

SP D 12-56 98
MR RICHARD B JACKSON
NBC RM 253
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

SPONSOR

and tv advertisers use

23 JULY 1956

50¢ per copy • \$8 per year



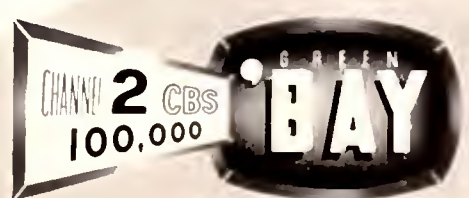
ch. 2 WISCONSIN

in the Land of... *Milk and Honey*



Now interconnected by private microwave with
ch. 6 Marquette, Mich.*

MILWAUKEE



HAYDN R. EVANS, Gen. Mgr. — Rep. WEED TELEVISION

*170 MILES NORTH. CAPTIVE AUDIENCE OF 34,000 SETS.

AGENCY ROLE IN MARKETING

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Institutional like a box-top

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Scoops for a sponsor

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How to get the most from local radio personalities

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Late-night movies double sales for Brylcreem

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Selling the client on your station buy

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Houston's Finest Facilities Help KPRC-TV Set

To have the Southwest's finest TV plant facilities — that's good. But to have these facilities manned by a group of seasoned TV specialists—with over 700 man-years of TV experience—that's even better! KPRC-TV delivers Houston's finest local shows, top-rated NBC network programming, and superior syndicated films. It all adds up to this: The *one* Houston station that gives you more for your advertising dollar is KPRC-TV.

KPRC-TV
HOUSTON
CHANNEL **2**

JACK HARRIS,
Vice President and General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENC

REPORT TO SPONSORS

23 JULY 1956

New Sunday night tv plans

Alternating comedy-dramatic hours is new switch in NBC TV's efforts to become No. 1 web Sunday nights. Key to plan is proposed axing of Goodyear Tv Playhouse, replacement with Dinah Shore, Bob Hope. Goodyear is mulling half-hour film show Tuesdays 8:30-9 p.m., in part of slot vacated by Shore and Hope. New Goodyear slot would be opposite ABC TV's Wyatt Earp, new CBS TV comedy, The Brothers.

-SR-

Boston 4-vhf station area?

Boston would become 4-vhf station market, in effect, if Storer Broadcasting's request to move WMUR-TV, Manchester, N.H., transmitter 32 miles southeast of town is okayed by FCC. Storer has applied for FCC approval of sale of station. Outlet was owned by former Gov. Francis P. Murphy of New Hampshire. Price is about \$850,000. Boston now has two v's on air, applicants for Channel 5 are awaiting oral argument before FCC. WMUR-TV gets into Boston area now but complete coverage is lacking.

-SR-

WBC geared to local programing

How do stations substitute local radio programing for network and not only keep but build audiences? Westinghouse Broadcasting thinks it has answer in wake of cancellation of NBC radio network daytime schedules. Program v.p. Richard Pack in NYC headquarters will hold rein on over-all program strategy at 4 stations, KYW, Cleveland, WBZ-WBZA, Boston-Springfield, Mass., KDKA, Pittsburgh, WOWO, Ft. Wayne, Ind. Network-type operation now stresses news, human interest, public service material, with local talent being imported at fast clip. WBC has been gearing itself for past 2 years to local-level switch, so move to non-network scheduling should be effortless.

-SR-

Tv "beat" is defended

Though Attorney General Brownell was criticized for announcing anti-trust action against General Motors on NBC TV's new "Press Conference," defense of Brownell's action came from David Lawrence, newspaper columnist, editor of "U.S. News & World Report." Lawrence pointed out every publication dependent on ad money is "sponsored" in sense term is used for tv. Reporters who don't like what Brownell did, said Lawrence, have simple remedy: dig out the news themselves.

-SR-

2 products in 1 radio commercial

What stirred up radio ruckus about piggy-back announcements, or slotting of 2 items made by same firm in one 60-second commercial? Some factors: (1) recent request from Lever for Dove soap, Pepsodent toothpaste minute availabilities, with plan for 30 seconds of first product commercial, 10 seconds to be filled by local station, 20 seconds for second item; (2) Standard Brands' effort to double-slot a dog food and margarine in same minute; (3) increasing interest by national advertisers in having 2 related products in same announcements; (4) confusion over NARTB Tv Code stipulation, advising tv stations not to accept copy if one commercial sounds or looks like 2.

REPORT TO SPONSORS for 23 July 1956

Reps says 'yes' to piggy-backs What's happening in afterwash of industry confabs about multiple-product radio announcements? Katz Agency and John Blair, 2 of biggest reps, are recommending their radio stations take such business. Combo advertising has been used long time, but not to great degree. Block Drug advertises Amm-i-dent toothpaste and Py-ko-pay brush in combination announcements; Pharmaco, Chooz and Feenamint. Ralston-Purina and fruit company set pace years ago, Aunt Jemima pancake mix and Log Cabin Syrup more recently. New wrinkle seems to be in distinct break or division between copy for each product, replacing more traditional integration pattern.

-SR-

B&M test still felt today What happens after product stops heavy tv campaign in a market? Burnham & Morrill (Portland, Me., packer of beans and brown bread) ran heavy tv test in Green Bay, Wis., last year. Then it stopped tv. Impact of initial campaign was enough to keep sales going at high level for 13-week tv hiatus. Then B&M resumed tv with modest campaign, continues to maintain record sales established during tv test. Campaign was reported in SPONSOR last year. Followup this issue (page 44) gives story of what happened since.

-SR-

Fetzer-Knorr own 10 stations John Fetzer, Fred Knorr, who headed 11-man syndicate to buy sixth-place Detroit Tigers for whopping \$5.5 million own or have minority interest in 10 stations, 7 in Michigan. Local background of 2 men was important factor in their syndicate getting nod to buy team. One Knorr station, WKMJ, covers Detroit. Other Knorr stations, also radio, are WKMF, Flint; WKHM, Jackson; WSAM, Saginaw. Fetzer radio-tv lineup includes WKZO-TV, WKZO, Kalamazoo; KOLN-TV, KOLN, Lincoln; WJEF, Grand Rapids; minority interest in WMBD, Peoria.

-SR-

Conventions up viewing With political conventions 3 weeks away, webs are looking forward to dropping a few million dollars. However, plus-values also accrue to networks: audience attention to tv, probably a speed-up in set sales. If 1952's experience is indication, audience will increase as much as 10 percentage points over regular summer viewing.

-SR-

Tv webs' profit pattern Tv sponsors, agencies, many of whom have been complaining about rising video costs, got a healthy glimpse of rising profit-to-investment ratios earned by tv webs with their o&o's. House Anti-trust Subcommittee released 1955 data last week. Figures for previous 2 years had been released by Senator Bricker. CBS TV and 4 stations earned 54% return in 1953, 108% in 1954, 129% in 1955. NBC TV figures were 52, 87, 133%. Web's New York flagships, historically heavy earners, showed following return on investment during three year period: WCBS-TV—1,053, 1,824, 2,290%. WRCA-TV, however, showed declining trend—2,135, 1,646, 857%. ABC TV figures were lower than others.

