-Off	93,380	Sun-Glo Feeds	5,250
Auto Club	20,260	Admiration Coffee Inst.	9,790	Edelstein Foods	\$21,670	Fanny Farmer Candy Shops	\$148,040
Auto Insurance	43,150	Admiration Coffee Reg.	39,600	Tuxedo Cheese	21,670	Farmers Auto of Peking Insurance	\$21,840
Diamond Crystal Salt Co.	\$30,770	Admiration Coffee Inst. Reg.	173,260	Ehlers, Albert, Inc.	\$82,580	Insurance	21,840
Diamond Crystal Salt	30,770	Maryland Club Coffee	52,200	Ehlers Coffee Inst.	52,900	Father John's Medicine Co.	\$40,400
Diamond Spring Brewery	\$22,470	Inst.	52,200	Ehlers Coffee	1,620	Father John's Medicine	40,400
Holihan Beer & Ale	22,470	Maryland Club Coffee Inst. Reg.	304,020	Inst. Reg.	1,620	Faygo Beverage Co.	\$38,490
Oierk's Forests	\$22,390	Maryland Club Coffee Reg.	121,340	Ehlers Coffee Reg.	28,060	Ginger Ale	38,490
Fence Posts	22,390	Ounfee Brokerage	\$31,160	Electric Auto-Lite Co.	\$61,350	Fedway Dept. Stores	\$29,780
Dixie Brewing Co.	\$34,170	Blink Bleach	2,340	Batteries	60,570	Fehr Baking Co.	\$69,360
Dixie 45 Beer	34,170	D-Con Rat Poison	18,730	Spark Plugs	780	Fair-Maid Bread	63,310
Dobler Brewing Co., Inc.	\$36,880	Luck's Beans	8,700	Electric Power Board	\$20,800	Fair-Maid Cake	6,050
Dobler Ale	30,100	Real-Kill	1,390	Electrical Appliances	20,800	Fehr, Frank P., Brewing Co.	\$42,690
Dobler Beer	6,780	Du Pont, E. I., De Nemours	\$942,180	Emerson Drug Co.	\$562,660	Fehr Liquid Gold Beer	9,870
Doeskin Products, Inc.	\$95,050	Duco Paints	108,070	Bromo Seltzer	511,640	Fehr X. L. Beer	32,820
Doeskin Facial Tissues	95,050	DuPont Car Wax	289,830	Fizzies	51,020	Fels & Co.	\$190,870
Donaldson Baking Co.	\$27,360	DuPont Nylon Sheets	4,260	Emerson Electric Mfg. Co.	\$41,060	Fels Naptha Inst.	153,530
Bakery Products	27,360	DuPont Safety Wax	11,670	Fans	41,060	Granules	37,340
Donnelly, Reuben H., Co.	\$190,920	Institutional	222,270	Emerson Radio & Phono.	\$52,370	Fels Naptha Soap Chips	37,340
Yellow Pages	190,920	Motor Oil Additive	660	Emerson Radios	26,730	Felton, Sibley & Co., Inc.	\$55,060
Dormin, Inc.	\$762,720	Nylon Products	3,120	Emerson TV Sets	25,640	Paint	55,060
Pellex	313,190	Remington Guns & Ammunition	35,940	Englander Co./Dealers	\$117,210	Fenn Bros., Inc.	\$24,120
		Rosebush Insecticide	44,830	Mattresses	117,210	Butter Brickle Candy	24,120
		Zerex & Zerone	221,530	Erie Brewing Co.	\$35,440		
		Anti-Freeze	221,530	Beer	3,900		
		Duquesne Brewing Co.	\$512,800	Koehler's Beer	31,540		



SPOT TV BRAND FIGURES *continued . . .*

Fidelity Storm Window Co. \$23,260	Ford Cars 2,981,590	Pretzels 3,900	Post Toasties 129,090
Roofing & Siding 9,230	Ford Tractors 26,940	General Aniline & Film \$20,670	Post's Cereals 421,820
Storm Windows 14,030	Ford Trucks 113,980	Anso Films 20,670	Post's Grape-
Filbert, J. H. Inc. \$101,830	Lincoln Cars 95,990	General Appliance Co. \$47,890	Nuts/Flakes 70,570
Mrs. Filbert's	Mercury Cars 107,900	Appliances 1,930	Post's Sugar Crisp 82,690
Margarine 88,880	Foremost Dairies, Inc. \$510,510	G.E. Appliances 4,320	Post's Sugar Rice
Mrs. Filbert's	Cheese Cake 390	Philco Appliances 34,220	Krinkles 12,890
Mayonnaise 12,080	Dairy Products 496,360	Whirlpool Appliances 7,420	Sanka Coffee Inst. 25,900
Mrs. Filbert's	Evaporated Milk 2,730	General Baking Co. \$526,510	Swansdown Cake
Salad Dressing 870	Ice Cream 11,030	Biscuits 5,850	Flour 151,700
Fine Products Corp. \$28,980	Forest Hill Dairy \$20,020	Bond Bread 405,700	Swansdown Cake
Hollingsworth Candy 11,360	Dairy Products 20,020	Grossinger's Rye Bread 114,960	Mix 416,780
Nunnally's Candy 17,620	Foster-Grant Co., Inc. \$28,210	General Cigar Co. \$584,270	Yuban Coffee
Fino Food Processing Co. \$25,100	Sunglasses 28,210	Robert Burns	Inst./Reg. 19,990
Coffee Blender 25,100	Foster-Milburn Co. \$126,380	Cigarrillos 7,180	Yuban Coffee
Firch Baking Co. \$39,080	Doans Pills 126,380	Robert Burns Cigars 348,620	Regular 45,680
Sunbeam Bread 28,170	Fradelis Frozen Food	Van Dyck Cigars 42,120	General Ice Cream Corp. \$103,930
V-10 Bread 10,910	Corp. \$37,380	White Owl Cigars 186,350	Sealtest Ice Cream 103,930
Firestone Tire & Rubber \$27,970	Frozen Foods 37,380	General Electric Co. \$1,039,800	General Ins. Co.
Firestone Fomax	Fragrance Foundation \$41,550	G.E. Appliances 733,750	of America \$57,550
Mattress 1,630	Perfumes 41,550	G.E. Bulbs 1,500	Auto Insurance 6,070
Firestone Tires 10,580	Franks Beverage Co. \$31,290	G.E. Radios 9,410	Insurance 51,480
Velon 80	Soft Drinks 31,290	G.E. Replacement	General Mills, Inc. \$669,040
Firestone Stores 15,680	Fratell Branca & Co. \$20,640	Tubes 960	Answer Cake Mix 33,390
First Federal Sav.	Bitters 20,640	G.E. TV Sets 10,500	Betty Crocker
& Loan \$29,920	Freihofer Baking Co. \$109,470	G.E. Washing	Cake Mix 5,910
Fisher Baking Co. \$56,860	Lite Diet Bread 1,300	Machine 99,620	Betty Crocker
Bakery Products 23,790	White Diet Bread 108,170	Hotpoint Appliances 157,900	Date Bar Mix 4,150
Famlee Bread 910	Frenchette Co., Inc. \$198,640	Hotpoint TV Sets 22,730	Betty Crocker
Fisher Bread 32,160	Frenchette Salad	Telechron Clocks 2,520	Pancake Mix 27,980
Fitzgerald Bros. Brew.	Dressing 198,640	Vacuum Cleaners 910	Betty Crocker
Co. \$100,120	Friend Bros., Inc. \$28,380	General Electric Supply \$306,090	Waffle Mix 3,600
Fitzgerald Ale 72,080	Baked Beans 28,380	G.E. Air Conditioner 5,150	Bisquick 1,920
Fitzgerald Beer 28,040	Friendship Dairies \$29,560	G.E. Appliances 221,190	Cheerios 83,680
Fleetwood Coffee Co. \$75,020	Dairy Products 29,560	Hotpoint Appliances 79,750	Drifted Snow Flour 38,480
Fleetwood Coffee-	Frito Co. \$424,190	General Foods Corp. \$9,415,940	Gold Medal Flour 57,580
Instant 7,070	Champion Foods 16,780	Baker's Cocoa 1,520	Kix Cereal 11,330
Fleetwood Coffee	Cheetos 77,430	Baker's Frozen	Larro Feed 3,380
Inst./Reg. 60,880	Chili 2,160	Coconut 2,300	Purasnow Flour 10,900
Fleetwood Coffee-	Fritos 302,250	Baker's Coconut 1,020	Red Band Flour 96,590
Regular 7,070	Tatos 25,570	Baker's Inst.	Red Star Flour 18,280
Flex Straw Co. \$45,720	Frontier Foods Corp. \$378,210	Chocolate 44,350	Rex Flour 730
Drinking Straws 45,720	E-Z Pop Popcorn 2,490	Birdseye Frozen	Sperry Flour 12,130
Flexalum Co. \$21,490	Flav-R Straws 375,720	Foods 1,230,660	Sperry Pancake Mix 76,450
Flexalum Awnings 1,210	Frontier Oil Refining Co. \$44,960	Birdseye Frozen	Sperry Waffle Mix 19,920
Flexalum Venetian	Gas & Oil 44,960	Poultry 3,040	Sperry Wheathearts 30,270
Blinds 20,280	Frosty Morn Meat Co. \$59,020	Bliss Coffee	Sugar Jets 1,320
Florida Citrus	Meat Products 59,020	Inst./Reg. 21,580	Surechamp Dog Food 57,280
Commission \$1,972,450	Fuller, W. P., & Co. \$154,530	Bliss Coffee Reg. 430	Trix Cereal 12,810
Citrus Products 1,972,450	Fuller Paints 154,530	Gaines Dog Food 31,600	Various Cereals 11,600
Florida Fence Co. \$22,800	Furr's Food Stores \$37,910	Go Ironing Aid 2,600	Wheaties 45,850
Chain Link Fences 22,800	G	Good Seasons	White Deer Flour 3,510
Folger, J. A., & Co. \$1,627,130	G. H. P. Cigar \$435,780	Salad Dress. 22,040	General Motors Corp. \$3,487,860
Folgers Coffee Inst. 304,790	El Producto Cigars 370,800	Jello Gelatin	AC Spark Plugs 124,510
Folgers Coffee	La Palina Cigars 43,790	Dessert 615,400	All G.M. Cars 29,630
Inst./Reg. 595,870	Lovera Cigars 21,190	Jack & Jill	Buick Cars 75,970
Folgers Coffee Reg. 726,470	Gallo Winery E. & J. \$1,130,820	Cat Food 3,250	Cadillac Cars 580
Food Associates, Inc. \$21,630	Burganday Wine 2,430	Jello Puddings 344,860	Chevrolet Cars 953,220
Rose Kist Popcorn 21,630	Gallo Wine 1,091,980	Kool Aid 168,600	Chevrolet Trucks 18,090
Food Fair Stores, Inc. \$173,880	Sherry Wine 1,350	Kool Shake 44,920	Delco Appliances 18,360
Food Mfgs., Inc. \$1,344,620	Vino Paisano 35,060	Maple-Del Syrup 9,960	Delco Batteries 49,530
M & M Candies 1,094,280	Geiser's Potato Chips \$33,410	Maxwell House	Frigidaire
Uncle Ben's Rice 250,340	Potato Chips 29,510	Coffee Inst. 4,318,140	Appliances 67,070
Food Mart, Inc. \$38,200		Maxwell House Coffee	G.M. Trucks 1,140
Food Motor Co. \$3,332,620		Inst./Reg. 312,110	Institutional 2,270
Ford Accessories 6,220		Maxwell House	Oldsmobile Cars 1,516,611
		Coffee Reg. 831,650	Pontiac Cars 544,780
		Minute Potatoes 4,370	Saginaw Power
		Minute Rice 6,820	Steering 86,100
		Perkins Lemonade	General Petroleum Corp. \$223,100
		Mix 17,610	Mobilgas & Mobioil 201,470
			Mobilheat Fuel Oil 21,630
			General Shoe Corp. \$57,870

Dollar figures continue page 61 ▶

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

NARTB

CONVENTION

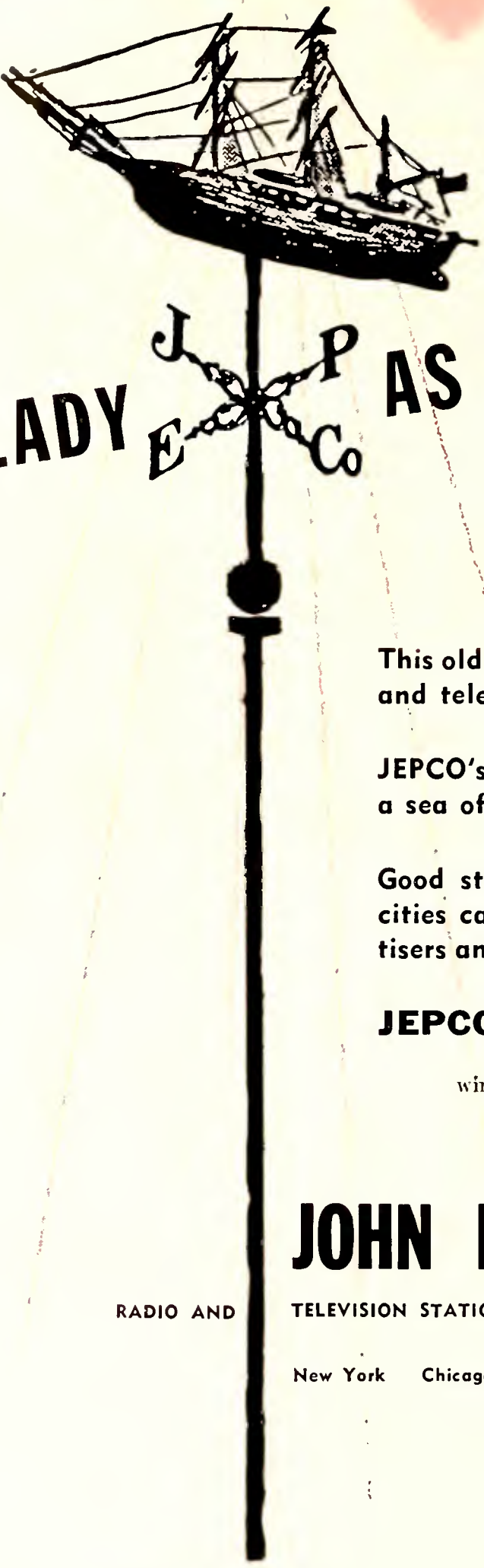
SPECIAL

FCC Chairman's greetings to Convention	page	3
NARTB portrait shows executives and staff	page	4
TvB and RAB report on air media sales strategy	page	6
Television Code status report	page	10
Film list of available programming	page	18
Radio programming services report	page	26
Exhibitors and company representatives list	page	30
Chicago directory for business and pleasure	page	49

**VISIT SPONSOR
IN SUITE**

904

CONRAD HILTON



STEADY AS SHE GOES . . .

This old mariners order could apply equally well in radio and television representation.

JEPCO's "even keel" staff makes for smooth sailing in a sea of rough competition.

Good stewardship—and JEPCO's happy crew in seven cities can chart a profitable course for stations, advertisers and their agencies.

JEPCO knows
how the
wind blows

JOHN E. PEARSON COMPANY

RADIO AND TELEVISION STATION REPRESENTATIVES

New York Chicago Minneapolis Dallas Atlanta Los Angeles San Francisco



From the FCC Chairman]

GREETINGS TO THE **35**TH ANNUAL NARTB CONVENTION

TO ALL MY GOOD FRIENDS in the National Association of Radio and Television Broadcasters I wish a pleasant, fruitful and informative annual convention in Chicago during the period of the 7th to the 11th of April. I know that, as in the past, it will be such a convention.

There are increasing signs that the broadcasters of this country generally recognize the responsibilities which come with maturity. Your Association adopted five years ago an excellent Television Code. Years before it had similarly devised Radio Standards of Practice which are still in effect. These are sincere and effective attempts upon the part of radio and television broadcasters to improve their service to all of the public. The Television Code is a guide of precepts for television broadcasting which is self-imposed and supported by more than 300 television stations, plus all three of the television networks.

The commercial strength of your industry, as reflected by expanding facilities and record sales, is continually increasing. It is a source of great satisfaction to me that, within the few years that I have been Chairman of this Commission, the net profits in television have just about tripled. However, I do not claim any of the glory for this. The credit is due to you, the broadcasting fraternity.

I wish to congratulate the radio broadcasting industry for its spectacular comeback. Networks have recently raised their daytime rates for radio because of a realization of the very real value of radio advertising. Radio stations are now selling at the highest prices in industry history. More radio sets were sold by retail stores last year than in any year in the history of commercial radio.

To all broadcasters, my sincere wishes for continued devotion to your public trust, service to the public and the rich rewards which that entails.

George C. Cunningham

THIS IS YOU



The staff of the National Association of Radio and Television Broadcasters recently posed for this SPONSOR picture in front of their Washington headquarters. **First row seated** (l. to r.): Vincent Wasilewski, manager government relations; Mary Lee Cowles, his secretary; Dorothy Heinze, secretary to Thad Brown; Sheila Walker, secretary to Dan Shields; Dan Shields, Thad Brown's assistant; Thad H. Brown, Jr., tv vice president; Audrey Robertson, research department; Louise K. Aldrich, librarian; Harold E. Fellows, president and chairman of the board; Florence Mitchell, administrative assistant to Harold Fellows; Howard H. Bell, assistant to the president and state coordinator; Milnore Hoel, his secretary; Joan Shee-

han, president's office; Thomas B. Coulter, assistant to John Meagher; Ann Maiatico, secretary to Thomas Coulter; Chris Chadwell, John Meagher's secretary; John F. Meagher, radio vice president. **Second row:** Marcella Schuyler, secretary to Fred Garrigus; F. H. Garrigus, mgr. organizational services; Adeline Macloskie, secretary-treasurer's office; Ella Nelson, assistant to Everett Revercomb; Janet Dollison, secretary-treasurer's office; Everett E. Revercomb, secretary-treasurer; Peggy Miller, Ann Mulgrew and Clara Ross, secretary-treasurer's office; William L. Walker, assistant treasurer; Edythe Ruhl, secretary, public relations; Dorothy Cavalier, secretary to Don Martin; Patricia Kieilty, public relations; John G. Trezevant, mana-

OUR NARTB



ger, news and publications; Sally Ball Kean, public relations; Marguerite Walker, secretary to Joseph Sitrick; John Couric, chief writer; Mary Ann Chaisson, secretary to Walter Powell; Robert L. Heald, chief attorney; Walter J. Murphy, Jr., attorney; Mary Gilroy, Robert Heald's secretary; Walter R. Powell, Jr., attorney. **Third row:** Jame H. Hulbert, assistant to Charles Tower; Leona M. Schalk, assistant to Charles Tower; Rosalie Blackburn, secretary to Charles Tower; Charles H. Tower, manager, employer-employee relations; Irma Kerrigan, his secretary; Susan Williams, employer-employee relations; Harold G. Ross, labor economist; Mary Ellen Blessington, secretary to Charles Cady; A. Prose Walker, manager, engineering;

Helene Burner, his secretary; George Bartlett, assistant manager of engineering; Joseph Sitrick, manager, special projects and member participation; Donald N. Martin, assistant to the president, in charge of public relations; Jean Levy, office assistant, station relations; William Carlisle, manager, station relations; Mary Tracy, his secretary; John Callahan and Robert F. Prest, production; LaRue M. Courson, production manager; Tony Bayne, Frank Connors and Bill Brown, production. **Absent** were: Richard M. Allerton, research manager; Al King and Barney Ogle, field representatives; Edward H. Bronson, Tv Code affairs director; Charles S. Cady, Code assistant director; Peter Friend, assistant; Eleanor Lanigan, secretary



TvB President *Norman Cash*

TVB President's answer:

There is no need here to reiterate what the business journals have been trumpeting, nor what an around-the-clock viewing of television will demonstrate—that this is the era of selling, honed and sharpened on the whetstone of the most intense competition in the history of our economy.

The case has been amply documented. In simple terms, the production arm of the economy has grown faster than the consuming arm, setting up a lop-sided disparity that must be corrected intelligently, swiftly and with the most efficient means possible. The best "bridge" between those who make and those who buy—television—has been in commercial operation almost a decade. Each year has seen it increasing in strength of function, but there is still room and reason for heavier traffic across its roadways. From where will—or rather, *should*—this traffic come? What, in other words, are the immediate sales targets of this unsurpassed link between the producer and the consumer? Where should the keepers of the "bridge" look if the scales of the economic imbalance are to be leveled.

It seems to me that tv has three prime areas in which to concentrate a major bulk of its sales efforts. They are: one, automotive; two, heavy industry; three, retail. The

WHAT ARE THE AIR MEDIA'S

RAB President *Kevin Sweeney*



RAB President's answer:

What radio will need this year and for the next 10 years are some "three-I-ed" salesmen and station operators if radio is going to triple its business by 1967.

Not "three-eyed"—although I can't see how that would hurt—just "three-I-ed" salesmen who are a lot easier to find. A "three-I-ed" salesman and/or station manager is one who combines *Intelligence* in sizing up the advertiser's problem with *Imagination* in developing an advertising plan that solves the problem and *Intensity* in carrying the solution to the real decision-maker in the advertiser's organization.

Given a few thousand of these gentlemen, radio has no long-range sales problem for which there is not a short-term solution. But until these men are "built," as they are being "built" by hundreds of sales organizations in radio right now, radio's immediate sales problems can be summed up under three headings:

1. Creating more demand for the 10 a.m.-4 p.m. period.
2. Demonstrating the effectiveness of evening radio to advertisers.
3. Giving the proper weight in its selling to programs instead of the disproportionate emphasis now put on saturation as the most effective advertising device—regardless of the problem.

The three problems are really those of radio's selling or-

automotive industry is, of course, a comparatively heavy user of tv. Why then single it out as a prime target? The answer lies in the definition of a "basic medium." If a marketer's basic medium is that which produces the heaviest flow of potential buyers to his outlets (and I believe this to be a sound definition of the term), then the automotive industry is not using tv as *its* basic medium. Several studies, including the Bureau's, have amply demonstrated that tv is responsible for *more* potential buyers coming to auto showrooms than any other medium. Still, the major (substitute *basic*) sales push of the automotive people is in print, not tv. Does this not suggest a prime area for our medium's sales efforts?

Rifle through any outstanding business publication and you will find magnificent multi-colored ads for heavy industry—the steels, the fabricators, even the huge "services" such as the railroads and airlines.

True, some of them do use television, and those who make use of the medium you will find not only sell a product, but an idea, a concept, an identity, a public relations program. It is in these latter categories of heavy industry that "prime target" is a most appropriate term.


A successful use of the concept of "corporate identity" (though not in the heavy-industry category) can be seen

in the increasing use of tv by a leading insurance company. Of course, they have a product to sell—a policy. But they do it by selling the "*idea*" behind that policy, and with the sale of the idea goes the greater establishment of the corporate identity. The same principle could just as easily be applied to heavy-industry use of tv.

Finally—but by no means low man on the target Totem Pole—there is that vast, yet-to-be-scratched area of Retail.

In my opinion, this is perhaps the toughest of them all. Here, our medium faces the battle of Immediacy & Long Range Impression vs. Tradition. The retailer, by long habit, looks for overnight results. He is not yet oriented to thinking of his establishment in terms of an Identity.

There are many instances where Immediacy and tv, for the retailer, have worked. One of tv's sales objectives is to spread this word further and farther (and that's not a redundancy). The other objective is to convince the retailer that his establishment has a "character" which is, in itself, a saleable item. The combination of this concept—Immediacy and Long Range Impression—is the crux of the medium's sales job in this "prime target" area.

When you consider that approximately 40% of the country's advertising budgets are decided on Main Street, the effort is well worth the sweat. 

TVB presentation Thursday afternoon, Grand Ballroom

PRIME SALES TARGETS ?

RAB presentation Wednesday afternoon, Williford Room

ganizations rather than those puzzling the advertiser. We are responsible for the overemphasis on "driving times" as the best time to buy radio and on saturation. He is not.

Our prime job in 1957 is to carry to the advertisers, national and retail, the stories on these other time periods and other radio advertising devices so that the demand by agencies will be more even and not pile up in a few hours of the day.

There are ample arguments in behalf of these periods and programs that are not in as great demand as some others.

For instance in the matter of 10 a.m.-4 p.m.:

For products whose purchase is motivated mostly by women, 10 a.m. to Noon is far and away a better buy than early morning or late afternoon for reaching adult women—more of them are tuned during those hours than at other times of the day.

We must hammer home to those advertisers standing in line for 7 a.m.-9 p.m. in almost every market and for the 4-6 p.m. period in a growing number of markets that the variation in the number of families using sets in metropolitan markets throughout all the daylight hours is never more than 11%. So no period is really more than 11% worse potentially than the best period.

In such a situation, there are so many other factors that are more important than stretching for this 11% potentially greater audience. Cost-per-thousands are much lower in

many markets in midday. The whole "last word" concept—reaching women before they go out to shop—operates better for grocery and drug product advertisers after 10 a.m. because afternoon shopping is always greater than morning shopping.

10 a.m.-4 p.m. is nowhere near the problem that evening radio is simply because our story vis-a-vis television is so strong during the daylight hours. But there are ample reasons for evening radio's improvement in saleability if we present the story dramatically to the advertiser. For example:

The memorability studies which RAB has made throughout the country dramatize the extraordinary penetration of nighttime, e.g. 20 announcements on one radio station in a three-station tv market and 12% of the people could parrot back the commercial; sponsorship of one evening newscast for a four-week period on just a single radio station in an eight-station market and over 15% of the people knew of the product.

You can't run up figures like that unless you have a huge audience—an audience that doesn't necessarily assemble at one place on the dial during any single half-hour as television's does. But an audience that accumulates throughout the evening.

Two-thirds of all families are doing some listening at

(Please turn to page 41)

This is for

REA

radio station in Minneapolis-St. Paul and

features 36 local performers on the

provides

LIVE

entertainment

service keyed perfectly to the tastes and
of the vast area they serve. That's who

PEOPLE

WCCO RAD

than all other Twin Cities stations.

★ NCS #2

★ ★ ★ 51.5% share of audience, Nielsen Station Index, 1956 average,
total station audience, total day, seven-day week

★ ★ Represented by CBS Radio Spot Sales

...the number one

Northwest counties*

every week. Each

ed

eds

ore

sten to

10^{**}

combined!^{***}



TV CODE BOARD MEANS BUSINESS

Widespread monitoring, firmer insistence on compliance with Code provisions mark board's activity as it begins sixth year of effort to improve programing and commercials on video



Tv Code address by G. Richard Shafto Tuesday afternoon, Upper Tower

Though working in its usual quiet way, the NARTB's Television Code Review Board has been getting tougher with stations who do not abide by its provisions.

Putting pressure on members of your own trade organization over matters which involve, in the final analysis, nothing less than money, presents obvious problems.

But, as the board begins its sixth year of effort to get widespread acceptance for its standards of truthfulness and taste, it has unquestionably accomplished much. The past year, in particular, has been marked by a firm confidence in its ability to create the kind of tv viewing climate it wants and a determination to do something about it.

Probably No. 1 in the list of accomplishments is the board's extensive monitoring of programs and commercials aired by both members and non-members of the Code. This, in itself, is a tip-off to the board's growing confidence. It implies clearly that the board feels it is not enough to sit and wait for evidence that Code members are flouting its provisions; it must find this evidence itself.

Monitoring started experimentally in 1954 and got underway in earnest last year. During 1956 more than 17,000 hours of programing and advertising were monitored on 104 stations in the major markets and all three networks. Its target for the current NARTB fiscal year (ending 30 March 1958) is to check all subscribers in the top 115 markets. Based on the existing membership roll, which now totals 302 video outlets, this means Code monitors will have checked around 200 stations. In addition there will be a spot check of smaller markets.

Another Code accomplishment was its adoption by the Alliance of Television Film Producers early this year. The producer-members of the ATFP claim to produce about three-quarters of all the first-run syndicated film in use at present. While a feather in the cap of the board, inasmuch as the lack of a Code among film producers represented a noticeable gap in the Code picture, the affiliation of the ATFP does not remove the responsibility of stations to preview film. It does, however, give assurance to the station that the film was made with special care. In other words, it's like the U. S. Government seal on meat—the product is safe but you can't tell whether it'll

taste good because of the seal alone.

It's significant that last year saw the resignation of six Code members. It wasn't the first time Code members had resigned but, in the case of the six mentioned, it was the first time the board could pinpoint the fact that all resignations flowed primarily from the inability or unwillingness of tv stations to conform to the Code's requirements. Moreover, there is no question that the board has become firmer in its attitude toward erring stations.

It should also be pointed out that the matter of "suggesting" resignations is not handled lightly. This flows from the board's conviction that once a Code member resigns it is much more difficult to work on him and make him change his ways. The board is not interested so much in getting rid of non-conformers as in trying to persuade them to change.

Where resignations take place the matter is not publicized, though the stations' call letters can be deduced by comparing the membership lists regularly published. As a matter of fact, all discussions with violators are confidential, a fact that prevents the board from demonstrating its effectiveness. Since the board is anxious to make its work known it regrets, in a way, the policy of secrecy but it is also convinced that unless this policy prevails

the path of Code acceptance will be much rockier.

Since so much of the board's work is confidential, is there any way of measuring what it has accomplished?

There are no foolproof ways but there are a good many indications. First, the membership list. The 302 members are a fair share of the 475-odd commercial tv stations now operating in the U. S. and indicate wide acceptance of the Code. But this is not the whole story. The Code has made the greatest inroads in the major markets, where its influence counts most. The board estimates that at least 85% of tv homes can receive a Code-subscribing station. For example, six of the seven New York stations, five of the seven Los Angeles stations, all four Chicago outlets, all three Philadelphia stations, all three U.S. stations in Detroit, three of the four San Francisco outlets, are code members.

Furthermore, network and film producer membership means that most, if not all, non-Code stations use a great deal of programing that has been made with the Code provisions in mind.

The degree to which unacceptable advertising and programing has declined cannot be measured statistically but the board feels sure that it has. The decline has been especially noticeable, the board maintains, if tv today is compared with tv in its early years.

In the area of "good taste" and decorum, the board can point to some tangible changes:

- The elimination of drinking scenes in beer and wine advertising.

- The virtual elimination of the "tv neckline." Along the same lines, there has been a marked trend in network shows to restrict not only costuming but dance routines and comedy sketches to a standard of decorum acceptable in the family living room.

- There has been a drastic reduction in program-length commercials, particularly of the pitchman variety. The board feels this is still a problem, however, and is working hard to reduce program length pitches further.

The board's monitoring provides an intriguing glimpse of Code performance. Two summaries of monitoring were provided to sponsor by the board, one on the networks and one on stations.

The board monitored every network program during seven months in 1956. Weekly reports were submitted to the networks and also periodic summary reports. The latest of these summary reports, covering all network-originated shows during a nine-week period, indicated that 325 out of 3,515 programs exceeded by 20 seconds or more the advertising time limitations of the

(Please turn to page 14)



G. Richard Shaffo,* chairman, WIS-TV, Columbia, S.C.



Wm. B. Quarton, vice chairman, WMT-TV, Cedar Rapids



Mrs. Hugh McClung KHSL-TV, Chico, Cal.



Richard A. Borel WBNS-TV, Columbus, O.



Roger W. Clipp Triangle Stations

TV CODE REVIEW BOARD MEMBERS AND BASIC FACTS ABOUT CODE

Code history: Naming of committee at 1951 NARTB Convention and all-industry conference later that year started things off. Twelve broadcasters wrote the Code, which was okayed by other tv station owners and NARTB Tv Board before 1951 was over. Code became effective as of 1 March 1952.

Code board: Consists of five members who cannot serve more than two consecutive

two-year terms. NARTB President Harold Fellows picks board members subject to approval of Tv Board and sits in on meetings, held at least four times each year. Staff is headed by Director Edward H. Bronson, Ass't Director Charles S. Cady.

Code budget: For year ending 30 March 1958, figure is \$115,000 of which \$24,000 is set aside for expenses of monitoring.

Code dues: Board receives \$33.75 per month per station but actual out-of-pocket cost to the NARTB members is only \$12.92. Each network contributes \$1,500 per year.

Code members: Latest total is 302 out of 475-odd commercial U.S. tv stations. Two non-NARTB members are Code subscribers while 25 NARTB members are among those who do not subscribe to Code.

*Confirmation of rumors on Shaffo's retirement was received at presstime. Quarton will replace him as chairman and Donald H. McGannon, president of Westinghouse Broadcasting Co. will become new board member.



The "best dramatic series" of the year

(HAS ROOM FOR ONE MORE ADVERTISER)





PLAYHOUSE 90 set out to do something that had never before been tried in television:

To offer a nationwide audience the important dramatic entertainment that can be achieved only by using sufficient time to develop the full potentialities of plot and character.

To contribute a new dimension to the medium by presenting an hour and a half of this full-scale drama every week on a *regularly scheduled* basis.

The achievement proved even more exciting than the idea.

It won the sustained applause of the nation's critics, who continue to give serious attention to each production.

It captured the enthusiasm of the nation's best writers and performers, anxious to take part in an adventure that gave full scope to their talents.

Its unique accomplishments were recognized *for the 18th time* this season with the announcement of the "Emmy" awards the other day.

But the most important reward is the enthusiasm of 25 million intensely loyal viewers who return week after week for the next production.

The advertiser who sponsors the only remaining segment of *Playhouse 90* will inherit all the extra values of a program that each week generates new excitement as it continues to make history on **CBS TELEVISION**



Adoption of Code by Alliance of Television Film Producers in 1957 is feather in board's cap

(Continued from page 11)

Code. During the entire nine-week period, no violations with respect to acceptability of products were noted. (It must be remembered that, in addition to being Code members, the networks have their own requirements regarding "good taste" on the air.)

The analysis of station programming and advertising content are based upon 4,511 hours of monitoring involving 41 Code subscribers in 13 markets (New York, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, Washington, Cleveland, Baltimore, Milwaukee and Minneapolis). Eleven additional stations in these markets are not subscribers and are not in the analysis.

Performance of these 41 stations were broken down into three major areas of commercial practice:

► **Multiple spotting:** The Code provides no more than two back-to-back commercials plus an I.D. are acceptable either between programs or within the framework of a single program. The Code also says that station breaks shall not interrupt either the preceding or following programs. The appearance of so-called "piggy-back" announcements—which advertise more than one product—gave rise to the board's first Code interpretation last June. The board's interpretation was that unrelated products advertised "as separate and distinct messages" within one announcement constitute, in effect,

separate announcements. But the board accepts multiple product announcements when integrated to form a single message, such as a line of foods or automobiles, pancakes and syrup, furniture and carpeting.

Code people monitored a total of 9,960 station breaks. Only 30 exceeded the code provisions and these 30 were confined to eight out of the 41 stations. There were also 69 cases of multiple spotting within shows in violation of the Code. (The board feels, however, that multiple spotting is more common in smaller markets.)

► **Length of commercials within shows:** The tight scheduling of network shows puts stringent limits on the number of station break announcements (though stations have been known to break into the end or beginning of a web program to throw in a local announcement or two) but the station has more leeway with its own programming.

In general the Code provides that "announcement programs" should not have more than one minute of advertising for every five minutes of programming. The Code also recognizes, however, that in certain types of shows (such as women's service programs), where advertising material is an informative and integral part of the show, this standard "may be waived to a reasonable extent." The ban on a piggy-back plus another commercial also applies in this area.

On regularly sponsored programs, time limits are generally more stringent: for example, 30- and 60-minute shows in "A" time allow one minute of commercial for every 10 of programming.

A total of 3,083 locally-originated programs were monitored on the 41 stations. Of these, 271 exceeded the Code allowance for commercial time. The violations were distributed among nearly all the stations, though not evenly.

Two of the stations kept within the Code: 21 aired one-to-six programs which exceeded the Code allowance; eight aired six-to-10 programs over the limit; eight aired 11-to-20 programs over; two aired 20-25 programs over.

► **Program length commercials:** The Code's time standards for advertising copy automatically rule out all "pitch" programs. However, the board was concerned enough about the problem to issue an "interpretation" on the

(Please turn to page 44)

CODE MONITORING RESULTS

Part of Code Board's 17,000 hours of monitoring during 1956 covered 41 Code subscribers in 13 major markets. Here is a summary of what the tv monitoring disclosed:

Multiple spotting: Of 9,960 station breaks, only 30 on eight stations exceeded Code provisions. There were also 69 violations of multiple spotting rules within shows.

Length of commercials: Total of 3,083 locally-originated shows were monitored, of which 271 aired commercials (within shows) exceeding length permitted by the Code.

Program-length commercials: Code monitors found 14 stations carried 101 program-length commercials. Three of these stations accounted for more than half of them.

COMPLAINTS FROM PUBLIC

As the Code Review Board gets better known, it has begun to receive a greater number of complaints. Here is the 1956 breakdown:

1. Acceptability of program material	389	8. Advertising	
2. Responsibility to children	*728	a. Excessive	135
3. Decency & decorum	47	b. Presentation	92
4. Treatment of news	1	c. Misleading	20
5. Controversial issues	4	d. Alcoholic beverages	27
6. Political	2	e. Tobacco	5
7. Religious programs	†254	f. "Pitchmen"	12
		TOTAL	‡1,717

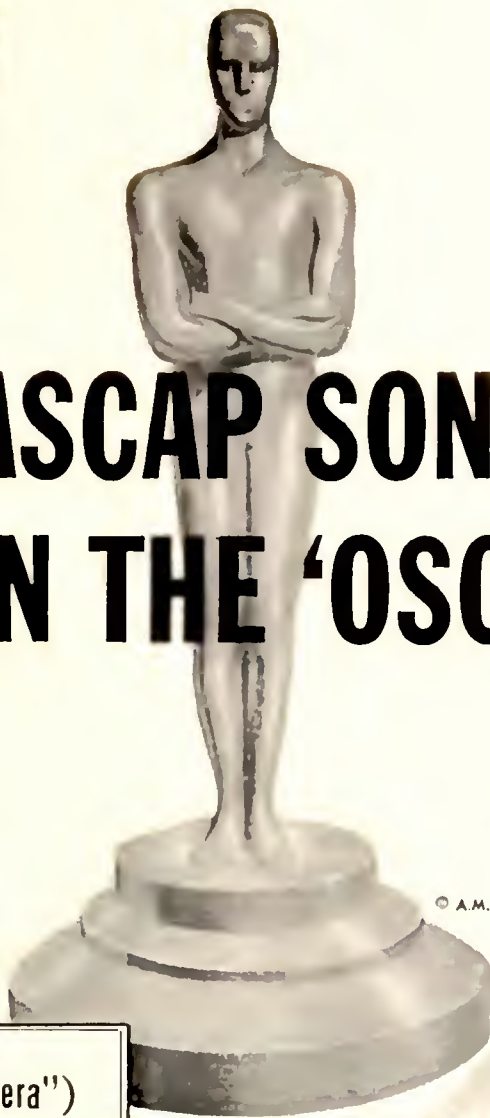
*Includes 681 from Chicago following newspaper series
†Two unrelated events account for all but two of these
‡Includes 122 letters following article on Code in TV Guide




Academy winners since 1934:

- 1934 — "The Continental" — Con Conrad, Herbert Magidson
- 1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
- 1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
- 1937 — "Sweet Leilani" — Harry Owens
- 1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
- 1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
- 1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
- 1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
- 1942 — "White Christmas" — Irving Berlin
- 1943 — "You'll Never Know" — Harry Warren, Mack Gordon
- 1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
- 1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
- 1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
- 1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
- 1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
- 1949 — "Baby, It's Cold Outside" — Frank Loesser
- 1950 — "Mona Lisa" — Ray Evans, Jay Livingston
- 1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
- 1952 — "Do Not Forsake Me, Oh My Darlin'" — Dimitri Tiomkin, Ned Washington
- 1953 — "Secret Love" — Sammy Fain, Paul Webster
- 1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne
- 1955 — "Love is a Many Splendored Thing" — Paul Francis Webster, Sammy Fain

ASCAP SONGS WIN THE 'OSCAR'S'



© A.M.P.A.S.



ASCAP congratulates the 1956 Winners
"WHATEVER WILL BE, WILL BE" ("Que Sera, Sera")
 w: Ray Evans—m: Jay Livingston
 Published by Artists Music, Inc.

Year after year, ever since
 Oscars have been instituted,
 songs of ASCAP members
 have been acclaimed
 as the outstanding tunes
 used in motion pictures
 and have won Academy Awards





■ In the sports world, trophies mean you're in the big time.

In radio, a consistent record of successful selling is the only big-time "trophy" that shows. And CBS Radio Spot Sales holds that record. It successfully represents top stations in fourteen major markets. These stations bring their microphones to many important sports events. And with them come large, dependable and responsive audiences.

But audiences aren't our only fans. Last year over 200 advertisers went to the sports fields with CBS

THE BIG TIME



Radio Spot Sales. They advertised everything from cakes and coal to hand lotions, insurance and hardware. Every product received merchandising assists from the local stations. Every product became a winner.

Get your product up for sale in the big time. If you place your sports orders now for summer, fall or winter you'll get all the exploitation extras offered by our stations. For details call CBS Radio Spot Sales.

CBS Radio Spot Sales represents: WCBS, New York • WBBM, Chicago • KNX, Los Angeles • WCAU, Philadelphia • WCCO, Minneapolis • St. Paul • WEEL, Boston • KMOX, St. Louis • KCBS, San Francisco • WBT, Charlotte • WRVA, Richmond • WTOP, Washington • KSL, Salt Lake City • KOIN, Portland, Ore. • WMBR, Jacksonville • Columbia Pacific Radio Network • Columbia New England Radio Network.

CBS RADIO SPOT SALES



FILM AT THE CONVENTION

Broadcasters will find the largest selection available
in the history of tv. List below shows all major series
and feature film packages which are now on the market

Convention-going broadcasters will find the largest selection of film available in the history of tv, a fact due to the enormous rerun potential of tv film programming. There will also be some first-run product on hand as distributors, after being cagey following the influx of features, have found the syndication market in sound shape. However, there will probably be additional product offered later in the spring as distributors who cannot place pilots on the network put them into syndication or offer them to regional accounts.

The list below of film available, while not complete, is more than a sampling. It includes all the major series and

feature film packages now on the market. In the case of some of the newer series, all episodes are not in the can but will, of course, be ready for showing in cases of convention-time purchases. Some of these series are already tied up in certain markets, and will be available only for reruns.

This list updates the information available in the Film Issue of 2 February 1957 and includes some distributors not represented in that list. In considering purchases of film shown here, broadcasters can get help in making their decisions by referring to rating and audience information data regularly run in SPONSOR.

