

**"ROANOKE—
Bigger than
RICHMOND?"**



"YES, BIGGER...

*BIGGER than
Richmond by
12,800*
Television
Families!"*



*Television Magazine,
March, 1957

Note—Use the count YOU favor, but it's generally agreed that the ROANOKE TELEVISION market is sizeably ahead of the RICHMOND TELEVISION market.

Check YOUR set count . . . then BUY Roanoke!

Call, your nearest Peters, Griffin, Woodward "Colonel", — or WDBJ • Television!

WDBJ-TV
Channel 7 
ROANOKE, VA.
Owned and operated by
the *Times-World Corp.*

News and Idea WRAP-UP

ADVERTISERS

Robert Hall's spring push will use over 10,000 radio and 1,300 tv announcements per week.

The campaign will cover over 300 radio and tv stations in 130 cities.

Extra heavy promotion above and beyond the regular seasonal promotion is set for 15 cities where 16 new stores are being opened this month.

Outstanding saturation campaigns are planned for New York and Los Angeles. In New York, all seven tv stations will be used, along with 11 radio stations. In Los Angeles the box score is five tv stations and 14 radio stations.

Noxzema and Mennen this week announced contest promotions in connection with their tv sponsorships.

The details of each contest:

Noxzema: Purpose is to launch a new package design and streamlined cosmetic jar. Accent on beauty usage of the product. Tied in with the *Perry Como Show*, NBC TV.

Mennen: Called Good Health and Good Grooming the consumer contest, with a piggy-back retailer contest, serves as opening shot of summer promotion. Tied in with *Wednesday Night*

Fights, ABC TV, and *Robert Montgomery Presents*, NBC TV.

A permanent exhibit hall and a trade show combined in one package is now available to the advertising industry.

The Advertising Center, established in New York this week, offers exhibit space, a full-scale publicity program, conference room for meetings, plus many other sales promotion features.

Larry Schwartz is president of the new center and Henry G. Burger is executive director.

RCA Whirlpool starts its first concentrated consumer ad program for its home appliances 25 March. The full line will be displayed on four NBC TV color shows, *Producer's Showcase*, *Color Carnival*, *Perry Como Show* and *Matinee Theatre*. . . . Westinghouse is now seriously eyeing the hi-fi market. R. H. G. Mathews has been appointed manager of the newly formed high-fidelity, radio-phonograph department of the tv-radio division.

Dove becomes first Lever Bros. product to have exclusive representation on television when it takes over alternate-week sponsorship of CBS TV's *Private Secretary*, beginning 2 April. . . .



KVOO & KVOO-TV, Tulsa, progress picture of new broadcasting plant. Unique tower will stand 172½ ft. when completed, serving as microwave receiver for remotes.



STORZ MANAGEMENT MEET in Texas (L to R) Todd Storz, Dale Moudy, Jack Sandler, G. W. Armstrong, Steve Labunski, Virgil Sharpe, Bill Stewart, Fred Berthelson.