-SR-

Blacklisting report dud? Fund for the Republic's report on alleged blacklisting in radio-tv, movie industries may backfire on group due to hostile reaction by House Un-American Activities Committee. Committee Chairman Walter's attitude was set forth following hearings in speech to Pa. VFW. Walter said there was no evidence of blacklisting, specific lists or "clearance men." He called report "partisan," "prejudiced."

(Sponsor Reports continues page 115)

**THE ONLY STATION
IN PHILADELPHIA
THAT HAD RATING
INCREASES IN EVERY
QUARTER HOUR
DAY AND NIGHT
OVER THE SAME
REPORT LAST YEAR***



**PULSE March-April '55 & '56*

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

SPONSOR

The magazine radio and tv advertisers use

23 July 1956
Volume 10 Number 7

ARTICLES

Marketing: Just what role do agencies play?

Question posed above is answered by representatives of top agencies surveyed by SPONSOR. They tell how they integrate marketing into agency operation

29

Institutional like a box-top

Reynolds Metals, pioneer in selling the aluminum industry to the consumer via network television, coordinates its institutional and consumer messages

32

Scoops for a sponsor

News in Milwaukee gets quick airing. Picture spread tells how WEMP covered a train wreck that made national headlines; how WXIX joined other outlets to score a newsbeat on election telecast that paid off for the sponsor

34

How to get the most from personalities

Here are tips to advertisers on how to take advantage of the local radio personalities whom they sponsor, including d.j.'s, farm directors, newscasters

36

Late-night movies double Brylcreem sales

Harold F. Ritchie Co. ad budget soared five-fold, from \$50,000 three years ago to over \$2 million today via well-groomed boy-girl puppet commercials

38

Tips on selling a candidate

The third and concluding part of SPONSOR's "How to sell a candidate: 1956" presents tips on before-the-camera techniques in television campaigning

40

Selling the client on your station buy

Former associate account executive and timebuyer at Biow Company analyzes this vital aspect of the buying-selling problem, via hypothetical situation

42

How's B&M doing nine months after tv test?

When a product stops heavy tv campaign in a test market, what happens to sales? Burnham & Morrill, packers of beans and brown bread, have their answer

44

When Noon arrived, audience was waiting

Public relations department of WSM-TV, Nashville, went to work telling 3,000 people about hour-long woman's service show through novel teaser campaign

46

COMING

Latest daytime scheduling for fall net tv

Wind-up of the SPONSOR series of last-minute developments in the daytime network television roster for autumn, complete with detailed chart

6 Aug.

Flav-R Straws make debut with spot tv

New product, Flav-R Straws, is introduced into five markets with tv. After New York test, 18,000,000 were sold in first month through tv participations

6 Aug.

DEPARTMENTS

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MR. SPONSOR, J. W. Peterson
NEW & RENEW
NEWSMAKERS
NEW TV STATIONS
P.S.
RADIO RESULTS
ROUND-UP
SPONSOR ASKS
SPONSOR BACKSTAGE
SPONSOR SPEAKS
TV COMPARAGRAPH
TIMEBUYERS
TOP 20 FILM SHOWS

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nothing succeeds like success!



out in front...
every month—six consecutive months

WFIL-TV was rated 1st
20.2% more than Station B
156.8% more than Station C**

Monday thru Friday, 2:00-11:00 PM... the heart of the TV day.

**MORE PEOPLE WATCH CHANNEL 6 MORE OFTEN
THAN ANY OTHER PHILADELPHIA TV STATION**

*American Research Bureau, December 1955-May 1956 average



CHANNEL 6

ABC-TV •• 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-TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

CASE HISTORY - WOMEN'S WEAR



Sally is 18 this year. A beautiful and healthy 18, thanks largely to the good nutrition of Southern California Radio.

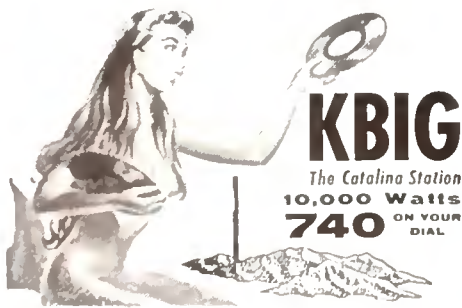
Since 1938 the Sally Shops have been a family enterprise of the Zuckermans; Ted and Marvin and their father, H. Lew. Their object: bring high fashion to the Southland at popular prices. Their method: take the stores to the women in their residential neighborhoods.

Foreseeing both the growth and the decentralization of Los Angeles, Sally harnessed the giant of advertising media, Radio, to carry the bulk of advertising. Morning newscasts and a half-dozen weekend five-minute programs are on KBIG. Spots are run on two other fine Los Angeles independents.

Results? Sally Shops have grown from one small store to beautiful, modern fashion centers in 15 communities in Los Angeles, Ventura and San Bernardino Counties. Sales have increased substantially every year.

Says John Bainbridge, account executive, The Lansdale Company Advertising Agency: "Radio has been our indispensable tool in making Sally's the 'Most Walked About Clothes in Town' . . . by making them the 'Most Talked About!'"

Huge, sprawling, rich Southern California is reached best by radio: KBIG RADIO, for greatest coverage at lowest cost-per-thousand.