Tv Film Panel meet 2-3 p.m. Monday, Upper Tower

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
ADVENTURE			
Adventure Album	Interstate Tv	15 min.	26
Adventures of China Smith	NTA	30 min.	26
Adventures of China Smith, New	NTA	30 min.	26
Adventures of the Falcon	NBC Tv Films	30 min.	39
Adventures of Scarlet Pimpernel	Official	30 min.	18
Aggie	RKO Tv	30 min.	26
Armchair Adventure	Sterling	15 min.	39
Assignment Foreign Legion	CBS Tv Film	30 min.	26
Biff Baker, USA	MCA Tv	30 min.	26
Byline—Steve Wilson	M&A Alexander	30 min.	39
Captain Gallant	TPA	30 min.	39
Cases of Eddie Drake	CBS Tv Film	30 min.	13
New Adventures of Charlie Chan	TPA	30 min.	39
Combat Sergeant	NTA	30 min.	13
Count of Monte Cristo	TPA	30 min.	39
Cross Current	Official	30 min.	39
Crunch and Des	NBC Tv Films	30 min.	39
Crusader	MCA Tv	30 min.	52
Dangerous Assignment	NBC Tv Films	30 min.	39
Dateline Europe	Official	30 min.	78
Foreign Legionnaire	TPA	30 min.	39
Captain David Grief	Guild	30 min.	39
Hawkeye, Last of the Mohicans	TPA	30 min.	39
The Hunter	Official	30 min.	26
I Search for Adventure	Geo. Bagnall	30 min.	52
Jet Jackson	Screen Gems	30 min.	39
Osa & Martin Johnson	Sterling	30 min.	26
Rocky Jones, Space Ranger	Official	30 min.	39
Jungle	Sterling	15 min.	48
Jungle Jim	Screen Gems	30 min.	26
King's Crossroads	Sterling	30 min.	75
The Lone Wolf	MCA Tv	30 min.	39
Long John Silver	CBS Tv Film	30 min.	26
Man Called "X"	Ziv Tv	30 min.	39
Men of Annapolis	Ziv Tv	30 min.	39
Overseas Adventure	Official	30 min.	39
Passport to Danger	ABC Film Syndication	30 min.	39
Ramar of the Jungle	TPA	30 min.	52

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
ADVENTURE (Continued)			
Range Busters	M&A Alexander	30 min.	16
Sailor of Fortune	RKO Tv	30 min.	26
Sheena, Queen of the Jungle	ABC Film Syndication	30 min.	26
The Silent Service	NBC Tv Film	30 min.	39
State Trooper	MCA Tv	30 min.	39
Superman	Flamingo	30 min.	52
Terry and the Pirates	Official	30 min.	18
Three Musketeers	ABC Film Syndication	30 min.	26
The Tracer	MPA Tv	30 min.	39
Waterfront	MCA Tv	30 min.	78
Whirlybirds	CBS Tv Film	30 min.	39

CARTOONS

Animated Fairy Tales	RKO Tv	10 min.	13
Cartoon Classic Serials	Sterling	5 min.	65
Cartoons	Screen Gems	varied	282
Cartoons	Sterling	varied	70
Crusader Rabbit	Geo. Bagnall	5 min.	195
Funzapoppin Cartoons	Geo. Bagnall	varied	107
Looney-Tunes	Guild	varied	191
Popeye	Assoc. Artists	varied	234
Recordtoons	Sterling	5-8 min.	50
Superman Cartoons	Flamingo	15 min.	16
Telecomics	Flamingo	15 min.	165
Terrytoons	CBS Tv Film	varied	156
Tinderbox	Cinema-Vue	65 min.	1
Walter Lantz Cartoons	Guild	varied	179
Walter Lantz Cartoons	Ziv Tv	10 min.	26
Warner Bros. Cartoons	Assoc. Artists	varied	337
Whimseyland Cartoons	Cinema-Vue	varied	150

CHILDREN'S

Adventures of Blinkey	Interstate Tv	15 min.	26
Adventures of Danny Dee	Cinema-Vue	30 min.	40
Animal Adventure	Sterling	5-8 min.	50



How much should a Tape Recorder cost?

\$45,000* The new Ampex Videotape Recorder at \$45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

\$1,315* The Ampex Model 350 studio console recorder at \$1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

\$545* The Ampex Model 601 portable recorder at \$545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

**YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE
YOU CAN'T AFFORD TO BUY LESS THAN THE BEST**

*Net price as of August 1, 1956 and subject to change.

SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS
934 Charter Street • Redwood City, California

AMPEX
CORPORATION

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
CHILDREN'S (Continued)			
Animal Adventures for Children	Coronet	varied	13
Animal Crackers	Sterling	varied	60
Animal Kingdom	Trans-Lux	varied	37
Blackstone the Magician	Harriscopie	3 min.	39
Bobo the Hobo	Lakeside	15 min.	26
Children Love Animals	Trans-Lux	varied	24
Children of Many Lands	Trans-Lux	varied	18
Children's Stories	Trans-Lux	varied	21
Christie Comedies	Harriscopie	15 min.	107
Cyclone Malone	Harry S. Goodman	15 min.	65
Flash Gordon	Guild	30 min.	39
Jim & Judy in Tele-Land	Lakeside	15 min.	52
Johnny Jupiter	Assoc. Artists	30 min.	39
Jump Jump of Holiday House	Harry S. Goodman	15 min.	65
Junior Science	Guild	30 min.	39
Junior Sports League	RCA Services	30 min.	13
Let's Draw	Geo. Bagnall	15 min.	52
Colonel Tim McCoy	Guild	30 min.	39
Joe Palooka	Guild	30 min.	26
Playland Films	Sterling	varied	60
Ray Forrest	Sterling	30 min.	26
Stories for Children	Coronet	varied	13
Streamlined Fairy Tales	Harry S. Goodman	15 min.	13
Tales of Hans Christian Anderson	Interstate Tv	30 min.	26
Unk & Andy ABC Art Adventures	Cavalcade Tv	15 min.	26

DETECTIVE, MYSTERY

Badge 714	NBC Tv Films	30 min.	126
Captured	NBC Tv Films	30 min.	26
City Detective	MCA Tv	30 min.	65
Code 3	ABC Film Syndication	30 min.	39
Col. March of Scotland Yard	Official	30 min.	26
Fabian of Scotland Yard	CBS Tv Film	30 min.	39
Federal Men	MCA Tv	30 min.	39
Files of Jeffrey Jones	CBS Tv Film	30 min.	39
Front Page Detective	Geo. Bagnall	30 min.	39
Adventures of Dr. Fu Manchu	Hollywood Tv	30 min.	13
Gangbusters	RKO Tv	30 min.	39
Harbor Command	Ziv Tv	30 min.	39
Highway Patrol	Ziv Tv	30 min.	78
Sherlock Holmes	Guild	30 min.	39
I Am the Law	Sterling	30 min.	26
Inner Sanctum	NBC Tv Films	30 min.	39
I Spy	Guild	30 min.	39
New Adventures of Martin Kane	Ziv Tv	30 min.	39
Man Behind the Badge	MCA Tv	30 min.	39
Mystery Is My Business	TPA	30 min.	32
New Orleans Police Dept.	MPA Tv	30 min.	39
Paris Precinct	Guild	30 min.	26
Police Call	NTA	30 min.	26
Public Defender	Interstate Tv	30 min.	69
Public Prosecutor	Geo. Bagnall	15 min.	26
Public Prosecutor	Sterling	15 min.	26
Racket Squad	ABC Film Syndication	30 min.	98
San Francisco Beat	CBS Tv Film	30 min.	39
Stryker of Scotland Yard	Hollywood Tv	30 min.	13
The Whistler	CBS Tv Film	30 min.	39

DOCUMENTARY

Adventures in the News	Sterling	15 min.	13
Beyond the Yukon	Harriscopie	15 min.	13
Confidential File	Guild	30 min.	39
Crusade in the Pacific	Sterling	30 min.	26
Documentary Package	Lakeside	varied	500
Greatest Drama	RKO Tv	15 min.	39
Kingdom of the Sea	Guild	30 min.	39
Movie Museum	Sterling	15 min.	160
On the Spot	Lakeside	15 min.	39
Open for Business	Trans-Lux	varied	17
Our America	Trans-Lux	varied	47
Profile	Trans-Lux	15 min.	39
Uncommon Valor	RKO Tv	30 min.	26
Victory At Sea	NBC Tv Films	30 min.	26
Video Digest	Trans-Lux	varied	25
Wanted	Lakeside	30 min.	20
What's Your Line	Trans-Lux	varied	27

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
DOCUMENTARY (Continued)			
Where in the World	Lakeside	15 min.	104
Where Were You	Interstate Tv	30 min.	26
This World of Ours	Sterling	15 min.	26
The World We Live In	Sterling	15 min.	65

DRAMA

All Star Theatre	Screen Gems	30 min.	156
Don Ameche Presents	TPA	30 min.	39
American Legend	Official	30 min.	80
American Wit & Humor	Sterling	30 min.	13
Ethel Barrymore Theatre	Interstate Tv	30 min.	13
Celebrity Playhouse	Screen Gems	30 min.	39
Counterpoint	Interstate Tv	30 min.	26
Curtain Call	MCA Tv	30 min.	39
Damon Runyon Theatre	Screen Gems	30 min.	39
Day After Tomorrow	William Tell	30 min.	26
Janet Dean	Guild	30 min.	39
Dilemma	Harry S. Goodman	15 min.	13
Dr. Christian	Ziv Tv	30 min.	39
Dr. Hudson's Secret Journal	MCA Tv	30 min.	39
Douglas Fairbanks Jr. Presents	ABC Film Syndication	30 min.	117
Famous Playhouse	MCA Tv	30 min.	300
Flamingo Theatre	Flamingo	30 min.	29
Headline	MCA Tv	30 min.	39
Heart of the City	MCA Tv	30 min.	91
Herald Playhouse	ABC Film Syndication	30 min.	52
Hollywood Half Hour	Geo. Bagnall	30 min.	38
If You Had A Million	MCA Tv	30 min.	39
International Playhouse	NTA	30 min.	26
Invitation Playhouse	Sterling	15 min.	26
This is Charles Laughton	Sterling	30 min.	26
Little Show	Sterling	15 min.	32
Little Theatre	Sterling	15 min.	52
Magic Vault	Lakeside	30 min.	104
Mayor of the Town	MCA Tv	30 min.	39
Conrad Nagel	Guild	30 min.	26
Night Editor	Lakeside	15 min.	26
Orient Express	NTA	30 min.	26
Paradox	Kling Film	5 min.	26
Paragon Playhouse	NBC Tv Films	30 min.	39
The Passerby	NTA	15 min.	26
The Playhouse	ABC Film Syndication	30 min.	52
Playhouse 15	MCA Tv	15 min.	78
Play of the Week	NTA	30 min.	26
Ray Milland Show	MCA Tv	30 min.	76
Royal Playhouse	Interstate Tv	30 min.	52
Screen Directors Playhouse	RKO Tv	30 min.	39
Stage 7	TPA	30 min.	39
Star and the Story	Official	30 min.	39
Star Performance	Official	30 min.	156
Studio 57	MCA Tv	30 min.	26
Theatre with Lilli Palmer	NTA	30 min.	26
Top Plays	Screen Gems	30 min.	44
Under the Sun	CBS Tv Film	30 min.	26
The Visitor	NBC Tv Films	30 min.	44
Your Star Showcase	TPA	30 min.	52

EDUCATIONAL

American Heritage	Coronet	varied	13
Behind the Scenes	Trans-Lux	varied	13
Career Planning	Coronet	varied	13
Children of the Americas	Coronet	varied	13
Classroom of the Air	Trans-Lux	varied	37
Creative Arts	Trans-Lux	varied	29
Dating, Marriage, Family	Coronet	varied	13
Democracy at Work	Coronet	varied	13
Draw-along With Me	William Tell	30 min.	13
Getting Along Socially	Coronet	varied	13
How Others Live	Coronet	varied	13
John Kiernan's Kaleidoscope	ABC Film Syndication	15 min.	104
Personality Development	Coronet	varied	13
The Shaping of America	Coronet	varied	13
The Story of America	Coronet	varied	13
Watch the World	NBC Tv Films	15 min.	26
World of Yesterday	Coronet	varied	13
Your Days At School	Coronet	varied	13

LOVE THOSE KING-SIZED MGM RATINGS

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24.3 ALTOONA

30.6 LOS ANGELES

33.8 ATLANTA

33.1 KANSAS CITY

40.8 PHOENIX

25.3 MINNEAPOLIS
ST. PAUL



42.4 CHICAGO

27.3 SEATTLE

17.9 PHILADELPHIA

20.3 DENVER

17.8 HARTFORD

43.0 SYRACUSE

28.4 NEW YORK

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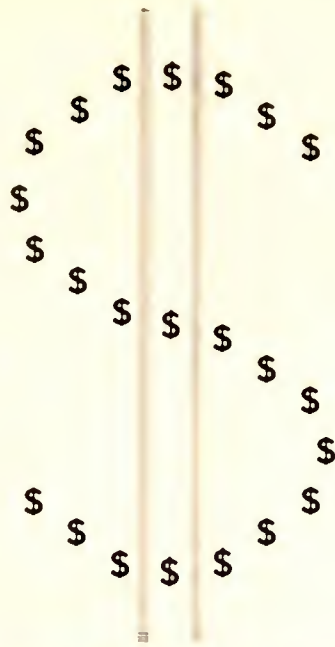
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Contact:
RICHARD A. HARPER,
General Sales Mgr.
701 7th Ave., N. Y. C. 35
JUdson 2-2000

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
FEATURES			
Anniversary Package	ABC Film Syndication	varied	16
Bagnall Package	Geo. Bagnall	varied	33
Beverly	NTA	varied	8
Bill & Co	Hollywood Tv	60 min.	1
Cardinal	NTA	varied	7
Classics	Assoc. Artists	varied	11
Deluxe	Hollywood Tv	80 min	3
Diamond	Hollywood Tv	varied	26
Edward Small Features	TPA	varied	35
Emblem	Hollywood Tv	varied	26
Emerald	Hollywood Tv	60 min.	13
English Features	Screencraft	varied	13
Fabulous Forty	NTA	varied	46
Family	Hollywood Tv	60 min.	13
Features	Quality Films	varied	40
Features	Interstate Tv	varied	7
Features	Interstate Tv	varied	54
Feature Special	Lakeside	varied	133
Feature Westerns	Guild	60 min.	100
52 Award Group	United Artists	varied	52
Flamingo Feature Theatre	Flamingo	varied	26
Frontier	Hollywood Tv	varied	13
Golden	Hollywood Tv	60 min.	26
Gold Medal	Hollywood Tv	varied	26
Hal Roach	NTA	varied	14
Hollywood Features	Guild	60 min.	250
Hollywood Movie Parade	Screen Gems	varied	104
Hollywood Mystery Parade	Screen Gems	varied	52
Hollywood Premiere Parade	Screen Gems	varied	39
Hollywood Value Parade	Screen Gems	varied	52
Jubilee	Hollywood Tv	varied	26
Library	M&A Alexander	varied	140
Lone Star	Hollywood Tv	varied	13
Lucky 13	Screen Gems	varied	13
MGM Library	MGM Tv	varied	723
Million Dollar Movie Package #1	RKO Tv	varied	27
Million Dollar Movie Package #2	RKO Tv	varied	17
Movieland	Assoc. Artists	varied	84
Movietime USA	C&C Tv	varied	742
Mystery	Hollywood Tv	60 min.	24
New 22	Screen Gems	varied	22
96 Westerns	Flamingo	varied	96
Nugget	Hollywood Tv	varied	51
129 British Features	Flamingo	varied	129
PC Features	NTA	varied	22
Pioneer	Hollywood Tv	varied	26
Plainsmen	Hollywood Tv	varied	26
Plus 80	Screen Gems	varied	80
Power Plus	M&A Alexander	varied	18
Preferred	Hollywood Tv	60 min.	13
Premier	Hollywood Tv	varied	27
Prize	Hollywood Tv	varied	26
PSI Features	NTA	varied	40
Return of Rin Tin Tin	Geo. Bagnall	60 min.	1
Rocket 86	NTA	varied	86
Select	Hollywood Tv	60 min.	26
7th Anniversary	M&A Alexander	varied	13
Sherlock Holmes	Assoc. Artists	varied	12
Showmanship	Screen Gems	varied	23
Silver	Hollywood Tv	60 min.	24
Spanish Language	Cavalcade Tv	varied	39
Star Features	Screencraft	varied	17
Sterling Package	Sterling	varied	35
TNT Package	NTA	varied	35
Top 39	United Artists	varied	39
Trophy	Hollywood Tv	varied	26
20th Century Fox Films	NTA	varied	52
Variety Features	Screencraft	varied	29
Warner Brothers Library	Assoc. Artists	varied	754
John Wayne	Hollywood Tv	varied	15
Western Features			
Starring Gene Autry	MCA Tv	60 min.	56
Western Features			
Starring Roy Rogers	MCA Tv	60 min.	67
Westerns	Assoc. Artists	varied	38
Westerns	Interstate Tv	60 min.	115
Westerns	M&A Alexander	varied	46
Westerns	NTA	varied	31
Westerns	Screencraft	varied	38
Westerns	Screen Gems	varied	135
Western Special	Lakeside	varied	131

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
HEALTH			
Health and Happiness Club	NTA	5 min.	105
Here's To Health	Trans-Lux	varied	18
M. D.	NTA	5 min.	39
Medicine Marches On	Trans-Lux	varied	22
Your Health and Safety	Coronet	varied	13
INTERVIEW			
Candid Camera	Assoc. Artists	15 min.	100
Candid Camera	Assoc. Artists	30 min.	89
Lilli Palmer Show	NBC Tv Films	15 min.	26
MUSICAL			
Ballet	Sterling	15 min.	26
Country Show	Flamingo	30 min.	26
Eddy Arnold Time	Walter Schwimmer	30 min.	26
Famous Guests	Cavalcade Tv	30 min.	13
Guy Lombardo	MCA Tv	30 min.	78
Holiday in Paris	CBS Tv Film	30 min.	13
The Hormel Girls	Kling Film	15 min.	44
Huespedes Famosos	Cavalcade Tv	30 min.	13
Frankie Laine	Guild	15 min.	78
Frankie Laine	Guild	30 min.	39
Liberace	Guild	30 min.	113
Music of the Masters	NTA	15 min.	13
Old American Barn Dance	Kling Film	30 min.	26
Opera and Ballet	Lakeside	15 min.	13
Patti Page Show	Screen Gems	15 min.	78
Rosemary Clooney Show	MCA Tv	30 min.	39
Stars of Grand Ole Opry	Flamingo	30 min.	39
Tele-Musicals	Harriscop	3 min.	140
This Is Your Music	Official	30 min.	26
Town & Country Time	RCA Services	varied	78
Vienna Philharmonic	Sterling	15 min.	13
Foy Willing & Riders of the Purple Sage	RCA Services	3 min.	100
Florian ZaBach	Guild	30 min.	39
NATURE, OUTDOORS			
Adventure Out of Doors	Sportlite	15 min.	26
Nature in Action	Coronet	varied	13
Wild Life in Action	Lakeside	15 min.	52
The World Around Us	RCA Services	15 min.	26
NEWS			
CBS Newsfilm	CBS Tv Film	12 min.	5-a-week
Washington Merry Go Round	Harry S. Goodman	15 min.	39
QUIZ			
Hidden Treasure Show	William Tell	60 min.	13
Magic Question	William Tell	30 min.	26
Pantomime Quiz	NTA	30 min.	13
RELIGIOUS			
Hand to Heaven	NTA	30 min.	13
It Can Happen to You	Geo. Bagnall	30 min.	13
Layman's Call to Prayer	NTA	5 min.	52
Man's Heritage	NTA	10 min.	13
Out of the Past	Lakeside	30 min.	39
SCIENCE			
Adventure In Science	Trans-Lux	varied	44
Do You Know Why?	MPA Tv	5 min.	200
March of Science	Trans-Lux	varied	40
Popular Science	Interstate Tv	15 min.	78
Science in Action	Coronet	varied	13
Science in Action	TPA	30 min.	52



HOW MUCH SHOULD A STATION INVEST IN TRADE PAPER ADVERTISING?

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a tv radio trade publication, you want to attract national business. You're pinpointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your

promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

Frequency, network, and power aren't the whole answer, though they help. A few 250-watt independents have invested as much as 50% of their national spot income in trade advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 5% of your 1957 national spot income in this pin-pointed form of advertising.



THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
SCIENCE FICTION			
Commando Cody—Sky Marshal of the Universe	Hollywood Tv	30 min.	12
Science Fiction Theatre	Ziv Tv	30 min.	78
Top Secret	Flamingo	30 min.	26

SHORTS

Charlie Chaplin Comedies	Cinema-Vue	varied	52
Funzapoppin Comedies	Geo. Bagnall	varied	755
Little Rascals	Interstate Tv	10 & 20 min.	90
Movietime USA Short Subjects	C&C Tv	varied	1,000
Old Timer Comedies	Cinema-Vue	varied	300
Race Night	Geo. Bagnall	9 min.	52
Scallawags	Geo. Bagnall	varied	64
Warner Short Subjects	Assoc. Artists	varied	1,400

SITUATION COMEDY

Amos 'n' Andy	CBS Tv Film	30 min.	78
Beulah	Flamingo	30 min.	78
Boss Lady	M&A Alexander	30 min.	13
Duffy's Tavern	Guild	30 min.	39
Great Gildersleeve	NBC Tv Films	30 min.	39
Halls of Ivy	TPA	30 min.	39
His Honor, Homer Bell	NBC Tv Films	30 min.	39
I Married Joan	Interstate Tv.	30 min.	98
Life of Riley	NBC Tv Films	30 min.	143
Life With Elizabeth	Guild	30 min.	65
Life With Father	CBS Tv Film	30 min.	26
Mickey Rooney Show	Screencraft	30 min.	33
Molly (The Goldbergs)	Guild	30 min.	39
My Hero	Official	30 min.	33
My Little Margie	Official	30 min.	126
So This Is Hollywood	Harriscop	30 min.	24
Studs Place	Harry S. Goodman	30 min.	26
Susie	TPA	30 min.	104
The Trouble With Father	Official	30 min.	130
Willy	Official	30 min.	39

SPORTS

Adventures in Sports	Sterling	15 min.	26
All-Girl Wrestling	Harriscop	30 min.	26
All American Wrestling	Kling Film	60 min.	26
All-Star Golf	Walter Schwimmer	60 min.	26
Big Playback	Screen Gems	15 min.	52
Big 10 Football Highlights	Sportlite	30 min.	13
Bill Corum Sports Show	NTA	15 min.	26
Bowling Time	Sterling	60 min.	26
Boxing from Rainbo	Kling Film	30 min.	26
Bud Wilkinson Show	Sportlite	15 min.	39
Championship Bowling	Walter Schwimmer	60 min.	78
Championship Wrestling from Hollywood	Cinema-Vue	60 min.	39
Double Play	Cavalcade Tv	15 min.	13
Gadabout Gaddis	Sterling	15 min.	26
Indianapolis Highlights	Harriscop	30 min.	2
Jalopy Races from Hollywood	Harriscop	30 min.	26
Let's Go Golfing	Sportlite	15 min.	13
Mad Whirl	NTA	30 min.	26
Main Event Wrestling	Harriscop	60 min.	52
Main Event Wrestling	Harriscop	30 min.	26
Ringside With the Rasslers	Geo. Bagnall	60 min.	52
Sam Snead Show	RCA Services	5 min.	39
Sport Skills	Coronet	varied	13
Sports on Parade	Sterling	15 min.	75
Time In for Sports	Sterling	30 min.	26
Tops for Training	Trans-Lux	varied	13
Tv Baseball Hall of Fame	Flamingo	15 min.	78
Tv Football Hall of Fame	Flamingo	15 min.	26

SYNDICATED LIBRARY

Adventure Shows	Hollywood Tv	30 min.	85
Economee Tv	Ziv Tv	30 min.	800 approx.
Pep Package	NTA	varied	1,400
Shorts Library	Sterling	varied	2,000 approx.

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
TRAVEL			
Holiday	NTA	30 min.	13
Holidays	Trans-Lux	varied	11
Holiday U. S. A.	Geo. Bagnall	30 min.	13
Life in the USA	Trans-Lux	varied	25
The Travel Bug	Sportlite	15 min.	13
Vagabond	Official	30 min.	39
World at Large	Trans-Lux	varied	48

WESTERN

Adventures of Champion	CBS Tv Film	30 min.	26
Adventures of Kit Carson	MCA Tv	30 min.	104
Annie Oakley	CBS Tv Film	30 min.	52
Brave Eagle	CBS Tv Film	30 min.	26
Buffalo Bill, Jr.	CBS Tv Film	30 min.	26
Cisco Kid	Ziv Tv	30 min.	180
Cowboy G-Men	Flamingo	30 min.	39
Frontier	NBC Tv Films	30 min.	30
Frontier Doctor	Hollywood Tv	30 min.	39
Gene Autry Show	CBS Tv Film	30 min.	91
Gabby Hayes Show	Assoc. Artists	30 min.	52
Wild Bill Hickock	Flamingo	30 min.	52
Hopalong Cassidy	NBC Tv Films	60 min.	51
Hopalong Cassidy	NBC Tv Films	30 min.	52
Judge Roy Bean	Screencraft	30 min.	39
Range Rider	CBS Tv Film	30 min.	78
Sheriff of Cochise	NTA	30 min.	39
Steve Donovan West'n Marshal	NBC Tv Films	30 min.	39
Stories of the Century	Hollywood Tv	30 min.	39
Tales of the Texas Rangers	Screen Gems	30 min.	26

WOMEN'S

Adventures in Sewing	Lakeside	30 min.	13
Bringing Up Baby	Trans-Lux	varied	16
Creative Arts	Trans-Lux	varied	28
For the Ladies	Sterling	15 min.	90
Here's How	Trans-Lux	varied	40
Home Management	Coronet	varied	13
It's Fun to Reduce	Guild	15 min.	65
Sewing Room	Geo. Bagnall	15 min.	13
Tv Kitchen	Kling Film	30 min.	26

MISCELLANEOUS

Animal:			
Animal Package	Lakeside	varied	100
Comedy:			
Scene With a Star	Geo. Bagnall	15 min.	13
Discussion:			
The Big Idea	RKO Tv	30 min.	39
Dramatic Readings:			
James Mason Show	NTA	15 min.	26
Hobby:			
Find a Hobby	NTA	15 min.	26
Holidays:			
Jingle Dingles Christmas Party	Cinema-Vue	60 min.	1
The Little Match Girl	RCA Services	30 min.	1
Serials:			
Serials	Assoc. Artists	15 min.	39
Serials	Screen Gems	varied	679
Variety:			
Paul Killiam Show	Sterling	15 min.	26

DICTIONARY OF SYNONYMS FOR WSM-TV



Top Ba-nan-a

No matter what yardstick you use . . . programming, public service, audience loyalty, sales ability . . . you'll find WSM-TV to be the number one station in the Nashville market.

For facts and figures, ask Irving Waugh or any Petry man.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

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

WSM-TV

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.

RADIO PROGRAM SERVICES

Packaging firms show care in preparing both programs and commercial aids with an eye on public taste and sponsor profit

As NARTB conventioners make their rounds in Chicago this week, they'll find the ground swell interest in radio has produced a strong tide of new programing services for 1957.

The variety of these services indicates no top-heavy trend in any single program type. But each reflects a feeling of having been custom-tailored to radio listeners' tastes. Strong merchandising possibilities are built into most of these new offerings. In addition, a number of straight commercial aids are being introduced along with enlargements of current selections.

World unwraps a radio sound effects game called "Sound-O." RCA Thesaurus, with its new *Lawrence Welk Show* already sponsored in about 100 markets, is this week promoting a new musical series starring Paul Whiteman. It also introduces a regular sports show.

Also tying into sports interest is Charles Michelson who has lined up 36 top baseball players in the major leagues to do commercials. Lang-Worth is demonstrating another commercial aid at the convention—jingles for the local merchant. Sesac is out

with a transcribed music library to fit specialized programing needs. It is broken down into packages by type of music, such as Polka, Hawaiian, etc.

World rights to the WRCA, New York, *Tex and Jinx* radio show have just been acquired by Harry S. Goodman and digest versions of it are being offered in two different packages for syndication. Goodman also is readying a news commentary program tentatively titled "Opinions Unlimited" designed for non-network stations that have no other access to such type programing.

Here are details on some of the new program services and commercial aids on tap at the Convention:

World Broadcasting System: "Sound-O" is a new all-day audience attraction for listeners and a solid merchandising base for advertisers. A promotion kit goes with this game that includes point-of-sale displays, stickers and cards for the listeners.

At specified intervals during the day, the station plays a "mystery sound" (a Stuka diving, a faucet dripping). Then some listener is contacted to guess the sound. If he identifies it

correctly, he receives a cash prize or merchandise from local sponsors. To aid the audience, there are printed cards picturing all the sounds in the "Sound-O" game. The package includes everything—recorded sounds, scripts, promotion, etc.

World also is demonstrating at the Convention new special-event shows, production aids, across-the-board features, and sales campaigns keyed to local level.

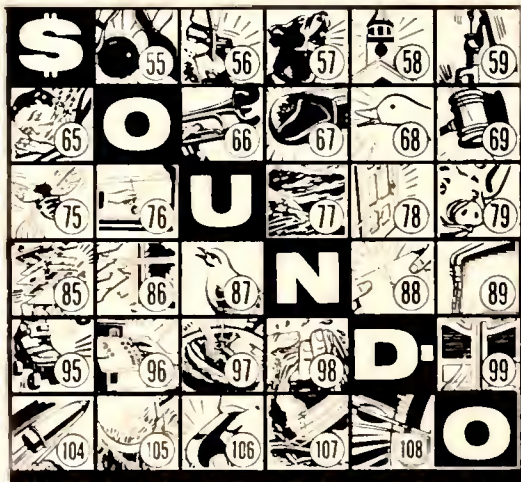
RCA Thesaurus: The "Champagne Music" of Lawrence Welk is the hottest package in this shop. Introduced only a few months ago, it has picked up a long list of sponsors already, the majority, of course, being Dodge and Plymouth dealers and dealer associations. (As its NARTB Convention door-prize, RCA Thesaurus is giving away a new Dodge.)

I Remember When is the brand new musical series introduced by RCA. It stars Paul Whiteman who reminisces about the great tunes and personalities of show business. This is a half-hour program, includes more than 150 recordings of America's pop music.

(Please turn to page 44)



Tex and Jinx McCrary become part of local radio programing as they sign contract with Harry S. Goodman Productions



"Sound-O" is the latest World Broadcasting System contribution programing and merchandising for the local radio station



Lawrence Welk in his new radio show for RCA Thesaurus is already getting a big play from prospective sponsors

NEW!

FROM



★ **A FAMOUS PROPERTY!**

★ **THE FAMOUS STAR**
who fits the famous property!

★ **DRAMATIC IMPACT**
that delivers a

**BIG UPSWING
IN RATINGS!**

SEE
NEXT
PAGE

ZIV's THRILLING *NEW, ALL-NEW*

- HIGH-TENSION THRILLS!
- EXPLOSIVE SUSPENSE!
- BREATH-TAKING ADVENTURE!



The **NEW** Adventures of **MARTIN KANE**

Starring

WILLIAM GARGAN

... to the viewing public he IS Martin Kane!

MARTIN KANE'S CREDO:

**"I WORK WITH THE POLICE
- NOT AGAINST THEM!"**

Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues law-breakers all over the continent.

VISIT ZIV'S
CONVENTION
EXHIBIT,
APRIL 7-11
ROOMS 556-57
CONRAD HILTON HOTEL,
CHICAGO



MYSTERY-ADVENTURE SERIES...

FLASH!

ALREADY BOUGHT BY

- ANHEUSER-BUSCH
in 7 markets
- STROH'S BEER
- DREWRY'S BEER
- PROGRESS BEER
- HUMPTY DUMPTY
Supermarkets
- FALSTAFF BEER

and stations:

- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver

FILMED *ON LOCATION* IN COLORFUL FOREIGN COUNTRIES!

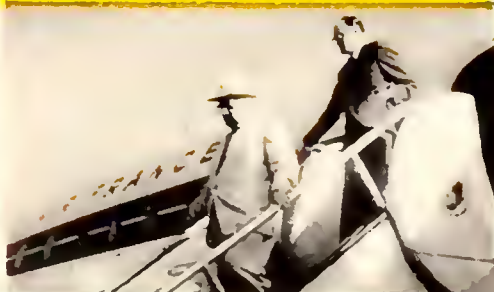
Double-cross in
AMSTERDAM!



Suspense in
LONDON!



Mystery in
PARIS!



Danger in
MADRID!



7TV
Television

EXHIBITORS AND COMPANY REPRESENTATIVES AT THE CONVENTION

Cross-section of companies listed below are those of most interest to admen attending NARTB Convention. Information is latest available at presstime.

EQUIPMENT

AMPEX CORPORATION

Conrad Hilton, Room 602A

Robert A. Miner, Phillip Gundy, Robert Paulson

(See *Advertisement Convention Special Section Page 19.*)

GENERAL ELECTRIC CO.

Conrad Hilton, Room 1400

Exhibition space: booth #26

W. J. Morlock, P. L. Chamberlain, F. P. Barnes, C. G. Lloyd, M. E. Minich, John Wall, C. J. Simon, M. Alves, R. E. Baker, H. A. Strickland, Jr., W. R. Chapin, M. R. Duncan, S. J. Eby, A. F. Wild, J. H. Douglas, C. T. Haist, Jr., W. G. Broughton, L. F. Page, E. H. Platt, J. M. Comer, T. F. Bost, Jr., G. E. Webster, R. E. Lauterbach, H. W. Granberry, V. H. Russell, F. R. Walker, R. G. Stevenson

RADIO CORP. OF AMERICA, COMMERCIAL ELECTRONIC PRODUCTS

Conrad Hilton, Rooms 604A-605A-607A

Exhibition Space 17.

A. L. Malcarney, G. H. Brown, A. R. Hopkins, E. C. Tracy, J. P. Taylor, V. E. Trouant, M. A. Trainer, H. Duszak, D. Pratt, E.

N. Luddy, W. B. Varnum, W. H. Lowther, P. Greenmeyer, E. T. Griffith, J. E. Hill, A. Miller, J. S. Almen, J. N. Barclay, P. Bergquist, M. Carpenter, C. Corey, W. Darwin, W. G. Eberhart, R. S. Enech, B. Fincher, K. Frank, E. Frost, C. Gardner, J. Gimbel, E. Gloystein, J. W. Hillegas, H. Hoff, A. Josephsen, J. Keachie, J. Landy, J. Myers, D. S. Newborg, R. J. Newman, J. L. Nickels, M. R. Norton, C. Ogle, J. F. Palmquist, A. Powers, J. A. Renhard, G. Restor, J. R. Simms, R. Smith, F. A. Timberlake, A. Timms, J. P. Ulasewicz, O. Wagner, J. M. Walters, P. G. Walters, W. Wenger, L. E. Anderson, T. J. Boerner, H. E. Gihring, A. Inglis, H. Kozaowski, A. H. Lind, J. H. Roe, C. J. Starner, F. E. Talmage, J. W. Wentworth, H. H. Wescott, J. E. Young.

(See *Advertisement page 78, 79.*)

FILM

ABC FILM SYNDICATION INC.

Conrad Hilton, Suite 2316-19, Room 509

Don L. Kearney, Robert Marcato, Lee Francis, Joe Greene, Robert Fisk, Howard Anderson, Bob Michle

M & A ALEXANDER PRODUCTIONS

Conrad Hilton, Rooms 515A-517A

Arthur Alexander, Arnold Stern, Larry Stern

ASSOCIATED ARTISTS PRODUCTIONS

Conrad Hilton, Suite 507A

Eliot Hyman, W. Robert Rich, Donald Klauber, Arthur Kalman, Ben Elrod, "Buck"

Long, Lester Tobias, Jay H. Smolin, Paul Kwartin, Norman Katz, Herbert Riehek, Al Sussman, Herman Katz, Robert Morin, Robert Montgomery, John McCormick, Dave Hunt, Jean Smith, Marguerite Blaise, Len Hammer, Kirk Torney

(See *Advertisement Convention Special Section Pages 56, 57.*)

BONDED TV FILM SERVICE, INC.

Conrad Hilton, Suite 1104-05-06A

Chester M. Ross, Wade Barnes, Emanuel Kandel

CBS TV FILM SALES INC.

Conrad Hilton, Suite 1900

Leslie Harris, Fred J. Mahlstedt, Thomas W. Moore, Walter A. Scanlon, Jack Sebastian, Donald R. Goldsmith, Lee Stone, Bernie Johnston

HARRY S. GOODMAN PRODUCTIONS

Conrad Hilton, 556A-557A

Harry S. Goodman, Everett Goodman

GUILD FILMS CO., INC.

Conrad Hilton, Rooms 528-30A

Reuben R. Kaufman, John J. Cole, Arthur S. Gross, Robt. C. DeVinney, Lew Diekey, Irv Feld, Jerry Liddiard

HOLLYWOOD TELEVISION SERVICE, INC.

Conrad Hilton, Suite 2500-01-02A

Earl R. Collins, Richard G. Yates, Sam Sepulwin, Rex Allen

INTERNATIONAL NEWS SERVICE—TELENEWS

Conrad Hilton, Suite 600

Robert H. Reid, Saul Reiss, Gene Roguski, Michael Griffin, Frank Koza, Pete Harris

JAMIESON FILM CO.

(See *Advertisement page 54.*)

MCA TV LTD.

Conrad Hilton, Suite 1605

David V. Sutton, Lou Friedland, Wynn Nathan, Ray Wild, Bob Greenberg, DeArv Barton, Ed Aaronoff

MEDALLION TV ENTERPRISES, INC.

Conrad Hilton, Room 521A

John A. Ettlinger, Steve Brodie, Nate Zelikow, Mickey Zide, Roland Beaudry, Ben Barry, Howard Grafman

MGM-TV

Conrad Hilton, Room 534

C. C. Barry, Richard Harper, Pete Jaeger, Maurie Gresham, Paul Mowrey, Jack Tilden, Charles Alsup, Monroe Mendelsohn

(See *Advertisement Convention Special Section Page 21.*)

(Listing continues page 34)



Kenneth L. Carter



Herbert L. Krueger

This Year's NARTB Convention Committee

Committee co-chairmen are Kenneth L. Carter, WAAM (TV), Baltimore; Herbert L. Krueger, WTAG, Worcester, Mass. Committee members are Campbell Arnoux, WTAR-TV, Norfolk, Va.; E. K. Hartenbower, KCMO, Kansas City, Mo.; Ward Ingram, KHJ, Los Angeles; Gaines Kelley, WFMY-TV, Greensboro, N. C.; Merrill Lindsay, WSOY, Decatur, Ill.; Ward L. Quaal, WGN-TV, Chicago; W. D. Rogers, Jr., KDUB-TV, Lubbock, Tex.; Harold P. See, KRON-TV, San Francisco; F. C. Sowell, WLAC, Nashville; Edward A. Wheeler, WEAW-TV, Evanston, Illinois

ONLY ONE CAN DO THE JOB



Hear ye! Hear ye! Hear ye!

New survey data proves again that WNHC-TV, New Haven-Hartford, is the dominant station — by an overwhelming margin — in a *Thoroughly* *comprehensive* *survey* *of* *local* *TV* *stations*.

Sign on to sign off, seven days a week, WNHC-TV delivers average audiences 210% greater than top New York City station; 244% greater than Hartford; 174% greater than New Britain. Your KATZ man has the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
 WPIL-AM • FM • TV, Philadelphia, Pa. / WNEP-AM • FM • TV, Binghamton, N. Y.
 WHYY-AM, Harrisburg, Pa. / WPEC-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.
 National Sales Office, 485 Lexington Avenue, New York 17, New York



5

**STAR
FEATURES
FOR
SKY-HIGH
PROFITS!**



NEW FOR YOU FROM RCA THESAURUS

Read it in the stars — *bigger sales, bigger earnings* for your radio station in '57 with these 5 new additional features from RCA Thesaurus!

1. THE NEW LAWRENCE WELK SHOW

More than 200 New Orthophonic High Fidelity selections by the nation's favorite TV band! Features "Champagne Lady" Alice Lon, accordionist Myron Floren, violinist Dick Kesner, other Welk headliners, plus the maestro himself as emcee. Special sales kit, audition discs, promotion material. Now enjoying coast-to-coast sponsorship, The New Lawrence Welk Show is a first-call seller.

2. QUICKIE TUNES

Now cataloged for easier handling—1100 Quickies—special, complete, short recordings, playing time 30 seconds to 2 minutes. "Quickies" mean more time for commercials — smoother programming.

3. I REMEMBER WHEN

Paul "Pops" Whitman draws upon his extensive show business background for a memory-filled series of tuneful half-hours with his own entertaining anecdotes about the singers, composers and players who make America's music.

4. GREAT MOMENTS IN SPORTS

52 fully-recorded quarter hour human interest sports vignettes narrated by Bud Greenspan, and featuring the actual voices of sportsdom's most colorful figures — Babe Ruth, Lou Gehrig, Jesse Owens, Gene Tunney, Tony Galento, and others.

5. SALES BOOSTERS

A variety of intriguing recorded gimmick lead-ins that flag the listener's attention for your live commercials. Effective individually or as a campaign.

All this on top of a library of 5,000 selections, a weekly continuity series, audition discs and a steady stream of sales aids and ideas, plus the sensational "Shop at the Store with the Mike on the Door" plan that means *extra* income for RCA Thesaurus subscriber stations! Merchandising, promotion and programming . . . this is the *complete* transcription library service for you. Get on to it today. Contact the RCA Thesaurus sales representative at the office nearest you (see list below).

 **KEY CLUB** NARTB Conventioneers:

You can win a '57 Dodge, other valuable door prizes! Register at the RCA Key Club, Suite 500.

 **RECORDED
PROGRAM
SERVICES**

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3530 / 134 Peachtree St., N. W., Atlanta 3, Ga., JAcKson 4-7703 / 7901 Freeway #183, Dallas 35, Texas, FLeeTwood 2-3911 / 1016 S. Sycamore Ave., HOLlywood 38, Calif., OLdfield 4-1660.



THE S A U R U S



2.



3.

EXHIBITORS AND COMPANIES *continued . . .*

FILM *continued . . .*

NATIONAL TELEFILM ASSOCIATES INC.

Conrod Hilton, Rooms 504-505-507

Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Edward Gray, E. Jomy Graff, Bernard Tabakin, Aaron Beckwith, Martin Roberts, Kermit Kahn, Harry Albus, Harvey Chertok, Don Swartz, Gerald Corwin, Nick Russo, Charles McNamee, Charles Britt, Gene Eubanks, Roy George, Leo Turtle dove, Jerry Kurtz, Pete Rodgers, Allan Ash, Morgan Ryan, Seymour Kaplan, David Griesdorf

NBC TELEVISION FILMS, DIV. OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

Sheraton Blackstone Hotel

Robert D. Levitt, H. Weller Keever, Daniel Curtis, Edward Montanus, Cliff Ogden, Arthur Perles, Norman Ginsburg, Leonard Warager, John Bechtel, William Breen, Robert Rodgers, Jack Tobin, Richard Baldwin, Hap Eaton, Robert Bersbaeh, James Strain

NEWSFILM

Conrod Hilton, Suite 1900-01-02A

Howard L. Kany

NTA FILM NETWORK INC.

Conrod Hilton, Room 539

Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Raymond Nelson, William Koblenzer, Anthony Azzato, Frank Young, Martin Roberts

OFFICIAL FILMS INC.

Conrod Hilton, Room 502A

Herman Rush, Wells Bruen, Jack Garrison, Barney Maekall, Jeff Davis, Art Breecher, Jerry Lee, Bobby Conn

(See *Advertisement Convention Special Section Page 25.*)

RKO TELEVISION

Conrod Hilton

C. Robert Mauby, Wm. Finkelday, Max Bradbard, Bill Gorman, R. T. Wittwer, Bob Galen, Alex Sherwood

WALTER SCHWIMMER CO.

Conrod Hilton, Suite 553

Walter Schwimmer, Bernard Crost, Arthur E. Pickens, Jr.

SCREENCRAFT PICTURES INC.

Hotel Congress

Ed Berkson, Peter M. Piech, Mike Mills, Bill Vidas, Jack Russell, Tom Carradine

SCREEN GEMS INC.

Conrod Hilton, Suite 512A-513A

Frank Browne, Ben Colman, Phil Cowan, Stanley Dudelson, Richard Dinsmore, Jerry Hyams, Henry Gillespie, Robert Seidelman, Henry S. White

STERLING TELEVISION CO. INC.

Conrod Hilton, Room 509A

Saul J. Turell, Bernice Coe, Elliott Abrams

TELEVISION PROGRAMS OF AMERICA INC.

Conrod Hilton, Rooms 532A-533A-534A

Milton A. Gordon, Michael M. Sillerman, Bruce Eels, William Fineshriber, Jr., Jurt

Blumberg, Walt Plant, Pat O'Brian, Stanley Levy, Jerry Franken

(See *Advertisement Regular Issue page 16*)

TRANS-LUX TELEVISION CORP.

Conrod Hilton, Rooms 639A-640A

Richard Carlton, Leo Brody, Al Naroff, Bert Roth

UNITED PRESS MOVIE TONE

Conrod Hilton, Suite 2422A-2423A, Room 546A-548A; Ambossodor East

LeRoy Keller, William C. Payette, C. Edmonds Allen, William R. Higginbotham, Bert Masterson, Francis T. Leary, Edward L. Brant, Jesse Bogue, Richard L. Dugan, Rhea Eskew, James M. Flinchum, Henry E. Minard, James J. Smith

ZIV TELEVISION PROGRAMS INC.