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

Timebuyers at work



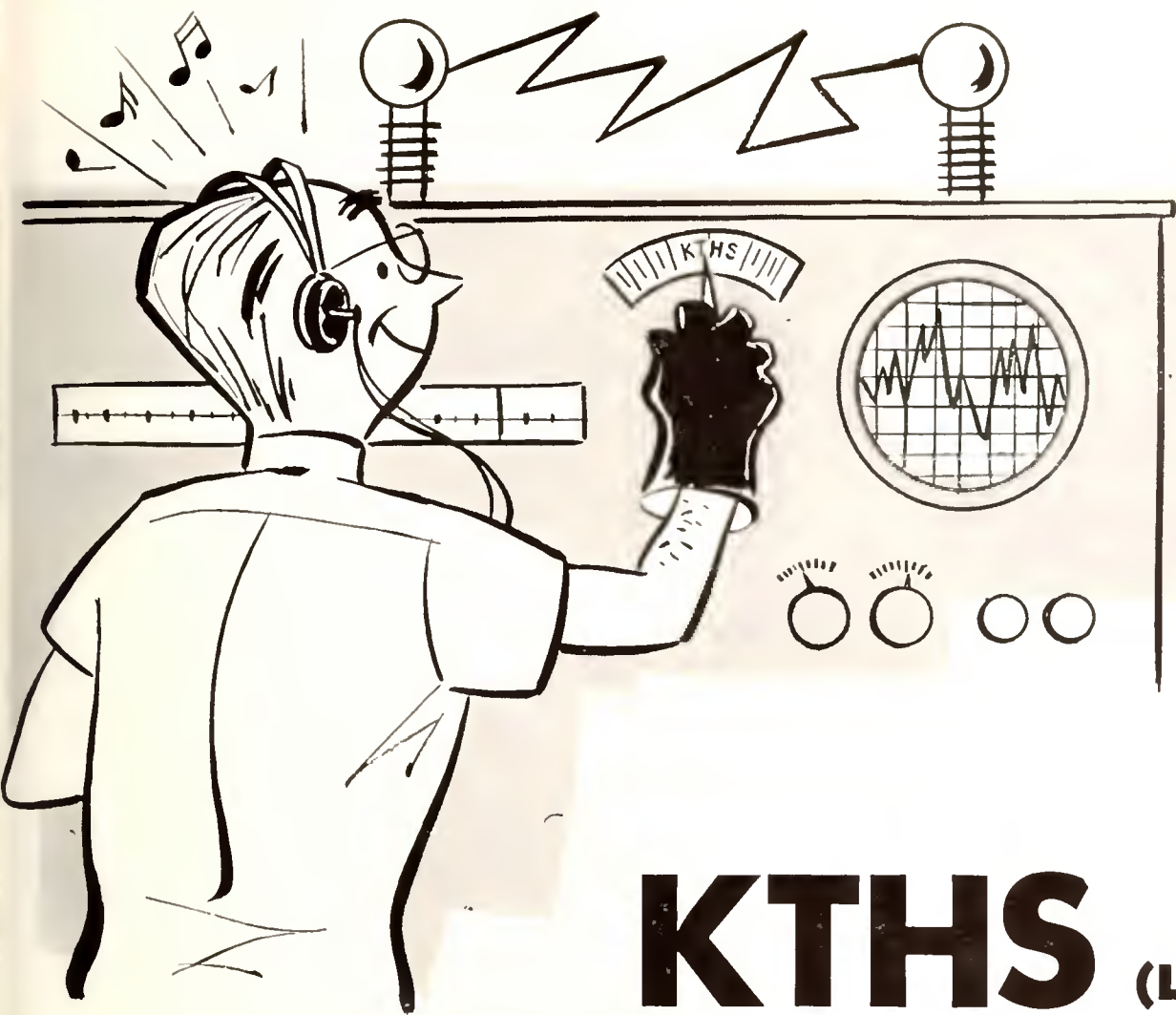
Jack Geller, Weiss & Geller, New York, who's viewed industry moves as a past seller and present buyer, notes an increasing number of clients employing jingles in saturation campaigns, via radio. "We have two accounts—a bottler and meat concern—in the New York area which use a great deal of morning radio on as many as five of the city's outlets," says Jack. "And I've noticed that these advertisers are just two who have been building saturation campaigns around waltz- and slow-tempo jingles." He feels that this is a "reawakened" trend. Six years ago, the soft drink bottler entered radio with the same type of drive on five stations. After a period when jingle saturation campaigns dipped, they returned stronger than ever. "And judging from the results, they're more successful than ever."



Walter Bowe, Sullivan, Stauffer, Cowell & Bayles, Inc., New York, maintains there is no definition of "saturation" in spot radio or tv. "First of all," says Walter, "it must be different in either medium. You saturate in a different way in radio than you do, or rather, can do in tv. Aside from early-morning radio, there's little comparison between what is available in the two media. You can promise a client that he can start a heavy radio campaign on a certain date, with an honest guarantee that his messages will be aired during time periods that deliver the people he wants. In tv you can't even promise to spend the allocation. It's all a question of availabilities. If you wanted to really saturate a market, you'd buy every program in the town. Obviously, saturation must be something less than this," he concludes.



Larry Schwartz, president of The Wexton Company, New York, says that advertisers get most from tv when they use all its potentialities. As an example, Mr. Schwartz told sponsor that a recent campaign by Broil-A-Foil (disposable aluminum foil broiler trays), purchased by him on WRCA-TV, New York, realized its maximum potential. "We used minutes and 10-second I.D.'s on the station, promoting the product via demonstrations and acceptance of known tv personalities. We tied in the drive through other media- and at the end of four months, aggressive promotion and selling enabled the product to find shelf space in every chain store in the area." About half the credit goes to tv. And he concludes, "More successes of this type could be attained if merchandising departments and timebuyers worked together more."



KTHS (LITTLE ROCK)

Is A Sure Thing In Experiment!

Advertisers using 50,000 watt KTHS expect, and get, a lot more than Metropolitan Little Rock. They completely cover almost *all* of Arkansas.

There's nothing speculative about KTHS's reception in *Experiment* (Ark.), for example. KTHS is easily heard there—just as it is in hundreds of other small towns and cities throughout the State. Result: KTHS has *interference-free daytime coverage of more than 3-1/3 million people!*

Get all the facts on KTHS — Basic CBS Radio in Little Rock, and your *best Arkansas buy!*

KTHS 50,000 Watts
CBS Radio

**BROADCASTING FROM
LITTLE ROCK, ARKANSAS**

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager



The Station KTHS daytime primary (0.5MV M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

A Captive Market

RADIO KPQ GETS

Results . . .

2 TO 1

And We Challenge All Other North Central Washington Media To Disprove Us!

Yes, that's a strong statement, but we are prepared to back that claim to the hilt . . . with money on the line.

So if you're buying—or plan to buy—the heart of Washington State, why waste money testing? Use the ONE MEDIUM that produces 2 to 1! Use KPQ Wenatchee.

AN ABC-NBC AFFILIATE



5000 WATTS
560 K.C.
WENATCHEE
WASHINGTON

REGIONAL REPRESENTATIVES
Maare and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES
Farjoe and Co., Incorporated

(One of the Big 6 Farjoe Represented Stations of Washington State)

AGENCY AD LIBS



by Bob Foreman

Hjalmar Pickerel rides again—roughshod as usual

Hjalmar Pickerel, program buyer at Snook, Crappie & Bream, Inc., is known all along Madison Avenue as the most ornery man in the business. For example, every month he puts an ARB pocket piece in the Nielsen return envelope and mails it back to Nielsen just for kicks. So when we quote him on the subject of pure cussedness we use the words of a pro. Recently Hjalmar said:

"I daresay that restraint is not a common attribute of either advertising or salesmanship. Maybe it shouldn't be. But nowhere in either of these two fields does the lack of restraint become so overwhelming as it does in the advertising and personal selling of a tv property."

He went on to say, "Much as I dislike to agree with anyone. I concur with Foreman when he described the unmitigated superlatives, true as well as false, which characterize the direct mail, trade ads and brochures of our fair industry. To me, however." Hjalmar went on. "these are models of reserve and delicacy compared to the ranting which is commonly practiced face to face by many of the peddlers of pilot films.

"They start laughing on the phone when they are setting up the screening date and by the time they are seated beside you, watching the main title roll by, they are apoplectic in their unbiased and spontaneous enjoyment of the epic they are presenting.

"I find it most disconcerting to sit next to a Living Laugh Track and have the yoks telegraphed to me. Being a bit contrary (Ed. note. 'Hm!') this attack prompts me to set my jaws and sit on my hands.

"I feel similarly about the type of verbal preface I so often must listen to before the film is screened in which the purveyor of the art-form explains to me why it is great, wherein lies its charm and the lack of risk for anyone smart enough to become the purchaser. Also guaranteed is a rating in the high 30's regardless of competition, feed-in or clearances.

"A pox on the idiot who dares to disagree is the attitude of these hawkers. When the lights come up, Mr. Prospect better darn well profess entrancement or he will be drenched in disdain not only in person but for the rest of the day up and down Madison Avenue and its tributaries."

Hjalmar went on to describe some of the irrelevant and dubious statistics to which he has been subjected by the over-

(Please turn to page 66)

CAPITAL BOOM...



Capital consumers carry a lot of weight today. They're spending more than ever in Washington food stores.

Food sales are at an all-time peak. Up 38% in five years, they now stand at half-a-billion dollars annually. This increase in the Washington market over the past five years is greater than the total food sales last year in Charlotte, Salt Lake City or Jacksonville!

Food advertisers have kept pace of spiralling sales with growing investment in the media that sell Washington

best... WRC and WRC-TV, Washington's Leadership Stations. Today, 21 of the nation's top 25 food advertisers are on these stations' schedules. And over the past five years, food advertisers have increased their dollar investment on WRC and WRC-TV by more than 150%!

In the great and growing Washington market, more and more advertisers who want to bring home the bacon themselves are going with the biggest guns in Washington's selling boom...

WRC AND WRC-TV... SOLD BY

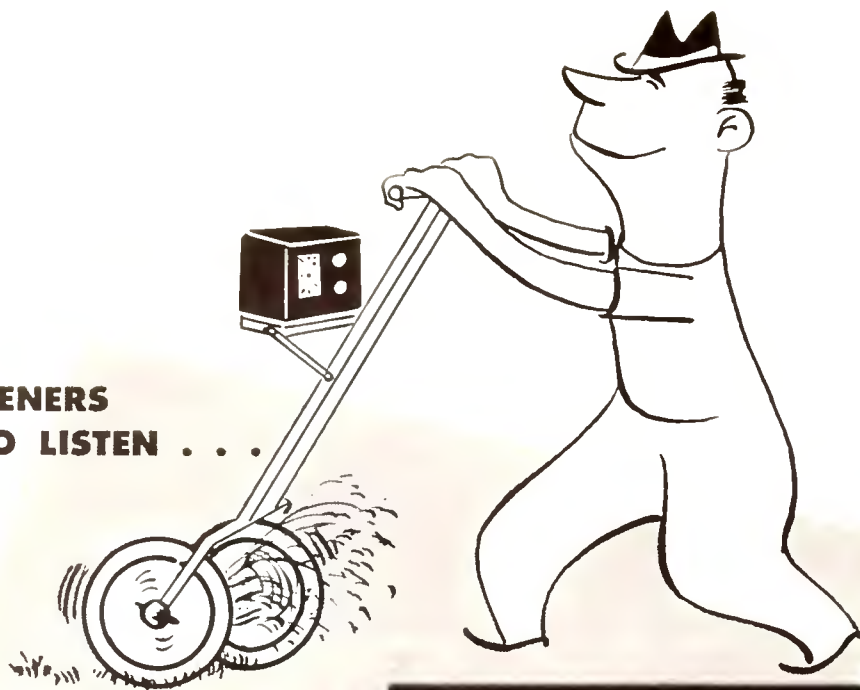


LEADERSHIP STATIONS IN WASHINGTON, D. C.



SPOT SALES

**LISTENERS
WHO LISTEN . . .**



**. . . LISTEN WHEREVER THEY GO
. . . WHATEVER THEY DO!**

Listeners who listen assure the advertiser that his message receives full, conscious attention. Programming that features NEWS, MYSTERY, DRAMA and "TALK" shows demands attentive listening. Direct your message to the LISTENERS WHO LISTEN. They are the LISTENERS WHO BUY!

KGB 1360
ON THE DIAL
FIRST IN SAN DIEGO

MUTUAL DON LEE RADIO
Represented Nationally by
H-R REPRESENTATIVES, INC.

LOOK at both sides!

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE DETROIT AREA

CKLW-TV
channel 9
325,000 WATTS

CKLW radio
800kc
50,000 WATTS

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW
Guardian Bldg., Detroit

Adam J. Young, Jr., Inc.,
National Rep.

J. E. Campeau,
President

**49th and
MADISON**

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

BEING SCALPED?

I got a big kick out of Jim Spencer's letter to SPONSOR in your 25 June issue. Jim was more than a little concerned when you referred to Honolulu as a "foreign" market! While chuckling silently to myself, I suddenly realized that this fate of Jim's is a problem faced by many of us who happen to reside somewhere west of the Hudson.

It would probably amaze some people who haven't traveled extensively (to put it mildly) to learn that our Los Angeles market has grown at the rate of more than 21 persons per hour since 1950! Since that year, Angelenos have welcomed a "new city" the size of Boston or Washington, D. C.—a total of 848,000 new citizens!

I don't mean to be clannish, but really now . . . there isn't much danger of being scalped by Indians in the West today. It's 1956!

GEORGE ANTHONY
Media Director
Stromberger, LaVene, McKenzie
Los Angeles, Cal.



Thoughts of an adman east of the Hudson?

LOST AND FOUND

Would it be possible for us to secure copies of SPONSOR for the following dates: 11 July, 25 July and 8 August 1955? These issues listed "Timebuyers of the U.S.," and our original subscription issues have either been lost or appropriated. If this list-

(Please turn to page 15)

A NEW
MOTION PICTURE

"The Right to Compete"

A 16mm film in Technicolor

Narrated by

Westbrook Van Voorhis

Running time: 14 minutes

Produced for

ASSOCIATION OF
AMERICAN RAILROADS

Transportation Building

Washington, D. C.

THIS NEW FILM . . .

. . . Discusses recommendations which are at the heart of the report of the Presidential Advisory Committee on Transport Policy and Organization;

. . . Traces the course of competition as one of the creative forces that has made this country sound, strong and prosperous;

. . . Speaks out in favor of allowing the regulated forms of transportation more freedom to price their services in competition with one another.

. . . Is designed to help bring about a better understanding of today's transportation situation.

THE RIGHT TO COMPETE

*is available, on a free loan basis,
for showing before adult audiences.*

*Bookings for any given date
can be made through the
following sources:*

THE PUBLIC RELATIONS
DEPARTMENT
*of most
railroads.*

ASSOCIATION FILMS
*Ridgefield, N. J., Broad and Elm Sts.
LaGrange, Ill., 561 Hillgrove Ave.
Dallas, Texas, 1108 Jackson St.
San Francisco, Calif., 351 Turk St.*