Conrod Hilton, Rooms 556-557-560

Frederic Ziv, John Sinn, Bud Rifkin, Al Unger, Edward Broman, Pierre Weis, Stan Florsheim

(See *Advertisement Convention Special Section Pages 27, 28, 29.*)

NETWORKS

AMERICAN BROADCASTING CO.

Conrod Hilton, Suite 2306

Leonard H. Goldenson, Robert H. Hinckley, Earl J. Hudson, John H. Mitchell, James G. Riddell, Michael J. Foster, Frank Marx, William Trevarthen, John Preston, Theodore B. Grenier, Harry N. Jacobs, Charles Kocher, William P. Kusack, J. Edward Hamilton

Television:

Oliver Treyz, James T. Aubrey, Sterling Quinlan, John Pival, Robert Stone, Alfred R. Beckman, Ralph Hatcher, Malcolm B. Laing, Robt. L. Coe, Joseph Merkle, Robt. Curray, Donald S. Shaw, Jr., James W. Beach, Harold Wettersten

Rodio:

Stewart Barthelmess, Edward J. DeGray, Earl Mullin, Frank Atkinson, Briggs Baugh, Peter Wade, George Sax, Ernest Walker, William Aronson

(See *Advertisement Convention Special Section Pages 36, 37, 38, 39.*)

COLUMBIA BROADCASTING SYSTEM, INC.

Television:

Conrod Hilton, Suite 2305A-06-11A

Merle S. Jones, Herbert V. Akerberg, William Hylan, Leslie Atlass, Richard Salant, Craig Lawrence, Edward P. Shurick, Bob Wood, Dave Williams, Edward Seovill, Bert Lown, Robert Jamieson, Sam Digges, Edmund C. Bunker, Clark George, Jack Schneider

Rodio:

Conrod Hilton, Suite 1806

Arthur Hull Hayes, James Seward, H. Leslie Atlass, Howard Barnes, Jules Dundes, Louis Hausman, John Karol, William A. Schudt, Jr., William J. Brennan, Jr., Edward E. Hall, Carroll Hansen, Gordon Hayes, Jack Martin, Thomas Peterson, Murry Salberg, Eric H. Salline, Charles S. Steinberg, Thomas Y. Gorman, Robt. Hyland, Fred

Ruegg, Ernie Shomo, Henry Untermeyer, Carl Ward

(See *Advertisements Convention Special Section Pages 12, 13, 16, 17, 42, 43, 52, 53.*)

KEYSTONE BROADCASTING SYSTEM INC.

Conrod Hilton, Suite 804-805-806

Sidney J. Wolf, E. R. Peterson, Sr., Arthur Wolf, Joseph Bayer, Blanche Stein, E. Richard Peterson, Jr., William Wolf, Jane C. McFadgen, Anita Larie

MUTUAL BROADCASTING SYSTEM

Conrod Hilton, Suite 1604A

John B. Poor, Robt. W. Carpenter, Wendell B. Campbell, Ole Moreby, Robt. F. Hurlough, Charles King, Thomas Duggan

NATIONAL BROADCASTING CO., INC.

Sheraton Blackstone Hotel, Suite 509

Robert W. Sarnoff, Joseph Heffernan, J. M. Clifford, Robert E. Kintner, Emanuel Sacks, Donald Durgin, Jerry Vernon, Stephen Flynn, Kenneth W. Bilby, Sydney H. Eiges, C. K. Sullivan, David Adams, Frank Russell, Hugh M. Beville, Thomas Ervin, Joseph McDonald, Charles R. Denny, Mathew J. Culligan, Jerry A. Danzig, Wm. K. McDaniel, George Graham, Charles H. Colledge, Wm. S. Hedges, S. Hildreth, R. Edmondson, J. Rogers, J. Burrell, A. L. Hammerschmidt, R. F. Guy, G. M. Mixon, J. R. Kennedy, W. S. Duttera, C. A. Rackey, Charles Bevis, Wm. Davidson, Joseph Goodfellow, Thomas McCray, George Fuerst, Carleton D. Smith, Lloyd Yoder, Peter Kenney, Arthur Hamilton, Richard Close, Thomas McFadden, Donald Bishop, Harry Bannister, Donald J. Mercer, Shelton B. Hickox, Jr., Robert F. Aaron, C. A. Bengtson, Joseph Berhalter, Paul Hancock, Wm. M. Kelley, Ogden Knapp, E. B. Lyford, Hamish McIntosh, Raymond T. O'Connell, Paul Rittenhouse.

(See *Advertisement Convention Special Section Pages 46, 47, 58, inside back cover*)

PROMOTION BUREAUS

RADIO ADVERTISING BUREAU INC.

Droke Hotel, Williford Suite

Kevin B. Sweeney, John F. Hardesty, Sheril Taylor

TELEVISION BUREAU OF ADVERTISING

Conrod Hilton

Norman Cash, George Huntington

RESEARCH

AMERICAN RESEARCH BUREAU, INC.

Conrod Hilton, Rooms 630A-631A

James W. Seiler, Roger N. Cooper, Jack L. Gross, William N. Shafer

A. C. NIELSEN CO.

Conrod Hilton, Suite 1000

George E. Blechta, Joseph R. Matthews, William R. Wyatt, David A. Traylor, Edward

(*Listing continues page 40*)



C A R E

Meticulous attention to detail... essential
in our field, too.

That's why when we submit availabilities,
ratings, market data we strive for
thoroughness as well as accuracy.

Reputations are built on care. We value ours.

A V E R Y - K N O D E L
I N C O R P O R A T E D

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

Take a pencil and

In each market only one show can rank first, second*, or third. 18 times 3 equals 54 possible chances to win, place or show.

*Except in Chicago, where a Net. B show ties a Net. C show.

ABC-TV wins places or shows 20 times
 Net B-19 times Net C-15 times

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

ABC-TV: 2 firsts 7 seconds 5 thirds -- 43 points
 Net B: 3 firsts 6 seconds 10 thirds -- 31 points
 Net C: 7 firsts 6 seconds 2 thirds -- 35 points
ABC-TV wins

Try this! Give first place 3 points. Second place 3 points! and third place 3 points!

ABC-TV: 2 firsts 7 seconds 5 thirds -- 60 points
 Net B: 3 firsts 6 seconds 10 thirds -- 57 points
 Net C: 7 firsts 6 seconds 2 thirds -- 45 points
ABC-TV still wins

Compare ABC-TV with Nets. B and C in terms of the top five shows

ABC-TV	Net B:	Net C:
2 firsts	3 firsts	7 firsts
7 seconds	6 seconds	6 seconds
5 thirds	10 thirds	2 thirds
4 fourths	11 fourths	3 fourths
5 fifths	10 fifths	4 fifths
29 wins	<u>40 wins</u>	22 wins

you can't win em all

PLAY RATE-O

Rate-O (sounds like Plato) is the exciting TV rating game that's sweeping the industry. Any number can play. If you can add, multiply and divide, you're ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It's fun. It's educational. It's the best way to find out exactly how ABC-TV rates in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities. So, don't just stand there . . . sit down and play Rate-O!

READ THESE SIMPLE RULES:

- 1 Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV's top program ratings on its affiliates beat the other networks' (see examples at left), you win. If they don't, start over.
- 2 Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don't do so well.)
- 3 Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. (*Very little Rate-O is played in these markets. People are too busy watching ABC-TV.*)

PLAY FUTURE RATE-O! This involves higher mathematics and is based on what's *going* to happen when ABC-TV's fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney's Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV's fall line-up. Will ABC-TV have a superb year? It figures!



who turned



up the volume?

R. J. Reynolds helped. So did Dow Chemical, Norwich Pharmacal and Park and Tilford. Plus the eight other big-time advertisers who helped boost ABC Radio's new business volume to over 5 million dollars — just since January.

But that's not all. ABC Radio renewal business since January adds up to a tidy 3½ million dollars more. Back for second (and third) helpings are General Foods, Sterling Drug, Charles Pfizer and a dozen other blue chips. Total volume, old and new: 8½ million and more to come.

No doubt at all about the reception advertisers are giving this lively medium. ABC Radio is coming in loud and clear!



EXHIBITORS AND COMPANIES *continued . . .*

RESEARCH *continued . . .*

F. Evans, Bernard T. Wilson, Elliott H. Johnson, H. Wynn Bussmann

THE PULSE, INC.

Conrad Hilton, Suite 1919

Dr. Sydney Roslow, Mrs. Irma Roslow, David Klein, Laurence Roslow, George Sternberg, Robert Collins

STATION BROKERS

BLACKBURN & CO.

Conrad Hilton, 2118-19-20A

James W. Blackburn, Clifford B. Marshall, Jack V. Harvey, Stanley Whitaker

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Conrad Hilton, 2218A

Wm. T. Stubblefield, Ray V. Hamilton, Jack L. Barton, Dewitt Landis, W. R. Twining

ALLEN KANDER & CO.

Conrad Hilton, Suite 1018

Walter Grimes, Edwin Tornberg, Richard Shaheen, Tim O'Conner

KIDDER, PEABODY AND CO.

Robert E. Grant

HOWARD E. STARK

Conrad Hilton

Howard E. Stark

STATION REPRESENTATIVES

AVERY-KNODEL

Sheraton Blackstone Hotel

Lewis H. Avery, J. W. Knodel, John J. Torrey, Arthur H. Sherin, Phillip Schloeder, John W. Owen, Roger O'Sullivan, Raymond M. Neihengen, Herbert C. Jackson, Marvin W. Harms, Robert W. Alexander, Frederick Kalthoff

(See *Advertisement Convention Special Section Page 35.*)

JOHN BLAIR & CO.

Conrad Hilton, Suite 1600-01-02A

John Blair, Robert E. Eastman, Charles D. Fritz, Blake Blair, Paul Ray, Clifford Barborka, Robert Walton, George Rapp, James Simons, Stuart Cochran

(See *advertisement pages 52, 53.*)

BLAIR TELEVISION ASSOCIATES INC.

Conrad Hilton 1600-01-02A

Richard L. Foote, Arthur S. Stringer, Robt. Cronin, Frank Rolfes

BLAIR-TV

Conrad Hilton, Suite 1600

William Weldon, Frank Moreland, Richard Quigley, Jack Davis, Harry Smart, Don Saraceno, Dick Colburn, Skip Hinman

(See *advertisement pages 52, 53.*)

THE BOLLING CO. INC.

Conrad Hilton, Suite 1100

George W. Bolling, G. Richard Swift, Morton A. Barrett, George W. Bolling, III, John D. Stebbins, Robert H. Bolling, Jr., Al Oberhofer, Robert Hardenbergh

BRANHAM COMPANY

Conrad Hilton, Suite 700

L. S. Greenberg, D. D. Brewer, J. F. Timlin, Jim McManus, Taylor Eldon, George Harding, Fred Weber, Tom Whitson, Peter Childs, John Murphy, Robert Maggiore, Tom Campbell, Fred Johnson

BURKE-STUART

Conrad Hilton

Ted Oberfelder

BURN-SMITH CO.

C. Stanley Bailey, John Toothill

CBS RADIO SPOT SALES

Conrad Hilton, Suite 1806

Gordon Hayes, Tom Peterson

(See *Advertisement Convention Special Section Pages 16, 17.*)

CBS TV SPOT SALES

Sheraton Blackstone, 1108-1109

Craig Lawrence, Jack Schneider, Bruce Bryant, Ben Margolis, Arthur Elliot

(See *Advertisement Convention Special Section Pages 52, 53.*)

HENRY I. CRISTAL CO.

Conrad Hilton, Suite 2105-06

Henry I. Cristal, Irvin Gross, A. J. Young, Jr., James L. Thompson, Richard Woodies, Joseph R. Spadea, Richard E. Green, Merrill L. Carroll, Richard E. Charlton, Arthur W. Scott, Jr.

EVERETT-McKINNEY

Conrad Hilton Hotel

Max M. Everett, Powell H. Ensign

FORJOE AND CO., INC.

Conrad Hilton, Suite 1118-19-20A

Joseph Bloom, Lawrence Krasner, Fred Bernstein, Thomas Cinquina, Kenneth Goldblatt

GILL-PERNA INC.

Conrad Hilton, Suite 1304-1305-1306

Helen Gill, John J. Perna, Jr., Walt Beadell, Irv Unger

(See *Advertisement Convention Special Section Page 44.*)

HARRINGTON, RIGHTER & PARSONS, INC.

Conrad Hilton, Suite 800-01-02A

John E. Harrington, Jr., Volney Righter, James O. Parsons, Carroll Layman, Frank Dougherty, Robt. L. Gilbertson, William Yonan, Briggs Palmer, Wm. L. Snyder

THE HEADLEY-REED CO.

Sheraton Blackstone

Sterling B. Beeson, John H. Wrath, Jack Hardingham, Fred Adair, Clark Barnes, E. W. Sweatman, Gino Cioe, Bill Shaw, Don Hamel, John Buzby, Earl Gallagher

JOSEPH HERSHEY MCGILLVRA, INC.

Conrad Hilton

Jos. H. McGillvra, E. J. Devney, Robt. B. Pierce

GEORGE P. HOLLINGBERY CO.

Conrad Hilton, Suite 2200-01-02A

George P. Hollingbery, Edward Spencer, Jr., Fred Hague, Harry Wise, Frank McCarthy, Warren Nelson, Roy Edwards, Dick Hunter, George Lindman

H-R REPRESENTATIVES,

H-R TELEVISION

Hotel Morrison, Entire 23rd Floor

Frank M. Headley, Frank E. Pellegrin, Paul R. Weeks, Miss Avery Gibson, Dwight S. Reed, Arthur D. Kelley, Grant M. Smith, French L. Eason, Rex Lathen, Stewart Lewis, Bernard Slavin

NBC SPOT SALES

Ambassador East Hotel

Thomas B. McFadden, Richard Close, Don Bishop, Wm. Davidson, Arthur Hamilton, Charles Bevis, Jr., Thomas McCray, George Furst, Lloyd Yoder, Peter Kenney, Carleton Smith

(See *Advertisement Convention Special Section Pages 58, Inside Back Cover.*)

JOHN E. PEARSON

Congress Hotel

John E. Pearson, Russel Walker, Bud Stitt, Jim Bowden, Frak Reed, Frank Frost, Wally Ranck

(See *Advertisement Inside Front Cover.*)

THE KATZ AGENCY INC.

Conrad Hilton, Suite 2000

NY Office: Eugene Katz, Edward Codel, M. S. Kellner, Scott Eddy, Scott Donahue, Walter Nilson. Chicago Office: Gerald H. Gunst, Roy Miller, William Joyce & entire sales staff. Detroit Office: Arthur J. Underwood. Dallas Office: David Rutledge. SF Office: Stanley Reulman

THE MEEKER CO. INC.

Conrad Hilton, Suite 1500

Robert D. C. Meeker, Louis J. F. Moore, Edgar B. Filion, Carl F. Jewett, Vic Piano, Charles Standard, David A. Grimm, Paul T. Murray, Norman Cissna, Lois Thompson, Donald Pontius

PETERS, GRIFFIN, WOODWARD, INC.

Blackstone, Suite 504

H. Preston Peters, Lloyd Griffin, Russel Woodward, Jack Thompson, Otis P. Williams, John A. Cary, Arthur Bagge, William Tynan

EDWARD PETRY AND CO. INC.

Conrad Hilton, Suite 1700-1

Edward Petry, Edward E. Voynow, Thomas E. Knode, William Maillefert, Charles Phillips, Martin L. Nierman, John Ashenhurst, William Cartwright

RADIO TV REPRESENTATIVES INC.

Conrad Hilton, Room 563A

Peggy Stone, Edward Nickey, William Starrett, Harry S. Goodman

WILLIAM G. RAMBEAU CO. INC.

Conrad Hilton, Suite 900-01-02A

Wm. G. Rambeau, M. Rambeau, M. Rudd, G. Olsen

SELECT STATION REPRESENTATIVES

Conrad Hilton

Zang Golobe

SIMMONS ASSOCIATES

Congress Hotel

David N. Simmons, Calc Blocki, Jr.

STARS NATIONAL INC.

Conrad Hilton

Bernard Howard, Alan Bress

VENARD, RINTOUL & McCONNELL, INC.

Conrad Hilton, Suite 2100

Lloyd George Venard, Stephen R. Rintoul, James V. McConnell, Howard B. Meyers

THE WALKER REPRESENTATION CO. INC.

Sheraton

J. Wythe Walker, C. Otis Rawalt, Norbert Cavanagh

WEED RADIO AND TV

Congress Hotel, Congressional Suite, Room 900

Joseph Weed, E. J. Fitzimmons, Bates Halsey, David O'Shea, Bud Pearse, Don Staley, C. C. Weed

ADAM YOUNG INC.—

YOUNG TELEVISION CORP.

Conrad Hilton

Adam J. Young, Jr., Stephen A. Machcinski, Jr., William J. Reilly, James F. O'Grady, Jr.

VARIED SERVICES

ASCAP

Conrad Hilton

Jules Collins, Samuel Feldman, Lou Weber
(See *Advertisement Convention Special Section Page 15.*)

THE ASSOCIATED PRESS

Blackstone, Green-West Room

Oliver S. Gramling, Louis J. Kramp, Robert Cavagnaro

BROADCAST MUSIC INC.

Conrad Hilton, Third Floor Foyer & Room 553A

Represented at the Convention by officials of the company

(See *advertisement pages 6, 7.*)

COMMUNITY CLUB SERVICES, INC.

Conrad Hilton, Suite 818-19-20A

Joseph B. Matthews, William M. Carpenter, Vic Dielm, John C. Gilmore, W. M. Carpenter, Rod McArdle, Nancy Fentress

LANG-WORTH FEATURE PROGRAMS, INC.

Conrad Hilton, Rooms 536-37A

C. O. Langlois, Sr., C. O. Langlois, Jr., Winnie O'Keefe, John D. Langlois, Hugh S. Allen, Jr., Robt. Hall, Bob Boehmer, Ed Gardiner, Charles Hess, Spence Caldwell

MAGNE-TRONICS INC.

Conrad Hilton, Room 612

Joseph F. Hards, Roger L. Thaxter

MUZAK CORP.

Conrad Hilton, Suite 704-5-6

Charles C. Cowley, Emil F. Hembrooke, Edward Hochhauser, Jr.

NATIONAL MUSITIME CORP.

Conrad Hilton, Suite 535A

Jerome K. Levy

RCA RECORDED PROGRAM SERVICES

Conrad Hilton, Suite 500-501-502

Exhibition Space 13—Suite 500

Howard L. Letts, Emmett B. Dunn, John Y. Burgess, Jr., A. B. Sambrook, William F. Reilly, Edward H. Kelly, Donald D. Axt, Ben Selvin, Milton Kaye, Alfred E. Huddle, James L. Head, William C. Leonard, George Field, Malcolm Kupp, Wallace Cochran, Gus Hagenah, Jack Nadeau, John J. Ayles, Hugh Granel, William Cartland.

(See *Advertisement Convention Special Section Pages 32, 33.*)

SESAC INC.

Conrad Hilton, Suite 524A-526A

Alice Heinecke, Evarard S. Prager, Robert Stone, Jim Myers, Sidney Guber, Harold Fitzgerald, Glenn Ramsey, David R. Milsten

SPONSOR

Conrad Hilton, Suite 904

Norman R. Glenn, Bernard Platt, Arnold A. Alpert, Elaine C. Glenn, Charles Godwin, Miles David, Ed Cooper, Herb Martin, Bob Lump

STANDARD RADIO TRANSCRIPTION SERVICES INC.

Conrad Hilton, Room 539A

M. M. Blink, Olga Blohm, Charles Michelson

WORLD BROADCASTING SYSTEM INC.

Conrad Hilton, Rooms 512-513

Robert W. Friedheim, Richard Lawrence, James Weathers, Ken Joseph, Herb Gross, James Ricks, Charles Kennedy

KEVIN SWEENEY

(Continued from page 7)

home and over 56% of automobile radio families are doing some listening in their automobiles during the week at night. But while the mass audience is inviting, the opportunities to reach the large specialized groups, the working women with about one-third of all female buying power, as an example, are brighter than at any time of the day—and brighter through radio than through any other medium.

Now, program sales are still a different matter. From 1925-45 we over-emphasized programs as the way to buy radio. In the process we short-changed ourselves and unhappily we shortchanged the advertiser.

Now with the emphasis strictly on announcements in our selling, we are back to shortchanging again for programs can do many tasks which announcement schedules, however strong, cannot.

Personally, I believe it a mistake to again allow the advertiser to program any station or network. But we must

make some of our programs available to him for exclusive sponsorship when programs are the correct device for his use.

To take a single example: When the advertiser has a product that appeals to a limited group and wishes to zero in his campaign on that group and reach the same group over and over again programs represent a far better approach than announcements. The problem is to match the profile of the advertiser's prospect with the profile of the program's listeners. That requires increasing knowledge of both the advertiser's business and our own.


Of all the "three-l's" that we hope to have bubbling out of the 1967 radio salesman, *Intelligence in sizing up the advertiser's problem* is the most important. It may be the slowest for us to arrive at because so few of us like to dig for answers.

At RAB we are trying to build this kind of a sales organization. There are now 15 of us who are calling on advertisers direct and with each of this team the first directive is the same: Find out what the advertiser's

target is. Radio's sharply increased volume from cigarette, food, airline and other accounts stems from many torturous hours trying to find out what income bracket, which sex, what occupational group is the major marketing target for the advertiser and then how do we reach that group.

For airlines, as an example, RAB has been able to pinpoint the different markets (and ways to reach those markets) for both standard-fare and coach flights, then to focus down on the best cities for testing via exhaustive analyses of other media's capabilities in those areas.

That's what all radio has to do long-term to utilize radio's twin capabilities—as a medium to reach more different persons cheaper than you can reach them in any other way and to pinpoint just the group you want without paying for all the others.

This more scientific use of radio for whichever job it can do best should sweep away any short-term or long-term problems we have before many more convention issues of SPONSOR are published. 

1949

IN 1949 the Number One Nielsen-rated half-hour network radio program reached 7.8 MILLION different families with 23.6 MILLION minutes of commercial message. Today you can do better—for less money.

IMM

1957

IN 1957, the new CBS Radio IMPACT plan reaches over
8 MILLION different families with more than 25.5 MILLION
minutes of commercial message—at 65 percent lower
cost per thousand commercial minutes.

IMPACT

on the CBS Radio Network

Just Like The Good Old Days—Only BETTER!



GP

Cordially
invites you to
open house

at our
Hospitality

Suite

Room 1304-5-6

at the

Conrad Hilton

GILL-PERNA

National representatives for
radio and tv stations

•
New York

•
Chicago

•
Boston

•
Los Angeles

•
San Francisco

GP

PROGRAM SERVICES

(Continued from page 26)

RCA's contribution to sports programming is the new *Great Moments In Sports*, a series of 52 fully recorded open-end 15-minute shows. Bud Greenspan is the narrator, and heard in these broadcasts are the voices of the men and women who lived these great sports moments.

In the commercial aid field, the firm is introducing a line of "Sales Boosters" to go with saturation campaigns. Six of these commercial tie-ins are ready to go, more are in production. For commercial announcements as well as for well-timed closings in programming, a new catalog of over 1,100 "Quickie" tunes is now ready. These tunes of two-minutes or less duration are by such artists as Welk, Ralph Flanagan, George Melachrino, Hank Snow and Golden Gate Quartet. The new catalog is designed so that the subscriber simply flips the pages, selects the disc, pulls it out and spins it.

Lang-Worth Feature Programs, Inc.: More new jingles for the local merchants have been added to this firm's commercial aid line of "Radio Hucksters" and built into a new line called "Airlifts."

Harry S. Goodman: The hour-long *Tex and Jinx* shows of WRCA are being edited down to capsule interviews featuring only their most celebrated guests. These are being offered in strips of six 10-minute shows or three 15-minute shows a week.

"Opinions Unlimited" is the tentative title for Goodman's taped quarter-hour news commentary program. H. R. Baukhage, H. V. Kaltenborn and John McVaine will each spend about three minutes discussing recent newsbreaks, and the tapes can be run anytime within a week and still be up-to-date. The frequency is tentatively set at one a week.

The one-time popular *Court of Human Relations* conducted by A. L. Alexander has been revived in a new format by Goodman.

Charles Michelson: Sponsors can call the pitch here because Michelson offers one-minute custom-built commercials featuring any one of 86 top players representing every club in the National and American leagues.

On the programming side, the firm is completing the last of its new series for *The Clock* and *Famous Jury Trials*, its blocks of half-hour mystery shows. ▼

TV CODE

(Continued from page 14)

question last year. The interpretation noted that while pitch programs are getting shorter (a number of three-, four- and five-minute pitch programs were monitored by the board), "sponsored programs of this sort, whatever their length . . . violate not only the time standards established in the Code but the broad philosophy of improvement implicit in the voluntary Code operation. The board requests that such programs be removed from the air as soon as contractual arrangements permit."

Code monitors found that 14 of the 41 stations carried 101 program-length commercials. Three of these 14 accounted for more than half (57) of the pitch shows. As a result of the monitoring and the board's stiff policy on pitch programs, eight of the 14 no longer accept such advertising. Discussions with the other six are currently underway. (In actual practice, the board is concentrating on pitches of 4½ minutes or more.)

► *Summary:* The board found that violators of the Code were generally confined to a few stations. That is, those which flouted the Code on pitch programs were usually violators with respect to length of announcements and multiple spotting.

The three areas above are not the only concern of the board's monitors. For example, board staff people spoke to two of the stations monitored about the running of beer commercials immediately adjacent to children's programming. Three stations were approached about carrying schedules of personal product advertising contrary to an interpretation of the board. Under the interpretation the board does not consider products to treat hemorrhoids or used in connection with feminine hygiene acceptable.

Theoretically, the aim of the board is to sign up every commercial tv station in the country. But the board's success does not blind it to the fact that this is not likely, at least, not in the foreseeable future. The board recognizes that some stations are unable for economic reasons to abide by the Code. This is particularly true of stations in small markets which find it hard to snare national or large regional accounts and must depend on local advertising. Since the bulk of local business is in announcements or participations and since stations cannot

add pages like a newspaper or magazine, many video outlets say they have to schedule more advertising than is allowed by the Code.


The board accepts this among the facts of tv life. It certainly would not sit in judgment and take the position that such a station should not broadcast, thus depriving consumers of tv service. Nor will it publicly chastize a station for such conduct. As for a Code member boxed in by such economic conditions, the board is content to accept its resignation quietly and hope conditions will improve enough to enable the station to come back in at some later date.

In answer to criticism of the Code's lack of enforcement machinery, the board points out that it is not a censor. It does not preview or clear tv programming or advertising. The Code is regarded as a set of voluntary guideposts, no more. The board's "enforcement" is conducted solely by limiting membership to conforming stations.

"It is important to point out," a board spokesman told SPONSOR, "that membership in the code is restricted solely because some stations cannot abide by the *commercial* provisions. We know of no station which does not concur with and observe substantially the program standards."

The question of program standards is particularly pertinent these days because of the great additional load of movie material appearing on tv screens.

At the time most of these features were made there was no idea they would appear on tv. However, having been made by an industry with the same problems of being on good terms with a mass audience as tv, they were turned out under the limitations of the Motion Picture Production Code.

While there is no criticism of the movie code as such, the Tv Code Board does not consider the movie code's stamp of approval as sufficient, though the latter was stricter in practice than it is now. Evidence that the Tv Code is more stringent than the movie code is provided by station scissoring of many movie scenes found objectionable. It is the board's feeling, therefore, that an important difference exists between made-for-theatre and made-for-tv programming. This difference, it is held, lies in the fact that programming shown to family audiences of varied ages at home requires a different atmosphere because of the intimate nature of family entertainment. 



See us in
Suite 537A
CONRAD HILTON
HOTEL

Chicago, April 6 to 11

or contact us directly
in New York.

Get with the stations
that know how! NOW!

We don't mean to alarm you; but this phrase has now become a byword among commercial managers of all progressive stations.

In keeping with problems facing radio broadcasters today, Lang-Worth now offers

RADIO HUCKSTERS and AIRLIFTS

a new, completely versatile and comprehensive service devoted to increasing station revenue and developing an exciting and distinctive sound.

RADIO HUCKSTERS and AIRLIFTS is a complete service, specially produced in cooperation with broadcasters. Fresh material is added monthly, for timely impact.

RADIO HUCKSTERS and AIRLIFTS is available with no strings attached . . . no full library to buy. Get all the details and hear for yourself.

LANG-WORTH FEATURE PROGRAMS, Inc.

1755 BROADWAY, NEW YORK 19, N. Y. • JUdson 6-5700

THE LEO BURNETT COMPANY IS SOLD ON SPOT AS A BASIC ADVERTISING MEDIUM FOR ITS CLIENTS.

An agency whose accounts include names like Campbell Soup, Kellogg, Marlboro, Pillsbury and Procter & Gamble, really "knows its apples." And the Leo Burnett Company picks Spot Radio and Television to help its accounts to healthier harvests in sales.

Here's the way Vice President in Charge of Media Len Matthews and Media Manager Tom Wright see it: "The Leo Burnett

Company was founded in 1935, and has been recommending spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett have used Spot, and used it successfully.

"The most easily traceable successful Spot campaigns are those that we place for new products of our many advertisers. We have plans that call for continued extensive use of Spot broadcasting and we are now evolving some interesting new schedule patterns which will prove exciting in the next few months."



**AN ADVERTISING AGENCY THAT
BELIEVES "GOOD ADVERTISING
HAS TO HAVE A BITE IN IT" IS**

SOLD

Looking for a juicier chunk of your markets? Put in all today to



SPOT SALES

representing these leadership stations

FORD-NEW BRITAIN-WNBC; NEW YORK-WRCA, WRCA-TV; SCHENECTADY-NY-TROY-WRGB; PHILADELPHIA-WHCV, WRCV-TV; WASHINGTON-WRC-TV; MIAMI-WCKT; BUFFALO-WBUF; CLEVELAND-WHK; LOUISVILLE-E, WAVE-TV; CHICAGO-WMAQ, WNBQ; ST. LOUIS-KSD, KSD-TV; DENVER-A, KOA-TV; SEATTLE-TACOMA-KOMO, KOMO-TV; LOS ANGELES-KHCA; LAND, ORE.-KPTV; SAN FRANCISCO-KNBC; HONOLULU-KGU, KONA-TV.

* American Mineral Spirits Co., Bauer & Black, Bluejay Products, Brown Shoe Co. Inc., Campbell Soup Co., Commonwealth Edison Co., Crane Co., Eastside, Green Giant, Harris Trust, Hoover, Kellogg Co., Marlboro, Maytag, Motorola, Pabst, Pfizer, Pillsbury Mills, Procter & Gamble, Pure Oil, Santa Fe, Sugar Infor., Tea Council

Left to right: JOHN W. SETEAR, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; FRID LYONS, NBC SPOT SALES; RICHARD COONS, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; JACK MULHOLLAND, NBC SPOT SALES; LEN MATTHEWS, VICE PRESIDENT IN CHARGE OF MEDIA, LEO BURNETT, INC.; DR. SEYMOUR BANKS, MANAGER MEDIA RESEARCH, LEO BURNETT, INC.; FRANK DE ROSA, NBC SPOT SALES; TOM WRIGHT, MANAGER MEDIA DEPARTMENT, LEO BURNETT, INC.; GUS PFELEGER, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; DOUG BURCH, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.



SPOT

It takes the



RIGHT

two!



IT'S A FACT! With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION

WFBG-TV
ALTOONA, PENNSYLVANIA



Channel 10
ABC-TV • NBC-TV

Represented by BLAIR-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-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York

CHICAGO



DIRECTORY

BUSINESS & PLEASURE

NETWORKS

American Broadcasting Co.	190 N. State	AN 3-0800
Columbia Broadcasting Co.	630 N. McClurg	WH 4-6000
Keystone Broadcasting Co.	111 N. Washington	ST 2-8900
Mutual Broadcasting System	435 N. Michigan	WH 4-5060
National Broadcasting Co.	Merchandise Mart	SU 7-8300
National Negro Network	203 N. Wabash	DE 2-6411

AGENCIES

Aubrey, Finlay, Marley & Hodgson	320 N. Michigan	FI 6-1600
N. W. Ayer & Son, Inc.	135 S. LaSalle	AN 3-7111
BBDO	919 N. Michigan	SU 7-9200
Beaumont & Hohman	6 N. Michigan	RA 6-6181
Walter F. Bennett & Co.	20 N. Wacker	FR 2-1131
Lee S. Biespiel Adv.	605 N. Michigan	DE 7-4190
Leo B. Bott	64 E. Jackson	HA 7-9187
Bozell & Jacobs	205 N. LaSalle	CE 6-0870
Burton Browne	619 N. Michigan	SU 7-7700
Buchen Co.	400 W. Madison	RA 6-9305
Leo Burnett	Prudential Plaza	CE 6-5959
Calkins & Holden	130 E. Randolph	RA 6-3830
Campbell-Ewald	230 N. Michigan	CE 6-1946

Campbell-Mithun	111 N. Michigan	DE 7-7553
The Caples Co.	111 N. Michigan	SU 7-6016
Christiansen Advertising Agency	111 N. Michigan	CE 6-2484
Don Colvin & Co.	111 N. Michigan	DE 2-7089
Arthur B. Daniels & Co. Associates	111 N. Michigan	
Commercial Broadcasters Adv. Agency	111 N. Michigan	DE 2-0203
Compton Adv.	111 N. Michigan	HA 7-6935
Critchfield & Co.	20 N. Michigan	SU 7-3061
Cunningham & Walsh	111 N. Michigan	AN 3-3138
Dancer-Fitzgerald-Sample	111 N. Michigan	FI 6-4700
D'Arcy Advertising Co.	111 N. Michigan	MI 2-5332
W. B. Doner & Co.	214 N. Wacker	DE 2-4674
Doremus & Co.	111 N. Michigan	CE 6-9132
Erwin, Wasey & Co.	111 N. Michigan	RA 6-4952
First United Broadcasters	111 N. Michigan	RA 6-7800
M. M. Fisher Assoc.	111 N. Michigan	CE 6-6226
Food Research & Adv.	111 N. Michigan	SU 7-6664
Foote, Cone & Belding	111 N. Michigan	SU 7-4800
Albert Frank-Guenther Law	111 N. Michigan	DE 2-6424
Clinton E. Frank	111 N. Michigan	WH 4-5900
Jones Frankel	111 N. Michigan	DE 2-5745
Fuller & Smith & Ross	111 N. Michigan	AN 3-5041
Goodkind, Joice & Morgan	111 N. Michigan	SU 7-6746
Phil Gordon Agency	111 N. Michigan	HA 7-2103

CHICAGO BUSINESS DIRECTORY

AGENCIES *continued . . .*

Gordon Best Co.	228 N. LaSalle	ST 2-5060
Gourfain-Cobb & Assoc.	400 N. Michigan	WH 4-5230
Grant Adv.	919 N. Michigan	SU 7-6500
Grant, Schwenk & Baker	520 N. Michigan	WH 3-1033
Gray-Schwartz	228 N. LaSalle	CE 6-8835
Grossfeld & Staff	22 W. Monroe	AN 3-6904
Guenther-Bradford & Co.	15 E. Huron	SU 7-9474
Herbert Summers Hall	430 N. Michigan	MO 4-0620
George H. Hartman Co.	307 N. Michigan	AN 3-0130
Henri, Hurst, & McDonald	121 W. Wacker	FR 2-9180
Lester L. Jacobs, Inc.	549 W. Randolph	CE 6-8745
The Kapps Co.	64 E. Lake	ST 2-0460
H. W. Kastor & Sons Adv.	75 E. Wacker	CE 6-5331
Kenclitte, Breslich & Co.	221 N. LaSalle	DE 2-4243
Kenyon & Eckhardt	221 N. LaSalle	FI 6-4020
Kuttner & Kuttner	646 N. Michigan	SU 7-7940
Al Paul Lefton	435 N. Michigan	SU 7-9511
W. E. Long Co.	188 W. Randolph	RA 6-4606
Earle Ludgin & Company	121 W. Wacker	AN 3-1888
MacDonald-Cook Agency	360 N. Michigan	AN 3-1224
MacFarland, Aveyard & Co.	333 N. Michigan	RA 6-9360
Malcolm-Howard Adv. Agency	203 N. Wabash	AN 3-0022
Manchester-Williams-Kreer	7 S. Dearborn	DE 2-4170
Maryland Agency	8 S. Michigan	ST 1-0814
Maxon, Inc.	664 N. Rush	WH 4-1676
McCann-Erickson	318 S. Michigan	WE 9-3700
McCarty Co.	520 N. Michigan	MI 2-0300
Arthur Meyerhoff & Co.	410 N. Michigan	DE 7-7860
C. L. Miller	333 N. Michigan	CE 6-1640
Morlock Advertising Agency	139 N. Clark	RA 6-8336
C. Wendel Muench & Co.	75 E. Wacker	FI 6-3481
Frank C. Nahser, Inc.	221 N. LaSalle	FI 6-1260
Needham, Louis & Brorby	Prudential Bldg.	WH 4-3400
Emmet J. Newman Advertising	180 N. Wabash	DE 2-7100
North Advtg. Inc.	Merchandise Mart	WH 4-5030
O'Grady, Anderson & Gray	720 N. Michigan	MO 4-6692
Olian & Bronner	35 E. Wacker	ST 2-3381
O'Neil, Larson & McMahon	230 N. Michigan	AN 3-4470
Perrin & Paus	8 S. Michigan	RA 6-7923
J. R. Pershall Co.	105 W. Adams	FR 2-8440
Presba, Fellers & Presba	360 N. Michigan	CE 6-7683
Proebstring, Taylor Inc.	100 E. Ohio	WH 4-1051
Reincke, Meyer & Finn	520 N. Michigan	WH 4-7440
Fletcher D. Richards	221 N. LaSalle	FI 6-3585
L. W. Ramsey Co.	230 N. Michigan	FR 2-8155
Robertson, Buckley & Gotsch	108 N. State	ST 2-5336
Roche, Williams & Cleary	135 S. LaSalle	RA 6-9760
Rocklin, Irving & Assoc.	32 W. Randolph	RA 6-2324
Rogers & Smith Adv. Agents	20 N. Wacker	DE 2-0020
Ruthrauff & Ryan	360 N. Michigan	FI 6-1833
Rutledge & Lilienteld	121 W. Wacker	DE 2-6326
Jack R. Scott, Inc.	814 N. Michigan	WH 4-6886
Russel M. Seeds Co.	919 N. Michigan	WH 3-2133
Henry Senne	75 E. Wacker	RA 6-6933
John W. Shaw	51 E. Superior	MO 4-6323
Charles Silver & Co.	737 N. Michigan	SU 7-6625
Simmonds & Simmonds	220 N. Michigan	MI 2-3360
Smith, Benson & McClure, Inc.	8 S. Michigan	ST 2-1931

St. Georges & Keyes Inc.
Stoetzel and Associates
Tatham-Laird
Ron Terry Productions Adv.
J. Walter Thompson
Turner Advertising Agency
C. J. Ulrich
Vaughn, Thain & Spencer
Geoffrey Wade
Waldie & Briggs
Weiss & Celler
Wesley, Heyne & Cuca
Western Adv. Agency, Inc.
Wherry, Baker & Tilden
Wright, Campbell & Suitt, Inc.
Young & Rubicam

75 E. Wacker
307 N. Michigan
64 E. Jackson
203 N. Wabash
410 N. Michigan
216 E. Superior
6674 N. Northwest Hwy.
230 N. Michigan
20 N. Wacker
231 N. LaSalle
400 N. Michigan
333 N. Michigan
35 E. Wacker
919 N. Michigan
152 E. Superior
333 N. Michigan
AN 3-5966
ST 2-8927
HA 7-3700
FR 2-4452
MO 4-6700
MI 2-6426
NE 1-4762
DE 2-0808
ST 2-7369
FR 2-8422
WH 3-2100
CE 6-5882
AN 3-2545
DE 7-8000
WH 4-3632
FI 6-0750

ADVERTISERS

American Dairy Assoc.
American Hair & Felt
Armour
Bauer & Black
Borg-Warner Corp.
Helene Curtis Industries
Curtiss Candy
Dad's Root Beer
Derby Foods
Ekco
Florsheim Shoes
Greyhound Corp.
Hoover
Hotpoint
Household Finance Corp.
Illinois Bell Tel.
Intl. Cellucotton
Intl. Harvester
Walter H. Johnson Candy
Kraft Foods
Libby, McNeill & Libby
Mars Candy
Oscar Mayer Co.
Motorola
Mystik Adhesive Products
O'Cedar
Pabst
Pure Oil
Purity Bakery
Quaker Oats
Simoniz Co.
S.O.S.
Standard Oil of Ind.
Sunbeam
Swift
Toni
United Airlines
Wine Corp. of Amer.
Wm. Wrigley
Zenith
20 N. Wacker
Merchandise Mart
Union Stock Yards
309 W. Jackson
310 S. Michigan
4401 W. North Dr.
1113 W. Belmont
2800 N. Talman
3327 W. 47th Pl.
1949 N. Cicero
130 S. Canal
141 W. Jackson
20 N. Wacker
5600 W. Taylor
919 N. Michigan
212 W. Washington
919 N. Michigan
180 N. Michigan
4500 W. Belmont
500 N. Peshtigo Court
W. Exch & S. Packers
2019 N. Oak Park
1241 N. Sedgwick
4545 W. Augusta
2635 N. Kildare
2246 W. 49th
221 N. LaSalle
35 E. Wacker
4504 So. Sacramento
345 Merchandise Mart
2100 So. Indiana
7123 W. 65th
910 S. Michigan
5600 W. Roosevelt Rd.
Union Stock Yards
Merchandise Mart
5959 S. Cicero
3737 S. Sacramento
410 N. Michigan
6001 W. Dickers
ST 2-4916
SU 7-7252
YA 7-4100
WE 9-7100
WA 2-7700
CA 7-6600
BI 8-6300
IN 3-4600
VI 7-4400
BE 7-6000
FR 2-6666
WA 2-3770
RA 6-9478
MA 6-2000
WH 4-7174
OF 3-9300
DE 7-8161
AN 3-4200
SP 7-2424
WH 4-7300
YA 7-0240
ME 7-3000
MI 2-1200
SP 2-6500
SP 2-1600
LA 3-4700
ST 2-7600
ST 2-2100
YA 7-8556
WH 4-0600
DA 6-6700
PO 7-7800
HA 7-9200
ES 8-8000
YA 7-4200
WH 4-1800
PO 7-3300
CL 4-6300
SU 7-2121
BE 7-7500

Directory continues page 54

COLOR AT THE CONVENTION

Since only a minority of video stations have either live or color film cameras, broadcasters are expected to view such equipment with great interest at the convention. It is estimated that about 85 stations have color film equipment while less than 40 have live color cameras.


A number of manufacturers will be on hand with color facilities. In line with its past emphasis on color, RCA will headline a great variety of equipment. Among the RCA exhibits will be:

1. A complete live color studio. This will include backgrounds and models to show color tv in operation. The studio will embrace everything a station needs to

put color on the air, including a color tv control center.

2. A color film demonstration. A complete color film room for tv stations will be shown.

3. A demonstration of auditorium-size color tv projection. In this demonstration a picture will be sent from the exhibit floor to the engineering conference room elsewhere in the hotel. A screen four-and-a-half by six feet will be used.

4. A variety of color equipment items. These include a color monitor selling for about \$3,500, a color masking system designed to improve color tones at broadcast end, improved camera, switching equipment. 

Another
ALL-TIME Record!

WAPI

The Voice of Alabama

Local radio sales on WAPI* for March, 1957, are the largest for any March in our 36 years of broadcasting.