STERLING-MOVIES U.S.A.
*New York, N. Y.
205 East 43d St.*

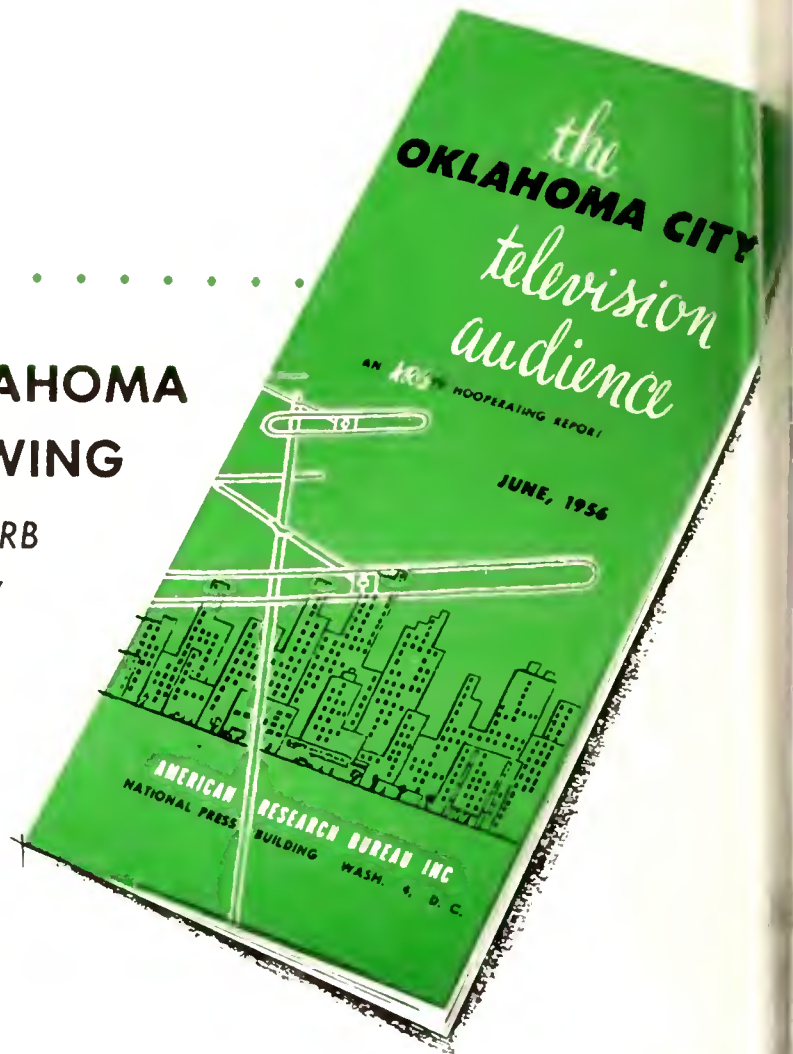


LOOK . . .

.....

ABOUT OKLAHOMA CITY TV VIEWING

Check your June ARB for Oklahoma City



.....

...both prove KWT

Telecasting from —
World's Tallest Man-made Structure
1572-Foot Tower — Maximum Power



and LEARN



ABOUT OKLAHOMA
TV COVERAGE
Check your July SRDS

FIRST in Audience...

FIRST in Coverage!



OKLAHOMA CITY



Something new

under the Florida sun!

Miami, the nation's 25th market, will have a great, new VHF television station starting July 29th . . . WCKT, Channel 7.

WCKT · CHANNEL 7
MIAMI



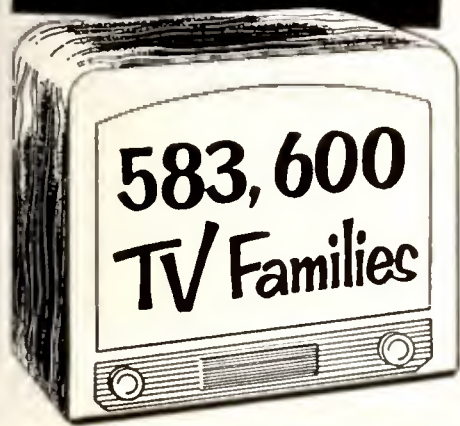
BASIC TELEVISION AFFILIATE

SOLD BY



SPOT SALES

IS
PENNSYLVANIA'S
4th TV MARKET
IN YOUR PICTURE



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

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

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



Get full details from your KATZ man!

49TH AND MADISON

(Continued from page 10)

ing is available from your files in excerpted form, that too would be more than satisfactory.

SPONSOR is performing an invaluable service to the broadcasting fraternity. Our executive and sales staff look forward to each issue.

BARTON FELLOWES
Manager, WDXB
Chattanooga, Tenn.

• Reprints of SPONSOR's 1955 "Timebuyers of the U.S." directory are available at 50c each. However, an updated listing will be published this summer.

NEW SYSTEM NEEDED

I have just read Dr. Deckinger's comment on radio ratings in the 25 June issue of SPONSOR which was placed on my desk 10 minutes ago.

I think Deckinger's analysis of today's radio ratings and his suggestions for making them realistic and making them conform to 1956 radio conditions are most significant. Our radio industry is undergoing enormous changes. The ratings systems have not kept pace. Dr. Deckinger's ideas, if adopted, would certainly bring ratings into line with radio in 1956.

Personally, I would like to see another facet of audience measured as well . . . that is, the impact of a station upon its audience. There is no question in my mind that some stations are merely tuned in, while others are tuned in and listened to.

Congratulations to you for featuring Dr. Deckinger's ideas as you have. I think you have provided another real service to the industry.

ERNE TANNEN
V.P. and Gen'l Mgr.
WILY, Pittsburgh, Pa.

DROVE 'EM TO WRITE

We wanted you to know how happy we were to read your article in the 14 May issue of SPONSOR, entitled, "White Rock drives 'em to drink with spot radio."

Mr. Morgan, the president of White Rock, and Mr. Killcen, the vice president in charge of sales, were just as enthusiastic as the agency about your very ably written article.

CAL. J. MCCARTHY
Vice President
David J. Mahoney, Inc.
New York City



WREX-TV

ON TOP

157 to 11!

WREX-TV
leads in ¼
hour periods
from 6:00 P.M.
to midnite

All 48 of the top 48
once-a-week shows ore on
WREX-TV!

57 of the top 59
once-a-week shows ore on
WREX-TV!

All 15 of the top 15
multi-weekly shows are on
WREX-TV!

Facts from the April 1956 ARB
Survey prove conclusively that
WREX-TV continues to grow in
favor with the ever increasing
number of viewers in this 10
county billion dollar market!

WREX-TV

ROCKFORD · ILLINOIS

channel 13

CBS · ABC
AFFILIATIONS

represented by
H-R TELEVISION, INC.

"I didn't know it was loaded!"

Says **JOAN RUTMAN**
Time Buyer
GREY ADVERTISING AGENCY

"But I sure have learned that WNHC-TV *is loaded*—loaded right up to their coverage limits with inducements that attract a smart time buyer! The only VHF outlet in Southern New England's \$3 billion market, WNHC-TV was shown in a recent survey* to hold a 54% share of audience and 433 of 514 quarter-hour firsts. Add to this WNHC-TV's policy of courtesy announcements, paid newspaper ads and trade mailings and you've got a *big gun* in a *big market*."

*ARB 9-county survey,
January 1956

WNHC-TV

channel **8**

COVERS CONNECTICUT COMPLETELY

948,702 TV Homes: 316,000 Watts

SPONSOR BACKSTAGE



by Joe Csida

Programing miscellany: music and personalities

Bob Leder, v.p. and general manager of WOR, New York, and his program director, Bob Smith are a couple of bright Bobs who need little if any help from this corner. I hesitate, therefore, to take a bow for having inspired their new *Music From Studio X* program with the campaignette I've been conducting here aimed at getting more stations to use more packaged records (notably long playing platter packages) for better music shows.

Inspired by *Backstage* or not, the happy fact remains that on 9 July, the Bobs started a new music show to run Monday through Saturday from 9:05 p.m. to 1 a.m. and 1:30 to 5 p.m. on Sundays, made up entirely of music found in platter packages. The "Studio X" bit is a sound and showmanly gimmick in which the Bobs stress that this emanating point is equipped with the finest and latest high fidelity equipment and facilities such as diamond styli, easy-floating playback arm, special hi-fi line direct from Studio X to the WOR transmitter in Carteret, N. J. All this hi-fi folderol is important, of course, and the "X" routine does framework the show well, but the heart of it remains the tremendous quantity of great music of every description available in record packages. More and more individual jockeys and stations are going to continue to feature more and more packaged music, and such music shows are going to build larger and more prosperous audiences for advertisers.

* * *

I'm certain that the remarks made here a number of issues back, speculating on whether Billy Goodheart's debut as an NBC executive might shortly be followed by live band programming on that network, didn't influence NBC program policy. The fact remains, however, that shortly after Billy hung his hat in Radio City it was, indeed, announced that in the 10 to 12 noon period, Mondays through Fridays, on the radio network, NBC was going to feature live dance bands. The orchestras under consideration include the following: The Dorseys, Guy Lombardo, Freddy Martin, Benny Goodman, Sammy Kaye, Les Brown, Xavier Cugat, and Harry James, to name just a few. To every one of these baton-wavers, that first call from Goodheart re the new show must have brought back memories. Billy was active in the heyday of each one.

I would be the first to admit that the idea of live bands at
(Please turn to page 70)

“

Championship

Bowling”



leads all sports in

RATINGS!



Wham! Bam!

JUST L



"Championship
Bowling"

1^{ST PLACE!}
in Billboard's 1956
TV program and talent
poll—as BEST sports
series in syndication

HERE IS ONE SHOW THAT THE WHOLE FAMILY WATCHES!
... 40% MEN ... 37% WOMEN ... 23% CHILDREN

ARB Rating, April 1956, Indianapolis. This is typical of our experience everywhere.

RATINGS!

Remember—These Are Afternoon & Late Night-Time Ratings!

WKJG-TV
Fort Wayne

40.4

Sat., 5 to 6 PM

WOW-TV
Omaha

25.8

Tues., 11 to 12 midnite

WHAM-TV
Rochester

30.0

Sat., 2 to 3 PM

KDKA-TV
Pittsburgh

29.4

Sat., 3 to 4 PM

WAVE-TV
Louisville

22.7

Sat., 4 to 5 PM

WGEM-TV
Quincy, Ill.

32.9

Sat., 10 to 11 PM

WKRC-TV
Cincinnati

28.9

Sun., 1 to 2 PM

WFBM-TV
Indianapolis

22.2

Sat., 2 to 3 PM

WHIO-TV—DAYTON

21.0

Sat., 11 to 12 midnite

KSL-TV—SALT LAKE CITY

We double the rating of the next two stations combined!

WMAL-TV—WASHINGTON

We're 4th of all shows all week—in a duck pin market!

KOTV—TULSA

We double the rating of the next two stations combined!

Herewith is partial evidence of the incredible rating record racked up by this TV Sports Series, telecast in over 150 markets in 1955-56 . . . *in not one single instance* did we get a rating worse than good! . . .

more often than not, our ratings were fantastically high . . . and bear in mind, the show had to fight the fact that, invariably, (because it is an hour film) it was slotted in a "fringe" time period!

26 Brand New One-Hour Films Just Produced

Ready for fall release . . . featuring America's top Bowling Stars . . . tremendous prize money to the winners . . . the most exciting, suspenseful sports show in the history of TV. 78 one-hour films available, all produced by Peter DeMet.

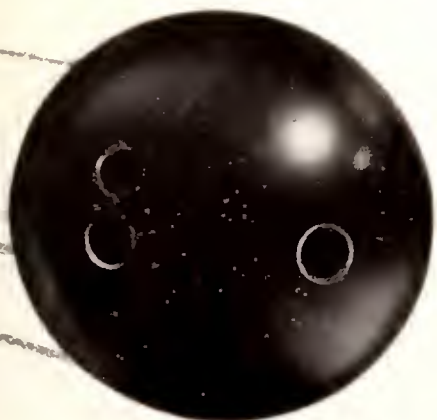
For further particulars on available markets, audition film, prices, etc., write, wire, or phone

WALTER SCHWIMMER CO.

CHICAGO: 75 E. Wacker Drive, Franklin 2-4392

NEW YORK: 527 Madison Ave., Eldorado 5-4616

CANADA: S. W. Caldwell, Ltd., 447 Jarvis, Toronto, Walnut 2-2103





4 looks at the way Kansas City listens
All agree: It's WHB

March-April, 1956 Latest available
 Metro **Pulse:** WHB 1st Area **Pulse:** WHB 1st
360 out of 360 263 out of 288
 1/4 hours in and out of home, 1/4 hrs. . . . with 25-2nd place
 Mon.-Fri. 6 a.m.-midnight 1/4 hrs., Mon.-Sat., 6 a.m.-6 p.m.

March, 1956 Feb.-May 1956
 Area **Nielsen:** K. C. **Hooper:** WHB 1st
 WHB 1st **248 out of 260 1/4 hrs.**
every time period, 1st all day with
 1st all day and night 43.5% share of audience
 42% share of audience Mon.-Fri. 7 a.m.-6 p.m.
 Mon.-Sat. 6 a.m.-midnight Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
 Kansas City

** Transfer subject to FCC approval*

MID-CONTINENT BROADCASTING COMPANY
 "The Storz Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel, Inc. KOWH, Omaha Represented by H-R Reps, Inc. WHB, Kansas City Represented by John Blair & Co. WTIX, New Orleans Represented by Adam J. Young, Jr. WQAM,* Miami Represented by John Blair & Co.

New on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Chi	Henri, Hurst, McDonald, Chi	ABC	Breakfast Club; M 9:15-9:20 am; 2 July only; M 9:25-9:30 am; 9 July; Tu 9:20-9:25 am; 3 July; W 9:50-9:55 am; 4 July; Th 9:25-:20 am; 5 July; F 9:50-9:55 am; 6 July
Insurance, Chi	Christiansen, Chi	ABC	Sports Caravan; M-F 6:35-6:45 pm; sts 25 June
p Corn, Sioux City	G. H. Hartman, Chi	CBS 203	Godfrey Time; alt F & Tu 10-10:15 am; 7 Sept; 26 wks
Myers, NY	Y&R, NY	CBS 203	Road of Life; Th 1-1:15 3 July part; 30 July full; 26 wks
nd, NY	C. L. Miller, NY	CBS 82	Sunshine Sue; W, Th, F 3:30-3:35; 27 June; 23 wks
Citrus Comm, Lakeland, Fla.	B&B, NY	NBC 191	Monitor; Oct; 23 wks
Pitts	Y&R, NY	CBS 126	Romance of Helen Trent; M-F 12:30-12:45 pm 1/2 spon; Young Dr. Malone; M-F 1:30-1:45 pm 1/2 spon; Nora Drake; M-F 2:30-2:45 pm 1/2 spon; 25 June; 8 wks
Chi	NLB, Chi	NBC 191	Monitor News segs; 8 Sept; 15 wks; 10 5-min per week-end
os, NY, for pepsodent	FCB, NY	MBS 472	Bob & Ray; M-F 5-5:45 pm; 26 May; part spon
J. Lipton, Hoboken	Y&R, NY	ABC	Breakfast Club; 15 segs; sts 2 Oct.
rod, Newark, NJ	E. Lieb, Newark	ABC	Breakfast Club; 8 segs; sts 13 Sept
n & Robbins, NY	Ellington, NY	MBS 472	Bob & Ray; M-F 5-5:45 pm; 28 May; part spon
Craft, Batavia, Ill	JWT, Chi	CBS 203	House Party; Tu & Th 3:15-3:30 pm; 18 Sept; 26 wks
n	B&B, NY	CBS 144	News; M-F 2-2:05 pm; 2 Aug; 52 wks; Wendy Warren; M-F 12-12:05 pm; 2 Aug; 52 wks
iper, Chester, Pa	JWT, NY	CBS 203	Godfrey Time; Tue & ev 4th. F 10:30-10:45 am; 14 Aug; 5 wks
Chi	SSCB, NY	CBS 203	House Party; W 3:15-3:30 pm; 25 July; 52 wks
lla, Stamford, Conn	Mgmt Assoc, Stamford	ABC	When A Girl Marries; M-W-F 10:40-10:45 am; 6 Aug; 26 wks
in Pen, Seymour, Conn	F. D. Richards, NY	NBC 191	Monitor; 10 Nov; 6 wks