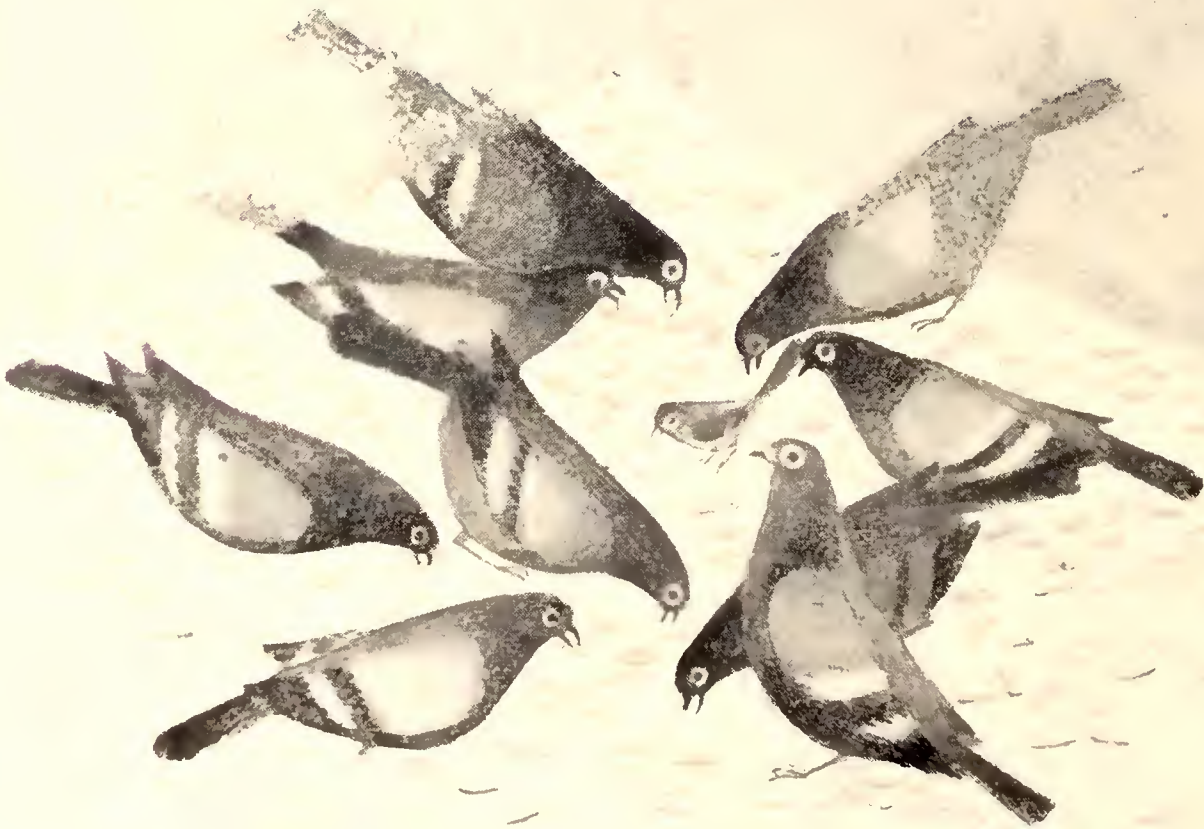
*Those who Know us BEST
use us MOST*


Represented by John Blair and Co.

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



good spot to be in!





Easy pickings for some... a serious step for others. Depends who, what and where you are, and everybody's different.

Of all national sales media, spot television is most effective at catering to *local differences* and adapting to *local problems*. Consider the recent experience of the Arkansas Rice Growers Cooperative Association.

Short-grain rice was selling like hotcakes in eastern South Carolina, the nation's second-largest rice consuming area, but—because of local tastes—long-grain rice was not. Until WBTW, Florence, came up with a summer schedule tailored to build a demand for the long-grain variety. Then, according to E. G. Wells, Jr., of W. H. Sydnor & Co., food brokers: "Sales of our Riceland Long-Grain Rice for the period of June through November 1956 showed *an increase of 960%* over the same period in 1955. This gain is all the more remarkable because it was accomplished without losing ground in our strong short-grain rice business. In fact, we had an increase there too." *Good spot to be in!*

Spot television's adaptability to local tastes and customs is another reason why more and more advertisers are using the 13 stations and the regional network represented by...

CBS TELEVISION SPOT SALES Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTW Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, WHCT Hartford, KNXT Los Angeles and the CBS Television Pacific Network

CHICAGO BUSINESS DIRECTORY

REPRESENTATIVES

Airspot Sales 64 E. Lake
AM Radio Sales 400 N. Michigan
Avery-Knodel 75 E. Wacker
Hil F. Best 228 N. LaSalle
John Blair & Co. 520 N. Michigan
Blair TV 520 N. Michigan
Blair Television Associates 737 N. Michigan
Bolling Co., Inc. 435 N. Michigan
Branham Co. 360 N. Michigan
Broadcast Time Sales 333 N. Michigan
Burke-Stuart Co., Inc. 35 E. Wacker
Burn-Smith Co., Inc. 307 N. Michigan
Capper Publications 333 N. Michigan
CBS Radio Spot Sales 410 N. Michigan
CBS TV Spot Sales 410 N. Michigan
Henry I. Christal 333 N. Michigan
Thomas F. Clark 35 E. Wacker
Continental Radio Sales 228 N. LaSalle
Donald Cooke 228 N. LaSalle
Crosley 360 N. Michigan
Dwight & Assoc. 75 E. Wacker
Everett-McKinney 400 N. Michigan
Forjoe 435 N. Michigan
Gill-Perna 75 E. Wacker
W. S. Grant & Co. 35 E. Wacker
Arthur Hagg & Assoc., Inc. 360 N. Michigan
Harrington, Righter & Parsons 435 N. Michigan
Headley-Reed Co. 230 N. Michigan
George P. Hollingbery 307 N. Michigan
Hal Holman Co. 64 E. Lake
H-R-Representatives 35 E. Wacker
Indie Sales 228 N. LaSalle
International Adv. Serv. 10806 S. Western
Interstate United Newspapers 25 E. Jackson
Italian Broadcasting & Adv. Co. 327 S. LaSalle
Jewish Radio Guild 134 N. LaSalle
Geo. Z. Jaworowski 8641 S. Escanaba
Fred R. Jones & Co. 228 N. LaSalle
Katz Agency, Inc. Prudential Plaza
Robert S. Keller 228 N. LaSalle
Kovack, Frank J. 9016 S. Cottage Grove
Mickey Krupski 7660 W. Winona
Joseph Hershey McGillvra 185 N. Wabash
Robert Meecker Co., Inc. 333 N. Michigan
NBC Spot Sales Merchandise Mart
John Palmer Productions 185 N. Wabash
John E. Pearson 333 N. Michigan
John H. Perry Associates 224 S. Michigan
Peters, Griffin, Woodward Prudential Plaza
Edward Petry 400 N. Michigan
Radio-TV Reps 75 E. Wacker
Wm. G. Rambeau 185 N. Wabash
Paul H. Raymer Co. 435 N. Michigan
Reese Productions 203 N. Wabash
Riley, Bud Radio Prod. 6300 S. Woodlawn
Scheerer & Co. 35 E. Wacker
Sears & Ayer 612 N. Michigan
Simmons Associates, Inc. 333 N. Michigan
Spot Sales 360 N. Michigan
Stars National, Inc. 35 E. Wacker
Venard, Rintoul & McConnell 35 E. Wacker
Walker Co. 360 N. Michigan
Weed, & Co. 2110 Prudential Plaza
WLW-Cincinnati 360 N. Michigan
WOR & WOR-TV 435 N. Michigan
Adam J. Young Jr. Prudential Bldg.

NEWS SERVICES

Associated Press 160 N. LaSalle ST 2-7700
CBS News Film 410 N. Michigan WH 4-6000
International News Service 326 W. Madison DE 2-0427
United Press 400 W. Madison FR 2-9000

RESEARCH & SURVEYS

Market Research Corp. of America 122 N. Michigan MO 4-4600
A. C. Nielsen Company 2101 Howard HO 5-4400
Social Research 145 E. Ohio MI 2-2664
Market Facts 30 S. LaSalle WA 2-2686

TV FILM PROGRAM SOURCES

ABC Film Synd. 20 N. Wacker AN 3-0800
Academy Film Productions 123 W. Chestnut MI 2-5877
Animated Film Producers of Amer. 159 E. Chicago WH 3-2424
Atlas 1111 South B. Oak Pk. AU 7-8620
George Bagnall 520 N. Michigan Ave. MI 2-5231
CBS Film Sales 410 N. Michigan WH 4-6000
Geo. W. Colburn Laboratory 164 N. Wacker DE 2-6286
Colmes-Werrenrath Productions 540 N. Michigan MI 2-7470
Coronet 65 E. Southwater DE 2-7676
Du Mont Laboratories 5968 W. Chicago CO 1-3030
Film Studios of Chicago 135 S. LaSalle CE 6-8147
Filmack 1327 S. Wabash HA 7-3395
Guild Films 28 E. Jackson WA 2-1803
Imperial World Films 12 E. Delaware MI 2-6200
International Film Bureau 57 E. Jackson WA 2-1648
Jewell Radio & TV Productions 540 N. Michigan MO 4-5757
Dallas Jones Productions 1725 N. Wells MO 4-5525
Kling Studios 1058 W. Washington SE 8-4181
Lewis & Martin Films 1431 N. Wells WH 4-7477
MCA-TV 430 N. Michigan DE 7-1100
Morton Prodn. 64 E. Lake CE 6-4144
NBC Film Division Merchandise Mart SU 7-8300
Fred Niles Prodn. 22 W. Hubbard SU 7-0760
Jules Power Productions 1020 N. Rush DE 7-7422
RCA Recorded & TV Film Svc. 445 N. Lake Shore WH 4-3530
Reid H. Ray Industries 208 S. LaSalle FI 6-0897
Sarra 16 E. Ontario WH 4-5151
Walter Schwimmer Prodn. 75 E. Wacker FR 2-4392
Screen Gems 230 N. Michigan FR 2-3696
Telecine Film Studios 100 E. Northwest Hwy RA 3-1418
Park Ridge, Ill.
1301 S. Wabash HA 7-6310
United Artists TV 301 E. Erie SU 7-9114
United Film & Recording 161 E. Grand SU 7-8890
United Press Movietone 360 N. Michigan CE 6-0041
United Television Programs 542 S. Dearborn WA 2-7840
United World Films 1345 W. Argyle LO 1-8410
Wilding Prodn.

MUSIC & TRANSCRIPTION SERVICES

ASCAP 8 S. Michigan ST 2-8289
BMI 360 N. Michigan AN 3-5394
Columbia Transcriptions 410 N. Michigan WH 4-6000
Morton Radio Productions 64 E. Lake CE 6-4144
RCA Recorded Program Svce 445 N. Lake Shore WH 4-3530
Standard Radio 360 N. Michigan ST 2-5322
L. S. Toogood Recording 221 N. LaSalle CE 6-5275
United Broadcasting 301 E. Erie SU 7-9114

HOTELS

Ambassador N. State & E. Geothe SU 7-7200
Bismarck 171 W. Randolph CE 6-0123
Blackstone S. Michigan & E. Balbo HA 7-4300
Chicagoan 67 W. Madison AN 3-4000
Congress 520 S. Michigan HA 7-3800
Conrad Hilton 720 S. Michigan WA 2-4400
Drake E. Lk. Shore & N. Mich. SU 7-2200
Edgewater Beach 5349 N. Sheridan LO 1-6000
LaSalle LaSalle & W. Madison FR 2-0700
Morrison 79 W. Madison FR 2-9600
Palmer House State & Monroe RA 6-7500
Sheraton 505 N. Michigan WH 4-4100
Sherman Clark & Randolph FR 2-2100

AIR LINES & RR

American Airlines 55 E. Monroe FR 2-8000
Capital Airlines 41 S. State DE 2-5711
Delta C & S Air Lines 67 E. Monroe FI 6-5300
Eastern Airlines 120 S. Michigan HA 7-1600
Northwest Airlines 100 S. Michigan RA 6-9600
TWA 37 S. Wabash DE 2-7600
United Airlines 35 E. Monroe RA 6-5500
Midway Airfield 6200 S. Cicero PO 7-0500
Baltimore & Ohio RR Grand Central Station WA 2-2211
Chesapeake & Ohio RR 500 5th Ave. CH 4-4910
N.Y. Central System Grand Central Station WA 2-8700
Pennsylvania RR Union Station FR 2-6700
Santa Fe Dearborn Station HA 7-4900

CHICAGO PLEASURE DIRECTORY

THEATER

THE DESK SET, Harris, 170 N. Dearborn (CE 6-8240). William Marchant's comedy provides a vehicle for the adept Shirley Booth. Frank Milan plays her leading man. Nightly except Sun., 8:30; mat. Wed. & Sat., 2:30.

THE GUARDSMAN, Studebaker, 418 S. Michigan (WA 2-1732). The city's new repertory company revives a sophisticated Ferenc Molnar comedy. Barbara Baxley and Jerome Kilty star. Nightly except Mon., 8:30; Tue. & Sun., 7; Sat., 6 & 9; mat. Sun., 3.

THE MATCHMAKER, Blackstone, 60 E. Balbo (CE 6-8240). The comedy by Thornton Wilder plays an extended engagement and Ruth Gordon remains in the title role. Nightly except Sun., 8:30; mat. Wed. & Sat., 2:30.

NO TIME FOR SERGEANTS, Erlanger, 127 N. Clark (ST 2-2159). James Holden, King Calder and Louis Bearner stomp through this rollicking farce which Ira Levin has based on the Mac Hyman novel. Nightly, 8:30; Sun. 7; mat. Sat., 2:30.

CINERAMA: SEVEN WONDERS OF THE WORLD, Palace, 159 W. Randolph (AN 3-0055). The third of the wide-screened extravaganzas runs on, filling houses and parking lots. Nightly, Sun.-Thu., 8:30; Fri. 7 & 10; Sat. 7:30 & 10:30. Mat. Mon., Thur. & Sat., 2:30; Fri. 1; Sun. 2 & 5.

SPECIAL EVENTS

AROUND THE WORLD IN 80 DAYS, Todd's Cinestage, 180 N. Dearborn (CE 6-0290). Mike Todd's big show with David Niven, Cantinflas, Robert Newton and Shirley MacLaine arrives at its own loop house April 4 for what promises to be a long run. Nightly 8:15, Sun. 7; mat. Wed., Sat. & Sun., 2:30.

ICE CAPADES OF '57, Chicago stadium, 1800 W. Madison (SE 3-5300). The most lavish of the current icearamas glides into town April 4 for a ten day stand. Nightly except Sun. & Mon., 8:30; mat. Sat., 2; Sun. 2 & 6.

MATZO BALL JAMBOREE, 8th street theater, 741 S. Wabash (HA 7-6834). Tickets are surprisingly scarce for this English-Yiddish musical revue starring Mickey Katz. The producers have happily obliged by moving the show to the Opera house, 20 N. Wacker, for Saturday night performances. Closing date April 10. Nightly, 8:30; mat. Sun., 3.

NIGHTLIFE

BLUE ANGEL, 801 Rush (SU 7-5060). Caribbean calypso still goes strong in this cellar club. "The Mighty Zebra" leads the current tribe of singers and dancers between the tables and among the voodoo relics. Nightly, 5 p.m. to 4 a.m. Shows 10, 12 & 2 weekdays and Sun.; 9:30, 11, 1 & 3 Sat. Dinner from \$3.

BOULEVARD ROOM, Conrad Hilton hotel, 720 S. Michigan (WA 2-4100). A refined ice rink takes the place of a stage in this room, and producer Merriell Abbott's current effort is "Skating Memories" with Naomi Wold and "China" Smith. They are backed by a troupe of Boulevard-Dears and Boulevard-Dons and the Frankie Masters orchestra. The prime ribs served here are far from incidental. Open nightly from 6:30. Shows, 8 & 10:30; Sun. 4 & 9. Dinner from \$3.50. \$2 cover.

THE BUTTERY, Ambassador West hotel, State and Goethe (SU 7-7200). Quiet and aloof, with dancing to restrained Afro-Cuban music by Renee and orchestra. Noon to 2 a.m., dancing from 9. Flaming sword dinner \$5. at \$9.00, other food a la carte \$3 min. Fri. & Sat.

CAMELLIA HOUSE, Drake hotel, Lake Shore and Michigan (SU 7-2200). French cuisine and Jimmy Blad's music. Noon to 3 p.m., 6 p.m. to 1 a.m. Lunch \$1.75-\$2.50, dinner \$7-\$7.

CHEZ PAREE, 610 W. Fairbanks (UR 7-3131). "Inka Inka Doo" Jimmy Durante heads the current follies. Also on the bill the dance team of the Cerrays, pianist-singer Jackie Barnett, Jules Buffano, Jack Roth and much glitter and girls. 6 p.m. to 1 a.m. Shows 8:15 & 12:15. Dinner \$1 plus.

COLLEGE INN PORTERHOUSE, Sherman hotel, Randolph and Clark (FR 2-2100). Dining is western style, music is by Frank York, who has a fiddle and orchestra. Noon to 1 a.m.; Sat. to 2 a.m. Lunch \$1.65-\$1.95, dinner \$1.50-\$7.

EMPIRE ROOM, Palmer house, State and Monroe (RA 6-7500). Lisa Kirk sings amid plush surroundings, with Buddy Pepper at the piano. Dancing to the Charlie Fisk orchestra. 6 p.m. to 2 a.m. Shows 8:30 & 12. Dinner from \$4. \$2 cover.

GATE OF HORN, 735 N. Dearborn (SU 7-2833). A small, down-the-basement club where folk singers and charcoal broiled sandwiches are specialties and where audiences often join in to sing tunes about banana boats and railroad men. Nightly, 9:30 to 2 a.m. Sat. until 4 a.m. \$2 min., Fri. & Sat.

PUMP ROOM, Ambassador East hotel, State & Gothe (SU 7-7200). Flamboyant hangout for celebrities and celebrity watchers. David LeWinter's orchestra provides dance music. Noon to 2 a.m. Flaming sword dinner \$5.50-\$9.50; other food a la carte. \$3.50 min. Fri. & Sat.

EATING OUT

AGOSTINO'S, 7 E. Delaware (DE 7-9862). This old and respected eating house has changed its location but there's no change in the quality of its Italian cuisine. 5 p.m. to 1 a.m.; Sun. from 1:30 p.m. Dinner from \$2.50.

BERGHOFF'S, 17 W. Adams (HA 7-3170). For hearty appetites: corned beef and cabbage, Thüringer sausage, other German dishes. The dark draught beer is excellent. 11:30 a.m. to 10 p.m.; closed Sun. Lunch \$1-\$2.50; dinner \$1.75-\$4.

BLACKHAWK RESTAURANT, 139 N. Wabash (RA 6-2822). Don Roth's prime rib palace has a rolling rib cart, spinning salad bowl and personality waiters. Weekdays, 11 a.m. to 10:30 p.m.; Sat., 1:30 p.m. to 1:30 a.m.; Sun., 3:30 to 10 p.m. Dinner \$2.50-\$5.

CAFE BONAPARTE, Sheraton-Blackstone hotel, Michigan at Balbo (HA 7-1300). The kind of food that Talleyrand used to talk about at the Congress of Vienna. Noon to 1 a.m. Dinner from \$6.

CAFE DE PARIS, 1260 N. Dearborn pkwy. (WH 4-5620). Delightful French fare, all the more enjoyable in the Gallic setting. Crepes suzettes are, of course, a house specialty. Daily, 5 p.m. to 11 p.m. Dinner \$3.90-\$6.50.

THE CAMEO, 116 E. Wacker (SU 7-1200). Delightful French where the food is not only delicious but well done. Perfect for. Noon to 1 a.m. Dinner from \$3.00. Closed Sat.

CAFE BOHEMIA, 116 S. Chicago (AN 2-8310). Excellent deli with fresh coffee in a green. 11 a.m. to 1 a.m., closed Sun. & Sat. Lunch \$1.00-\$1.50, dinner \$1.75-\$1.75.

CAPE COD ROOM, Drake Hotel, Lake Shore & Michigan (SU 7-2200). Excellent seafood in a total air-conditioned. A la carte from \$2. Daily room until 1 a.m. night.

FRED HARVEY'S HARLEQUIN ROOM, Palmolive building 319 N. Michigan (UR 7-0606). A dark, quiet room for restrained dining. 11:30 a.m. to 9 p.m. Lunch from \$1.25, dinner from \$2.25.

FRITZEL'S, 210 N. State (AN 2-7100). Good cuisine behind a Hollywood facade. Daily, 11 a.m. to 1 a.m. Dinner \$2.85-\$4.95.

GIBRALTAR ROOM, Prudential bldg., Randolph and Michigan (MI 2-7676). A super-Stouffer's, serving steak and chop in a modified colonial room that commands a sweeping view of Michigan avenue. 11 a.m. to 9 p.m. Closed Sun. Lunch from \$1.25, dinner from \$2.

GRECIAN TERRACE, 75 W. Washington (RA 6-0637). A good Loop restaurant where there's plenty of room at lunch time. Greek specialties include avgolemono soup, taramosalata (fish roe) and assorted kebabs and pelafis. Daily 11:30 a.m. to 9 p.m. Lunch from \$1.15; dinner from \$2.25.

HOE SAI GAI, 85 W. Randolph (AN 3-6474). Chinatown in the Loop. 11 a.m. to 2 a.m.; Sat. to 3 a.m. Lunch \$75-\$2; dinner \$1.55-\$4.

IRELAND'S, 632 N. Clark (UR 7-2020). An old-time restaurant devoted exclusively to sea food. Noon to 2 a.m. Dinner \$2-\$5.

JACQUES', 900 N. Michigan (DE 7-9040). Continental foods and choice wines in a light-hearted French atmosphere. 11:30 a.m. to 3 p.m., 5 to 10:30 p.m. Lunch \$1.70-\$2.60, dinner \$3.80-\$6.

RED STAR INN, 1528 N. Clark (WH 4-9637). Reputedly the biggest menu in the city, includes a zwiebel fleisch that's better than sauerbraten, even. Open 1 p.m. to midnight. From \$1.75.

ST. HUBERT'S GRILL, 316 Federal (WE 9-8770). Superior food served by red-coated waiters in old English surroundings. Mon-Sat., noon to midnight, closed Sun. A la carte from \$6.

STOCK YARD INN, 12nd & Halsted (YA 7-5580). The Sirloin room specializes in prime beef, but whumps up other dishes on demand. Dinner \$3.50-\$6.

SWEDEN HOUSE, 157 E. Ohio (SU 7-3350). The best and most delectable of Scandinavian dishes in handsome surroundings. 11:30 a.m. to 2:30 a.m. Lunch from \$1.00, dinner from \$2.00.

THE TRADERS, Palmer house, State and Monroe (RA 6-7500). This eatery is only days old. The cuisine South Seas and continental, is being supervised by Trader Vic of San Francisco fame. Barbecued meats, curried dishes and rum drinks prevail. Nightly, 5 p.m. to 1 a.m. All food a la carte.

WELL OF THE SEA, Sherman hotel, Clark & Randolph (FR 2-2100). A dim room with deep sea menu and decor. Daily, noon to midnight; Sun. 4 to 9 p.m. Lunch \$1.60-\$2.25; dinner a la carte.

Compiled by Jeane Phillips

they loved us in



Milwaukee

We're still blushing. In a recent survey in Milwaukee, the "Schlitz Saturday Night Theatre," showing Warner Bros. pictures distributed by A.A.P., led the competition with an average of a 70% share of the total audience over a three week period.

J. Walter Thompson — agency for Schlitz Beer — conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

The good people of Milwaukee are pretty much the same as audiences anywhere. To capture audience and advertiser alike in *your* area, write or phone:

A.A.P. inc.

315 Madison Ave., New York City Murray Hill 6-2323

CHICAGO: 75 E. Wacker Dr., Dearborn 2-4040

DALLAS: 1511 Bryan St., Riverside 7-8553

LOS ANGELES: 9110 Sunset Blvd., Crestview 6-5886



Portrait of the American Family



*T*here's a measure of egghead in most of us. As a nation we seek knowledge. And we make heroes out of our best knowers—like Charles Van Doren.

For the first time, a television network has worked out a way to serve the direct interests of knowledge-seekers. NBC, in cooperation with the Educational Television and Radio Center of Ann Arbor, now televises live programming expressly for the nation's educational channels. Programs on American literature, music, mathematics, government and world geography are being specially produced—on a scale that would not be possible for individual educational channels.

Jack Gould of *The New York Times* says of this unprecedented development: "...A major network and the education world are learning to work in harness... A significant gain..." Dr. Herman Wells, President of the University of Indiana,



calls it “. . . one of the boldest and most forward steps yet taken by television on behalf of our schools and colleges. I salute NBC for this fine public service.”

Throughout the year the NBC network schedule is also studded with a wide range of informational, cultural and inspirational programs. . . like the *Project 20 Events*, *The NBC Opera Company*, *Wide, Wide World*, *Meet the Press*, *Frontiers of Faith*, *Youth Wants to Know*, *Mr. Wizard* and *Zoo Parade*.

This type of programming is the result, in large measure, of the advertiser support given NBC for its top-rated daytime line-up and its evening commercial hits.

NBC Television Network

FISH STORY...

and then some!

Bait your lure with the thrill of fishing a virgin lake and you can be sure of one thing: fishermen will bite. And that's exactly the bait our friendly neighbor Canada used when it decided to go after a share of Minnesota's rich tourist business (3rd industry in the state, over \$200 million in '56)

Canada's well chosen lure worked, too, until . . .

WTCN Radio-Television, alert to the needs and problems of the community, planned and backed a campaign to keep fishermen in Minnesota. Resort owners throughout the state quickly picked up the campaign and, divided into area groups, went into a concentrated drive to find and report uncharted lakes to the State Department of Conservation. The department then surveyed, mapped, and named these new lakes and WTCN Radio-Television publicized them, gave eager fishermen directions on how to get to them. Two of the new-found lakes were named in recognition of this direct and successful public service: Lake WTCN, and Lake Robertson (for WTCN's Vice President and general manager Miller Robertson). In fact, so many new lakes were discovered that the governor ordered a census of lakes which promises to boost Minnesota from the land of 10,000 lakes to the land of more than 14,000 lakes!

Year after year, through programs like Stu Mann's high-rated Minnesota Outdoors . . . through special campaigns like this one and the "Save the Wetlands" campaign . . . through annual awards for wildlife art and photography . . . WTCN Radio-Television serves up public service with a punch — public service geared to meet the current needs of the community effectively.

And it pays off: on January 6, 1957 Governor Orville Freeman presented WTCN Radio-Television the first of a newly created annual award for outstanding contributions to Minnesota conservation.

WTCN's nearly state-wide coverage helps make these campaigns a success. The campaigns themselves earn new friends and increase listener loyalty. And that's what pays off for advertisers. Put new punch in your advertising: call your Katz representative today for ratings and availabilities.

WTCN RADIO-TELEVISION

MINNEAPOLIS - ST. PAUL

Represented nationally by Katz Agency, Inc. Affiliated with
WFDF, Flint; WOOD AM & TV, Grand Rapids; WFBM AM & TV, Indianapolis.



HOW
GOOD IS
YOUR
TRADE PAPER
ADVERTISING
?



Announcing . . .

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

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

Lawrence R. Glenn

Publisher

COMPETITION DETAILS

Who is eligible?

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

Award Classification

tv stations top hourly rate

Group 1.....	to \$500
Group 2.....	\$500 to \$1000
Group 3.....	\$1000 to \$1500
Group 4.....	\$1500 to \$2000
Group 5.....	\$2000 and over

radio stations top hourly rate

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

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

Awards

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

Entries

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

Deadline

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

Judges

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

Special Contribution . . .

to Broadcasters' Promotion Association: To encourage the aims and activity of the fast-growing BPA, SPONSOR will contribute \$5 to this organization for each tv and radio station entry. The contribution will be in the name of the promotion manager of the station.

from the president of the BROADCASTERS' PROMOTION ASSOCIATION

BPA

BROADCASTERS' PROMOTION ASSOCIATION, INC.

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

OFFICERS

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

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

Second Vice-President
Montez Tjeden
WTV

Secretary-Treasurer
Ellen M. Johansen

DIRECTORS

Bruce Wallace
WTMJ & WTMJ-TV

Haywood Meeks
WMAI-TV

Roy C. Pedersen
WDAY & WDAY-TV

Samuel Elber
WJEF

Gene Godt
WCCO-TV

Marion Annenberg
WISN & WISN-TV

Joe Zimmermann
WFIL & WFIL-TV

Joe G. Hudgens
KENT & KENT-TV

John M. Keys
WMAQ & WNBQ

Foster H. Brown
KMOX

Howard W. Meagle
WVVA

Paul J. Woodland
WQAL & WQAL-TV

March 28, 1957

Mr. Norman Glenn, Publisher
SPONSOR

40 East 49th Street
New York, New York

Dear Norm:

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

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

I hardly need repeat, Norm, how delighted I am that SPONSOR plans to contribute \$5.00 to the Broadcasters' Promotion Association for each entry received in the contest. As President of BPA, I can assure you I will do everything possible to promote the maximum number of entries among BPA member stations -- as well as the stations throughout the country. The funds derived from this generous contribution from SPONSOR will enable BPA to provide more and better services to its members -- and help assure its continuing growth and usefulness.

Cordially,

David E. Partridge

David E. Partridge
President

DEP:J

SPONSOR

THE WEEKLY MAGAZINE TV AND RADIO ADVERTISERS USE

RADIO RESULTS

HOUSES

SPONSOR: Individual Homeowner

AGENCY: Direct

Capsule case history: If you want to rent your house in record time, try radio. A homeowner in Yorkton, Saskatchewan, turned to radio advertising in order to rent his house and demonstrated that the medium can often be used just as effectively by private individuals as it can by business firms. The house was taken just 15 minutes after a commercial advertising a house for rent was broadcast on radio station CJGX. The owner of the house bought only one announcement on CJGX which was aired at 6:45 p. m., following Linus Westburg and the sports. His phone number was included in the announcement and with the first call the house was rented for an amount slightly above the average rent for that area. The house-owner was besieged by further phone calls which kept his telephone ringing constantly for two days. During that time a total of 100 phone calls were made in all by people who wanted to rent the house.

CJGX, Yorkton, Saskatchewan PROGRAM: Announcement

FLOOR COVERINGS

SPONSOR: Hobbs Linoleum Co. AGENCY: R. B. Flemmons & Sons

Capsule case history: Hobbs Linoleum Co. was able to extend a regular monthly one-day sale for a whole week due to the consumer response to radio advertising. The sponsor's agency bought four announcements on station KGHF for the weekend preceding the sale, one on Saturday and three on Sunday. The commercials announced that Hobbs was having a special clearance of some items at reduced prices. The clearance was held in conjunction with city-wide value day, regularly scheduled for the first Monday of every month. However, only radio was used for the specials. On Monday morning, prospective customers who had heard the sale announcements were lined up outside the store before 8:00 a.m. The response was such that Hobbs had to continue its sale of the selected items for the rest of the week and also had to triple its sales staff during that time. The four announcements cost the advertiser \$8.00.

KGHF, Pueblo, Colo. PROGRAM: Announcements

MOTION PICTURES

SPONSOR: Casa Linda Theatre

AGENCY: Direct

Capsule case history: Radio went to work for a motion picture and made a box office record-breaker of a film which had been a complete flop during its first Dallas run in 1941. The movie, *Citizen Kane*, was recently brought back to the Casa Linda Theatre for a second engagement. The theatre took its usual newspaper ad but this time added radio advertising, using 10 announcements per day on station KLIF. The opening of *Citizen Kane's* run was preceded by a four-day radio buildup. Commercial copy stressed the association of Kane's life with that of William Randolph Hearst. At the end of the day, after five sell-out performances, receipts were approximately equal to the receipts for the entire previous week. When the picture closed after a run of four days, theatre officials reported that total receipts had more than trebled those from any other motion picture ever presented at the Casa Linda Theatre.

KLIF, Dallas PROGRAM: Announcements

VARIOUS

SPONSOR: Participating Advertisers

AGENCIES: Various

Capsule case history: A new promotion designed to tap the purchasing power of Salt Lake City's club women has proved its effectiveness in opening new distribution outlets. The program, KDYL Radio's *Community Club Awards*, is a competition which assists women's organizations in building their club treasuries through delivery to the station of proof-of-purchase slips from firms tying in with the campaign. By the end of the third week of turn-ins (6 February) all the advertisers participating in the program were reporting increased sales. Just a few examples: Libby. McNeill & Libby was able to open several new grocery accounts. Milk White Eggs gained distribution for the first time in the city's largest Albertson's Food Center. Finally, Blue Bonnet margarine, advertising only on the KDYL program, found that its sales in Salt Lake City's Safeway chain were 50% higher than the sales in any previous January.

KDYL, Salt Lake City PROGRAM: *Community Club Awards*



Folks are in love with **WWDC** Radio

* **1st** in total audience — **1st** in quarter hour wins — Washington, D.C.

* PULSE: January-February, 1957

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

SPONSOR • 6 APRIL 1957

DAILY DOUBLE

IN NORTH CAROLINA



Every day . . .
more audience
in
Winston-Salem

Every day . . .
more audience
in
rich 18-county
Piedmont area
than any other
station

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA

NBC for { WINSTON-SALEM
GREENSBORO
HIGH POINT
5000 W • 600 KC • AM-FM
AFFILIATE
HEADLEY-REED, REPRESENTATIVES

Montgomery's No. 1

(says Hooper) is

WRMA

Serving 200,000 Negroes

Oct.-Nov. 1956 Hooper
Av. share 7AM-6PM

WRMA 27.6%*

Second station, 21.4%

*Signed off 4:45PM during survey

Exclusive Market

The only Negro station
in a Central Alabama
area with 53% Negro population

WRMA

Montgomery, Ala.

Judd Sparling, Commercial Manager
Joseph Hershey McGillvra,
National Representatives

News and Idea WRAP-UP

ADVERTISERS

Here's a list of the spot radio advertisers who used 200 or more stations during the month of February—as compiled from the Executives Radio-TV Service latest issue of its Spot Radio Report:

1. Oldsmobile	290
2. d-Con	286
3. General Foods	243
4. Beech Nut-Life Savers	239
5. Nabisco	226

G.E. will introduce an automatic de-wrinkler as key feature of its new 1958 clothes dryer line this spring. . . Alcoa's new ad theme will feature the distributor salesman as "The Aluminum Man." Campaign will be unveiled on the *Alcoa Hour*, NBC TV. . .

Frigidaire is introducing a new "personalized" merchandising service for home builders. Kircher, Helton & Col-

lett ad agency, Dayton, has set up a special builder merchandising department to provide creative services including radio-tv commercial copy. . . Knomark has added \$500,000 to its ad budget to launch Esquire Lano-Wax. The shoe dressing campaign gets its send-off this week on NBC TV's *Caesar's Hour*.

Focus on personalities: Peter J. Cole is new assistant sales manager of Sterling Brewers. . . Katie Saunders has been appointed brand publicity manager for Lever Bros. She was previously a product publicist for General Foods. . . John H. Tyner is now brand advertising manager for Bristol-Myers product division.

AGENCIES

A closed-circuit link between agency and client (located anywhere in the country) is the big "idea at work" at Young & Rubican, N. Y.



OK GROUP first annual managers' meeting was recently held in New Orleans. (L to r): W. Edwards, ass't. mgr., WXOK (Baton Rouge); R. Bartusch, ass't. mgr., WLOK (Memphis); R. Mabry, ass't. mgr., KYOK (Houston); S. W. Ray, Jr., exec. v.p. & gen. mgr., OK Group; R. Rhodes, co-mgr., KAOK (Lake Charles); A. Zieole, ass't. mgr., KOPY (Alice, Texas). Standing: T. McGuire, mgr., WXOK; G. Weil, mgr., WLOK; J. Watkins, mgr., KYOK; J. J. Paglin, president, OK Group; T. Gresham, co-mgr., KAOK; E. Prendergast, mgr., WBOK; R. Grimes, mgr., KOPY. F. Schwarz, ass't. mgr., WBOK, is not in the picture

The new system (due to begin operation in June) includes tv transmission facilities, film theatre and tv audition studio right in the agency's New York headquarters.

With these tools, Y&R can get in a closed-circuit huddle with clients over the selection of shows, commercials quality controls, and auditioning of talent—all under broadcast conditions.

First client to sign up for the new service is P&G.

New Agency appointments: Geyer for Strongheart Dog Food (Doyle Packing Co.) Territory represented by the company is the eastern seaboard. . . **Hoffman-Manning**, New York, for Florida Land & Homes Bureau, Daytona Beach, for radio-tv side of ad campaign. Network radio is currently being used. . . **Edwin L. Fletcher** has been promoted to research director at Russell M. Seeds Co. . . **H. B. Lenz** is now acting manager for the New York office of the Ralph H. Jones Co. . . **Albert W. Reibling** moves over to Ted Bates Co. as assistant business manager of the radio-tv department. Reibling was former general manager of the radio-tv department at Kudner.

. . . **John W. Shaw Advertising** for Lanolin Plus' new line of products in the fragrance field.

MacManns, John & Adams has added Minnesota Mining & Mfg. Co.'s new chemical products division. . .

F. H. Hayhurst Co., Canada, for a new P&G product soon to debut in Canada.

People on-the-move: **Jack W. Edwards**, formerly vice president and manager of Grant Advertising's San Francisco office, has been transferred in the same capacity to the Dallas office of the agency. . . **Robert Russell** to the Marshall & Pratt Division of McCann-Erickson as account executive on the new Bulova Electric Razor. Russell was formerly with Norman, Craig & Kummel. . . **George Henry Smith** is the new tv-radio director for August Dorr Advertising, Miami. . . **Victor Ratner** has left McCann-Erickson to join Benton & Bowles as a v.p. . . **C. W. Christenberry, Jr.** has joined Guild, Bascom & Bonfigli's New York office as executive producer. . . **Harry W. Witt**, v.p. at Calkins & Holden in Los Angeles, has resigned to head the Western office of the newly formed Reach, McClinton agency.

They became v.p.'s this week: **Philip Brooks** and **John Rockwell** at Doherty, Clifford, Steers & Shenfield. . . **Don O'Leary** and **J. Clarke Mattimore** at K&L. . . **Bud Sherak** research director at K&L.

NETWORKS

Shulton, which has been buying tv specials and one-shots, is reported to be going in for a regular show this fall on CBS TV.

The show is not set but the time slot will be 8:30-9 p.m. Tuesday nights, which would put Shulton opposite Wyatt Earp (ABC TV).

ABC TV's plans to move into afternoon line programming will materialize this fall.

First step is the agreement made this week between the network and Walt Framer Productions. The Framer outfit will produce an across-the-board series titled *Lucky Lady* for late afternoon showing next season.

Fall programing notes: At CBS TV Wildroot has bought the 10:30-11

TV in Fresno -- the big
inland California market--
means **KMJ-TV**

- Best local programs
- Basic NBC-TV affiliate



PAUL H. RAYMER, NATIONAL REPRESENTATIVE

p.m. Saturday night spot for alternate week sponsorship of *New York Confidential* (drama series with Lee Tracy).

Current tv programing notes: ABC TV will program its Saturday 5:30-6 p.m. spot starting 13 May with the *Popsicle Five Star Comedy Party*. Show is set up to promote Joe Lowe Corp.'s new "Popsi" Doodle contest. . . CBS TV, which never found a backer for either *Mama* or *The Boing Boing Show*, abruptly dropped both Sunday afternoon programs this week. The cancellations pave the way for moving *Odyssey* into the 5-6 slot.

NBC TV's new co-op midday color show, *Club 60*, now has a roster of 62 stations and is reporting good sponsor interest. Some examples: availabilities are 68% sold out on WRCV-TV, Philadelphia; 78% on KRCA, Los Angeles; 63% on WBUF, Buffalo; 60% on WNBC, Hartford-New Britain; 52% on WRCA-TV, New York; 58% on WNBQ, Chicago and 40% on WRC-TV, Washington. . . ABC will dedicate its new \$1.5 million Chicago headquarters on 16 May.

NBC's *Monitor* has just racked up the biggest first quarter in its sales history. Matthew J. Culligan, v.p. in charge of NBC Radio, says second quarter sales (already 75% sold-out) may shatter past records. Culligan also states that the weekend radio service "now represents a substantial part of the \$10 million upsurge of net sales already made by the radio network in 1957 business." . . . The new Crosley station, WLW-I, Indianapolis, will become a primary affiliate of ABC TV when it takes to the air on 14 Sept.

Thomas F. O'Neil, chairman of the board at Mutual, has been elected to the board of directors of the Companion Life Insurance Co.

New assignments: Morris Rittenberg has been named manager of special program sales for NBC TV. . . Rowe S. Giesen is ABC-Disney coordinator. . . Robert Adams has joined ABC TV as executive producer for the Hollywood program department and will be responsible for the development of new shows (live and film) as well as supervise established programs. Adams comes to ABC TV from CBS TV. . . George A. Graham, Jr., former director of radio network sales service, is now the director of sales planning for NBC Radio.

SPOT RADIO

delivers

SUMMERTIME IS EXTRA LISTENING TIME



- 44% take radio to beach, park or picnic ground
- 72% have radios in use.

(Source: RAB-Pulse survey, summer 1956)

THE VISUAL ABOVE is one of a series comprising "Spot Radio—1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.

Photos by Ewin

XTRA selling-power in summer

and these major-market stations have developed program-services that increase summer listening

It's wise to make summer plans early. Especially if you're an advertiser.

In summer, many media decline in effectiveness. Yet Spot Radio gains strength.

Wherever they ARE Americans want radio. In the past ten years, they have proved that point by purchasing 139,174,000 radio sets.

Wherever they GO Americans want radio. Proof: Out of those millions of sets, 66,959,000 are mobile radios—either auto-sets or portable sets. Result: Today most families have one or more radios that go wherever the family goes.

Summer plans depend on weather. And Spot Radio (another name for Local Radio) keeps listeners weather-wise.

Summer plans include travel. Road conditions must be checked. Spot Radio provides accurate information on roads and traffic.

This vital on-the-spot service is the exclusive

province of Spot Radio. No other medium can match its up-to-the-minute timeliness.

The unique way in which Spot Radio serves America is no accident. In the years when television changed listening habits, certain major-market stations were studying listener-service minutely. Out of these studies came local-interest programming—the solid foundation of radio's strength and vitality today.

Over forty stations in these major markets are represented by John Blair & Company—by far the strongest group of stations and markets served by one representative firm.

So, in planning your media strategy for the months ahead, the man to see is your John Blair man. In many of your most important markets, his station can best help you take full advantage of Spot Radio's sales effectiveness in summer-time—or any time.



JOHN BLAIR & COMPANY

OFFICES: NEW YORK . CHICAGO . BOSTON . DETROIT . ST. LOUIS
ATLANTA . DALLAS . LOS ANGELES . SAN FRANCISCO . SEATTLE

Exclusive National Representatives for

New York.....WABC	Minneapolis-St. Paul...WDGY	Birmingham.....WAPI	Wheeling.....WWVA
Chicago.....WLS	Providence.....WPRO	Columbus.....WBNS	Nashville.....WSM
Philadelphia.....WFIL	Seattle.....KING	San Antonio.....KTSA	Binghamton.....WNBF
Detroit.....WXYZ	Houston.....KTRH	Tampo.....WFLA	Fresno.....KFRE
Boston.....WHDH	Cincinnati.....WCPO	Albony-Schenectady-	Wichita.....KFH
San Francisco.....KGO	Kansas City.....WHB	Troy.....WTRY	Tulso.....KRMG
Pittsburgh.....WWSW	Miami.....WQAM	Memphis.....WMC	Orlando.....WDBO
St. Louis.....KXOK	New Orleans.....WDSU	Phoenix.....KOY	Savannah.....WSAV
Washington.....WWDG	Portland, Ore.....KGW	Omoho.....WOW	Wichita Falls-
Baltimore.....WFBR	Louisville.....WKLO	Jacksonville.....WJAX	Amorillo.....KWFT-KLYN
Dallas-Ft. Worth.....KLIF-KFJZ	Indianapolis.....WIBC	Knoxville.....WNOX	Bismorck.....KFYR

After 24 years, still the best protection for release prints . . .

PEERLESS TREATMENT

"Peerless Treatment makes prints last longer."

PEERLESS NCO

The best way to preserve original and other pre-print material.

PEERLESS RECONDITIONING

Scratch Removal - Rehumidification - Repairs - Cleaning. Avoids unnecessary print replacements and saves irreplaceable originals.

PEER-RENU

Shrunken pre-print material restored to printing tolerance and focus.

PEERLESS SERVICE FOR TV SHOWS

To relieve Distributors and Syndicators of film operational burdens. Assurance that prints will always be in ready condition for next air dates . . . with commercials properly cut-in.

PEERLESS
FILM PROCESSING CORPORATION
165 WEST 46TH STREET, NEW YORK 36, NEW YORK
959 SEWARD STREET, HOLLYWOOD 38 CALIF

Men in TV production all say:

"The best spots come from Jamieson"



JAMIESON
FILM COMPANY
3825 Bryan • TA 3-8158 • Dallas

"clients include:

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

TV STATIONS

WOR-TV, New York, which has previously relied on film for most of its programming, unveiled its "Project 13" plan for introducing new live shows this week.

The station will use its Thursday 9-9:30 p.m. slot to showcase 13 different live shows at the rate of one a week. At the end of the 13-week period, the best of the series will be spotted in WOR-TV's regular schedule.

This week **WGBI-TV, Scranton-Wilkes-Barre**, changes over to **WDAU-TV**, switches to higher power, new transmitting equipment and the highest antenna tower in that part of the country. Change-over hoopla includes a novel tie-in with the opening of the extension of the Pennsylvania turnpike. Cutting of the turnpike ribbon throws the switch for the birth of **WDAU-TV**. . . There will be a switch of Pittsburgh network tv affiliation as soon as the new **WHIC** goes on the air. At this point **KDKA-TV**, which currently carries all these networks, will become an affiliate of **CBS TV**. The new **WHIC**'s affiliation will be with **NBC TV**.

RCA will hold a two-day color seminar (12-13 April) for tv broadcasters at the conclusion of the **NARTB** convention in Chicago. . . The third general conference of **CBS TV** affiliates will be held 5-6 April at **WBBM-TV**'s new Chicago studios. **Frank Stanton**, **CBS** president, will address the opening session. . . **WBRC-TV, Birmingham**, received the following citations in the annual Associated Press radio-tv awards contest for 1956: a superior rating in the "Public Service Through News" category and a meritorious rating in the coverage of "State and Local News."

New appointments: **Al Hollander** new program director at **WABC-TV, New York**. . . **Guy J. Parry** has been appointed sales representative for **WROC-TV, Rochester, N. Y.** . . **T. K. Barton** is now executive v.p. and **Douglas J. Romine** is v.p. and station manager for the **Arkansas Radio & Equipment Co.** (which operates **KARK & KARK-TV, Little Rock**).

RADIO STATIONS

KMA, the Shenandoah, Ia. station which helped play rainmaker by getting farmers in its area together behind a cloud-seeding project last year, plans to do a repeat this summer with an even larger target area.

KMA's public service project for the farmers had this result: Rainfall was increased at least 25% in the nine-county area last summer.

In **Spencer, Ia.** **KICD** has spearheaded a similar drought-combating promotion.

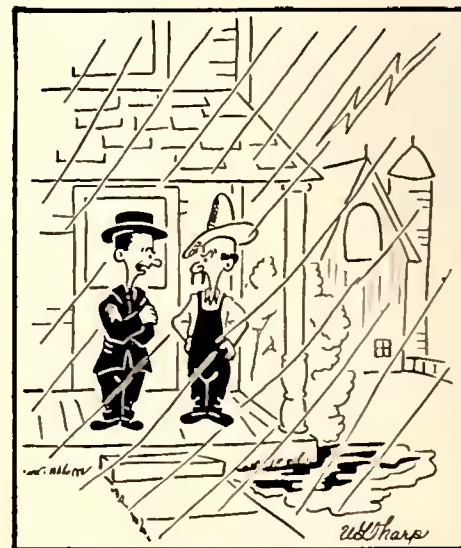
WPAT, Paterson, N. J., has announced a 30% rise in rates. . . **KHON, Honolulu**, has named **Weed & Co.** as national sales reps. . . **Keystone Broadcasting System** has added 16 new affiliates to bring the total to 934. . . **KATZ, St. Louis**, has been bought by the **Rollins Broadcasting Co.** for \$110,000.

Personnel notes: **Bernard J. McGuinness, Jr.** has been appointed general manager of **WGIR, Manchester, N. H.** . . **Donald R. Powers** has been made manager of owned and operated stations of the **Maine Broadcasting System**. . . **John F. Screen** is the new manager of **WDSU, New Orleans**.

ASSOCIATIONS

BMI will start a series of 40 Radio Program Clinics starting 27 April in Seattle and winding-up 21 June in Colorado.

This is the seventh consecutive year **BMI** has conducted the Clinics. A team of out-of-state broadcaster-speakers representing stations of various



"We never had weather like this until **KRIZ Phoenix** started forecasting!"

types and sizes along with speakers from each state in which a Clinic is held all participate in these forums on programing.

William G. "Bill" Power, ad manager of Chevrolet, will address the opening session (9 June) of the Advertising Federation of America convention in Miami.

Another topic on the agenda will be "The Threat of Government Interference."

The American Women in Radio and Television sixth annual convention (St. Louis, 25-28 April) will be highlighted by a special BMI Clinic.

Theme of the convention is "The Scope of the Feminine Field."

New officers elected by the AAAA East Central Region are: Wilfred F. Howard, v.p. at JWT, Detroit, as chairman; Robert E. Anderson, v.p. BBDO, Detroit, as vice chairman; J. Milnor Roberts, president Sykes Advertising, Pittsburgh, as secretary-treasurer; and C. M. Robertson, Jr., president Ralph H. Jones Co., Cincinnati, as a governor. . . The Advertising Council is conducting a \$2 million nationwide advertising campaign in behalf of financial aid to higher education.

The Television Pioneers, a new group, will hold an organizational meeting in Chicago on 8 April, just in advance of the NARTB convention. . . Roger Barton, project director for Alfred Politz Research will be keynote speaker for the 7th annual Western States Advertising Agencies Association to be held in Palm Springs 25-27 April.

COMMERCIALS

Here's how ARB rates the "Best Liked Commercials," as based on its national diary for January 1957.

- | | |
|----------------|-----|
| 1. Piel's Beer | 8.4 |
| 2. Ipana | 5.0 |

GOING PLACES
W J A N
SPARTANBURG, S.C.
Call: Grant Webb & Co.

- | | |
|------------------|-----|
| 3. Hamm's | 4.8 |
| 4. Winston | 3.9 |
| 5. Dodge | 3.1 |
| 6. Ford | 2.7 |
| 7. Gillette | 2.3 |
| 8. Alka Seltzer | 2.2 |
| 8. Jello | 2.2 |
| 10. Rheingold | 2.0 |
| 11. G.E. | 1.9 |
| 12. Maypo | 1.8 |
| 13. L&M | 1.6 |
| 14. Camels | 1.4 |
| 14. Snowdrift | 1.1 |
| 16. Kraft | 1.3 |
| 16. Pamper | 1.3 |
| 18. Revlon | 1.2 |
| 19. Lucky Strike | 1.1 |
| 20. Gulf | 1.0 |
| 20. Plymouth | 1.0 |

FINANCIAL

Bristol-Myers sales reached a record high of \$89,403,544 for 1956, previous year's figure was \$75,746,827. Net income was \$5,586,168 as compared to \$4,865,752 for 1955. Bristol-Myers is heavy in both network and spot.

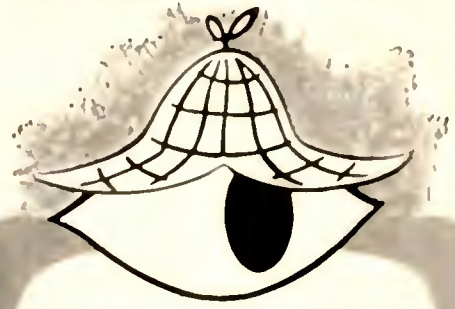
Schick Inc. net sales and earnings reached record highs in 1956. Sales were \$27,512,830 against \$24,628,995 in 1955. Income amounted to \$3,157,686 as compared to \$2,503,706 for the previous year (this is a 26.1% increase). Schick uses network tv.

Zenith Radio Corp. annual report shows earnings of \$6,178,717 for 1956 down from the \$8,034,491 earned in 1955, but the 1956 figure was the second highest in the company's history. Sales were also down with \$141,529,855 as compared with \$152,905,005 in 1955. Zenith uses spot in scattered markets throughout the country.

Allen B. DuMont Laboratories showed a loss of \$3,887,000 on sales of \$47,401,000 for 1956. In 1955 DuMont's loss was \$3,674,000 on sales of \$66,378,000. The DuMont report states that the lower sales figures in 1956 "reflect the absence of broadcasting income since the spin-off of the DuMont Broadcasting Corp."

Teleprompter Corp. reports gross revenues of \$1,784,607 for 1956. This is a 47% gain from the \$1,215,559 figure for 1955. Net income was 114% above 1955 with \$206,841 as compared to \$96,713 for the previous year.

Be a PRIVATE EYE for HOME SAFETY



Find Home Dangers
in time!
28,000 DIE YEARLY
in Home Accidents!



YOUNG CHILDREN

die from fires — falls —
suffocation — poisons.

ALL unguarded medicines, household chemicals, liquid fuels are dangerous. Keep them out of reach — out of sight.

14,000 YOUNG and OLD
DIE FROM FALLS ALONE!



stay alert! stay alive!

Make all your family
"PRIVATE EYES"



Contributed as a public service by
THE ADVERTISING COUNCIL
THE NATIONAL SAFETY COUNCIL



new way to boost sales all year 'round

reserve space *now* in

THE ADVERTISING CENTER

permanent exhibit center for advertising and sales promotion products, services, ideas

opening May 20—4000 sq. ft. Young & Rubicam Bldg.
285 Madison Ave. at 41st St., New York

THE ADVERTISING CENTER

285 Madison Avenue, New York 17, N. Y. • MU 6-2929

Larry Schwartz, Pres. • Henry G. Burger, Exec. Director

NATIONAL ADVISORY BOARD (partial list)

Philip J. Kelly, Calvert Distillers • Paul J. Geden, Burlington Mills • Herbert Shayne, Hudson Pulp & Paper Corp. • Wm. J. Jeffery, B.B.D.O. • E. M. Van Duzer, Eastern Airlines • Richard J. Brown, U. S. Plywood Corp.

CONSISTENT YEAR-ROUND TRAFFIC

1. Street-level location—free admission.
2. Content of exhibits changes constantly.
3. Special interest displays throughout the year.
4. Advertisers exchange service—hundreds of advertising and publicity tie-in opportunities—hundreds of products available as props or give-aways are listed FREE on the Center's "Big Board."
5. Full-scale publicity program.
6. Reference library.
7. Conference room seating 50.

HERE'S HOW THE CENTER CREATES SALES FOR YOU

1. Your phone number is right next to your display.
2. Telephones for "hot" customers to call you.
3. Your literature distributed at your exhibit.
4. Visitors request additional information on directory card listing all exhibitors. You get these names within 24 hours.
5. Center will mail your literature throughout U. S.

IT'S EASY TO EXHIBIT — HERE'S ALL YOU DO

1. Decide what size display(s) and which categories you wish to display in.
2. Mail space reservation now.
3. Ship the materials you want displayed to The Advertising Center, with a supply of literature and/or samples. Allow 1 week for installation, or you may install yourself. No charge for ordinary mounting and installation. 110 and 220 volt electricity available without charge.

ONLY \$ **15** PER MONTH

per unit of exhibit space—1 ft. x 1 ft. of wall space or 1 ft. x 1 ft. x 1 ft. of cubic floor space

mail now to be sure of space



SPACE RESERVATION

THE ADVERTISING CENTER, INC., 285 MADISON AVE., NEW YORK 17, N. Y.

Please reserve the following exhibit units under the following categories @ \$15 per unit, commencing May 20, 1957.

No. of Units	Category	No. of Units	Category	No. of Units	Category
—	Sales Promotion, Sales Training	—	Letterpress and Production	—	Colorprints & Transparencies
—	Direct Mail	—	Packaging and Paper	—	Typography
—	Point of Purchase	—	Art	—	Binders
—	Visual Aids	—	Convention and Sales Meeting Exhibits	—	Charts & Signs
—	Premiums	—	Other Displays	—	Sales Incentives
—	Advertising Specialties	—	Photoprints	—	Media, Advertising Services, Business Machines, General
—	Photography				
—	Offset Lithography				
				TOTAL UNITS	_____

Name _____ Address _____
 Title _____ City _____ Zone _____ State _____
 Company _____ Signature _____

NEW AND RENEW

NEW ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
California Packing, SF Evinrude Motors, Milwaukee	Mc-E, SF Cramer-Krasselt, Milwaukee	CBS 68 ABC	Garry Moore; alt F 10:30-10:45 am, 12 Apr 13 alt wks Hollywood Film Theatre, Su 7:30-9 pm 1 partic per wk 7 Apr
Lever Bros, NY Lever Bros, NY Lever Bros, NY Procter & Gamble, Cin	BBDO, NY BBDO, NY BBDO, NY DFS, NY	NBC 57 NBC 57 NBC 57 NBC 80	Truth or Consequences, W F 11:45-12 n, 1 May, 52 wks Comedy Time; W 5-5:15 pm, 1 May 52 wks Price Is Right; F 11-11:15 am, 3 May, 52 wks Tic Tac Dough; M 12-12:15 pm Tu, W alt Th F 12:15- 12:30 pm, 1 Apr; 52 wks
R. J. Reynolds, Winston-Salem Williamson-Dickie, Ft. Worth	Esty, NY Evans & Asso, Ft. Worth	NBC 110 ABC	Baseball Sa aft, 1/4 spon 6 Apr 26 wks Ozark Jubilee; Sa 10-11 pm 1 partic alt wks 23 Mar

RENEWED ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Home Products, NY American Home Products, NY General Foods, White Plains, NY Hartz Mountain, NY H. J. Heinz, Pittsburgh	Bates, NY Bates, NY BGB, NY Hartman, Chi Maxon, Detroit	CBS 190 CBS 177 CBS 190 ABC NBC 57	Secret Storm; M-F 4:15-4:30 pm, 29 Apr, 52 wks Love Of Life; M-F 12:15-12:30 pm, 29 Apr 52 wks December Bride; M 9:30-10 pm; 1 Apr, 52 wks Circus Time; Th 8-9 pm; partic, 21 Mar Capt. Gallant; Sa 11:30-12 n; 30 Mar-25 May 31 Aug- Mar, 1958
Pharmaceuticals, Newark	Kletter, NY	CBS 163	To Tell The Truth; Tu 9-9:30 pm 2 Apr; 52 wks

RENEWED ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Drackett Co, Cin General Foods, White Plains, NY Pharma-Craft, Batavia, Ill Sandura, Phila	R. H. Jones, Cin BGB, NY JWT, Chi Hicks & Greist, NY	ABC ABC CBS 201 ABC	Breakfast Club; Th, F 9:35-9:40 am; 4 Apr Breakfast Club; M-F 9:45-9:50 am; 1 Apr 52 wks House Party; M, Th 3:15-3:30 pm; 1/2 spon, 18 Mar 26 wks Breakfast Club; Tu 9:40-9:45 am; B Apr

BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Gene Accas	ABC Tv Net, NY, admin officer	Same, admin vp
Robert Adams	CBS Tv, Hy, asst to producer Playhouse 90	ABC Tv, Hy, exec producer-Hy program dept
Bob Allen	KEY-TV, Santa Barbara, regional sls rep	McGavren-Quinn, LA, sls
Arnold Alpert	Sponsor, NY, advtng dir	Same, also vp
Dick Amundson	KNOE, Monro, La, mgr	WYOU, WACH-TV, Norfolk, gen mgr
Arthur C. Arkelian	WEAT, West Palm Beach, radio sls	WERE, Cleve, acct exec-local sls
Bertram Berman	CBS Tv Net, NY, daytime program dir	Same, dir daytime program devel
Roland Blair	CBS Tv, Chi, acct exec	Same, midwestern sls mgr
Richard C. Block	KCRA-TV, Sacramento, promotion mgr	KRON-TV, SF, dir sls promotion & merch
William H. Brennan	CBS Radio, producer-dir	Same, Hy, western div mgr-stn relations
Don Brownrigg	KDON, Salinas, Cal	KWIZ, Santa Ana, Cal, sls
John N. Calley	NBC Tv Program Dept, NY, gen program exec	Same, mgr-program services
Barney Clark	Capper Publications, super r-tv sls	McGavren-Quinn, Chi, office mgr
George Comtois	ABC Radio Net, NY, nat sls mgr	Same, vp chg sls
Ralph Conner	Headley Reed, NY, sls exec	Bolling Co, NY, radio sls
Clyde T. Coulter		TPA, Toledo, acct exec
Donald W. Coyle	ABC Tv Net, NY, dir sls devel & research	Same, vp chg sls devel & research
Jesse H. Cripe	WTJV-TV, Miami, asst operations mgr	WFGA-TV, Jacksonville, Fla, stn mgr
William Crumley	Young Tv, NY, research dir	Same, vp chg research & a director
Ted Eiland	WPTV, Palm Beach, gen mgr & dir sls	WTVJ, Miami, local sls mgr
Gene Emerald	WMIL, Milwaukee, chg morning show	WISN, Milwaukee, sls
Paul Evans	Storer B'castng, Chi, mid-west radio sls mgr	Same, NY, NY sls mgr for WSPD, Toledo WJW Cleve; WJBK, Detroit
Arthur P. Fitzgibbons	CFCM-TV, Quebec City, commercial mgr	CKMI-TV, Quebec City, dir operations
Edwin S. Friendly, Jr.	CBS Tv Net, NY, gen mgr Project 600	Same, daytime program dir
Sidney C. Furst	BBDO, NY, research acct exec	ABC Radio Net NY, sls presentation writer
Rowe S. Giesen		ABC, Hy, ABC-Disney coordinator
Harry S. Goodman	Radio Tv Representatives, NY, pres	Same, chairman bd
Joe Graham	ABC, NY	Dallas Film Industries, Dallas, pres

NEW AND RENEW

BROADCAST INDUSTRY EXECUTIVES *continued . . .*

NAME	NEW AFFILIATION	FORMER AFFILIATION
Richard Grand		KAIR, Tucson, sls mgr
Robert Hoag	CBS Tv, NY, acct exec-net sls	Same, mgr program sls
Richard P. Hogue	CBS Tv Spot Sales, NY, acct exec	WXIX, Milwaukee, gen sls mgr
Al Hollander	Edward Kletter, NY, mgr r-tv	WABC-TV, NY, program dir
Lewis Johnson	Storer B'castng, Chi mid-west tv sls mgr	Same, NY, NY sls mgr for WJBK-TV, Detroit
Robert H. Karpas	ABC, NY, radio net co-op sls	Devney & Co, NY, acct exec
Milton P. Kayle	Stone Associates, NY, counsel & dir business affairs	TPA, NY, resident counsel
William E. Kelley	Storer B'castng, chg advertiser contacts	WJW-TV, Cleve, NY sls mgr
John Kent	WDSU-TV, New Orleans, varied	Same, dir public affairs
George Klayer	CBS Tv, NY, eastern sls mgr	Same, net sls mgr
Jerry Landay	Texanco Enterprises, NY, producer	Same, vp
Charles E. Larkins	WFAA-TV, Dallas, promotion mgr	KTVX, Muskogee-Tulsa, sls promotion, publicity & merch dir
Paul Law	Midwestern Broadcasting School, Chi, dean	WLW-D, Dayton, program dir
Howard L. Letts	RCA, NY, vp & Operations mgr-record div	NBC, NY, chg business affairs dept-tv programs & sls
Bertram Libin	WMAL Radio, Wash DC, local sls mgr	Same, gen sls mgr
Anthony Liotti	NBC Spot Sales, NY, sls presentation writer	Same, r-tv research super
Ben Ludy	WIBW, WIBW-TV, Topeka, gen mgr	Capper Publications-Stauffer Publications, Chi, nat advtng r-tv sls mgr
Thomas Lufkin	ABC Tv Net, Hy, ABC-MGM coordinator	Same, service mgr
Jean MacClean	KGAY, Salem, Ore	KWIZ, Santa Ana, Cal, sls
Bob Mansur	WFAA, Dallas, staff announcer	Same, promotion mgr
Sam K. Maxwell, Jr.	CBS Tv, midwestern sls mgr	Same, eastern sls mgr
Terrence McGuirk	CBS Tv, NY, sls mgr-special unit EMP	CBS Tv Spot Sales, NY, acct exec
John Morgan	Encyclopedia Britannica, SF, procurement mgr	TPA, St. Louis, acct exec
Ralph W. Nimmons	WFAA-TV, Dallas, mgr	WFGA-TV, Jacksonville, Fla, gen sls mgr
James F. O'Grady	Young Tv, NY, asst sls mgr	Same, also member bd
Sid Plotkin		WISN, Milwaukee, sls
Jean A. Pouliot	Famous Players, exec engineer	Television de Quebec Limitee, Quebec City, gen mgr
Jason Rabinovitz	ABC Tv Net, NY, admin officer	Same, admin vp
George Rice	WABC-TV, NY, program dir	KGO-TV, SF, mgment position
Stephen Riddleberger	ABC Radio Net, NY, business mgr	Same, admin vp
Morris Rittenberg	NBC Tv, NY, mgr sls devel-net sls	Same, mgr special program sls-tv net
James M. Robinson	Research Institute of America, NY	TPA, Raleigh, acct exec
Don Rodgers	WRIB, Providence, program dir	WVDA, Boston, program dir
Peter Roper	Andrews Associates, Cleve	WERE, Cleve, mgr publicity-promotion dept
Ralph R. Rust	WJBK, Pittsburg, Kan, mgr	Same, program dir
Thad Sandstrom		WIBW, WIBW-TV, Topeka, gen mgr
Louis Sanman	ABC Tv Net, Hy, program dept	Same, production super
George A. Schmidt		Radio Tv Representatives, NY, sls exec
Thomas J. Severin	WMAR-TV, Baltimore, Program mgr	Same, dir public service
Dean Shaffner	ABC Radio Net, NY, dir sls devel & research	Same, vp chg sls devel & research
Theodore F. Shaker	WXIX, Milwaukee, sls mgr	CBS Tv, NY, acct exec-net sls
Richard L. Stahlberger	WCBS Radio, NY, asst sls promotion mgr	Same, sls promotion mgr
Carl M. Stanton	NBC, NY, vp-tv programs & sls-business affairs	Same, chg coordination color tv operations
Peggy Stone	Radio Tv Representatives, NY, vp	Same, pres
Joe Story	KCKN, Kansas City, gen mgr	KCMO, Kansas City, sls
Walter L. Thrift, II		TPA, southeastern area, acct exec
Harold C. Tunison	Broadway Dept Store, LA, sls mgr	TPA, Davenport, Ia, acct exec
Howard Van der Meulen	WBUF, Buffalo, advtng & sls promotion	Same, mgr press & publicity
Bill Vidal	WBOF, Virginia Beach, commercial mgr	WYOU, WACH-TV, Norfolk, sls mgr
Beth Weissman		Radio Tv Representatives, NY, admin exec
Wayne J. Wynne	KCGM, Albuquerque, sls	KGO, SF, acct exec

ADVERTISING AGENCY PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Howard L. Bergman	Grey, NY, dir sls promotion dept	Same, also vp
George S. Bogart	Calkins & Holden, Chi, acct super	Same, vp chg office
Philip Brooks	Doherty, Clifford, Steers & Shensfield, NY, acct exec	Same, vp
Gene E. Bryson	Erwin, Wasey, LA, acct exec	Mc-E, LA, acct exec
Jorge Cardoze	Y&R, Mexico City, asst mgr	Same, Caracas, Venezuela, mgr
C. W. Christenberry, Jr.	Ayer, NY, staff producer-dir-r & tv	Guild, Bascom & Bonfigli, NY, exec producer
Christopher Cross	Grey, NY, dir publicity-promotion dept	Same, also vp
Paul J. Doniger	Battistone, Bruce & Doniger, NY, vp & media dir	Hoffman-Manning, NY, acct exec & media consultant
Jack W. Edwards	Grant Advtng, SF, vp & mgr	Same, Dallas, vp & mgr
Robert L. Finch	Lester L. Jacobs, Chi, vp	Grant, Schweneck & Baker, Chi, acct exec
Paul L. Klein	Doyle Dane Bernbach, NY, sls research	Same, mgr research dept
Norman Lauchner	DFS, NY, acct exec	Same, vp
Richard J. Martell	Grey, NY, acct exec	Same, also vp
William R. Morrison	G. F. Sweet Co, Hartford, Conn	Cooney & Connor, Worcester, Mass, vp & creative dir
Donald Plouff	Fessel & Plouff, Louisville, Ky, pres	Grey, NY, acct exec
Gene Reichert	Mc-E, NY, senior tv & print copy writer	J. M. Mathes, NY, writer-producer-r, tv & motion pic dept
Val Ritter	Ayer, NY, mediabuyer	Cunningham & Walsh, NY, timebuyer
John Rockwell	Doherty, Clifford, Steers & Shenfield, NY, acct exec	Same, vp
Robert Russell	Norman, Craig & Kummel, NY, acct exec	Marschalk & Pratt div Mc-E, NY, acct exec
George E. Simons	K&E, NY, vp & acct super	B&B, NY, vp & acct super
George Henry Smith		August Dorr Associates, Miami, tv dir
Earle G. Traux	Woman's Home Companion, advtng mgr	Carl S. Brown, NY, media dept
Harry W. Witt	Calkins & Holden, LA, vp	Reach, McClinton, LA, mgr

ASCAP MUSIC Sells the Main Street Merchant.



The Editor's Corner

Now for 'The Pizza Polka'

Into the deadly serious business of food distribution comes a gay note from the American Society of Composers, Authors & Publishers. It has just completed a project that should broaden the horizon for any supermarket operator who believes the only music in his market is what has been described as the merry jingle of the cash register.

Some 1,000 song titles that pertain to businesses of various types have been catalogued by ASCAP in a booklet it calls, "Music for the Main Street Merchant."

There are deathless ditties for each retail industry. For the clothing store, Jimmy Durante's "I'll Do the Strut-Away in My Cutaway," and a few dozen other melodic morsels are listed. There are no less than 15 just beginning with the letter "S" among the sophisticated symphonies for the shoe field, tunes we all know and love, like "Saddle Shoe Boogie," "Sand in My Shoes," "Shoe Shine Boy," and others.

It is more than a listing of musical compositions, for this booklet sings of technological progress as it covers the home furnishings industry by moving on from "Washboard Blues" to the "Washing Machine Blues," by different composers and publishers who we are left to assume may not even know each other.

But it is the supermarket operator whose merchandise is leader of them all as inspiration for the tunesmiths. About 405 titles fall in his domain.

There are classics like "I Like Bananas, Because They Have No Bones," "I'm Putting All My Eggs in One Basket," and a listing here reproduced verbatim: "Who Threw the Overalls in Mrs. Murphy's Chowder? See: Apparel."

Others do not have as familiar a ring, but by title alone would seem to deserve more recognition. We refer to "How Lovely Cooks the Meat," "Chicken Foot, Sparagrass, Hominy 'N Butter," "Gooseberries Ain't Got Legs," and "A Strawberry Moon in a Blueberry Sky."

There's cacophony in the conflicting concepts of "Life Is Just a Bowl of Cherries," and "Life Is Like a Slice of Cake," but the point shines through that Tin Pan Alley can make a song out of a can of cream of mushroom soup.

The ASCAP collation makes fine reading. It also suggests that perhaps the food trade might institute some annual award to the songwriter who best interprets the mood of the supermarket industry. Then we might add to the listing such items as "The Trading Stamp Stomp," or "The 9 P.M. Checker Blues."

At least, it's a pleasant diversion from thoughts of tight money, the need for better middle-management executives and the danger of overexpansion.

—Julian H. Handler

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AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
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SPOT BUYS

TV BUYS

Carter Products, Inc., New York, is planning to enter many top markets to promote its men's shaving cream, Rise. April-scheduled campaign will run for 26 weeks. The advertiser is seeking pre- and post-sports shows of every type for full sponsorship or participation. Alternate plan is to place minute commercials during late-hour segments in about 100 markets, with news and weather slots preferred. The number of announcements per week would vary from market to market. Basic strategy: to reach men at the lowest cost-per-1,000. Buying has started. Buyers: Bill Abrams and Tom O'Dey. Agency: SSCB, New York.

American Safety Razor Corp., New York, is buying *I Led Three Lives* and other half-hour action film shows which attract large male audiences in many major markets. Schedule for its safety blades begins soon, will run 52 weeks. Commercials will be on film. Buying is completed. Buyer: Murray Roffis. Agency: M-E, New York.

RADIO BUYS

Noxzema Chemical Co., Baltimore, is entering a number of markets in the East to advertise its men's shaving cream. Campaign begins this month and will run for 52 weeks. The number of announcements per week will vary from market to market. Buying has just begun. Buyer: Roger Bumstead. Agency: MacManus, John and Adams, New York.

RADIO AND TV BUYS

National Biscuit Co., New York, is going into markets throughout the country to advertise one of its cracker products. Campaign will begin in early May for a four-week special promotion. Spot radio and tv will not be bought in the same markets. Average number of announcements per week is about four in each of the 35 tv markets. 20-second film commercials will be slotted during nighttime segments to reach an adult audience. Radio will be used in a limited number of markets on a saturation basis; average number of commercials per week in each market is about 50; 20 and 30-second live announcements will be scheduled for daytime hours. Buying has just begun. Buyer: Jane Podester. Agency: McCann-Erickson, New York.

E. I. Du Pont De Nemours & Co., Wilmington, Del., is going into many markets to promote its car products and paints on tv; radio will be used in 12 markets to advertise its paints. April campaign will run 10-13 weeks. On tv, five-10 minute news-weather and sports shows, and *I Led Three Lives* and similar 30-minute shows, are being slotted. Schedules are all late week and nighttime segments. Strategy: to reach a predominantly male audience. Commercials are on film. On radio, minutes are being placed Wednesday through Saturday during early morning and early evening. Object is to reach both a male and female audience. E.t.'s will have a live tag for local dealer identification. Buying is completed. Buyer for tv: Trow Elliman. Radio: Jackie Moore. Agency: BBDO, New York.



SPOT TV BRAND FIGURES (Continued from page 11)

General Shoe Corp. (continued)	Goetz Beer	218,810	Greenwood Packing Co.	\$21,110	Bock Beer	6,060	
Flagg Shoes	57,870	Goetze, Albert F., Co.	\$38,950	Carolina Pride Meats	21,110	Meister Brau Beer	285,000
General Tire Dealers	\$32,190	Meat Products	38,950	Greyhound Corp.	\$639,470	Peter Hand Reserve Beer	23,730
General Tires	32,190	Gold Bond Co.	\$30,590	Bus Travel	639,470	Handy, H. L., Co.	\$26,030
General Tire & Rubber Co.	\$395,860	Gold Bond Mattress	30,590	Griesedieck Bro. Brew. Co.	\$136,560	Brightwood Meat Prods.	26,030
Employment	23,130	Gold Bond Stamp Co.	\$35,030	Griesedieck Beer	136,560	Hansen's, Chr., Laboratory	\$135,700
General Tires	363,960	Stamps	35,030	Griffin Grocery Co.	\$41,030	Danish Oessert	190
Tire Service	8,770	Gold Medal Candy Corp.	\$151,160	Griffin Tea Reg.	25,480	Junket Frostings	6,600
Genesee Brewing Co.	\$178,920	Bonomo Turkish Taffy	150,190	Various Foods	15,550	Junket Rennet Powder	128,910
Genesee Ale	51,070	Rittenhouse Candies	970	Grocery Store Products Co.	\$564,550	Hardware Mutuals	\$21,790
Genesee Beer	127,850	Gold Seal Co.	\$535,480	B. in B. Mushrooms	260,800	Insurance	21,790
Georgia Power Co.	\$40,350	Floor Wax	780	Cream of Rice	70,150	Hart Bakery	\$37,660
Appliances	6,210	Glass Wax	293,950	Fould's Macaroni	54,110	Hart's Bread	36,320
Electrical Products	34,140	Snowy Bleach	240,750	Fould's Spaghetti	28,830	Jack & Jean's Bread	1,340
Gerber Products Co.	\$25,250	Golden Grain Macaroni Co.	\$28,490	Kitchen Bouquet	150,660	Hartford National Bank	\$23,650
Baby Foods	25,250	Golden Grain Macaroni	7,000	Grove Laboratories, Inc.	\$1,696,100	Regional Banks	23,650
Gibbons Brewery Co.	\$64,960	Macaroni Products	20,280	Bromo-Quinine Cold Tablets.	429,220	Hart-Greer Co.	\$30,740
Gibbons Beer	64,960	Spaghetti	1,210	Citroid	496,150	ABC Washers	12,260
Gibson Art Co.	\$22,930	Golden Mix, Inc.	\$62,610	Defencin	8,940	Permaglass Water Heater	520
Greeting Cards	22,930	Pancake Mix	62,610	Fitch Hair Tonic	5,420	Servel Appliances	5,450
Gill, James C. Co.	\$114,250	Golden Nuggett Sweets	\$22,240	Fitch Shampoo	32,580	Whirlpool Appliances	2,440
Gill's Coffee Inst.	4,230	Candy Bars	22,240	4 Way Cold Tablets	723,790	Youngstown Appliances	2,440
Gill's Coffee	74,100	Golden State Co., Ltd.	\$48,700	Groveton Papers Co.	\$158,330	Zenith Appliances	7,630
Gill's Coffee Reg.	21,050	Dairy Products	48,700	Blue Ribbon Napkins	68,540	Hartz Mountain Products	\$29,010
Gill's Tea Reg.	1,040	Good Humor Corp.	\$167,810	Vanity Fair Tissues	89,790	Bird Food	29,010
Hotel Spec. Coffee Inst./Reg.	10,910	Ice Cream	167,810	Gulf Brewing Co.	\$94,580	Hassenfeld Brothers, Inc.	\$37,270
Hotel Special Coffee Reg.	2,920	Goodrich, B. F. Co.	\$318,740	Buccaneer Beer	5,370	Hasbro Toys	37,270
Gillette Co.	\$1,782,860	Diamond Tires	1,690	Grand Prize Beer	89,210	Hastings, H. G., Co.	\$25,450
Gillette Blades	21,900	Goodrich Tires	20,970	Gulf Oil Corp.	\$89,930	Dixiana Grass Seed	25,450
Gillette Razors	49,100	Hood P. F. Canvas Shoes	222,770	Gulf Gas & Oil	12,900	Hawaii Brewing Co.	\$25,690
Paper Mate	249,990	Hood Tires	50,710	Gulfspray Insecticide	50,780	Primo Beer	25,690
Bobbi Home Permanent	497,690	Miller Tires	22,600	Trak Moth Killer	26,250	Hawaiian Pineapple Co.	\$29,540
Deep Magic Cleansing Lotion	102,900	Goodyear Tire & Rubber Co.	\$38,950	Gunther Brewing Co.	\$464,550	Oole Pineapple	29,540
Pamper Shampoo	421,190	Batteries	3,730	Gunther Ale	3,810	Haxton Foods, Inc.	\$40,030
Prom Home Permanent	202,530	Goodyear Tires	34,850	Gunther Beer	460,740	Blue Boy Dairy Products	11,970
Prom Shampoo	2,860	Neolite Heels & Soles	370	Gwaltney, P. D., Jr. & Co.	\$20,260	Blue Boy Foods	22,570
Toni Epic	870	Gordon Baking Co.	\$313,240	Meats	20,260	Blue Boy Ice Cream	5,490
Toni Home Permanent	76,450	Silvercup Bread	313,240	H		Haymarket Mills	\$22,020
White Rain Shampoo	158,380	Gordon Foods Co.	\$42,900	Haberle Congress Brewing	\$179,220	Corn Meal	13,530
Gilmar Record Co.	\$286,570	Potato Chips	42,900	Ale	141,420	Flour	8,490
Records	286,570	Gordy Tire Co.	\$42,900	Beer	37,800	Health-A-Teria Co.	\$49,800
Gladiola Biscuit Co.	\$64,840	Tires	42,900	Habitant Soup Co.	\$60,520	Orugs	49,800
Gladiola Canned Biscuits	64,840	Government Employees Ins.	\$25,230	Soups	60,520	Hebrew National Meat Products	\$29,250
Glamorene, Inc.	\$891,960	Insurance	25,230	Hall, Robert Clothes	\$4,450,490	Meat Products	29,250
Glamorene	891,960	Graham Co.	\$22,620	Hall, Martin L., Co.	\$45,560	Heide, Henry, Inc.	\$63,920
Glamur Products, Inc.	\$103,930	Red Bow Orried Vegetables	22,620	Victor Coffee Inst./Reg.	45,560	Candy	63,920
Easy Glamur	103,930	Grand Union Food Stores	\$126,560	Hamm, Theo., Brewing Co.	\$1,309,110	Heidelberg Brewing Co.	\$108,520
Globe Milling Co.	\$21,290	Grant Co.	\$397,070	Hamm Beer	1,309,110	Beer	108,520
Flour	5,720	Various Mail Order Items	397,070	Hammer Beverage Co./Bottlers	\$234,740	Heileman, G., Brewing Co.	\$585,350
Pancake Mix	15,570	Great A & P Tea Co.	\$902,830	Ginger Ale	32,500	Old Style Lager Beer	585,350
Gluek Brewing Co.	\$76,380	A & P Food Stores	902,830	Soft Orinks	202,240	Heiner's Bakery	\$32,820
Beer	76,380	Great Northern Railway Co.	\$195,210	Hammond Organ Dirs.	\$38,910	Bakery Products	32,820
Godchaux Sugars, Inc.	\$163,560	Rail Travel	195,210	Hammond Organ	38,910	Heinz, H. J., Co.	\$1,334,260
Sugar	163,560	Great Western Furniture	\$33,600	Hand, Peter, Brewing Co.	\$314,790	57 Varieties Food Prod.	1,334,260
Goebel Brewing Co.	\$66,390	Furniture	33,600			Hekman Biscuit Co.	\$118,650
Beer	66,390	Green Hill Super Market	\$25,350			Cookies & Crackers ..	118,650
Goetz, M. K., Brewing Co.	\$367,040	Food Stores	25,350				
Country Club Beer	148,230						



SPOT TV BRAND FIGURES *continued . . .*

Helbros Watch Co., Inc.	\$87,890	Home Finance Co.	\$23,640	I.G.A. Stores	57,570	Jackson Brewing Co.	\$566,660
Helbros Watches	87,890	Loans	23,640	Independent Oil Co.	\$24,150	Jax Ale	1,690
Helm's Bakeries	\$61,540	Home Lines Agency, Inc.	\$29,020	Gas & Oil	24,150	Jax Beer	564,970
Baked Goods	45,640	Boat Travel	29,020	Instant Grip Co.	\$55,310	James Industries, Inc.	\$28,740
Bread	11,740	Home State Life Insurance	\$33,950	Instant Grip Cement	55,310	Slinky Toy	28,740
Pies	4,160	White Cross Insurance	33,950	International Breweries	\$39,760	Javatol Coffee Co.	\$43,340
Helzberg's Jewelers	\$42,180	Home Typewriter Sales	\$20,150	Iroquois Indian		Javatol Coffee	
Jewelry	42,180	Homemakers Co.	\$39,190	Head Beer	39,760	Inst./Reg.	43,340
Henderson Sugar Refinery	\$29,380	Homemakers Baked		International Harvester	\$38,780	Jenney Mfg. Co.	\$104,930
Superfine Sugar	29,380	Beans	39,190	Farm Equipment	13,630	Gas & Oil	104,930
Henke & Pillot Co.	\$21,150	Hood Chemical Co.	\$50,100	Tractors	13,790	Jewell, J. D., Inc.	\$102,130
Groceries	21,150	EZ Bleach	26,500	Trucks	11,360	Jesse Jewell's	
Henri's Food Products,		EZ Starch	8,020	International		Frozen Chicken	102,130
Inc.	\$26,350	Hood Bleach	950	Latex Corp.	\$1,322,960	Jewel Tea Co., Inc.	\$90,010
Henri's Foods	7,420	Hood Starch	140	Isodine	321,440	Jewel Foods	90,010
Henri's Salad Dressing	18,930	33 Bleach	11,690	Playtex Baby Pants	126,110	Joanna-Western Mills Co.	\$47,100
Hereford Heaven Co.	\$25,230	Zero Cleanser	2,800	Playtex Bra	237,130	Lamp Shades	970
Frozen Beef Products	25,230	Hood, H. P., & Sons, Inc.	\$150,940	Playtex Girdles	451,890	Window Shaes	46,130
Herrud Meat		Dairy Products	79,010	Playtex Gloves	186,390	Johnson, Walter H., Co.	\$97,020
Products Co.	\$36,240	Ice Cream	47,620	International		Candy	18,120
Meat Products	36,240	Milk	14,950	Milling Co.	\$402,560	Powerhouse Candy Bars	78,900
Hershel Cal. Fruit Prods.	\$34,100	Orange Juice	9,360	Robin Hood Flour	402,560	Johnson & Johnson	\$86,480
Contadina Tomato Paste	34,100	Hoover Vacuum		International Molded		Baby Shampoo	35,230
Hertz-U-Drive Co.	\$31,480	Cleaner Co.	\$36,990	Plastics, Inc.	\$21,290	Baby Toiletries	9,840
Drive-It-Yourself Cars	31,480	Hoover Vacuum Cleaners	36,990	Brook Park Dinnerware	21,290	Elastic Hosiery	4,120
Hess, Dr. & Clark, Inc.	\$30,270	Horn & Hardart		International Salt Co.	\$439,850	Foot Powder	11,740
Stock & Poultry		Baking Co.	\$30,030	Sterling Salt	439,850	Surgical Dressings	25,550
Remedies	30,270	Foods	30,030	International Shoe Co.	\$253,320	Johnson, S. C.,	
Heublein, G. F., Inc.	\$82,110	Household Finance Corp.	\$503,500	Accent Shoes	940	& Son, Inc.	\$142,320
Maltex	27,660	Insurance	10,070	John Roberts		Johnson's Auto Wax	1,700
Maypo Cereal	54,450	Loans	493,430	Men's Shoes	6,000	Johnson's Floor Wax	1,560
Highs Ice Cream Co.	\$23,640	Hubinger Co.	\$26,730	Peters Shoes	10,070	Johnson's	
Hiland Potato Chip Co.	\$48,770	Quick Elastic Starch	26,730	Poll Parrott Shoes	150,600	Furniture Wax	2,340
Potato Chips	48,770	Hudepohl Brewing Co.	\$55,540	Red Goose Shoes	30,050	Raid Insecticide	136,720
Hills Bros. Coffee, Inc.	\$1,077,370	Hudepohl Beer	55,540	Sundial Shoes	2,520	Johnson's Howard	\$92,270
Red Can Coffee Reg.	1,077,370	Hudson Pulp & Paper		Weatherbird Shoes	49,060	Restaurants	92,270
Hinshaw's Dept. Stores	\$54,600	Corp.	\$419,520	Yanigan's Shoes	4,080	Johnston, Robert A., Co.	\$21,530
Hires, Charles E.,		Paper Hankies	10,390	Interstate Bakeries	\$359,880	Cookies & Crackers	21,530
Co./Bott.	\$120,670	Paper Napkins	409,130	Blue Seal Bread	50,250	Johnston Pie Co.	\$47,560
Hires Root Beer	120,670	Humble Oil &		Bread	125,280	Pies	47,560
Hi-V Corp.	\$127,850	Refining Co.	\$184,630	Butternut Bread	81,280	Jones Distributing Co.	\$47,320
Food Concentrates	430	Humble Gas & Oil	184,630	Log Cabin		IGA Food Stores	47,320
Orange Juice		Hunter Packing Co.	\$32,920	Sun Rich Bread	38,960	Jones Sausage Co.	\$39,290
Concentrate	127,420	Meats	32,920	Mrs. Karl's Bread	10,080	Meat Products	36,410
Hoffman Beverage		Hygeia Milk Co.	\$24,380	Weber's Bread	54,030	Sausage & Bacon	2,880
Co./ Bott.	\$94,550	Dairy Products	24,380	Iowa Elec. Light & Power	\$55,280		
Ginger Ale	56,180	Ireland's Chili Co.	\$71,510	Electricity	55,280		
Soft Drinks	28,850	Barbecue Sauce	42,950				
Sparkling Water	9,520	Chili	11,270				
Hollingshead, R. M.		Pit Bar BQ	3,380				
Corp.	\$39,970	Sauces	13,910				
Floor Show Wax	34,320	Ironrite, Inc.	\$45,180				
Hi Shine Auto Polish	1,210	Ironrite Appliances	36,110				
Rhythm Motor Oil	2,430	Ironrite Ironers	9,070				
Venus Car Polish	910	Isbell's Univ. Beauty Cult.	\$25,910				
Whiz Automotive		Beauty Culture	25,910				
Products	1,100	Ivano, Inc.	\$77,970				
Hollywood Brands, Inc.	\$167,820	Ivalon Sponges	77,750				
Big Time Candy Bar	5,910	Plumite Drain Cleaner	220				
Butternut Candy Bar	12,400	J. F. G. Coffee Co.	\$73,090				
Candy Bars	149,510	JFG Coffee Inst.	49,530				
Holsum Baking/Bakeries	\$422,450	JFG Coffee Inst./Reg.	20,010				
Bread	418,070	JFG Coffee Reg.	3,550				
Crackers & Cookies	4,380						