Max Banzhaf (5)



H. J. Boos (5)

Renewed on Radio Networks

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
ome Foods, NY	Y&R, NY	CBS 42	Art Smith & Crackerjacks; M-F 4-4:05 pm; 2 July; 26 wks
Foods, Chi, for Make-A-Shake	Mason Warner, Chi	ABC	Breakfast Club; M & W 9:30-9:35 am; 9 July
ola, NY	Mc-E, NY	MBS 167	Coke Time; T & Th 7:45-8 pm; 52 wks
ry, NY	Bates, NY	ABC	When A Girl Marries; T-W-Th 10:30-10:35 am; 17 July
ds, White Plains for Calumet	Y&R, NY	ABC	Breakfast Club; Tu 9:25-9:30 am; 3 July
tors, Detroit	Camp-Ewald, Detroit	CBS 203	Alan Jackson News; Sa 10-10:05 am, 12-12:05 pm, 1-1:05 pm, 8-8:05 pm; Robt Trout News; Su 10-10:05 am, 12-12:05 pm, 5-5:05 pm; Robt Trout News; M-F 9-9:05 pm; 30 June; 52 wks
ible Class, Grand Rapids	John M. Camp, Wheaton, Ill	ABC	Radio Bible Class; Su 8-8:30 am; 52 wks
Chi	SSCB, NY	CBS 203	Godfrey Time; W & ev 4th F 10:45-11 am; 25 July; 52 wks
taley, Decatur, Ill	R&R, Chi	CBS 203	Godfrey Time; M-Th 10:15-10:30 am, alt F 11-11:15 am; 6 July; 52 wks
of Healing, Portland, Ore	Century, Portland, Ore	MBS 207	Wings of Healing; Su 9-9:30 am; 52 wks
		MBS 223	Wings of Healing; Su 10-10:30 pm; 52 wks



E. E. Eshleman, Jr. (3)



Richard Hehman (5)

Broadcast Industry Executives

NAME	FORMER AFFILIATION	NEW AFFILIATION
iley	KBIF, Fresno, Cal, annrc	Same, program director
Berk	MCA TV, NY, east pub director	CBS Radio, trade news ed
Bolton	Donn Bennett Prod, Phila	WIBC, Phila, sales
Bremser	KFAB, Omaha, program director	Same, gen mgr
J. Burnett	WIP, Phila, production mgr	Same, sales acct exec
uskett	KCBQ, San Diego, gen mgr	KRAM, Las Vegas, vp-gen mgr
Cassidy	tv packager, other info not available	KBIF, Fresno, Cal, acct
i. Chadwick	Hollingshead, Camden, adv media super	WIP, Phila, sales
risteon	WGN, Chi, sales	Weed, Chi, sales
Curran	ABC TV, NY, mgr coop program dept	Same, asst regional mgr station relations
H. Dreyer	Art Dreyer Co, Fresno, Cal, partner	KBIF, Fresno, Cal, acct exec
Jim" Eshleman, Jr.	Petry, NY, tv sales	Same, east rad sales mgr
M. Fairbanks	KNX-CPRN, LA, sales promo asst	Same, merchandising mgr
Gleb	ABC Radio, NY, station clearance	WABC, NY, jr acct exec
ham, Jr	Y&R, NY	Goulding-Elliott-Graham Prod, NY, pres
Hanheide	KBTV, Denver, traffic mgr	Same, asst program director
Haskell	KFAB, Omaha, pub service director	Same, asst mgr
avanagh	Byer & Bowman, Columbus, acct exec	WLW-C, Columbus, client service director
elly	KTXL-TV, San Angelo, Tex, gen mgr	Official Films, Dallas office, sales head
J. Kizer	P&G, NY, retail selling-merchndngs-adv	Avery-Knodel, NY, tv sales
I Krauss	WFLN, Phila, sales-production	WIP, Phila, sales acct exec
avitz	Lewis & Martin Films, Chi, vp-sales & adv	Fred Niles Prod, Chi, acct exec
L. Krebs	Sarra, Chi, acct exec-sales promo mgr	Galbreath Pics, Chi, vp-chg Chi operations
Lucas	WCUE, Akron, acct exec	Same, asst station mgr
Mason	KNX-CPRN LA, program promo mgr	Same, ntl sales rep
McArdle	NBC TV, NY, T-H-T sales	NBC Spot Sales, NY, tv salesman
Melzac	TPA, NY head intl div	Same, also vp-sales coordination & expansion
Odeal	KYW-TV, Cleve, film director	WRCA-TV, NY, film director
H. Pelzer	ABC Radio, NY, sales	WABC, NY, acct exec
Pickman	Columbia Pics, LA, prod asst	Briskin Prod, LA, vp-programing
urves	KBIF, Fresno, cal, acct exec	Same, sales mgr
oisore	WMRY, New Orleans, comml mgr	Same, stn mgr
Richardson	AFN, Bremerhaven, Germany, station super	KSBK, Okinawa, mgr
E. Richer	WABC, NY, sales	Adam Young, NY, rad acct exec
ucker	Best Time Sales, LA office, mgr	KHJ Radio, LA, acct exec
ilkin	UPA, LA, writer-director	UPA, London, mgng director
ippley	Shreveport, La, radio news other info not available	KCIJ, Shreveport, La, stn mgr



Helen C. Horrigan (4)



Russell J. Hug (5)

New and renew

3. Broadcast Industry Executives (continued)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Mort Silverman	WMRY, New Orleans, gen mgr	Southland Bcstng, New Orleans, exec vp-gen mgr-sa
George L. Snyder	infor not available	CKLW AM-TV, Detroit, natl sales-merchdng
John Sonders	KGST, Fresno, Cal	KBIF, Fresno, Cal, acct exec
Warren Thomas	WKRC-TV, Cin, anncr	Same, acct exec
William H. Vogt	WDAS, Phila, Local sales mgr	Same, comml mgr
John P. Wiley	WRCV-TV, Phila, sales promo director	Same, adv-promo director
Charles F. Wister	WIP, Phila	WPFH, Wilmington, sales rep
Dick Zaxon	WLW-C, Columbus, client service director	Crosley Bcstng, Cin, audience promo mgr
Carl Zimmermann	WISN-TV, Mlwkce, news director	WISN, Mlwkce, asst mgr