K

Kahn, David, Inc.	\$45,990
Weaver Pen	40,490
Weaver Pencil	5,500
Kaiser Aluminum	
& Chemical	\$339,320
Kaiser Aluminum	
Awnings	1,560
Kaiser Aluminum Foil	281,000
Kaiser Shade Screen	55,980
Kaiser Storm Windows	780
Karl's Shoe Stores	\$57,810
Kasser Distillers Prod.	\$27,670
King's Wine	27,670
Katz Drug Co.	\$33,270
Drug Stores	33,270
Kay, Gerold O., & Assoc.	\$79,720
Bendix Appliances	39,860

J

J. F. G. Coffee Co.	\$73,090
JFG Coffee Inst.	49,530
JFG Coffee Inst./Reg.	20,010
JFG Coffee Reg.	3,550

Kay, Gerold O., & Assoc. (continued)	
Crosley Radios	39,860
Keebler Biscuit Co.	\$477,430
Cookies & Crackers	477,430
Kelley's Food Products	\$22,980
Kelly Potato Chips	22,980
Kellogg Company	\$4,810,530
All Bran	33,150
Corn Flakes	52,640
Fizz-Ade	72,510
Gro-Pup Dog Food	81,120
Rice Krispies	10,660
Special K Cereal	1,028,600
Sugar Frosted Flakes	49,770
Sugar Corn Pops	143,760
Sugar Smacks	4,290
Various Kellogg Cereals	3,334,030
Kendall Co.	\$43,830
Blue Jay Corn Remedies	39,710
Fling Deodorant	4,120
Kenneth, Edward, Corp.	\$25,800
Korn-X Foot Remedy	25,800
Kent Feeds	\$21,450
Livestock & Poultry Feeds	21,450
Kern Food Products Co.	\$24,680
Kern Jams & Jellies	24,680
Kern's Bakery	\$55,660
Bread	52,330
Cakes	4,330
Keystone Steel & Wire Co.	\$48,230
Fences	15,440
Steel & Wire	32,790
Kilpatrick's Bakeries	\$103,280
Bakery Products	103,280
Kimberly-Clark Corp.	\$996,700
Delsey Toilet Tissue	358,880
Kleenex Napkins	416,330
Kleenex Paper Towels	30,860
Kleenex Tissues	190,630
King Midas Flour Mills	\$29,940
King Midas Flour	13,900
V-10 Protein Bread	16,040
Kingsbury Brewing Co.	\$26,760
Beer	26,760
Kirsch Beverages/Bottlers	\$25,000
No-Cal Soft Drinks	25,000
Kitchens of Sara Lee	\$205,210
Cheese Cakes	1,850
Coffee Cakes	31,540
Frozen Cakes	171,820
Kiwi Polish Co.	\$61,350
Kiwi Shoe Polish	61,350
Knickerbocker Toy Co.	\$23,220
Toys	23,220
Knomark Mfg. Co.	\$83,570
Esquire Shoe Polish	83,570
Knot Mfg. Co.	\$24,610
White Cap Pine Oil	24,610
Knowlton's Creamery	\$32,400
Dairy Products	4,830
Golden Flake Buttermilk	12,910
Ice Cream	14,660

Knox Industries, Inc.	\$31,330
Gas & Oil	31,330
Knudsen Creamery Co.	\$168,780
Dairy Products	168,780
Koester's Bakery	\$88,770
Bread	88,770
Kotarides Baking Co.	\$75,310
Mary Jane Bread	75,310
Krantz Brewing Co.	\$65,260
Old Dutch Beer	65,260
Kresge, S. S., Co.	\$346,610
Variety Stores	346,610
Kroger Co.	\$678,160
Food Stores	678,160
Krueger, G., Brewing Co.	\$347,170
Krueger Ale	153,620
Krueger Beer	193,550
Kruger's Jewelers	\$21,410
Jewelry	21,410
Kuner-Empson Co.	\$54,720
Canned Foods	54,720

L

Labatt, John, Ltd.	\$122,210
Ale	80,130
Beer	42,080
Labor Savers, Inc.	\$205,180
Homecraft Electric Spray Gun	205,180
Lance, Inc.	\$55,270
Peanut Products	15,430
Peanuts	2,570
Potato Chips	520
Toastchee	36,750
Land O Lakes Creameries	\$41,980
Butter	15,580
Dairy Products	26,400
Langendorf United Bakeries	\$700,740
Bakery Products	6,070
Barbara Ann Bread	54,790
Breads	521,610
Butternut Bread	14,300
Cakes	1,230
Figuerette Bread	650
Holsum Bread	4,290
Langendorf Bread	97,800
Lan-O-Sheen, Inc.	\$122,680
Lan-O-Sheen Cleaner	102,750
Lan-O-Wipe Cleaner	19,930
Lanvin Parfums, Inc.	\$347,910
Lanvin Perfumes	347,910
La Rosa, V., & Sons, Inc.	\$455,650
Egg Noodles	16,680
Macaroni	400,770
Pizza Mix	760
Ravioli	630
Spaghetti	36,810
La Touraine Coffee Co.	\$20,730
La Touraine Coffee Inst. Reg.	11,730
La Touraine Tea Inst./Reg.	9,000
Latrobe Brewing Co.	\$24,960
Rolling Rock Beer	24,960

Lay, H. W., & Co.	\$74,370
Fun Popcorn	2,760
Lay's Potato Chips	71,610
Lay Packing Co.	\$26,280
Meat Products	26,280
Le Blanc Corp.	\$20,560
Hadacol	20,560
Lee Baking Co.	\$21,010
Colonial Bread	21,010
Lee Optical Co.	\$108,620
Eyeglasses	71,760
Optical Service	36,860
Lee Tire & Rubber Corp.	\$103,890
Lee Tires	103,890
Leeming, Thomas, & Co., Inc.	\$408,450
Ben-Gay	408,450
Leonard Refineries	\$101,900
D-X Motor Oil	36,510
Leonard Gas	65,390
Leslie Salt Co.	\$216,180
Salt	216,180
Lever Brothers Co.	\$4,535,010
Breeze	64,620
Dove Toilet Soap	497,710
Good Luck Margarine	51,730
Hum Detergent	18,420
Imperial Margarine	1,378,220
Lifebuoy Soap	77,570
Lucky Whip	5,720
Lux Liquid Detergent	15,810
Lux Toilet Soap	57,950
Pepsodent	118,390
Rinso	288,680
Silver Dust	63,500
Surf Detergent	22,280
Wisk	1,874,410
Levolor-Lorentzen, Inc.	\$36,270
Venetian Blinds	36,270
Lewis Food Co.	\$657,120
Dr. Ross Cat Food	\$657,120
Dr. Ross Dog Food	323,330
Skippy Cat Food	1,910
Skippy Dog Food	61,870
Lewis-Howe Co.	\$61,600
Tums	61,600
Lexington Window Co.	\$28,970
Windows	28,970
Libby, McNeil & Libby	\$412,410
Baby Foods	189,970
Canned Pineapple	120,660
Frozen Foods	19,360
Pineapple Juice	45,880
Vim V-8 Vegetable Juice	36,540
Liebhmann Breweries, Inc.	\$768,660
Rheingold Beer	768,660
Liggett & Myers Tobacco Co.	\$4,400,900
Chesterfield	1,106,590
L & M	3,294,310
Lima Bean Advisory Board	\$31,550
Lima Beans	31,550
Lincoln Income Life Ins.	\$26,010
Insurance	26,010

Lion, Inc.	\$37,440
Gibbons Beer	37,440
Lion Oil Co.	\$70,200
Gas & Oil	70,200
Lionel Corp.	\$298,620
Toy Trains	298,620
Lipton, Thomas J., Inc.	\$993,470
Lipton's Soups	24,710
Lipton's Tea Reg.	968,760
Little Crow Milling Co.	\$114,880
Coco Wheats Cereal	114,880
Loblaw, Inc.	\$122,440
Chain Food Stores	122,440
Local Loan Co.	\$26,980
Loans	26,980
Lo-Calory Food Co.	\$197,550
Niron Weight Additive	197,550
Loma Linda Food Co.	\$77,170
Gravy Quik	55,200
Rusket Flakes	1,770
Ruskets	20,200
Lone Star Brewing Co.	\$432,440
Lone Star Beer	432,440
Lone Star Gas Co.	\$72,620
Gas	54,140
Gas Ranges	11,440
Gas Refrigerators	2,860
Services	4,180
Lorillard, P., & Co.	\$2,148,610
Kent Cigarettes	188,280
Muriel Cigars	1,530
Old Gold Cigarettes	1,958,800
Louisiana State Rice Mill	\$97,290
Co-China Doll Rice	1,940
F. A. G. Rice	2,330
Mahatma Rice	41,540
Rice	35,730
Sonny Boy Rice	740
Water Maid Rice	15,010
Lucky Lager Brewing Co.	\$680,600
Lucky Lager Beer	680,600
Ludens, Inc.	\$294,570
Cough Drops	216,840
Fifth Ave. Candy Bars	77,730
Luer Packing Co.	\$74,140
Meats	74,140
Lufthansa Air Lines	\$24,380
Air Travel	24,380
Lyon Van & Storage Co.	\$84,670
Moving & Storage	84,670

M

MFA Mutual Insurance Co.	\$35,230
Insurance	35,230
M. J. B. Co.	\$848,630
MJB Coffee Instant	16,700
MJB Coffee Inst. Reg.	427,580
MJB Coffee Regular	312,980
MJB Rice	17,820
MJB Tea Reg.	53,230
Tree Tea Reg.	20,320
Madera Bonded Wine & Liquor Co.	\$36,680
Wines	36,680



SPOT-TV BRAND FIGURES *continued . . .*

Magees, Inc.	\$71,500	Max Factor		Antibiotics	20,190	Frozen Orange Juice ..	352,930
Electrical Appliances	71,500	Creme Puff	11,390	Fruit Freeze	3,210	Hi-C Orange Juice	117,310
Maggio, Joseph D.		Max Factor		M-G-M Pictures Corp.	\$105,670	Malted Mix	3,250
of California	\$37,680	Deodorant	1,120	Movie Publicity	105,670	Snow Crop Frozen	
Maggio Carrots	37,680	Max Factor Erace	11,390	Metro Mutual Insurance		Foods	943,700
Magnolia Petroleum Co.	\$254,260	Max Factor Hi-Fi	5,720	Co.	\$43,440	Snow Crop Frozen	
Mobilgas & Mobiloil	254,260	Max Factor Pancake	6,800	Gold Cross Insurance	43,440	Juices	150,910
Maier Brewing Co.	\$53,050	Sof-Set Hair Spray	781,480	Metropolis Brewery		Mishawaka Rubber &	
Brew 102 Beer	53,050	Maybelline Co.	\$163,030	of N. J.	\$33,780	Wool Mfg.	\$136,300
Malt-o-Meal Co.	\$323,120	Cosmetics	163,030	Champale Malt Liquor	33,780	Red Ball Casual	
Malt-O-Meal	323,120	Mayer, Oscar, & Co.	\$567,430	Metropolitan Utilities Dist.	\$30,990	Footwear	136,300
Manchester Hosiery Mills	\$28,990	Meat Products	567,430	Appliances	6,880	Mission Pak	\$108,820
Ironwear Hosiery	28,990	Mayflower Warehouses	\$34,980	Bendix Appliances	680	Dried Fruits	78,690
Mangels, Herold Co.	\$94,420	Moving & Storage	34,980	Caloric Gas Ranges	1,080	Glazed Fruits	7,410
King Bleach	30,520	McCormack & Co., Inc.	\$30,350	Institutional	21,670	Soft Drinks	22,720
King Fluff	18,600	Schilling Coffee Reg.	15,160	Universal Appliances	680	Mogen David Wine Corp.	\$21,480
King Starch	45,020	Spices	9,160	Miami Margarine Co.	\$42,400	Mogen David Wine	21,480
King Syrup	280	Tea Regular	6,030	Nu-Maid Margarine	42,400	Molson Brewery, Ltd.	\$148,760
Manhattan Coffee Co.	\$47,550	McDaniel, Sam, & Sons	\$28,560	Miami Valley Milk Assoc.	\$22,080	Molson's Ale	97,950
Manhattan Coffee		Bunker Hill Beef	17,640	Dairy Products	22,080	Molson's Beer	50,810
Inst./Reg.	47,550	Canned Meats	10,920	Michigan Auto Club	\$61,490	Monarch Wine Co., Inc.	\$505,930
Manners Drive-In		McDaniel's Markets	\$62,400	Michigan Bakeries, Inc.	\$51,350	Manischewitz Wine	505,930
Restaurants	\$42,120	Food Stores	62,400	Aunt Fanny Bread	38,840	Monsanto Chemical	\$192,000
Mann's Potato Chip Co.	\$55,660	McKesson & Robbins,		Michigan Bread	11,160	All Detergent	94,910
Potato Chips	55,660	Inc.	\$152,540	Rolls	1,350	Nu Fabric Finish	1,780
Manor Bakeries Co.	\$44,330	Bexel Vitamins	106,450	Michigan Consolidated Gas	\$48,220	Rez	14,990
Baked Goods	44,330	Kessamin	23,770	Utilities	48,220	Tile Crest Wall Tile	6,690
Manufacturers Light &		Neo Aqua Drin	1,950	Midwest Fruit Flavors, Inc.	\$36,370	Toy	73,630
Heat Co.	\$31,980	Surin Ointment	980	Sonny Boy Fruit Flavor		Montana Power	\$20,470
Gas Appliances	31,980	Tartan Suntan Lotion	2,700	Concentrate	9,400	Utilities	20,470
Marathon Corp.	\$1,798,680	Various Drugs	16,690	Sonny Boy Syrup	15,700	Montgomery Ward & Co.	\$410,090
Northern Napkins	12,970	Mc Laughlin, W. F., & Co.	\$580,890	Sonny Boy Soft Drink	11,270	Stores & Mail Order	410,090
Northern Tissues	1,072,790	Manor House Coffee		Midwest Refineries	\$21,840	Mootz, E. W. Bakery	\$25,730
Northern Towels	95,830	Inst.	144,390	White Rose Gasoline	21,840	Sunbeam Bread	25,730
Paper Products	231,710	Manor House Coffee		Milani, Louis, Foods	\$167,540	Morning Milk Co.	\$20,670
Waxtex	385,380	Inst./Reg.	364,590	1890 French Dressing	40,490	Condensed Milk	20,670
Marcas Paper Mills, Inc.	\$165,650	Manor House Coffee		Milani Foods	51,750	Morrell-Fellin Packing Co.	\$48,180
Marcas Paper Napkins	165,650	Reg.	71,910	Salad Dressings	75,300	Meat Products	48,180
Marchand, Charles Co.	\$34,870	Mc Mahan Furniture Stores	\$63,110	Miles Laboratories, Inc.	\$5,354,730	Morrell, John H., & Co.	\$144,420
Hair Conditioner	9,990	Mead Baking Co.	\$65,390	Alka-Seltzer	4,498,070	Bacon	14,380
Hair Rinse	9,990	Bunny Bread	65,390	Bactine	284,950	Ham	24,520
Hair Wash	4,900	Meads Baking Co.	\$86,760	Nervine	43,450	Meats	93,760
Shampoo	9,990	Dottie Lee Bread	5,460	One-A-Day Brand		Red Heart Dog Food	11,760
Marhoeffer Packing Co.	\$21,570	Meads Bread	78,060	Vitamins	429,980	Morris, Philip, & Co.	\$7,369,440
Meats	21,570	Rolls	3,240	Tabcin	98,280	Bond Street Tobacco	3,380
Marlowe Chemical Co.	\$202,710	Melville Shoe Corp.	\$54,120	Milk for Health	\$31,530	Marlboro	3,404,200
Fire Chief Fire Exting.	202,710	Thom McAnn Shoes	54,120	Milk	31,530	Parliament	640,180
Marlun Mfg. Co.	\$78,170	Mennen Co.	\$595,500	Milk Foundation	\$24,090	Philip Morris	3,079,480
Black Angus Rotisseries	78,170	Mennen Afta Shave		Dairy Products	24,090	Spud	242,200
Mars, Inc.	\$555,670	Lotion	216,580	Milk Producers Federation	\$44,460	Morton Food Co.	\$37,160
Mars Candy Bars	496,260	Mennen After Shave		Milk	44,460	Bestyett Salad Dressing	13,970
Milky Way Candy Bars	59,410	Talcum	1,390	Miller Brewing Co.	\$281,260	Black Pepper	2,170
Martin Oil Co.	\$126,660	Mennen Cream Hair		Miller High Life Beer	281,260	Morton's Salad Dressing	5,980
Martin Oil	126,660	Oil	1,390	Milner Products Co.	\$283,530	Potato Chips	14,070
Maryland Pharmaceutical		Mennen Foam Shave	86,350	Gala Bleach	360	Pure Honey	970
Co.	\$99,950	Mennen Shampoo	2,490	Perma Starch	77,760	Mother's Cake & Cookie	
Rem	99,950	Mennen Shave Cream	49,980	Pine Sol	205,050	Co.	\$52,940
Master Brand, Inc.	\$32,670	Mennen Skin Bracer	85,110	White Wave Detergent	360	Cakes	37,470
Trimm Candy	32,670	Mennen Skin Magic		Minneapolis Brewing Co.	\$220,900	Cookies	15,470
Max Factor & Co.	\$3,181,730	Cream	25,430	Grainbelt Beer	220,900	Motorists Mutual Ins. Co.	\$61,240
Courtley Deodorant	1,040	Mennen Spray		Minnesota Mining & Mfg.	\$48,120	Auto Insurance	61,240
Courtley Toiletries	9,010	Deodorant	44,190	Sasheen Ribbon Tape	4,510	Mueller, C. F., Co.	\$207,200
Dri-Mist Deodorant	427,180	Mennen Tube Shave	82,590	Scotch Tape	43,610	Mueller's Macaroni	145,220
Max Factor		Merchants Biscuit Co.	\$133,730	Minute Maid Corp.	\$1,939,010	Mueller's Noodles	10,910
Cosmetics	1,926,600	Cookies & Crackers	78,090	Frozen Fruit Juice	370,910	Mueller's Spaghetti	51,070
		Supreme Salad Wafers	55,640			Muller-Grocers Baking Co.	\$34,080
		Merck & Co.	\$23,400			Baked Goods	27,780

Muller-Grocers Baking Co. (Cont.)	
Bread	4,610
Cookies	1,690
Muntz Television	\$30,420
TV Sets	30,420
Murine Co., Inc.	\$46,260
Murine	46,260
Murphy Prods. Co.	\$156,320
Livestock & Poultry Feed	156,320
Murray, Arthur, Oance Studios	\$23,040
Dance Instruction	23,040
Musselman, C. H., Co.	\$28,450
Apple Products	16,670
Canned Fruits	10,900
Fruit Pie Fillings	300
Jellies	580
Mystik Adhesive Products	\$47,760
Mystik Tape	47,760
Myzon, Inc.	\$39,440
Feed Additive Conditioner	39,440

N

Naas Corp.	\$35,040
Vegamato	35,040
Narragansett Brewing Co.	\$290,410
Croft Ale	112,660
Narragansett Ale	77,460
Narragansett Beer	100,290
Nash Coffee Co.	\$91,090
Nash's Coffee Instant	28,350
Nash's Coffee Inst/Reg	48,880
Nash's Coffee Regular	13,860
Nash-Finch Corp.	\$33,720
Our Family Foods	33,720
National Airlines, Inc.	\$260,930
National Bakeries	\$22,730
Hollywood Bread	22,730
National Biscuit Co.	\$5,536,500
Dromedary Cake Mix	983,060
Dromedary Foods	12,470
Home Town Bread	9,020
Master Plan Bread	142,210
Milk Bone	77,370
Millbrook Bread	20,320
Nabisco Cookies & Crackers	3,059,090
Nabisco Shredded Wheat	178,110
Nabisco Shredded Wheat Jrs	203,670
Nabisco Various Cereals	166,270
NBC Bread	170,340
Pal Dog Foods	23,150
Ranger Joe Cereal	12,930
Rice Honeys	324,430
Wheat Honeys	154,060
National Brewing Co.	\$692,150
National Bohemian Beer	605,220
National Premium Beer	86,930
National Carbon Co.	\$342,690
Eveready Batteries	204,320
Prestone Anti-Freeze	138,370

National Clothing Co.	\$53,650
National Dairy Products	\$1,246,530
Kraft Cheese	288,590
Kraft Cottage Cheese	94,610
Kraft Deluxe Margarine	60,160
Kraft Italian Salad Dressing	760
Kraft Jams & Jellies	12,990
Kraft Marshmallows	9,700
Kraft Mayonnaise	11,040
Kraft Miniature Caramels	990
Kraft Miniature Marshmallows	62,000
Kraft Orange Juice	105,920
Kraft Parkay Margarine	220,520
Kraft-Variou Products	157,250
Sealtest Dairy Products	153,050
Sealtest Ice Cream	68,950
National Distillers Corp.	\$28,570
Italian Swiss Colony Wine	28,570
National Food Stores	\$48,960
National Presto Ind.	\$522,470
Appliances	522,470
National Tea Co.	\$136,040
Food Stores	136,040
National Toilet Co.	\$75,030
Nadinola Cream	75,030
National Van Lines	\$34,480
Moving & Storage	34,480
Nationwide Insurance Co.	\$283,100
Natural Gas Co.	\$65,520
Natural Gas Utilities	65,520
Necchi Sew. Mach. Sales Co.	\$34,450
Elna Sewing Machines	7,690
Necchi Sewing Machines	26,760
Nehi Corp./Bottlers	\$1,614,150
Nehi	243,340
Par-T-Pak	40,470
Royal Crown Cola	1,328,700
Upper Ten	1,640
Nesbitt Fruit/Bottlers	\$46,210
Nesbitt's Soft Drink	46,210
Nestle Co., Inc.	\$2,374,920
Decaf Instant Coffee	717,320
King Mallow	4,510
Maggi Protein Drink	28,610
Nescafé Instant Coffee	324,130
Nestea Instant Tea	95,750
Nestle's Chocolate Bars	45,750
Nestle's Cookie Mix	1,030
Nestle's Everready Cocoa	44,280
Nestle's Instant Coffee	1,098,010
Nestle's Quik	15,530
Neuhoff Packing Co.	\$195,120
Meat Products	130,720
Old Hickory Bacon & Hams	64,400

New England Confectionery	\$285,430
Bolster Bar	14,040
Necco Candies	142,810
Sky Bar	128,580
New England Provision Co.	\$71,710
Meats	71,710
New England Upholstery Co.	\$42,320
Simmonds Mattresses	42,320
New York Central Railroad	\$85,610
Niagara Mfg. & Oistr. Co.	\$22,480
Massage Equipment	22,480
Nic-L-Silver Battery Co.	\$41,640
Batteries	41,640
Nissen Baking Co.	\$142,460
Bakery Products	142,460
Norex Laboratories, Inc.	\$54,700
Amitone	54,700
Northern Pacific Railroad Co.	\$74,070
Northern States Power Co.	\$97,940
Utilities	97,940
Northwest-Orient Airlines	\$63,750
Norwich Pharmacal Co.	\$123,670
Pepto-Bismol	123,670
Noxzema Chemical Co.	\$41,580
Noxema Shave Cream	26,770
Noxema Skin Cream	14,810
Nutone, Inc.	\$35,030
Various Household Products	35,030

O

O. J. Beauty Lotion Co.	\$47,280
Facial Lotion	47,280
Oak Cliff Baking Co.	\$24,980
Hollywood Bread	10,800
Sunbeam Bread	14,180
Oakite Products, Inc.	\$114,240
Oakite	114,240
O-Cedar Corp.	\$92,010
O-Cedar Mops	10,750
O-Cedar Polishes	63,430
O-Cedar Waxes	17,830
Oertel Brewing Co.	\$139,350
Beer	139,350
Ohio Fuel Gas Co.	\$32,460
Natural Gas	32,460
Ohio Oil Co.	\$299,990
Marathon Gas & Oil	299,990
Ohio Provision Co.	\$191,600
Meat Products	191,600
O'Keefe & Merritt Co.	\$57,550
Stoves	57,550
O'Keefe's, Inc.	\$84,260
Ale	60,380
Beer	16,030
Stout	7,850
Oklahoma Gas & Electric	\$36,360
Utilities	36,360

Oklahoma Oil Co.	\$127,020
Oklahoma Oil	127,020
Oklahoma Tire & Supply Co.	\$22,560
Car Supplies	12,660
Home Supplies	4,470
Schick Electric Razor	4,810
Tires	620
Old Judge Coffee Co.	\$52,110
Old Judge Coffee Inst.	4,830
Old Judge Coffee Inst Reg.	28,670
Old Judge Coffee Reg.	18,610
Olga Coal Co.	\$38,590
Coal	38,590
Olson Rug Co.	\$34,320
Rugs	34,320
Olympia Brewing Co.	\$149,380
Olympia Beer	149,380
Omaha Public Power Dist.	\$51,520
Electric Service	51,520
Omar, Inc.	\$120,990
Bakery Products	118,040
Coffee Inst. Reg.	2,950
One Price Optical Co.	\$23,980
Eyeglasses	23,980
Orange-Crush Co./Bottlers	\$36,310
Orange Crush Drink	36,310
Orkin Exterminating Co.	\$183,450
Pest Control	183,450
Ortlieb, Henry F., Co.	\$131,600
Ortlieb Beer	131,600
Oswald & Hess Co.	\$43,470
Meat Products	43,470
Otoe Food Products Co.	\$58,200
Morton House Foods	58,200
Outboard Marine & Mfg. Co.	\$50,810
Evinrude Outboard Motors	44,160
Johnson Outboard Motors	1,310
Lawn Boy Power Mower	5,340

P

Pabst Brewing Co.	\$1,962,580
Eastside Beer	983,430
Old Tap Lager Beer	1,910
Pabst Beer	977,240
Pacific Gamble Robinson	\$77,120
Pacific Fruit	940
Snoboy Foods	65,230
Standby Foods	10,950
Pan-Am Southern Corp.	\$381,790
Pan-Am Gas & Oil	381,790
Pan-American World Airways	\$63,800
Paper Products Co.	\$106,290
No Bugs M'lady Drawer Paper	4,860
No Bugs M'lady Shelf Paper	101,430
Parker Pen Co.	\$60,650
Parker Pens	60,650
Parliament Food Plan	\$37,540
Foods & Freezers	37,540



SPOT TV BRAND FIGURES *continued . . .*

Pate Oil Co.	\$63,730	Pfaff Sewing Mach. Sales	\$35,350	Pilsner Brewing Co.	\$235,720	Lava Soap	1,288,630
Gas & Oil	63,730	Pfaff Sewing Machines	35,350	P. O. C. Beer	235,720	Lilt Home	
Patterson, C. J., Co.	\$26,410	Pfeiffer Brewing Co. ...	\$228,980	Pinkham, Lydia E.,		Permanent	201,570
Bread	26,410	Beer	228,980	Med. Co.	\$76,020	Oxydol	774,220
Paul's, Mrs., Kitchen ...	\$173,970	Pfeiffer Food Prod. Inc. ...	\$55,500	Pinkham, Lydia E.,		Pin-It Home	
Frozen Sea Foods	155,350	Salad Dressing	55,500	Veg. Compound	76,020	Permanent	7,210
Mrs. Paul's Frozen		Pfizer, Charles, Co., Inc. ...	\$264,340	Pio Wine Co.	\$40,760	Prell Shampoo	226,030
Foods	18,620	Animal Medicine	32,150	Hi Boy Wine	3,120	Secret Cream	
Paxton & Gallagher Co. ...	\$665,810	Bonadettes	73,130	Pio Wine	37,640	Deodorant	27,390
Butter-Nut Coffee Reg.	665,810	Candettes	114,420	Pioneer Hi-Bred Corn Co. ...	\$20,800	Secret Home	
Paxton & Vierling	\$33,280	Feed Supplements	31,880	Hybrid Corn	17,030	Permanent	3,730
Steel Construction Mat.	33,280	Hog Minerals	1,520	Hyline Chicks	3,770	Shasta Shampoo	9,170
Paxton Wholesale Grocery	\$21,840	Terramycin	10,850	Pittsburgh Brewing Co. ...	\$280,750	Spic & Span	991,250
Grab-It-Here Stores	21,840	Vigofac	390	Iron City Beer	183,560	Tide	513,820
Pearl Brewing Corp.	\$264,420	Pharmaceuticals, Inc. ...	\$1,108,580	Tech Beer	97,190	Velvet Blend	
Pearl Beer	262,420	Geritol	490,060	Pittsburgh Pro. & Pack.		Shampoo	39,860
Pearson Pharmacal Co.,		RDX Dietary Aids	170,350	Co.	\$45,900	Whirl Liquid	
Inc.	\$40,210	Sedagel	8,950	Meats	45,900	Shortening	36,930
EyeGene	1,740	Serutan	206,400	Planters Nut & Choc. Co. ...	\$53,360	Zest Beauty Bar	139,020
Pearson Sakrin	38,470	Sominex	63,780	Planters Peanut Butter	16,300	Proctor Electric Co.	\$755,360
Peavey, F. H., & Co.	\$20,650	Various Drugs	62,540	Planters Peanut Oil	15,000	Ironing Board	39,940
V-King Midas Grain	12,810	Viragex	72,940	Planters Peanuts	22,060	Proctor Appliances	702,510
Y-10 Protein Bread	7,840	Zarumin	33,560	Plough, Inc.	\$778,400	Zedalon Iron Board	
Penick & Ford, Ltd.	\$143,010	Pharmaco, Inc.	\$35,670	Mexsana Heat Powder	12,130	Covers	12,910
Brer Rabbit Molasses	3,030	Chooz	5,670	Mexsana Skin Cream	63,350	Professional Laundry Assn. ...	\$38,650
My-T-Fine Desserts	139,980	Feenamint	6,930	Mistol-Mist	58,510	Laundry Services	38,650
Penn Fruit Co.	\$123,550	Medigum	18,540	St. Joseph Aspirin	591,420	Progress Brewing Co.	\$30,040
Food Stores	72,610	Regutol	4,530	St. Joseph Child		Progress Beer	30,040
Penn Fruit	50,940	Pharma-Craft Corp., Inc. ...	\$401,300	Aspirin	52,990	Progresso Foods	\$86,580
Pennsylvania Engineering	\$51,310	Coldene	27,740	Power Products, Inc.	\$210,100	El Progresso Foods	75,750
Aerosect Insecticide	51,310	Fresh Deodorant	285,010	Baltimore Slicer	3,600	Spices	10,830
Peoples Gas, Light &		Heed Deodorant	14,640	Blendor	50,630	Prudential Ins. Co.,	
Coke Co.	\$205,230	Ting Antiseptic Cream	73,910	Super Jet Spray Gun	155,870	of Amer.	\$65,810
Utilities	205,230	Phila. Dairy Prod. Co., Inc. ...	\$24,360	Prairie Farms Creamery ...	\$21,840	Public Loan Co.	\$23,760
People's Natural Gas	\$85,070	Dolly Madison Dairy		Dairy Products	21,840	Loans	23,760
Natural Gas	85,070	Products	440	Prescott, J. L., Co.	\$117,180	Pure Laboratories, Inc.	\$77,080
Pepper, Dr., Co./Bottlers	\$716,790	Dolly Madison Ice		Dazzle Bleach	112,800	Byvirol	77,080
Nu Grape Soft Drinks	12,260	Cream	23,920	Dazzle Starch	4,380	Pure Oil Co.	\$201,360
Dr. Pepper Soft Drinks	700,910	Philco Corp.	\$147,500	Pridham-Davis	\$21,820	Anti-Freeze	300
Suncrest Soft Drinks	3,620	Philco Appliances	110,790	Optometrists	21,820	Gas & Oil	200,090
Pepsi Cola Co./Bottlers	\$1,993,000	Philco TV Sets	36,710	Prince Macaroni Co.	\$94,690	Tires	970
Pepsi-Cola	1,993,000	Phillips Packing Co., Inc. ...	\$58,810	Macaroni	61,420	Purex Corp., Ltd.	\$139,180
Personal Products Corp. ...	\$30,930	Phillips Pork & Beans	6,500	Spaghetti	33,270	Beads-O-Bleach	1,080
Jonny Mop	6,240	Phillips Soups	52,310	Procter & Gamble Co. ...	\$17,522,450	Old Dutch Cleanser	17,160
Modess	24,690	Phillips Petroleum Co.	\$624,370	American Family		Protex Soap	115,250
Peter Paul, Inc.	\$1,546,760	Phillips 66 Gas & Oil	618,640	Detergent	217,720	Purex Bleach	300
Peter Paul Almond		Tires	5,060	American Family		Sweetheart Soap	5,390
Joy	779,320	Trop-Arctic Motor Oil	670	Soap	29,140	Puritan Mills	\$20,760
Peter Paul Mounds	767,440	Pictsweet Foods, Inc.	\$22,690	Biz Liquid		My-T-Pure Flour	20,760
Peter's Meat Products	\$59,450	Frozen Foods	22,690	Detergent	61,570	Purity Baking Co.	\$70,990
Meats	59,450	Piedmont Airlines	\$35,100	Big Top Peanut		Bakery Products	70,990
Petersen Baking Co.	\$114,890	Piel Bros., Inc.	\$1,485,300	Butter	633,770	Purity Biscuit Co.	\$32,850
Frozen Fudge		Piel's Beer	1,485,300	Camay Soap	109,560	Town House Crackers	
Brownies	190	Piggly-Wiggly Stores	\$40,510	Cheer	783,770	& Cookies	32,850
Peter Pan Bread	114,700	Food Products	40,510	Comet	400,960		
Petri Wine Co.	\$497,310	Pillsbury Mills, Inc.	\$692,150	Crest	2,818,170		
G & D Vermouth	24,760	Ballard & Ballard		Crisco	25,100		
G & D Wine	25,120	Biscuit	80,820	Dash	1,693,880		
Italian Swiss Colony		Ballard Flour	69,260	Dreft	134,980		
Wine	310,140	Ballard Meal	2,090	Drene Shampoo	213,270		
Petri Wine	137,290	Feeds	40,800	Duz	743,500		
Petroleum Heat &		Globe A-1 Flour	34,260	Fluffo	147,610		
Power Co.	\$22,730	Ice Box Cookies	32,080	Gleem	1,609,620		
Utilities	22,730	Obelisk Flour	89,090	Ivory Bar Soap—			
Pez-Haas, Inc.	\$119,170	Pillsbury Cake Mixes	74,240	Laundry	15,680		
Candy	119,170	Pillsbury Flour	254,150	Ivory Flakes	1,024,660		
		Pillsbury Hot Roll Mix	5,710	Ivory Snow	751,390		
		Pillsbury Pancake Mix	6,830	Ivory Toilet Soap	15,720		
		Presto Drink A Mix	2,820	Jif Peanut Butter	47,650		
				Joy	1,785,900		

Q

Q-Tips, Inc.	\$67,910
Q-Tips Cotton Swabs	67,910
Quaker City Choc. & Conf.	
Co.	\$200,130
Good & Plenty Candy	200,130
Quaker Oats Co.	\$619,200
Aunt Jemima Corn	
Meal	18,640
Aunt Jemima Flour	6,060
Aunt Jemima Pancake	
Mix	49,420

Quaker Oats Co. (Continued)	
Aunt Jemima Waffle Mix	13,820
Corn Bread Mix	394,450
Ful-O-Pep Feed	15,720
Masa Harina Tortilla Mix	2,920
Puffed Rice	710
Puss N Boots Cat Food	28,380
Quaker Oats	45,890
Various Cereals	43,190
Quaker State Oil Refining \$101,050	
Quaker State Gas	10,670
Quaker State Motor Grease	870
Quaker State Oil	89,510
Quality Bakers of America \$424,290	
Breads	180,570
Butterkrust Bread	33,360
Schott's Hollywood Bread	3,380
Stroehmann's Bread	18,760
Sunbeam Bread	185,350
V-10 Protein Bread	2,870

R

RCA Dealers \$96,180	
RCA Air Conditioners	240
RCA Appliances	9,670
RCA Radios	750
RCA TV Sets	48,800
Whirlpool Appliances	36,720
R. J. Oil & Refining Co. \$31,070	
500 Gasoline	31,070
RKO Radio Pictures, Inc. \$67,970	
Movie Publicity	67,970
RAO Products Co. \$34,150	
Rad White Crystal Bleach	34,150
Radiart Corp. \$164,260	
CDR Rotor Antennas	164,260
Radio Corp. of America \$1,407,130	
RCA Appliances	1,110,100
RCA Radio & TV Sets	297,030
Rainbo Bakers \$104,000	
Rainbo Bread	104,000
Ralston-Purina Co. \$1,143,750	
Chicken Startina Feed	2,600
Instant Ralston Cereal	21,710
Poultry Feeds	6,110
Purina Chows	157,060
Purina Dog Chow	714,570
Purina Feeds	7,180
Ralston Cereals	141,220
Ry-Krisp	93,300
Rancho Soup Co. \$37,560	
Rancho Soups	37,560
Ransom Insurance Co. \$59,750	
Rath Packing Co. \$790,620	
Canned Meats	64,840
Chopettes	320,630
Frozen Meats	15,640
Meat Products	389,510
Rayco Mfg. Co. \$721,530	
Auto Convertible Tops	24,700
Auto Seat Covers	696,830
Ray-O-Vac Co. \$88,040	

Ray-O-Vac Batteries	88,040
Read, J. L., Co. \$28,330	
Reads Potato Salad	28,330
Reader's Digest Assoc. \$744,990	
Reader's Digest Magazine	744,990
Ready-To-Bake Foods \$40,550	
Puffin Biscuits	40,550
Realemon-Puritan Co. \$55,190	
Lemon Juice	51,940
Prune Juice	3,250
Red Bud Food Stores \$26,610	
Red Cap Refresher Co. \$26,000	
Red Cap Refresher	26,000
Red Oot Food Co. \$35,590	
Potato Chips	35,590
Reddi-Wip Mfg. Co. \$74,300	
Whipped Cream	74,300
Redi-Maid Co. \$37,300	
Redi-Maid Orange Juice	37,300
Reeses, Inc. \$50,530	
Candy	50,530
Regal Pale Brewing Co. \$412,550	
Regal Pale Beer	412,550
Rehrig Mfg. Co. \$20,600	
White House Salad Dressing	20,600
Reilly, Wm. B., & Co., Inc. \$758,720	
Luzianne Coffee Inst.	59,150
Luzianne Coffee Inst/Reg	415,340
Luzianne Coffee Reg.	284,230
Remco Industries \$39,710	
Electric Toys	39,710
Renaire Corp. \$74,110	
Food Freezer Plan	74,110
Renken, M. H., Dairy \$35,070	
Milk Products	35,070
Republic Furniture Co. \$31,660	
Furniture	31,660
Republican Party \$774,130	
Revlon, Inc. \$1,817,870	
Aquamarine Spray Mist	27,790
Clean N Clear Facial Cream	370
Cosmetics	669,310
Hi & Dri	1,900
Intimate Cologne	36,910
Lipstick	21,230
Nail Polish	142,420
Satin-Set Pin Curl Spray	266,200
Silicare Baby Lotion	24,070
Silicare Hand Lotion	8,230
Silken Net Hair Spray	612,730
Sun Bath Tanning Lotion	6,710
Rexall Drug Co./Dealers \$178,060	
Rexall Drugs	178,060
Reynolds, R. J., Tobacco Co. \$1,952,760	
Camel	680,690
Cavalier	292,320
Prince Albert Pipe Tobacco	1,470

Salem	171,320
Winston	806,960
Rheas Bakery \$56,250	
Baked Goods	56,250
Rheem Mfg. Co. \$42,560	
Air Conditioners	7,620
Rheem Water Heaters	2,680
Stoves	31,350
Wedgewood Range	910
Rich Products Corp. \$30,880	
Ice Cream	30,880
Richfield Oil Corp. \$543,010	
Richfield Gas & Oil	543,010
Richman Brothers Co. \$154,700	
Clothing	154,700
Richter's Bakery \$23,400	
Butter Krust Bread	23,400
Ringling Bro. Barnum & Bailey \$20,150	
Circus	20,150
Ritchie, Harold F., Inc. \$2,341,660	
Brylcreem	1,913,500
Eno Effervescent	155,460
Scott's Emulsion	272,700
Riviera Mfg. Co. \$40,390	
Riviera Sofa Beds	40,390
Roberts, Rev., Oral \$460,780	
Religion	460,780
Roberts Dairy Co. \$45,150	
Dairy Products	45,150
Robilio & Cuneo Co. \$50,270	
Ronco Macaroni	18,200
Ronco Spaghetti	32,070
Rockwood & Co. \$76,550	
Rockwood Chocolates	76,550
Rogers Jewelry Co. \$32,510	
Jewelry	32,510
Roman Cleanser Co. \$23,700	
Roman Cleanser Bleach	23,700
Roman Meal Co. \$22,910	
Roman Meal Bread	4,320
Roman Meal Cereal	18,590
Ronzoni Macaroni Co. \$281,070	
Macaroni	281,070
Rosen Raymond Co. \$78,340	
RCA Products	78,340
Roto-Broil Corp. of Amer. \$305,090	
Rotisseries	305,090
Roto-Rooter Corp. \$269,920	
Plumbing Tool	269,920
Royal Baking Co. \$45,920	
Baked Goods	45,920
Royal Window Co. \$30,730	
Storm Windows	30,730
Royster, F. S., Guano Co. \$44,910	
Fertilizer	44,910
Rubinstein Helena, Inc. \$54,810	
Cosmetics	32,590
Naildress	15,400
Reducing Aid	6,820
Rudy's Sausage Co. \$22,040	
Meats	22,040
Ruppert, Jacob, Brewery \$489,400	
Knickerbocker Beer	454,140

Ruppert Beer	35,260
Russell-Miller Milling Co. \$21,390	
American Beauty Flour	19,080
Occident Flour	2,310
Rust-Oleum Corp. \$54,040	
Rust-Oleum Rust Preventive	54,040
S	
S. O. S. Co. \$23,020	
SOS Soap Pads	22,050
Tuffy	970
S. S. S. Co. \$223,070	
Neurabalm	13,060
S. S. S. Tonic	210,010
S & W Fine Foods, Inc. \$28,820	
Food Products	28,820
Safeco Insurance Co. \$44,440	
Safeway Stores, Inc. \$978,430	
Bel-Air Frozen Juices	22,790
Captains Choice Frozen Fish	15,690
Cragmont Beverages	9,880
Dairy Products	780
Candy	3,890
Foods Stores	694,880
Guthrie Cookies	5,190
Jane Arden Cookies	5,840
Lucerne Milk	3,900
Meats	38,110
Poultry	42,860
Royal Satin Shortening	860
Scotch Treat Lemonade	1,260
Skylark Bread	130,160
Sunny Bank Margarine	1,950
Whitney Frozen Foods	390
Salada Tea Co., Inc. \$1,006,600	
Salada Tea	1,006,600
San Giorgio Macaroni Co. \$58,570	
Macaroni	58,570
San Joaquin Baking Co. \$72,020	
Rainbo Bread	72,020
Sanitary Dairies \$48,970	
Dairy Products	48,970
Santa Clara Packing Co. \$35,480	
Canned Salad	31,670
Fruits	3,810
Santa Fe Vintage Co. \$132,810	
Sante Fe Wine	132,810
Sardeau, Inc. \$717,840	
Sardo Bath Oil	717,840
Sardis Enterprises, Inc. \$23,900	
Sardis Sauce	23,900
Sauer, C. F., Co. \$23,210	
Duke's Extracts	6,570
Duke's Mayonnaise	1,960
Duke's Salad Dressing	13,660
Duke's Spices	1,020
Sawyer's, Inc. \$42,740	
Viewmaster	42,740
Scandinavian Airlines \$26,160	
Schaefer, F & M, Brew. Co. \$648,040	
Schaefer Beer	648,040
Schaffer Baking Co. \$27,380	
Bread	27,380



SPOT TV BRAND FIGURES *continued . . .*

Scheidt, Adam, Brewing Co.	\$65,910	Games	47,520	Skelgas & Oil	139,440	Speedway Petroleum Corp.	\$155,640
Rams Head Ale	8,790	Scrabble	25,940	Skillern's Drug Co.	\$38,270	Speedway 79 Gas	155,640
Valley Forge Beer	57,120	Serta Assoc., Inc./Dealers	\$295,440	Drug Chain	38,270	Sperry Candy Co.	\$23,720
Schlitz, Jos. E., Brewing Co.	\$638,370	Mattresses	295,440	Skinner Mfg. Co.	\$31,400	Candy	23,720
Schlitz Beer	638,370	Servel, Inc.	\$57,850	Raisin-Bran	7,460	Sperry & Hutchinson	\$27,450
Schlitz Distributors	\$57,040	Servel Appliances	57,850	Skinner's Macaroni	23,940	Green Trading Stamps	27,450
Schlitz Beer	57,040	Seven-Up Co./Bottlers	\$1,201,450	Slenderella Co.	\$399,180	Sperry-Rand, Inc.	\$232,100
Schluderberg, W.,-T. J. Kurdle Co.	\$110,710	Seven-Up	1,201,450	Reducing Salons	399,180	Institutional	440
Esskay Meats	110,710	Shaler Co.	\$92,640	Slumberland Products Co.	\$38,290	Remington Electric Shaver	207,860
Schmidt, Jacob, Brewing Co.	\$126,480	Rislone Oil Additive	92,640	Mattresses	38,290	Typewriters	23,800
Schmidt Beer	126,480	Sheaffer, W. A., Pen Co.	\$125,610	Smith Brothers, Inc.	\$320,980	Spriggs, R. E., Co.	\$290,880
Schmidt, G., & Sons, Inc.	\$268,830	Sheaffer Pens	125,610	Cough Drops	320,980	A-1 Ale	83,970
Ale	63,720	Sheffield Farms	\$22,160	Smith, J. Allen, Co.	\$35,790	Champale	17,860
Beer	205,110	Dairy Products	22,160	White Lily Flour	35,790	Coor's Beer	31,100
Schoenling Brewing Co.	\$346,230	Shell Oil Co.	\$2,000,220	Smith Corona, Inc.	\$23,170	Country Club Stout	128,670
Beer	346,230	Shell Gas & Oil	2,000,220	Typewriters	23,170	Goebel Beer	29,280
Scholl Mfg. Co., Inc.	\$54,370	Sheraton Furniture Co.	\$23,400	Smith-Douglas Co., Inc.	\$29,590	Squirt Co./Bottlers	\$177,670
Dr. Scholl's Foot Remedies	54,370	Shulton, Inc.	\$26,890	Fertilizer	29,590	Squirt Mixer	15,920
Schonbrunn, S. A., & Co., Inc.	\$281,780	Bronztan	6,820	Smith Oil & Refining Co.	\$36,390	Squirt Soft Drink	161,750
Savarin Coffee Reg.	281,780	Old Spice Products	20,070	Gas & Oil	23,870	Standard Brands, Inc.	\$1,512,780
Schott's Bakery	\$26,930	Shwayder Bros., Inc.	\$26,060	Gulf Oil Prods.	12,520	Blue Bonnet	
Bread	26,930	Samsonite Luggage	26,060	Smokey Joe's	\$45,650	Margarine	111,180
Scott Paper Co.	\$229,510	Sicks Seattle Brewing & Malting Co.	\$185,760	Barbeque Beans	29,780	Chase & Sanborn Coffee Inst.	133,520
Cut-Rite Wax Paper	86,910	Rainier Beer	185,760	Barbecue Sauce	8,030	Chase & Sanborn Coffee Inst./Reg.	12,830
Scottkins	10,950	Sidles Co.	\$28,600	Bar-B-Q Beef Sandwich, Frozen	7,840	Chase & Sanborn Coffee Reg.	2,550
Scott Tissue	62,230	Antennas	1,510	Socony Mobil Oil Co. Inc.	\$1,228,650	Fleischman's Yeast	34,030
Scott Towels	7,460	Appliances	1,690	Mobilgas & Mobiloil	1,228,650	Hunt Club Dog Food	803,600
Scottie Tissues	46,560	Chrysler Air Conditioners	2,090	Southern Brewing Co.	\$26,070	Kendall Cat Food	4,550
Soft-Weve	14,100	RCA Estate Ranges	520	SB Ale	7,660	Kendall Dog Food	219,400
Wonder Wrap	1,300	RCA TV Sets	17,680	SB Beer	18,410	Tenderleaf Tea Reg.	191,120
Scudder, Laura Food Co.	\$41,990	Sieberling Tires	1,910	Southern California Gas	\$68,840	Standard Brewing Co.	\$360,700
Animal Crackers	10,400	Whirlpool Washer & Dryer	3,200	Servel Appliances	27,800	Erin Brew Beer	340,330
Mayonnaise	530	Siegler Corp.	\$33,050	Utilities	41,040	Standard Ale	7,350
Peanut Butter	1,300	Gas Heaters	2,600	So. Calif. Plastering Inst.	\$43,200	Standard Beer	13,020
Potato Chips	18,840	Oil Heaters	30,450	Plasterers	43,200	Standard Food Markets	\$143,610
Various Foods	10,920	Signal Oil Co.	\$81,000	Southern Pacific Co.	\$33,350	Humpty Dumpty Food Mkts.	146,610
Scripto, Inc.	\$256,630	Signal Gas & Oil	81,000	Rail Travel	33,350	Standard Grocery Co.	\$46,440
Scripto Pencils	241,050	Simmonds Upholstery Co.	\$147,480	Southern Union Gas Co.	\$20,620	Foods	46,440
Scripto Pens	15,580	Reupholstering	113,080	Appliances	7,800	Standard Knitting Mills	\$30,310
Seaboard Finance Co.	\$52,690	Upholstering	34,400	Natural Gas	12,820	Healthknit Underwear	30,310
Loans	52,690	Simmons Co./Dealers	\$1,140,020	Southland Coffee Co. Inc.	\$26,370	Standard Mattress Co.	\$20,780
Seabrook Farms, Inc.	\$227,880	Simmons Mattresses	1,140,020	Bailey Supreme Coffee Ins.	1,090	Gold Bond Mattresses	20,780
Seabrook Frozen Foods	227,880	Simon, Wm., Brewery Co.	\$35,740	Bailey Supreme Coffee Ins./Reg.	21,270	Standard Milling Co.	\$43,640
Seager, Helaine, Co.	\$3,096,150	Ale	11,930	Bailey Supreme Coffee Reg.	1,090	Ceresota Flour	4,960
Drops of Gold	358,260	Beer	23,810	Chicafé Inst./Reg.	2,920	Heckers' Flour	38,680
Majitinge/Tinge	597,980	Simoniz Co.	\$537,180	Sparklett's Drinking Water	\$67,340	Standard Oil Co. of Calif.	\$474,410
Pink Ice Cosmetics	1,993,530	Ivalon Sponges	112,950	Water	67,340	Calso Gas	257,310
Tint-N-Set	146,380	Simoniz Body Guard	34,970	Spaulding Bakeries Co.	\$27,170	Chevron Gas	122,200
Sealy Mattress Co./Dlrs.	\$795,680	Simoniz Floor Wax & Polish	47,810	Baked Goods	27,170	RPM Oil	94,900
Sealy Mattresses	795,680	Simoniz Furniture Polish	870	Spearman Brewing Co.	\$31,770	Standard Oil Co. of Canada	\$21,280
Sears Roebuck & Co.	\$350,250	Simoniz Hi-Lite Polish	227,850	Spearman Ale	20,950	Gas & Oil	21,280
Stores & Mail Order	317,250	Simoniz Polishes	54,120	Spearman Beer	10,820	Standard Oil Co. of Ind.	\$1,247,170
Allstate Insurance	33,000	Simoniz Waxes	56,770	Special Foods, Inc.	\$43,520	Standard Gas & Oil	1,247,170
Seeck & Kade, Inc.	\$302,490	Vista	1,840	Jays Potato Chips	43,520	Standard Oil Co. of Ohio	\$537,540
Pertussin Cough Remedy	302,490	Sinclair Refining Co.	\$675,460	Speed Queen Corp.	\$100,320	Boron Gasoline	5,720
Seeman Brothers, Inc.	\$110,580	Sinclair Gas & Oil	675,460	Speed Queen		Sohio Gas & Oil	530,390
Airwick	41,970	Singer Sewing Machine Co.	\$66,930	Appliances	6,580	Tires	1,430
White Rose Coffee Reg.	1,540	Singer Sewing Machines	66,930	Speed Queen Dryers	7,990	Standard Oil Co. of Texas	\$34,040
White Rose Tea Reg.	67,070	6 O'Clock Foods, Inc.	\$29,190	Speed Queen Ironers	2,310	Chevron Gasoline	34,040
Selchow & Richter	\$73,460	7-Minute Products	29,190	Speed Queen		Star-Kist Foods, Inc.	\$62,520
		Skelly Oil Co.	\$139,440	Washing Mach.	83,440	French Sardines	8,690
						Star-Kist Tuna	53,830
						State Farm Insurance Co.	\$42,950

State Line Potato Chip Co. \$59,660
 Potato Chips 59,660
 Statler Tissue Corp. \$67,920
 Statler Paper 2,380
 Statler Tissues 11,170
 Towels 54,370
 Stauffer System \$23,900
 Figure Control 23,900
 Stegmaier Brewing Co. \$201,900
 Stegmaier Ale 15,860
 Stegmaier Beer 186,040
 Sterling Breweries, Inc. \$137,880
 Beer 137,880
 Sterling Drug, Inc. \$8,823,300
 Bayer Aspirin 2,994,960
 Bayer Aspirin-Children's 17,680
 Campho-Phenique 17,340
 Dr. Caldwell's Laxative 229,530
 Dr. Lyon's Dentifrices 635,830
 Double Danderine 114,640
 Energine 438,390
 Fizrin 1,178,190
 Fletcher's Castoria 141,970
 Haley's Boostered Aspirin 101,280
 Haley's M. O. 851,930
 Instantine 145,400
 Ironized Yeast 149,900
 Mollé Shaving Soap 288,090
 Pepsomar 172,080
 Phillips Milk of Magnesia 1,262,070
 Phillips Milk of Magnesia Toothpaste 39,160
 Z. B. T Baby Powder 44,860
 Stern Bros. Plumbing Co. \$23,400
 Plumbing Supplies 23,400
 Stern, S. R. Labs \$41,970
 Duets 41,970
 Stewart-Warner Corp. \$132,870
 Alemite Lubricating Systems 127,890
 South Wind Car Heaters 4,980
 Stewart's, Inc. \$42,270
 Mayonnaise 3,380
 Potato Chips 13,050
 Stewart's Cookies 25,840
 Stokely-Van Camp, Inc. \$916,270
 Honor Brand Frozen Foods 14,710
 Pictsweet Frozen Foods 9,720
 Tenderoni Macaroni 13,820
 Van Camp Canned Foods 878,020
 Stop & Save Trading Stamp \$75,500
 Trading Stamps 75,500
 Storz Brewing Co. \$135,020
 Beer 135,020
 Streator Read Foods, Inc. 22,760
 Potato Salad 22,760
 Strietmann Biscuit Co. \$143,750
 Cookies & Crackers 143,750
 Stroehmann Brothers \$37,830
 Bread 37,830
 Stroh Brewing Co. \$401,260
 Stroh Beer 401,260

Studebaker-Packard Corp. \$653,210
 Packard Cars 253,750
 Studebaker Cars 395,610
 Studebaker Trucks 3,850
 Stuhmer Baking Co. \$35,490
 Bread 35,490
 Sugardale Provision Co. \$38,840
 Meats 38,840
 Sullivan, R. G., Inc. \$72,390
 Dexter Cigars 41,790
 7-20-4 Cigars 30,600
 Sun Drug Co. \$123,760
 Drug Products 123,760
 Sun Oil Co. \$63,020
 Sunoco Gas & Oil 63,020
 Sun Ray Drug Co. \$128,700
 Drug Stores 128,700
 Sunbeam Bakeries \$22,320
 Sunbeam Bread 22,320
 Sunbeam Corp. \$21,070
 Sunbeam Appliance Dirs. 580
 Sunbeam Appliances 1,980
 Sunbeam Power Mower 18,510
 Sunnyvale Packing Co. \$26,640
 Aunt Penny's White Sauce 26,640
 Sunshine Biscuit Co. \$810,070
 Cookies & Crackers 810,070
 Super Valu Stores \$30,840
 Food Stores 27,080
 Super Markets 3,760
 Superior Feed Mill, Inc. \$77,060
 Superior Poultry & Stock Feed 77,060
 Superior Provision Co. \$103,900
 Meats 103,900
 Supplee-Wills-Jones Milk \$55,390
 Chocolate Milk 2,860
 Dairy Products 6,850
 Ice Cream 40,740
 Sealtest Ice Cream 4,940
 Surgitube Products Corp. \$36,660
 Surgitube Bandage 36,660
 Sutton, O. A., Inc. \$20,200
 Vornado Air Conditioner 20,200
 Sweet-Orr Co., Inc. \$26,770
 Work Clothes 26,770
 Sweets Co. of America, Inc. \$97,930
 Tootsie Rolls 97,930
 Swift & Co. \$1,091,940
 All Sweet Margarine 1,360
 Brown N Serve Rolls 3,590
 Brown N Serve Sausage 14,710
 Butter 450
 Cheese 7,360
 Dairy Products 8,210
 Frozen Chicken 9,170
 Frozen Foods 73,510
 Frozen Meats 309,160
 Hams 94,160
 Honey Cup 580
 Ice Cream 113,380
 Jewel Salad Oil 16,360
 Jewel Shortening 10,920

Martha Logan Cooking Schl. 8,380
 Meat Products 324,550
 Pard Dog Food 11,150
 Poultry 45,430
 Table Ready Meats 36,800
 Vigoro Fertilizer 2,710
 Sylvan Seal Milk Co. \$101,640
 Sylvan Seal Milk 101,640
T
 Table Talk Pie Co. \$94,160
 Pastry 94,160
 Tafon Distributors, Inc. \$821,950
 Avatrons 48,800
 Kobar 11,970
 Peels 98,980
 RX 30 11,340
 Tafon 640,620
 Triplehist 10,240
 Tampa Florida Brewery \$37,130
 Tropical Ale 3,030
 Tropical Beer 34,100
 Tanney's, Vic, Gym \$263,010
 Gymnasiums 263,010
 Tasty Baking Co. \$93,640
 Tasty Kake 93,640
 Taylor-Reed Corp. \$142,420
 Cocoa Marsh 75,180
 E-Z Pop Popcorn 17,520
 Q-T Instant Frosting 49,720
 Tea Council of U.S.A. \$965,710
 Tea Promotion 965,710
 Tenilhist Co. \$79,450
 Nose Spray 20,290
 7 Day Wonders 5,560
 Tenilhist Cough Syrup 53,600
 Terre Haute Brewing Co. \$116,040
 Champagne Velvet Beer 116,040
 Terry Foods Co. \$113,630
 Terry Frozen Foods 113,630
 Tesco Chemical Co. \$35,410
 Insecticide 31,840
 TesTed 3,570
 Tetley Tea Co., Inc. \$72,860
 Tetley Tea Regular 72,860
 Texas Co. \$169,090
 Texaco Gas & Oil 169,090
 Texas Electric Service Co. \$65,490
 Light & Power 65,490
 Texas Lumber Mfg. Assn. \$84,090
 Southern Yellow Pine Lumber 84,090
 Texas State Optical Co. \$71,310
 Optical Service 71,310
 Texize Chemical Co. \$236,610
 Texize Detergent 6,320
 Texize Household Cleaner 195,860
 Texize Pine Oil 26,500
 Texize Starch 7,930
 Thomas, S. B., Inc. \$201,240
 English Muffins 1,620
 Protein Bread 199,620
 Thorp Finance Corp. \$36,910
 Loans 36,910

Thrift Drug Co. \$139,320
 Drug Products 139,320
 Tidewater Associated Oil \$314,220
 Tydol & Veedol 314,220
 Tidy House Products Co. \$66,500
 Blu-Glostex 11,590
 Dexol Bleach 11,810
 Gloss Tex 17,960
 Perfex Cleaner 12,590
 Shina-Dish 12,550
 Time, Inc. \$146,910
 Life Magazine 94,330
 Time Magazine 52,580
 Tipon Corp. \$28,020
 Tipon 28,020
 Tobin Packing Co., Inc. \$35,370
 Arpeako Meats 7,010
 First Prize Meat Prod. 28,360
 Top Value Enterprises \$1,041,480
 Top Value Trading Stamps 1,041,480
 Townley Dairy \$73,040
 Dairy Products 73,040
 Toy Guidance Council \$92,720
 Toys 92,720
 Trans American Air Lines \$82,690
 Transogram Co., Inc. \$26,400
 Toys 26,400
 Triangle Sewing Mach. Co. \$53,230
 Triangle Sewing Machines 53,230
 Tri-Nut Co. \$24,790
 Tri-Nut Margarine 24,790
 Tri-State Appliance Co. \$62,020
 Appliances 62,020
 Troll Enterprises \$62,390
 Easy-Add 62,390
 Tru Craft Hosiery Co. \$56,930
 Hosiery 56,930
 Turner-Smith Drug Co. \$23,400
 Goldoxin 20,150
 Poundex 3,250
 Tuxedo Candy Co. \$22,840
 Roxbury Candy 20,670
 Tuxedo Candy 2,170
U
 Uneeda Doll Co. \$21,910
 Dolls 21,910
 Ungar Electric Co. \$23,900
 Snippy Electric Scissors 23,900
 Union Mortgage Co. \$31,400
 Institutional 31,400
 Union Oil Co., of Calif. \$22,860
 Royal Triton Motor Oil 22,860
 Union Pacific Railroad \$137,810
 United Fruit Co. \$116,990
 Bananas 116,990
 United Fuel Gas Co. \$82,460
 Household Appliances 82,460
 United Gas Co. \$53,190
 Appliances 10,230
 Gas 12,330
 Utilities 30,630
 United Oil Co. \$21,410
 Gas & Oil 21,410



SPOT TV BRAND FIGURES *continued . . .*

U. S. Borax & Chemical Corp. \$1,097,930
 Boraxo 292,080
 Twenty Mule Team Borax 805,850

U. S. Industrial Chem. \$44,430
 Super Pyro Anti-Freeze... 42,590
 U.S.I. Anti-Freeze 1,840

U. S. Rubber Co. \$277,650
 Boosters 2,420
 Kedettes 780
 Keds 255,080
 Koylon Foam Rubber Mattress 1,800
 U. S. Royal Tires 17,570

U. S. Tobacco Co. \$524,430
 Encore 482,580
 Sano 41,850

United Vintners, Inc. \$228,990
 Italian Swiss Colony Wine 61,060
 Margo Wine 15,400
 Petri Wines 130,990
 Wines 21,540

United-Whelan Stores Corp. \$154,440
 Stores 77,220
 Various Products 77,220

Utah Oil Co. \$25,180
 Gas & Oil 25,180

Utah Power & Light \$32,710
 Electricity 32,710

Utility Appliance Corp. \$76,950
 Air Conditioning 7,540
 Gaffers & Sattler Ranges 55,520
 Occidental Range 13,890

V

Valley Bell Dairy Co. \$31,030
 Dairy Products 31,030

Valley Forge Distrib. Co. \$34,380
 Rams Head Ale 21,770
 Valley Forge Beer 12,610

Valleydale Packing Co. \$239,510
 Frosty Morn Meats 114,070
 Reelfoot Meats 99,580
 Valleydale Meats 25,860

Van's Baking Co. \$21,460
 Van's Bread 21,460

Vernor, James, Co./Bottlers \$157,160
 Vernor's Ginger Ale 157,160

Vick Chemical Co. \$691,520
 Inhalers 9,430
 Medimist 3,460
 Sof-Skin Hand Cream 114,140
 Vicks Cough Drops 76,890
 Vicks Cough Syrup 21,770
 Vicks Throat Lozenges .. 13,080
 Vicks Vaporub 399,920
 Vicks Vatronol 52,830

Vienna Sausage Co. \$21,230
 Vienna Sausages 21,230

Vim TV & Appliance Stores \$65,930
 Appliances 48,610
 Radio & TV Sets 17,320

Vita Boy Potato Chip Co. \$23,730
 Vita Boy Potato Chips... 23,730

Viviano, V., & Bros. \$23,750
 Viviano Macaroni 18,680
 Viviano Spaghetti 5,070

W

Wabash Railroad Co. \$31,630

Wagner, August, Breweries \$76,270
 Augustiner Beer 33,170
 Gambrinus Beer 43,100

Walgreen Co. \$508,580
 Drug Stores 508,580

Walker's Austex Chili Co. \$45,550
 Chili 34,150
 Meat Products 9,500
 Tamales 1,900

Wampole Co. \$22,610
 Bionoid Cold Tablets 22,610

Wander Co. \$263,300
 Ovalmix 33,080
 Ovaltine 230,220

Ward Baking Co. \$848,230
 Aun Hannah Bread 15,840
 Tip Top Bread 641,990
 Tip Top Cakes 159,690
 Tip Top Rolls 4,920
 Ward's Bread 25,790

Ward Drug Co. \$52,410
 Drug Chain 52,410

Warner Bros. Pictures \$71,570
 Movie Publicity 71,570

Warner-Lambert Pharma. Co. \$5,820,440
 Anahist Cough Syrup.. 4,620
 Anahist Nasal Spray... 12,840
 Super Anahist 2,748,690
 DuBarry Light & Bright 3,980
 Hudnut Home Permanent 14,290
 Listerine Antiseptic... 1,341,500
 Listerine Dentifrice .. 1,291,060
 Quick Home Permanent 336,030
 Richard Hudnut Cosmetics 67,430

Wate-On Co. \$27,910
 Wate-On 27,910

Watkins Furniture Co. \$23,400

Weaver Products \$23,690
 Spoolies Hair Curlers 23,690

Weingarten Food Stores \$51,820

Welch Grape Juice Co. \$523,330
 Fruit Of The Vine Preserves 355,670
 Welch Food Products 6,610
 Welch Frozen Grape Juice 20,400
 Welch Grape Juice 12,690
 Welch Grape Juice 27,670
 Welch Grapelade 4,330
 Welch Wine 95,960

Wesson Oil & Snow Drift \$1,498,010
 Snowdrift 1,438,500
 Wesson Salad Oil 59,510

West Disinfecting Co. \$47,460
 CN Disinfectant 31,930
 Westpine Deodorant 15,530

West End Brewing Co. \$346,060
 Utica Club Ale 88,580
 Utica Club Beer 257,480

Western Airlines Inc. \$118,540

Western Cotton Oil Co. \$31,130
 Feeds 31,130

Westfield Mfg. Co. \$28,450
 Columbia Bicycles 28,450

Westgate-Calif. Tuna Pack \$32,830
 Breast O' Chicken Tuna... 32,830

Westinghouse Dealers \$30,940
 Westinghouse Various Appliances 30,940

Westinghouse Electric Corp. \$156,000
 Air Conditioners 39,030
 Westinghouse Appliances 58,510
 Westinghouse Ranges .. 970
 Westinghouse Refrigerator 320
 Westinghouse Various Appliances... 57,170

Weston Biscuit Co. \$52,450
 Crackers & Cookies 52,450

White Castle System \$21,350
 Chain Hamburger Stands 21,350

White King Soap Co. \$184,670
 White King Cleaner 2,040
 White King Detergent ... 126,970
 White King Granulated Soap 28,080
 White King Toilet Soap .. 27,580

White, Martha, Mills, Inc. \$174,630
 Fortune Feed 2,430
 Martha White Bread ... 7,080
 Martha White Cake Mixes 25,280
 Martha White Coffee Inst./Reg. 500
 Martha White Corn Meal 34,950
 Martha White Flour 103,890
 Martha White Jams 500

Whitehouse Co. \$136,740
 Dolls 5,180
 Phonograph Records ... 124,910
 Super Jet Guns 6,650

Whitman, Stephen F., & Son \$403,170
 Whitman's Candy 403,170

Wiedemann, George, Brewing \$594,120
 Wiedemann Beer 594,120

Wilbert Products Co., Inc. \$79,680
 Wilbert's Wax 79,680

Wildroot Co., Inc. \$893,340
 Formula No. 2 Hair Tonic 43,860
 Help Hair Tonic 7,590
 Vam Hair Tonic 176,190
 Wildroot Cream Hail Oil 607,200
 Wildroot Hair Tonic..... 58,500

Wilkins, John H., Co., Inc. \$32,280
 Wilkins Coffee Inst./Reg. 32,280

Wilkins Rogers Milling Co. \$56,610
 Washington Flour 56,610

Williams, J. B., Co. \$270,090
 Baby's Own 300

Conti Castile Shampoo.. 103,460
 Kreml Hair Tonic 9,310
 Lectric Shave 109,370
 Skol Suntan Lotion..... 47,650

Williams, R. R., Co. \$56,520
 Wash N Dry 56,520

Williamson Candy Co. \$119,510
 Oh Henry Candy Bars ... 119,510

Williamson-Dickie Mfg. Co. \$90,070
 Dickie Work Clothes 81,620
 Mens' Sport Clothing ... 8,450

Wilson & Co., Inc. \$312,050
 Bak-Rite Shortening 6,930
 Canned Meats 15,680
 Ideal Dog Food 2,360
 Jane Wilson Canned Meat 8,580
 Meats 278,140
 Wilson Dog Food 360

Wine Advisory Board \$250,190
 Wines 250,190

Wine Growers Guild \$121,670
 Guild Wine 121,670

Winn-Dixie Corp. \$24,220
 Food Stores 24,220

Winslow Chip Co., Inc. \$31,140
 Winslow's Potato Chips . 31,140

Wisconsin Electric Power \$80,830
 Electric Service..... 80,830

Wisconsin Independent Oil \$74,330
 Gas & Oil 74,330

Wise Potato Chip Co. \$128,150
 Potato Chips 128,150

Wishbone Salad Dressing \$48,300
 Salad Dressing 48,300

Wood Bros. \$51,660
 H & C Coffee Inst. 12,390
 H & C Coffee Reg. 39,270

Wrigley, William Jr., Co. \$999,070
 Doublemint Gum 652,040
 Spearmint Gum 347,030

Wrigley Stores, Inc. \$77,990
 Various Products 77,990

Wyer & Co. \$20,600
 Lemonade Mix 19,500
 Soup 1,100

Wynn Oil Co. \$52,360
 Lubricants 10,500
 Wynn's Oil 41,860

X

XLNT Spanish Foods Co. \$24,760
 Fresh Delicatessen Items 24,760

Y

Young, W. F., Inc. \$204,790
 Absorbine, Jr. 204,790

Youngblood's Poultry Farms \$33,390
 Poultry 33,390

Z

Zenith Radio Corp. \$123,920
 Zenith Radios 19,330

Zippy Products, Inc. \$91,500
 Zenith TV Sets 104,590
 Zippy Liquid Starch 91,500

HOW AND WHY

TVB COMPILES SPOT FIGURES

The reporting of estimated television spot expenditures* was inaugurated by the Television Bureau of Advertising, Inc. with the Fourth Quarter 1955. These reports were developed as a service to advertisers and agencies to meet what was felt to be three industry needs—

1. Information on the dimensions of spot television in a form which would enable advertisers to make comparisons with the regularly reported data on newspapers, magazines, network television and other advertising media.
2. Information on individual advertiser use of spot television so that each advertiser could assess more fully the advertising activities of his competitors.
3. Bases for the analysis of trend in the use of spot television.

The present report is the first Annual Report in the series and covers the full year 1956. In addition to the advertiser expenditures and other data provided in the Quarterly Reports, the Annual Report also contains *brand-by-brand* dollar expenditure estimates as well, for each advertiser investing \$20,000 or more in spot television during 1956.

Other data reported include annual expenditure totals for each product class; a listing of the top 100 advertisers in the use of spot television during the year; the ten ranking advertising agencies in the use of the medium; and an analysis for all advertisers of the kind of spot activity used and the time of day it occurred.

These reports represent the combined efforts of many people, and acknowledgment is made to TVB member stations and station representative organizations; to other cooperating television stations; to the N. C. Rorabaugh Co., Inc.; to the many helpful advertisers and agencies; and importantly, to the Bureau staff. Particular acknowledgment is made to Harvey Spiegel, the Bureau's Assistant Director of Research.

The Bureau believes that these expenditure estimates will provide advertisers with a basic, essentially accurate guide to spot television activity, and by filling this industry need will contribute to the sales development of television as well.

LEON ARONS, Ph.D., *Director of Research*
Television Bureau of Advertising, Inc.

*Any television activity — announcement, identification, participation or program — sponsored by a national or regional advertiser, selected and scheduled on a market-by-market basis.



SPOT TV BRAND FIGURES *continued . . .*

SPOT TV SPENDING OF LEADING BRANDS

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE	PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE
Agriculture	\$ 1,225,000			Cosmetics & toiletries	\$34,240,000		
Feeds, meals	937,000	Purina Chows	\$ 157,060	Cosmetics	9,886,000	Helaine Seager— Drops of Gold & Pink Ice	2,240,000
Miscellaneous	288,000	Pfizer Animal Medicine	32,150	Deodorants	3,243,000	Arrid	1,470,000
Ale, beer & wine	\$34,237,000			Depilatories	1,226,000	Nair	1,070,000
Beer & ale	30,427,000	Ballantine Beer	1,852,280	Hair tonics & shampoos	6,783,000	Brylcreem	1,915,000
Wine	3,810,000	Gallo Wine	1,091,980	Hand & face creams, lotions	606,000	Sof-Skin Hand Cream	11,100
Amusements	\$ 560,000	M-G-M Pictures	105,670	Home permanents & coloring	3,826,000	Sof-Set Hair Spray	78,400
Automotive	\$12,912,000			Perfumes, toilet waters	1,202,000	Sardo Bath Oil	71,800
Anti-freeze	616,000	Zerone & Zerex	221,530	Razors, blades	554,000	Gem	23,900
Batteries	378,000	Eveready	204,320	Shaving creams, lotions	3,245,000	Rise Shaving Cream	78,100
Cars	8,539,000	Ford	2,981,590	Toilet soaps	3,262,000	Lava	1,286,000
Tires & tubes	1,265,000	Armstrong	504,100	Miscellaneous	407,000	Q-Tips Cotton Swabs	69,000
Trucks & trailers	179,000	Ford Trucks	113,980	Dental products	\$13,202,000		
Miscellaneous	1,905,000	Rayco Seat Covers	696,830	Dentifrices	11,093,000	Crest	2,811,000
Building material	\$ 3,422,000			Mouthwashes	1,396,000	Listerine Antiseptic	1,345,000
Fixtures, plumbing	593,000	Anchor Heating Sup- plies	113,930	Miscellaneous	713,000	Polident	423,000
Materials	609,000	Bethlehem Steel	181,510	Drug products	\$32,026,000		
Paints	892,000	Fuller Paints	154,530	Cold remedies	6,274,000	Super Anahist	\$2,746,000
Power tools	777,000	Roto-Rooter	269,920	Headache remedies	4,934,000	Bayer Aspirin	2,990,000
Miscellaneous	551,000	DuPont (institut.)	222,270	Indigestion remedies	7,451,000	Alka-Seltzer	4,490,000
Clothing	\$ 8,688,000			Laxatives	4,175,000	Phillips Milk of Magnesia	1,260,000
Clothing	6,929,000	Robert Hall Clothes	4,450,490	Vitamins	1,487,000	Geritol	490,000
Footwear	1,468,000	Buster Brown Shoes	265,560	Weight aids	1,423,000	Tafon	640,000
Hosiery	202,000	Tru-Craft Hosiery	56,930	Miscellaneous	5,039,000	Nytol	730,000
Miscellaneous	89,000	Karl's Shoe Stores	57,810	Drug stores	1,243,000	Walgreen	500,000
Confections & soft drinks	\$21,576,000			Food & grocery products	\$107,615,000		
Confections	9,766,000	M & M Candy	1,094,280	Baked goods	19,879,000	National Biscuit	3,050,000
Soft drinks	11,810,000	Coca-Cola	3,683,910	Cereals	8,533,000	Kellogg Cereals	4,810,000
Consumer services	\$12,545,000			Coffee, tea & food drinks	22,367,000	Maxwell House In- stant Coffee	4,310,000
Dry cleaning & laun- dries	112,000	Professional Laundry	38,650	Condiments, sauces, appetizers	5,167,000	Sterling Salt	430,000
Financial	1,907,000	Household Finance	493,430	Dairy products	7,662,000	Borden Dairy Prod- ucts	597,000
Insurance	1,758,000	Blue Cross Services	399,440	Desserts	1,478,000	Jello Dessert	615,000
Medical & dental	159,000	Texas State Optical	71,310	Dry foods (flour, mixes, rice, etc.)	4,720,000	Dromedary Cake Mix	983,000
Moving, storage	408,000	Bekins Moving & Storage	113,390	Frozen foods	6,495,000	Birdseye	1,230,000
Public Utilities	5,366,000	Amer. Tel. & Tel.	3,800,990	Fruits & vegetables, juices (except frozen)	6,106,000	Florida Citrus Com- mission	1,972,000
Religious, political, unions	2,066,000	Republican Party	774,100	Macaroni, noodles, chili, etc.	2,052,000	Buitoni Products	465,000
Schools & colleges	83,000	Isabell's Beauty Culture	25,910	Margarine, shortenings	4,893,000	Snowdrift	1,438,000
Miscellaneous	686,000	Slenderella Salons	399,180	Meat, poultry & fish (except frozen)	5,931,000	Oscar Mayer Meat	567,000
				Soups (except frozen)	783,000	Campbell's	588,000
				Miscellaneous foods	6,384,000	Heinz "57" Varieties	1,334,000
				Food stores	5,165,000	A & P Food Stores	902,000
				Garden supplies & equipment	\$ 413,000	F. S. Royster Guano Co.—Fertilizer	44,000

NOTE: Figures are gross as estimated by TvB; whole year 1956.

BRANDS, BY PRODUCT CATEGORY

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE	PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE
Gasoline & lubricants	\$16,030,000			Nations	\$ 456,000	Crown Zippers	114,580
Gasoline & oil	15,372,000	Esso Gas & Oil	2,190,780				
Oil additives	452,000	Bardahl	347,110				
Miscellaneous	206,000	Alemite Lubricating	127,890	Pet products	\$ 4,658,000	Hunt Club Dog Food	803,600
Hotels, restaurants	\$ 290,000	Howard Johnson's	92,270				
				Publications	\$ 1,366,000	Reader's Digest	744,990
Household cleaners, cleansers, polishes, waxes	\$ 6,863,000			Sporting goods	\$ 1,440,000		
Cleaners, cleansers	3,130,000	Spic & Span	991,250	Bicycles & supplies	86,000	Schwinn Bicycles	31,870
Floor & furniture polishes, waxes	952,000	Simoniz Hi-Lite Polish	227,850	General sporting goods	54,000	Remington Guns & Ammunition	35,940
Glass cleaners	523,000	Glass Wax	293,950	Toys & games	1,233,000	Lionel Trains	298,620
Home Dry Cleaners	1,595,000	Glanorene	891,960	Miscellaneous	67,000	Evinrude Outboard Motors	44,160
Shoe Polish	194,000	Esquire Shoe Polish	83,570				
Miscellaneous cleaners	469,000	Drano Drain Cleanser	239,720	Stationery, office equipment	\$ 239,000	Instant Grip Cement	55,310
Household equipment	\$ 7,735,000	RCA Appliances	1,110,100				
Household furnishings	\$ 3,805,000			Television, radio, musical instruments	\$ 2,360,000		
Mats, mattresses, springs	3,165,000	Simmons Mattresses	1,140,020	Antennas	393,000	CDR Rotor Antennas	164,260
Furniture & other furnishings	640,000	Simmonds Reupholstering	113,080	Radio & television sets	903,000	RCA Radio & TV Sets	297,030
				Records	835,000	Columbia Records	422,490
Household laundry products	\$16,286,000			Miscellaneous	229,000	Columbia Phonographs	81,220
Starches, starches	1,672,000	Clorox	675,660	Tabacca products	\$30,390,000		
Packaged soaps, detergents	13,352,000	Wisk	1,874,410	Cigarettes	28,872,000	Viceroy	5,373,290
Miscellaneous	1,262,000	Borax	805,850	Cigars, pipe tobacco	1,518,000	El Producto Cigars	370,800
Household paper products	\$ 5,329,000			Transportation	\$ 2,866,000		
Cleaning tissues	1,615,000	Northern Tissues	\$1,072,790	Air	1,181,000	National Airlines	260,930
Food wraps	967,000	Waxtex	385,380	Bus	806,000	Greyhound Buses	639,470
Napkins	1,180,000	Kleenex Napkins	416,330	Rail	796,000	Great Northern Railway	195,210
Toilet tissue	519,000	Delsey	358,880	Miscellaneous	83,000	Home Lines Boat Travel	29,020
Miscellaneous	1,048,000	Flav-R Straws	375,720				
Household, general	\$ 3,075,000			Jewelry, cameras	\$ 7,066,000		
Rooms, brushes, mops	384,000	Bissell Carpet Sweeper	147,210	Cameras, supplies	336,000	Kodak Cameras	160,590
China, glassware, crockery	95,000	Pyrex Ovenwear	30,370	Clocks & watches	5,705,000	Bulova Watches	4,298,650
Disinfectants, deodorizers	490,000	Pine Sol	205,050	Jewelry	213,000	Helzbergs Jewelry	42,180
Deodorants	161,000	Olga Coal Co.	38,590	Pens & pencils	812,000	Paper-Mate Pens	249,990
Insecticides	521,000	Raid Insecticide	136,720				
Kitchen Utensils	42,000	Better Living Enterprises—Household Products	636,200	Miscellaneous	\$ 4,583,000		
Miscellaneous	1,382,000			Trading stamps	1,281,000	Top Value Trading Stamps	1,041,480
				Miscellaneous products	1,333,000	Vic Tanneys Gym	263,010
				Miscellaneous stores	1,969,000	Montgomery Ward	410,090
				Total	\$397,498,000		

Turn page far top 25 clients and their brands ►



WHAT EACH BRAND OF THE TOP 25 SPOT TV CLIENTS SPENT*

1. Procter & Gamble \$17,522,450

American Family Detergent	217,720
American Family Soap	29,140
Biz Liquid Detergent	61,570
Big Top Peanut Butter	633,770
Camay Soap	109,560
Cheer	783,770
Comet	400,960
Crest	2,818,170
Crisco	25,100
Dash	1,693,880
Dreft	134,980
Drene Shampoo	213,270
Duz	743,500
Fluffo	147,610
Gleem	1,609,620
Ivory Bar Soap.....	15,680
Ivory Flakes	1,024,660
Ivory Snow	751,390
Ivory Toilet Soap	15,720
Jif Peanut Butter	47,650
Joy	1,785,900
Lava Soap	1,288,630
Lilt Home Permanent ..	201,570
Oxydol	774,220
Pin-It Permanent	7,210
Prell Shampoo	226,030
Secret Cream Deodorant	27,390
Secret Permanent	3,730
Shasta Shampoo	9,170
Spic & Span	991,250
Tide	513,820
Velvet Blend Shampoo	39,860
Whirl Shortening	36,930
Zest Beauty Bar	139,020

2. Brown & Williamson \$11,288,620

Du Maurier	421,680
Kool	3,743,420
Raleigh	1,733,680
Tube Rose Snuff	16,550
Viceroy	5,373,290

3. General Foods\$ 9,415,940

Baker's Cocoa	1,520
Baker's Frozen Coconut	2,300
Baker's Coconut	1,020
Baker's Inst. Chocolate	44,350
Birdseye Frozen Foods	1,230,660

General Foods (continued)

Birdseye Frozen Poultry	3,040
Bliss Coffee Inst./Reg.	21,580
Bliss Coffee Reg.	430
Gaines Dog Food	31,600
Go Ironing Aid	2,600
Good Seasons Salad Dressing	22,040
Jello Gelatin Dessert	615,400
Jack & Jill Cat Food	3,250
Jello Puddings	344,860
Kool Aid	168,600
Kool Shake	44,920
Maple-Del Syrup	9,960
Maxwell House Coffee Inst.	4,318,140
Maxwell House Coffee Inst./Reg. ..	312,110
Maxwell House Coffee Reg.	831,650
Minute Potatoes	4,370
Minute Rice	6,820
Perkins Lemonade....	17,610
Post Toasties	129,090
Post's Cereals	421,820
Post's Grape-Nuts/Flakes	70,570
Post's Sugar Crisp ..	82,690
Post's Sugar Rice	12,890
Sanka Coffee Inst.	25,900
Swansdown Cake Flour	151,700
Swansdown Cake Mix	416,780
Yuban Coffee Inst./Reg.	19,990
Yuban Coffee Reg. ..	45,680

4. Sterling Drug\$ 8,823,300

Bayer Aspirin	2,994,960
Bayer Aspirin—Children's	17,680
Campho-Phenique ..	17,340
Dr. Caldwell's Laxative	229,530
Dr. Lyon's Dentifrices	635,830
Double Danderine	114,640
Energine	438,390
Fizrin	1,178,190
Fletcher's Castoria ..	141,970
Haley's Aspirin	101,280
Haley's M. O.	851,930
Instantine	145,400
Ironized Yeast	149,900
Molle Shaving Soap	288,090

Sterling Drug (continued)

Pepsomar	172,080
Phillip's Milk of Magnesia	1,262,070
Phillip's Milk of Magnesia Toothpaste ..	39,160
Z. B. T. Baby Powder	44,860

5. Philip Morris\$ 7,369,440

Bond Street Tobacco	3,380
Marlboro	3,404,200
Parliament	640,180
Philip Morris	3,079,480
Spud	242,200

6. Colgate-Palmolive \$ 7,314,700

Ad Detergent	167,320
Ajax Cleanser	144,420
Brisk Dentifrice	1,447,160
Cashmere Bouquet Soap	22,730
Colgate Bar Soap	193,230
Colgate Dental Cream	2,539,320
Colgate Lustre Net ..	8,240
Colgate Shave Cream Deodorant Beauty Soap	253,800
Fab Detergent	65,880
Florient Deodorizer..	7,630
Glance Shampoo	5,200
Halo Shampoo	280,910
Kan-Kil	1,880
Lustre-Creme Shampoo	23,430
Merry Detergent	46,640
Palmolive Shave Cream	498,240
Palmolive Shave Lotion	2,660
Palmolive Soap	7,560
Rapid Shave Cream	343,080
Vel Beauty Bar	131,120
Vel Detergent	598,660
Veto Deodorant	83,090

7. Warner-Lambert

Pharmaceutical\$ 5,820,440	
Anahist Cough Syrup	4,620
Anahist Nasal Spray	12,840
Super Anahist	2,748,690
DuBarry Light and Bright	3,980
Hudnut Permanent ..	14,290
Listerine Antiseptic ..	1,341,500
Listerine Dentifrice ..	1,291,060
Quick Permanent.....	336,030
Richard Hudnut Cosmetics	67,430

*Whole year 1956; figures are gross as estimated by T&B.

8. Continental	
Baking	\$ 5,732,480
Certified Bread	14,520
County Fair Bread ..	33,480
Daffodil Farm Bread	56,280
Fruit Cake	1,330
Hall Pride Cake	2,970
Hostess Cakes	719,400
Morton Frozen Foods	1,160,270
Profile Bread	975,460
Staff Bread	292,400
Twinkies	75,600
Wonder Bread	2,366,080
Wonder Brown and Serve Rolls	3,770
Wonder Buns	25,050
Wonder Rolls	5,870

9. National Biscuit	\$ 5,536,500
Dromedary Cake Mix	983,060
Dromedary Foods	12,470
Home Town Bread ..	9,020
Master Plan Bread ..	142,210
Milk Bone	77,370
Millbrook Bread	20,320
Nabisco Cookies and Crackers	3,059,090
Nabisco Shredded Wheat	178,110
Nabisco Shredded Wheat, Jrs.	203,670
Nabisco Various Cereals	166,270
NBC Bread	170,340
Pal Dog Foods	23,150
Ranger Joe Cereal	12,930
Rice Honeys	324,430
Wheat Honeys	154,060

10. Miles Labora- tories	\$ 5,354,730
Alka-Seltzer	4,498,070
Bactine	284,950
Nervine	43,450
One-A-Day Vitamins	429,980
Tabcin	98,280
11. Kellogg	\$ 4,810,530
All Bran	33,150
Corn Flakes	52,640
Fizz-Ade	72,510
Gro-Pup Dog Food ..	81,120
Rice Krispies	10,660
Special K Cereal	1,028,600
Sugar Frosted Flakes	49,770
Sugar Corn Pops	143,760
Sugar Smacks	4,290
Various Kellogg Cereals	3,334,030

12. Carter Products ..	\$ 4,535,210
Arrid Deodorant	1,470,260
Carter's Liver Pills....	1,202,670
Colonaids	310
Nair	1,074,830
Rise Shaving Cream	787,140

13. Lever Bros.	\$ 4,535,010
Breeze	64,620
Dove Toilet Soap	497,710
Good Luck Margarine	51,730
Hum Detergent	18,420
Imperial Margarine..	1,378,220
Lifebuoy Soap	77,570
Lucky Whip	5,720
Lux Liquid Detergent	15,810
Lux Toilet Soap	57,950
Pepsodent	118,390
Rinso	288,680
Silver Dust	63,500
Surf Detergent	22,280
Wisk	1,874,410

14. Robert Hall	\$ 4,450,490
Clothes	4,450,490

15. Liggett & Myers ..	\$ 4,400,900
Chesterfield	1,106,590
L & M	3,294,310

16. Bulova	\$ 4,298,650
Bulova Watches	4,298,650

17. American Tel. & Tel.	\$ 3,800,990
Includes all regional telephone compa- nies	3,800,990

18. Coca-Cola Co.	\$ 3,697,460
Buck Beverage	7,660
Coca-Cola	3,683,910
Delish Bottled Drinks	5,720
76	170

19. General Motors ..	\$ 3,486,820
AC Spark Plugs	124,510
All G. M. Cars	29,630
Buick Cars	75,970
Cadillac Cars	580
Chevrolet Cars	953,220
Chevrolet Trucks	18,090
Delco Appliances	18,360
Delco Batteries	49,530
Frigidaire	67,070
G. M. Trucks	1,140
Institutional	2,270
Oldsmobile Cars	1,516,611
Pontiac Cars	544,780
Saginaw Steering	86,100

20. Ford	\$ 3,332,620
Ford Accessories	6,220
Ford Cars	2,981,590
Ford Tractors	26,940
Ford Trucks	113,980
Lincoln Cars	95,990
Mercury Cars	107,900

21. Max Factor	\$ 3,181,730
Courtley Deodorant..	1,040
Courtley Toiletries ..	9,010
Dri-Mist Deodorant..	427,180

Max Factor (continued)

Max Factor Cosmet- ics	1,926,600
Max Factor Creme Puff	11,390
Max Factor Deodor- ant	1,120
Max Factor Face ..	11,390
Max Factor Hi-Fi	5,720
Max Factor Pancake	6,800
Sof-Set Hair Spray ..	781,480

22. Corn Products	
Refining	\$ 2,849,350
Bosco Chocolate Syrup	1,842,280
Karo Frosting	30,280
Karo Table Syrup	23,590
Kasco Dog Food	308,520
Mazola Oil	91,910
Niagara Starch	145,630
Now Instant Cake Frosting	8,820
Nu-Soft Fabric Soft- ener	372,070
Saybon	22,090
Zuma Salad Dressing	4,160

23. Helaine Seager	\$ 2,780,980
Drops of Gold	358,260
Majitinje	494,650
Pink Ice Cosmetics ..	1,890,090
Tint-N-Set	37,980

24. Charles Antell	\$ 2,774,170
Charles Antell Cos- metics	1,686,160
Charles Antell Spray Net	31,410
Chignon	120
Custom Mop	110
Formula #9 Hair Cream	112,190
Formula #9 Sham- poo	221,330
Hair Curlers	470
Reddi Kit	140
Sando Reducing Aid	35,900
Slim Magie	194,130
Star Nail	8,930
Super Lanolin Liquid	483,280

25. Nestle	\$ 2,374,920
Decaf Instant Coffee	717,320
King Mallow	4,510
Maggi Protein Drink	28,610
Nescafe Instant	324,130
Nestea Instant Tea ..	95,750
Nestle's Chocolate Bars	45,750
Nestle's Cookie Mix..	1,030
Nestle's Everready Cocoa	44,280
Nestle's Instant Coffee	1,098,010
Nestle's Quik	15,530

ONLY ONE CAN DO THE JOB



Hear ye! Hear ye! Hear ye!
New survey data proves again that WNHC-TV, New Haven-Hartford, is the dominant station — by an overwhelming margin — in a 14-county area, covering 815,000 TV homes. Sign on to sign off, seven days a week, WNHC-TV delivers average audiences 210% greater than top New York City station; 244% greater than Hartford; 174% greater than New Britain. Your KATZ man has the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



WNHC-TV
NEW HAVEN-HARTFORD, CONN.

Channel 8
ABC-TV • CBS-TV
Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBK-AM • FM • TV**, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.
 National Sales Office, 485 Lexington Avenue, New York 17, New York

WASHINGTON WEEK

6 APRIL
Copyright 1957
SPONSOR PUBLICATIONS INC.

The Department of Justice has added Loews, Inc. to its quarries in the tv field. In a suit filed against Loews the past week the Department set out on a mission to stop the block-booking of motion picture films among tv stations.

Justice has an antitrust action going against RCA-NBC and is pursuing an over-all probe into network practices, with litigation on that front a possibility.

The only surprising angle about the block-booking procedure was its speed. It became known only recently that the Department was scanning contracts between the major motion picture companies and tv stations, but action wasn't expected this soon.

Key to the hasty action is the parallel drawn by Justice between the block-booking features of the film industry consent decrees and the manner in which feature films are being merchandised to tv stations. Justice's objective: To require the distributor to offer the films to stations on a picture-by-picture basis.

The emphasis placed by Justice on films for tv shows how deeply the whole tv subject interests the trust busters.

One of the major preoccupations of Justice in its network investigations is the idea of divestiture. The film producers were forced to sell their theatres, and Justice now seems to be pondering whether the networks should sell their o&o's.

There's this ironic side to the consent decrees entered into by the major film distributors some years ago:

Independent theatre owners had been in the forefront of the fight to make block-booking illegal and force production companies to sell their theatres.

These same independents now suffer from lack of sufficient films. They quite openly admit they would like to have block-booking back as well as distributor ownerships of theatres. The reason: It would just make life simpler for everybody.

Senator Wayne Morse, newly appointed chairman of the Senate Small Business special subcommittee on daytime radio stations, is speedily digging into this problem.

He's set 29-30 April as hearing dates to review an issue which he accuses the FCC of ignoring for 10 years.

The committee will listen to daytimers, full-time stations, and the FCC on the daytimers' request for longer operating hours.

Should the FCC act within the next three weeks to put fee tv on a road test, the order could take one of these two directions:

- 1) A trial that might go so far as to permit participation by non-affiliated stations in various sections of the country.
- 2) A very limited set of experiments hedged in by many conditions.

Fluid as the fee tv outlook is, the commissioners will not likely take any overt action until Commissioner John Doerfer has recovered sufficiently from his operation to attend an FCC meeting.

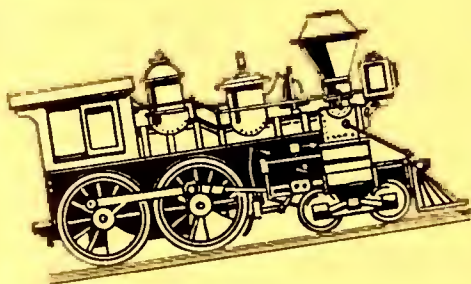
The FTC this week asked the FCC to pass on to stations involved notices to the effect that complaints of false advertising have been issued against the Mentholatum Co., Whitehall Pharmacal Co. and Omega Chemical Co.

Bases for the complaints: **Objectionable claims** about curing arthritis and rheumatism. (See article, The FTC Crackdown, page 30, 30 March SPONSOR.)



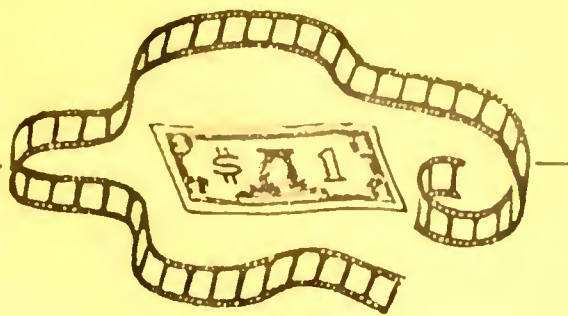
**Good Films are
Only HALF the story**

If you have complete system equipment to provide showmanship in your film programming, you'll be ready for bigger film profits. That's why it's a good idea to take a long look at your station's film room facilities before you invest a lot of money in films.



P. S.

**HOW LONG SINCE
YOUR STATION'S
FILM ROOM
WAS MODERNIZED ?**

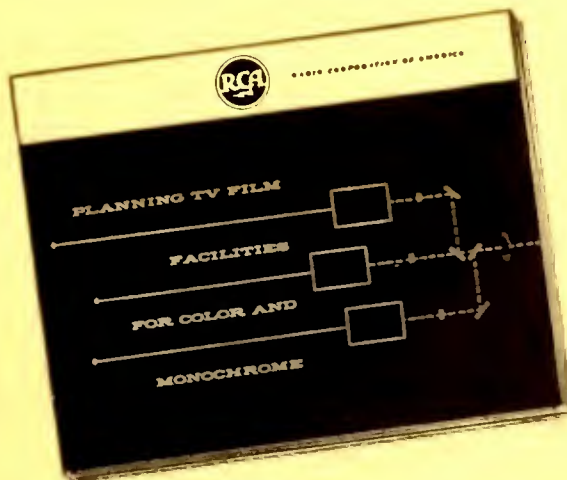


How an RCA Film System Will Enable You to Spark and Hold Viewer Interest

Here's how one of the most successful users of film shows gets excellent results. He employs several carefully planned steps made possible by the use of an extremely versatile film system. First, the program starts with a 20-sec. film commercial followed by a 10-sec. VSI—fading to a 30-sec. film teaser strip. The feature is then announced with a super-imposed “presentation” slide with record music. Feature is begun and film commercials are inserted at appropriate times to the end of the showing. This kind of expert programming that sustains audience interest is only possible with the proper combination of film equipment.

You have creative people who can do a similar job for you if given the right tools. An RCA Film System will provide them with these tools. It will enable you to offer a variety of film presentation formats for sparking and sustaining program interest. It will also help you prepare for future expansion.

Lack of long-range planning will obsolete equipment before its time . . . leave you unprepared for color. Investigate the quality and cost-saving of an RCA Film System—we'll be glad to help you check at typical stations. And ask the RCA Broadcast Representative to show you our latest film literature.



Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal

SPONSOR HEARS

6 APRIL
Copyright 1957
SPONSOR PUBLICATIONS INC.

Pat Weaver's philosophy about the welter of stuff that's been printed about his plans apparently is:

- It pays to be kept alive in the trade press.
- Some of the stories about his plans may have been a source of useable ideas to readers in short a free sample of Weaver's wares.

Booz Allen & Hamilton is about ready to tell the NBC management what should be done with the advertising, public relations, promotion, and publicity setups.

The streamlining, according to reports, could bring savings of around \$1 million a year.

Here are two recent radio commercials that are getting nice comment among the professional listeners and appraisers:

- 1) The Titus Moody (Parker Fennelly) character for **Pepperidge Farm Bread**.
- 2) The Chinese dialect commercial for **Sen-Sen**.

Proof that **Madison Avenue has a heart for its veterans**:

An agency v.p., with many years of experience in air media, got his "retirement" memo six months ago, but was told he could keep his office and secretary until he connected.

He's still coming in every day, with nary a hint that he's stretching the deadline.

It is **Gail Smith, P&G's associate manager of advertising production and program buyer, who is reported considering an offer from MCA's Revue Productions.**

The name of Bill Craig, who left P&G for the William Morris office last year, was inadvertently substituted for Smith's in 30 March SPONSOR HEARS.

R. Neisen Harris, Gillette v.p. and president of the Toni Co., is on assignment to the Paper-Mate division.

Gillette president Carl J. Gilbert hinted at the reason when he reported last week that the earnings for the 1957 first quarter were under last year's level because of a "combination of unusual factors."

A start in publicity has proved a good springboard for a deep dive into the air media. Here's a partial list culled from network rosters:

	STARTED WITH	CURRENT CONNECTION
Vance Babb	NBC	N. W. Ayer v.p.
Jerry Danzig	Mutual	NBC program v.p.
Bill Fineshriber	CBS	TPA sales v.p.
Lester Gottlieb	Mutual	CBS program v.p.
Don Higgins	NBC-Blue	Storer Broadcasting v.p.
Tom Knode	NBC	Petry v.p.
Tom Lane	CBS	Lennen & Newell v.p.
Earl Mullin	NBC-Blue	ABC press v.p.
Bill Schudt	CBS	CBS Radio station relations v.p.
Davidson Taylor	CBS	NBC public affairs v.p.



Otter

Lutra Canadensis

Way up in the wilds of Michigan, this torpedo-shaped swimming star is a playful nomad, ever on the prowl for woodland waters where fish are plentiful. His fur coat is properly insulated and durable, but somewhat out of fashion.

Original sketch
by conservationist
Charles E. Schafer

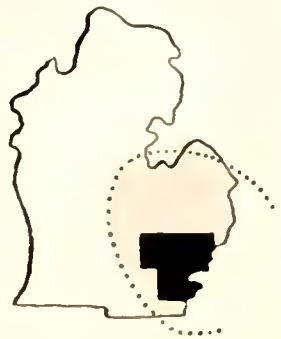
Put your money where the people are

Are you reaching otters instead of people with your Michigan radio advertising?

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Ogle the otters when you can find them. Use WWJ when your sights are on sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3 1/2 million people drive nearly 1 1/2 million cars and spend over \$5 billion annually for retail goods.



WWJ RADIO

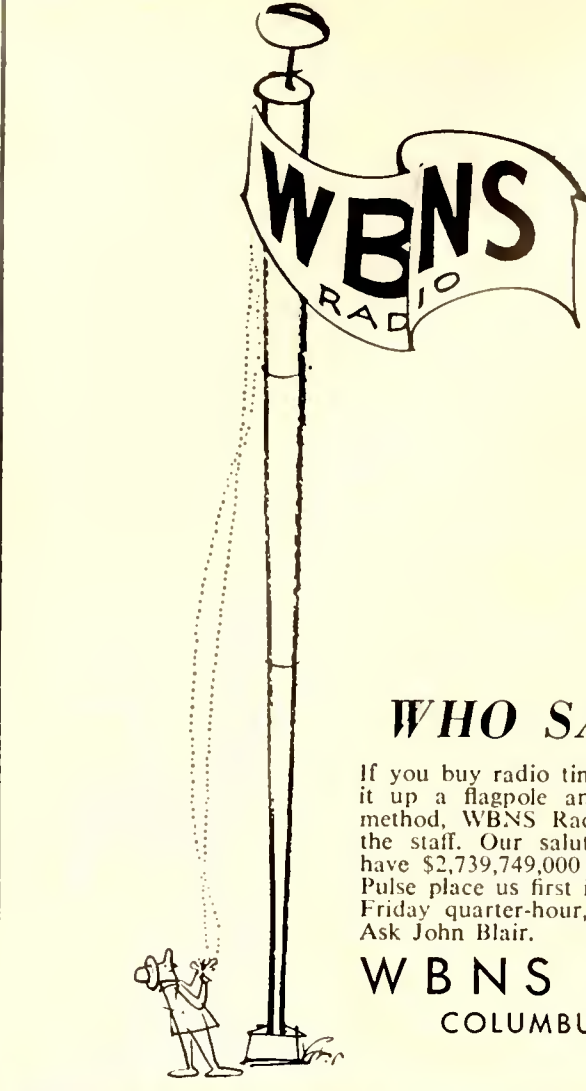
AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



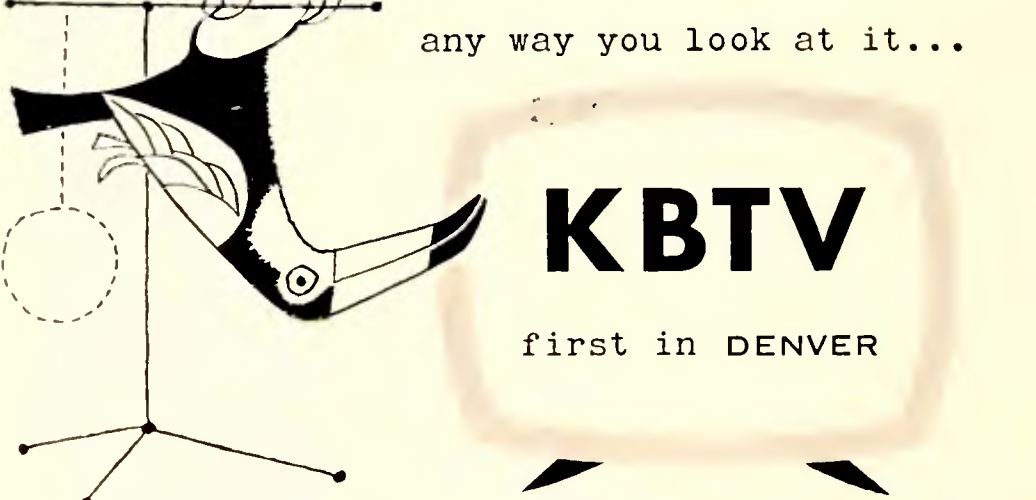
WHO SALUTES

If you buy radio time by the "Let's run it up a flagpole and see who salutes" method, WBNS Radio is at the top of the staff. Our salutin', listenin' friends have \$2,739,749,000 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

WBNS RADIO

COLUMBUS, OHIO

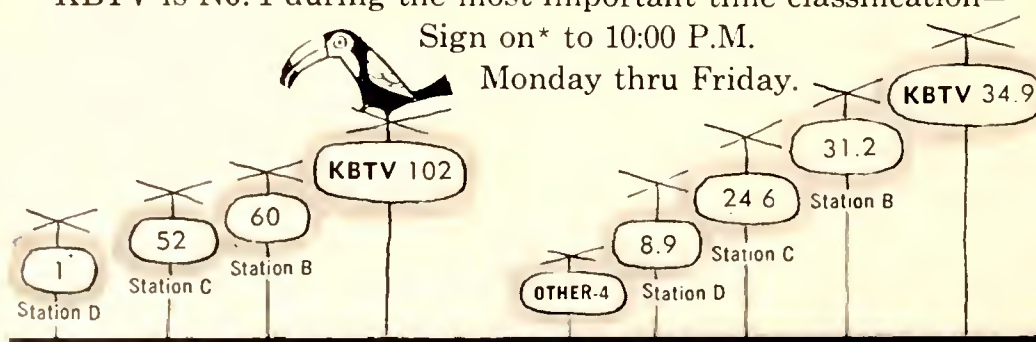
any way you look at it...



KBTV

first in DENVER

Quarter hour leads or percentage of audience...
KBTV is No. 1 during the most important time classification—
Sign on* to 10:00 P.M.
Monday thru Friday.



Station	Value
KBTV 102	102
KBTV 34.9	34.9
Station B	31.2
Station C	24.6
Station D	8.9
OTHER-4	4
Station B	60
Station C	52
Station D	1

QUARTER HOUR LEADS ** **PERCENT OF AUDIENCE** **

Represented by Peters, Griffin, Woodward, Inc.

*10.30 A.M.
**Jan. 1957 ARB

channel **9** **KBTV**
John C. Mullins, President 1089 Bannock
Joe Herold, Station Manager Dial Tabor 5-6386

DON'T MISS THE BOAT

(Continued from page 31)

adjacencies, audience turnover, mixtures of live personalities and good slots for film commercials.

"It isn't enough to offer an advertiser an advantageous price," one media director told SPONSOR. "The station that sells most convincingly is the one that talks about factors beyond price—sales results for other advertisers, type of audience reached, merchandisability of local personalities and so forth."

5. Client contact: Many spot advertisers look for closer contact with station management. This does not mean that they want to or could bypass either the station's rep or their advertising agency. But it does mean that familiarity with station executives and management gives the client more confidence and personal knowledge about the station.

"Recently we ran a test campaign in the Southwest," one ad manager for a multi-product company told SPONSOR. "I visited two stations in two cities and found that I was able to improve our schedule immensely by being there. For instance, there's a local m.c. for one of the feature film packages we'd bought into who had really strong local appeal. Every retailer I talked to felt that this m.c. could sell tremendously well for us. Well, all I did was to switch times so that we could take advantage of his live leads. It should have been possible to do this type of buying out of New York, either through better information from the rep or from the station directly."

No client suggests that station managers should beat a continuous path to his door. But they do feel that there should be enough of an acquaintance between advertiser and station so that the client can feel free to pick up the phone and call when a serious problem develops.

"We actually switched a \$75,000 order from one station to another in a major market because of a good relationship with the management of the station that got the business," one client told SPONSOR. "Both stations offered us relatively similar packages, and our agency presented us with the choice. We'd been on the first station for a number of years, but I never felt that they'd done much in the way of servicing this account, letting us know

how we were doing, or sending us any status report or figures. I do know the manager of the other station, so I called him and told him our agency had recommended his station and that I wasn't completely sold. We made some adjustments and placed the order."

This isn't a question of favoritism or bargaining. It's just a simple rule of salesmanship that a client prefers to know the man he buys from and that he doesn't want to feel he's dropped as soon as he's signed on the dotted line.

6. Programing: Some hardening of the programing arteries is setting in, according to many timebuyers. If a format's proved itself successful both in radio and tv, every station tends to ride it into the ground.

"Music-and-news is good, so many radio stations program 12 hours of music and news," says the chief time-buyer of a major air media agency. "Features are the hit of the moment, so tv stations play one feature after the other. This doesn't give the advertiser much choice. Besides, we feel that the best way one tv station can compete with the other is not by putting bigger or better features against its competitor's feature films, but to do something different, be it with live or syndicated film programing."

Even within the framework of feature film programing, there are any number of original and creative ideas a station can work into the package, to differentiate it from the other station's by something beyond the film title. Many stations use m.c.'s to introduce the film and narrate bridges, if they cut the feature for commercials.

But there are varieties of approaches to use with the m.c. as well. For instance, WCAU-TV, Philadelphia, has made a "guessing game" out of the title of its nightly features, as a sort of audience teaser. The station doesn't announce or advertise its feature for the next night but invites people to tune in and find out what it is.

Radio news and music formats also give stations lots of opportunities for localized and individualized approaches within the music-and-news format.

There's no feeling of a blanket indictment on this score by either advertisers or agencies. Admen do feel, however, that radio and tv stations both may be overlooking opportunities because they're not putting themselves in the clients' shoes often enough. ▀

in the spotlight . . .

OKLAHOMA CITY'S

FIRST and ONLY

**FULL TIME
INDEPENDENT
STATION**

OKLAHOMA'S ONLY
5000 WATT
FULL TIME
NEWS and MUSIC
STATION

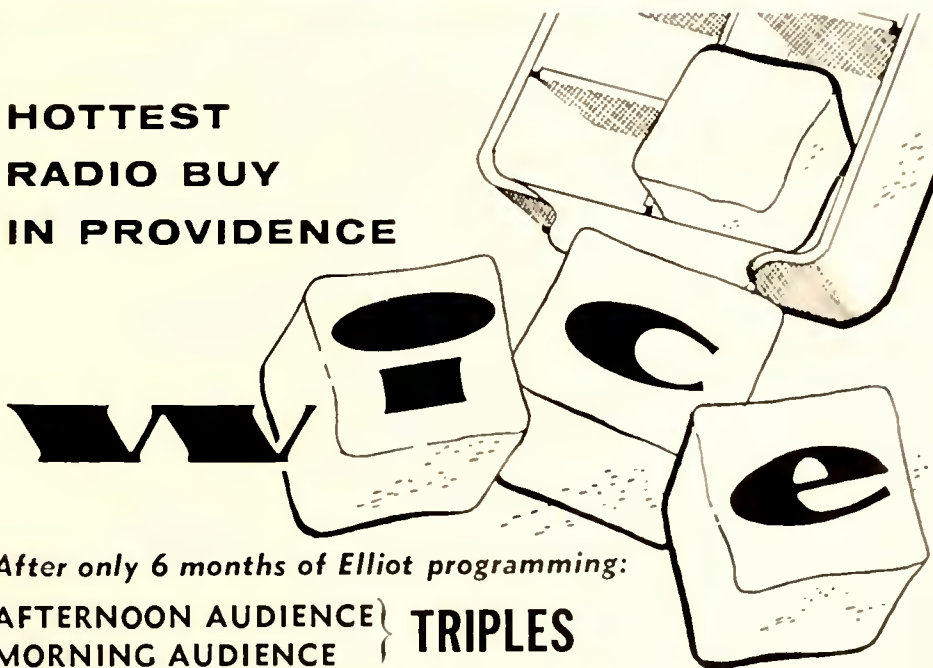
KTOK

1000
KILOCYCLES

OKLAHOMA'S MOST IMITATED RADIO STATION

Represented by PAUL H. RAYMER CO., Inc.

**HOTTEST
RADIO BUY
IN PROVIDENCE**



After only 6 months of Elliot programming:

AFTERNOON AUDIENCE } **TRIPLES**
MORNING AUDIENCE }

In 16 daytime quarter hours, WICE is now either first or second in audience . . . and STILL GROWING!

Source: C. E. Hooper, Jan.-March 1957

The ELLIOT STATIONS

great independents • good neighbors

TIM ELLIOT, President

Akron, Ohio - **WCUE**

WICE - Providence, R. I.

The John E. Pearson Co., National Representatives

KOIN-TV

YOUR BEST

Television

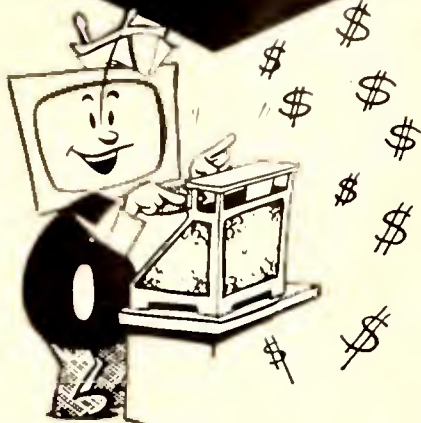
SALESMAN

in the

PORTLAND,

OREGON

MARKET



**EVERY WEEK
MORE PEOPLE
WATCH KOIN-TV**



Check the Ratings

- 15 of the Top 16 Weekly Shows.
- 7 of the Top 10 Multiweekly.
- 46% Share-of-Audience in Metropolitan Portland.

(February 1957 ARB)

Check the Coverage

Demand absolute proof of KOIN-TV's Superior Coverage of the full 30-county Oregon Market from your nearest

CBS Television Spot Sales Office

KOIN-TV
CHANNEL 6

Reps at work

Frank Fitzpatrick, The Katz Agency, New York, comments: "The advertiser who aims for saturation must run heavy schedules on several or possibly all radio stations covering the market. The object of a true saturation campaign is to make certain that every possible customer in an area is impressed and impressed repeatedly with the message. This means heavy schedules on the leading stations in each market. The need for this type of planning should be obvious but apparently it is misunderstood by many. When an advertiser plans a saturation campaign in a good-sized market with several stations and he ends up with 50 or 60 or more spots per week (his entire budget) on one station, he isn't saturating that market—he is saturating one station. Sometimes, it is the leading station and his agency may have recommended it because it had the highest ratings and represented the best value. Frequently, it is one of the lowest-priced and was chosen because for the available budget it was possible to buy more spots than on better-rated outlets. In either case, the result is that the advertiser saturates one station. He fails to saturate his market."

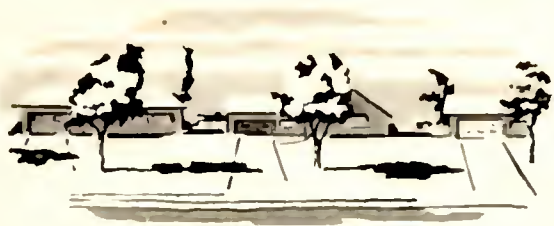


Al Larson, Avery-Knodel, Inc., New York, comments: "The reason a few buyers think that uhf does not give them their money's worth is because they are not correctly interpreting ratings in uhf-vhf markets. As an example, on page one of the Norfolk, Va., ARB the statement is made, 'This survey measurement is based on sam-



pling of *all* homes except those on military bases.' *All* homes are included, not just vhf or uhf homes. Therefore, you cannot apply a rating against the uhf tv circulation figure to determine the number of viewing homes for uhf station WVEC-TV in that market. Since ratings are expressed as a percentage of all uhf-vhf homes, the total number of homes must be determined first. This is arrived at by dividing the conversion factor

(70% in the case of WVEC-TV) into the number of vhf homes. The division gives WVEC-TV 232.857 tv homes within its coverage area. This is the figure against which ratings should be applied to get the audience for this station. If this method is used you get a true cost-per-1,000 which reflects *all* homes in the area where the sampling was done. This is the accurate measure of the market."



where **WWOL**
reaches more
homes per \$
than any other
station in the
Buffalo Area!

*** COMPARE THE COST!
COMPARE THE RATINGS!**

	COST PER MIN. SPOT 1 TIME RATE*	HOMES REACHED**	HOMES PER DOLLAR
WWOL	\$12.50	14,500	1,160
NET STA. "A"	40.00	15,500	388
NET STA. "B"	35.00	3,500	100
NET STA. "C"	23.00	20,800	904
NET STA. "D"	20.00	4,500	225
IND. STA. "A"	18.00	3,800	211
IND. STA. "B"	9.00	4,300	477

BASED ON: *SRDS CLASS A
3 P.M.—6 P.M.—FEB. '57

**NIELSEN REPORT NOV. '56 (Page 5)
Monday thru Friday, 3 P.M.—6 P.M.

**WWOL GIVES THE LOWEST DOLLAR COST
PER LISTENER IN THE BUFFALO AREA!**

- Check: NIELSEN Check: HOOPER
- Check: PULSE
- Check: The **50** National Advertisers who
now include **WWOL RADIO**
in their budgets!



WWOL

**315 MAIN STREET
BUFFALO, NEW YORK**

NATIONAL REPS: FORJOE & CO.

KRMG
is tops in the Tulsa
Area by ★ *RATES...*
 ★ *RATINGS...*
 ★ *COVERAGE!*

The January
1957 Pulse 26 County
Area Study Proves
KRMG *to be your*
best Radio Buy in
the Rich Tulsa
Market...

Ask your Blair
Man to show you...

50,000 WATTS ★ 740 KC

KRMG

Tulsa - Oklahoma... The
Great Independent of the
Southwest!.....

TIMBER-R-R
 POWER
 LUMBER
 AGRICULTURE

To Be Sure . . .
 Select the Rich,
HEART OF OREGON
MARKET with a
 QUARTER BILLION
 DOLLARS OF BUYING
 POWER.* The
EUGENE, LANE COUNTY
MARKET is SECOND
 in OREGON . . .
 FIFTH in the PACIFIC
 NORTHWEST.
 *SM '56.

CBS Radio
 5,000 WATTS - 1280 KC

KERG

EUGENE, OREGON
 WANT MORE FACTS?
 -CONTACT WEED & CO.

Tv and radio NEWSMAKERS



George Henry Smith has been appointed director of the tv division of August Dorr Associates, Miami, in an announcement by David Hume, president. Smith has been a prominent figure in Florida tv and has several new creative tv techniques to his credit. He has launched and directed the two largest tv campaigns in the area. Before joining the Dorr agency, Smith

had been tv director and account executive with another Miami agency for five years. His extensive background in advertising includes: ad manager of a large Pennsylvania department store; advertising director of a New York newspaper; an executive with Lennen & Mitchell, New York, which handled the Old Gold account. Smith is a graduate of the American Academy of Dramatic Arts. His theater experience has been a springboard for television.

Arnold Alpert, advertising director of SPONSOR, has been appointed a vice president of the publication according to a recent announcement by Norman R. Glenn, president and publisher. Alpert joined SPONSOR in 1951 as a member of the editorial staff. In 1952 he left the magazine to attend the Graduate School of Journalism of Columbia University. After obtaining an MS from Columbia, he rejoined SPONSOR as Midwest manager in 1954. In 1955 Alpert was appointed assistant advertising director and took over the post of advertising director in July of the following year. Alpert was born in Denver, Colorado, and received his undergraduate education there, graduating from the University of Colorado in 1941. He served in the armed forces during World War II, and saw European service as a major in the infantry.



G. Roger Bower has been appointed general manager of WNAO-TV and WKIX, Raleigh, N. C., according to an announcement by John W. English, president of Sir Walter Television Co., which owns and operates both stations. J. H. Bone is resigning as general manager of WNAO to take over the post at WBRZ-TV, Baton Rouge. Bower came to WKIX as manager

last September. In January he was appointed as a v.p. of the Sir Walter Television Co. He is a veteran of radio and tv with a background of 25 years in the entertainment field. Many top network shows over the years have been produced and directed by him for NBC, CBS and the Mutual Broadcasting System. A noted speaker on humor and entertainment, Bower authored "Stop me if you've heard this one." His latest work is being published by A. S. Barnes.



The "new"
WDAU-TV
 makes "ONE MARKET"
 of SCRANTON...
 WILKES-BARRE and
 the 52 communities
 of NORTHEAST
 PENNSYLVANIA

On April 1st, WGBI-TV, Scranton, became the new WDAU-TV, Channel 22, an affiliate of WCAU-TV, Philadelphia.

Everything's new on the new WDAU-TV!

- **NEW!** Power upped to one million watts.
- **NEW!** Doubled antenna height...the highest in the area.
- **NEW!** Transmitting equipment is the latest advancement in the field of electronic transmission, increasing power nearly sixfold.
- **NEW!** Doubled coverage area...reaching 1½ million people in 19 counties.
- **NEW!** Sharper, brighter, consistently clearer picture, over the entire area.

In the past, WGBI-TV surpassed all competition in Scranton and Wilkes-Barre, both day and night. Now, the advantages of WDAU-TV's new facilities plus the seasoned skills of WCAU-TV, guarantee the LARGEST AUDIENCE IN THE AREA AT THE LOWEST COST! Phone H-R TELEVISION for the complete story!

W D A U - T V
Scranton



CBS Television Network in Northeast Pennsylvania

SPONSOR SPEAKS

How to grow with tv and radio

Broadcasters who flock to Chicago this week for the 35th Annual NARTB Convention can look forward to a year of tremendous potential both in radio and television. In making its rounds among advertisers and agencies, SPONSOR has seen sign after sign that radio's 1957 surge will continue stronger than ever come fall; that television, far from reaching a plateau, will continue at a mature growth rate.

But just how fast the individual station moves ahead depends on the station's own management. Television and radio budgets are growing, yes. But the competition is keener than ever before with more radio as well as tv stations crowding the spectrum.

How can the individual station get its fair share?

Basically the answer has to be by matching station operation to the needs of advertisers. In order to give broadcasters a basis for measuring their own performance against the thinking of advertisers and agencies, SPONSOR asked admen over the past few weeks for their critique of station operation (see page 29 this issue).

As we see it admen are most perturbed about rate confusion, particularly in television. It is not that advertisers question the level of rates so much as that they are confused about the basis on which rates are determined. Advertisers want to be able to plan their expenditures ahead with some certainty as to what to allow for rate rises. And they would like to feel that comparable stations in comparable markets price themselves on a reasonably similar level.

Perhaps stations could satisfy advertisers better on this score if they made more calls on the sponsor. Sponsors, in fact, pointed out that they would welcome closer contact with station executives. They feel they should know the men who are the ultimate recipients of their advertising dollars and that station men do not call on them often enough.

Finally, admen sounded these other warnings: that too many stations rely on imitation rather than creative programming techniques; that programs are preempted too often.

SPONSOR believes that the station which works closest with the advertiser to find out his needs, his gripes, his philosophy will be the one which profits most from air media growth.



THIS WE FIGHT FOR: *Advertisers must not forget that the commercial is the pay-off. Nothing else matters if the commercial fails. Yet commercials often get secondary consideration amid the pressure of other decisions.*

10-SECOND SPOTS

One-penny mystery: An order for 100 million pennies has been placed with the Chemical Corn Exchange Bank in New York. If possible, delivery will be made this year. The client has not disclosed why he wants all those pennies. *If we dare guess, we'd say there's a new tv quiz show in the making to be called something like A Penny For Your Thoughts.*

Backfire: In their tv commercials, M&M Candies present a convincing demonstration wherein a competitor's chocolates melt in the announcer's hand while M&M's remain unmessy. The three-year-old daughter of a Madison Avenuer recently attended a birthday party for a tiny friend. When the celebrant's mother passed around M&M candies, the adman's daughter drew back, wide-eyed. "Ooh, I never eat M&M's," she said. "They melt in your hand!"

Mashed? Some lucky member of the American Women in Radio and Television will win an acre of potatoes at the St. Louis convention this month. This prize has been donated by the Maine Dept. of Agriculture and the Maine Potato Commission. *The impact of farm radio, no doubt.*

Secy Wntd: From *N. Y. Times* ad—
GIRL FRIDAY

"TV DEBUTANTE"

Is this your first "ball" for making your first entrance into the business world? This delightful spot is for you! To \$55 . . .

It may come as news to this copywriter, but more debutantes tango than type.

In a day's work: Word has just come from the auditors for WBZ, Boston, and WBZA, Springfield, regarding the expense account turned in by Rod MacLeish during the New England floods of '55. His expense sheet included an airplane, a horse, and a bulldozer (*@ \$1.00 per minute*). *There may be some weirder ones than that turned in after the NARTB Convention.*

Socko! Terseness is proverbially the watchword of copywriters. That this can be achieved was proven by A. S. Black & Co. advertising agency of Houston, Texas, in an institutional ad for their own agency. It consisted of two words: **EVENTUALLY YOURS?**

AGAIN FOR THE 4TH CONSECUTIVE MONTH

U-N-D-I-S-P-U-T-A-B-L-E

DOMINANCE

WTVR



**RICHMOND,
VIRGINIA**

**NOW BOTH ARB AND PULSE AGREE
THE LATEST JAN.-FEB. SURVEYS PROVE IT!**

STATION	SHARE OF AUDIENCE (PULSE)	SHARE OF AUDIENCE (ARB)
WTVR MON.-FRI. 6 PM-12 MID.	37	36.7
STATION "B" Mon.-Fri. 6 PM-12 Mid.	35	31.3
STATION "C" Mon.-Fri. 6 PM-12 Mid.	27	31.5

**AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS**

DOMINANT IN HOMES REACHED

**MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2**

DOMINATE IN RESULTS

**BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR — RICHMOND, VA.**

With 15 of Kansas City's
 "TOP 30" Prime-Time Shows
 (December Nielsen Report)

KMBC-TV

now adds to Channel 9 schedules
 TV's Finest Syndicated Film Programs!



PASSPORT TO DANGER
 Cesar Romero



CITY DETECTIVE
 Rod Cameron



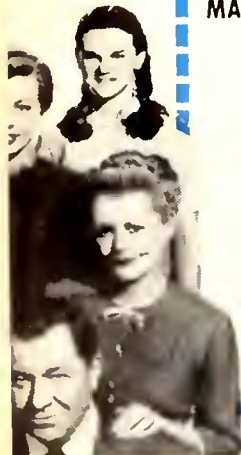
JANET DEAN, REGISTERED NURSE
 Ella Raines



YOU HAD A MILLION
 Marvin Miller



MAN BEHIND THE BADGE
 Charles Bickford



TROUBLE WITH FATHER
 Erwin and Mrs. Erwin (June Collyer)



RACKET SQUAD
 Reed Hadley



DATELINE EUROPE
 Jerome Thor

OVERSEAS ADVENTURE
 James Daly



CROSS CURRENT
 Gerald Mohr



SHERLOCK HOLMES
 Ronald Howard

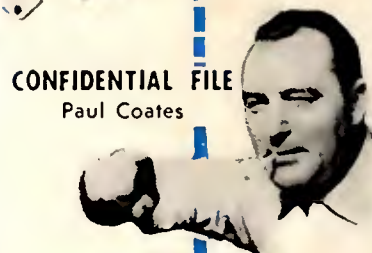
WATERFRONT
 Preston Foster



THE LONE WOLF
 Louis Hayward



BY-LINE
 Mark Stevens



CONFIDENTIAL FILE
 Paul Coates



PUBLIC DEFENDER
 Reed Hadley



I SPY
 Raymond Massey



SECRET FILE
 Robert Al



MY LITTLE MARGIE
 Gale Storm, Charles Farrell

FEDERAL MEN
 Walter Greaza

BIFF BAKER, USA
 Alan Hale, Jr., Randy Stuart

Read the titles . . . note the stars . . . study the fine ratings secured everywhere by these fine syndicated half-hours. Then consider that *all* of these vehicles are available to you on Channel 9 in Kansas City—as spot-carriers for minute announcements, or for half-hour sponsorships.

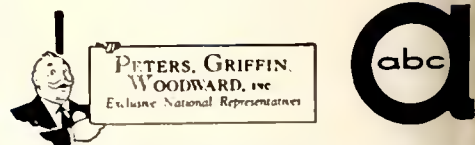
Seldom has *one station* in a major market come up with such fine syndicated-film programming as this great new summer schedule on KMBC-TV.

The Channel 9 six-o'clock kidult film strip has for 18 straight months been producing top-ratings in Kansas City with Cisco Kid, Superman, Sky King, Wild Bill Hickok and Annie Oakley. Four of these are in the Nielsen "Top Thirty" for December—along with such fine ABC-TV shows as Conflict, Wyatt Earp, Rin Tin Tin, Disneyland, Broken Arrow, DuPont Theatre, the Lone Ranger and Lawrence Welk. Together with Highway Patrol, Susie, Code 3, and Man Called X, they give KMBC-TV a program line-up which includes 5 OF THE TOP 10 . . . 9 OF THE TOP 15 . . . 15 OF THE TOP 30.

Now, Channel 9 adds to its ABC-TV rating winners (and such fine KMBC-TV feature film as the powerhouse David O. Selznick package) the great properties illustrated here. Take your choice of availabilities in these wonderful programs of adventure, intrigue, comedy and mystery. Your PGW Colonel can give you all the details!



See Peters, Griffin, Woodward, Inc. for availabilities.
 . . . It's easy to see why
 the **SWING** is to **KMBC-TV**
 Kansas City's Most Popular and Most Powerful TV Station



DON DAVIS, President
 JOHN T. SCHILLING, Executive Vice President
 GEORGE HIGGINS, Vice President and General Manager
 MORI GREINER, Manager, KMBC-TV
 DICK SMITH, Manager, KMBC-KFRM Radio

...and in Radio, it's **KMBC** of Kansas City—**KFRM** for the State of Kansas