Stuart M. Lenz (5)

4. Advertising Agency Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Norman Baer	Hilton & Riggio, NY, am-tv director	Lewin, Williams & Saylor, NY, am-tv director
William J. Baker	Needham & Grohmann, NY	NCK, NY, mktng
John Brookman	R&R, Toronto, vp-mgr canadian operations	BBDO, Toronto, senior acct exec
John A. Burns	Ntl Mktng Consultants, NY, vp	M. Sackheim, NY, mktng director
Albert R. Busch	info not available	Bozell & Jacobs, Omaha, acct exec
John T. Cunningham	A&C, NY, asst director pub relations	Morey, Humm & Warwick, NY, pub relations acct
Donald Davis	Biow, NY, acct exec	K&E, NY, acct exec
Louise Dykes	DFS, NY, head print media	John Mather Lupton, NY, media director
Vern Eastman	D'Arcy, LA, acct exec	Same, vp-LA office mgr
Herbert Flaig	WKRC-TV, Cin, acct exec	Flaig Adv, Cin, owner
Sidney Grabosky	Grabosky Bros, Phila, exec	Robinson, Adleman & Montgomery, Phila, acct super-tary-treasurer
L. Dickson Griffith	K&E, NY, vp	Same, acct super
Helen C. Horrigan	Chambers & Wiswell, Boston	C. F. Hutchinson, Boston, media director
L. J. McGrady	Electric Auto-Lite, Toledo, asst to vp-adv director	NCK, Toledo, acct exec
James B. Orthwein	D'Arcy, St. Louis, vp	Same, board of directors
Steven Parrot	Grant, NY, asst acct exec	Grey, NY, acct exec
Jack Rafield	Frank Block, NY, vp	Grey, NY, acct exec
Victor Sack	Biow, NY, asst director am-tv production	K&E, NY, comml production
John T. Shannon	K&E, Chi, acct exec	K&E, Atlanta office, vp-mgr
James Murray Shivas	Carter Products, NY, prod mgr	NCK, NY, acct group
George A. Slater	Mumm, Mullay & Nichols, Columbus, senior vp	Same, exec vp
Eldon E. Smith	YGR, NY, vp-merchandising mgr	YGR, Chi office, mgr
Thomas Stafford	Rem-Rand, NY, asst adv-promo mgr	NCK, NY, acct group
William H. Steele	FCB, NY, vp-senior acct exec	FCB, LA, vp-acct group mgr
Joel Weisman	WABD, NY, mgr film production	NCK, NY, am-tv prod
Lee White	Biow, NY	D'Arcy, NY, vp-acct super



Vincent Melzac (3)



Robert E. Richer (3)

5. Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
Raymond P. Abouchar	Firestone Akron mktng research	Same, advance planning
Aldon M. Asherman	Amer Cyanamid NY, asst adv mgr industrial chemicals	Sylvania, NY, adv mgr-parts-chemical-atomic energy-tronic systems
Max Banzhaf	Armstrong, Lancaster, Penna, adv-promo director	Same, adv-promo-pub relation director
Martin F. Bennett	RCA, NY, director reg ops	Same, vp-merchdng
H. J. Boos	Pabst, Chi, sales	Same, admin asst central reg sales mgr
Hugh R. Chamberlin	P&G, Cin, asst brand mgr Gleem	Carnation, LA, assoc adv mgr evaporated milk
P. M. Clancy	Pabst, Mlwkce, branch mgr	Pbst, Chi, met division sales mgr
Edward H. Coale	Shorland Freezer, Salisbury, Md, sales mgr	Minute Maid, LA, Snow Crop label product mgr
John M. Eastman	Canada Dry, NY, asst adv mgr	Eastco, White Plains, NY, adv mgr
Thomas G. Fielder	C.E., Syracuse, sales promo tv receivers	Same, mgr adv-sales promo tv receivers
A. H. Forster	Armstrong, Lancaster, Penna, asst director adv-promo	Same, asst director adv-promo-pub & mgr pub relations
R. E. Franz	Pabst, Mlwkce, sales super	Same, branch mgr
Richard H. Hehman	Pabst, Chi, adv mgr	Same, brand mgr
J. E. Holden	Armstrong, Lancaster, Penna, asst director adv-promo	Same, asst director ad-promo-pub & mgr adv creative
Russell J. Hug	Gen Baking, NY, exec vp	Same, pres-director
Donald J. Hughes	Sylvania, NY, adv-sales promo super electronic prods	Same, adv mgr electronic sales
George C. Isham	Sylvania, NY, east reg mgr distrib sales electronic prod	Same, gen merchdng mgr electric prod sales dept
Edward V. K. Jaycox	Firestone, Akron, mktng research	Same, advanced planning
Arthur La Cour	Walker-Crenshaw, NY, am-tv mgr	U.S. Rubber, NY, am-tv pub relations
Stuart M. Lenz	Stand Brands, Chi, west reg sales mgr	Gen Baking, NY, vp-mktng
C. H. Menge	Eljer, Pitts, exec vp	Frigidaire, Dayton, gen sales mgr
C. W. Moodie	Armstrong, Lancaster, Penna, asst director adv-promo	Same, asst director adv-promo-pub & mgr promo serv dept
Robert W. Naething	Lehn & Fink, NY, east reg sales mgr	Same, spec asst field ops
David Pickett	Zlowe Adv, NY	Autoyre, NY, adv mgr
Victor A. Pizzolato	Rockwood & Co, NY, asst to vp-mktng	Lehn & Fink, NY, asst prod mgr Hinds-Etiquet
F. M. Schwemmer	R&R, NY, vp-director	White Labs, Kenilworth, NJ, vp mktng
Robert B. Smallwood	Lipton, Hoboken, pres	Same, chairman-chief exec
John H. Thomas	Indian Head Mills, NY, adv mgr	Lehn & Fink, NY, Tussy adv mgr
Carl I. Wood	Lipton, Hoboken, exec vp-gen mgr	Same, pres
C. F. Worthington	Whirlpool-Seeger, St. Jo, Mich, service admin director	Same, sales mgr refrigerators



John T. Shannon (4)



Mort Silverman (3)

6. New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Admiral, Chi	appliance & electronics	Henri, Hurst & McDonald, Chi
Armstrong Rubber, West Haven		L&N, NY
Good Humor, Brooklyn	Good Humor	MacM-J&A, NY
Jiff Chem, Spokane	Jiff sealer	Pacific Natl, Spokane
Knapp-Monarch, St. Louis	appliances	Frank Block, St. Louis
Lever Bros, NY	Dove soap	Ogilvy, Benson & Mather, NY
Lever Bros, NY	Spreez cheese spread	FCB, NY
Lexol, Caldwell, NJ	leather preservative	Force, Paterson, NJ
Market Basket, LA	supermarkets	Lansdale Co, LA
McKesson & Robbins, NY	drug & Chemical	DFS, NY
Philip Morris, NY	Spud cigs	Ogilvy, Benson & Mather, NY
Natl Chem Prod, Sydney, Australia	Napio cosmetics	Cayton, NY



Dick Zaxon (3)

THE SOUTHERN CALIFORNIA LOOK

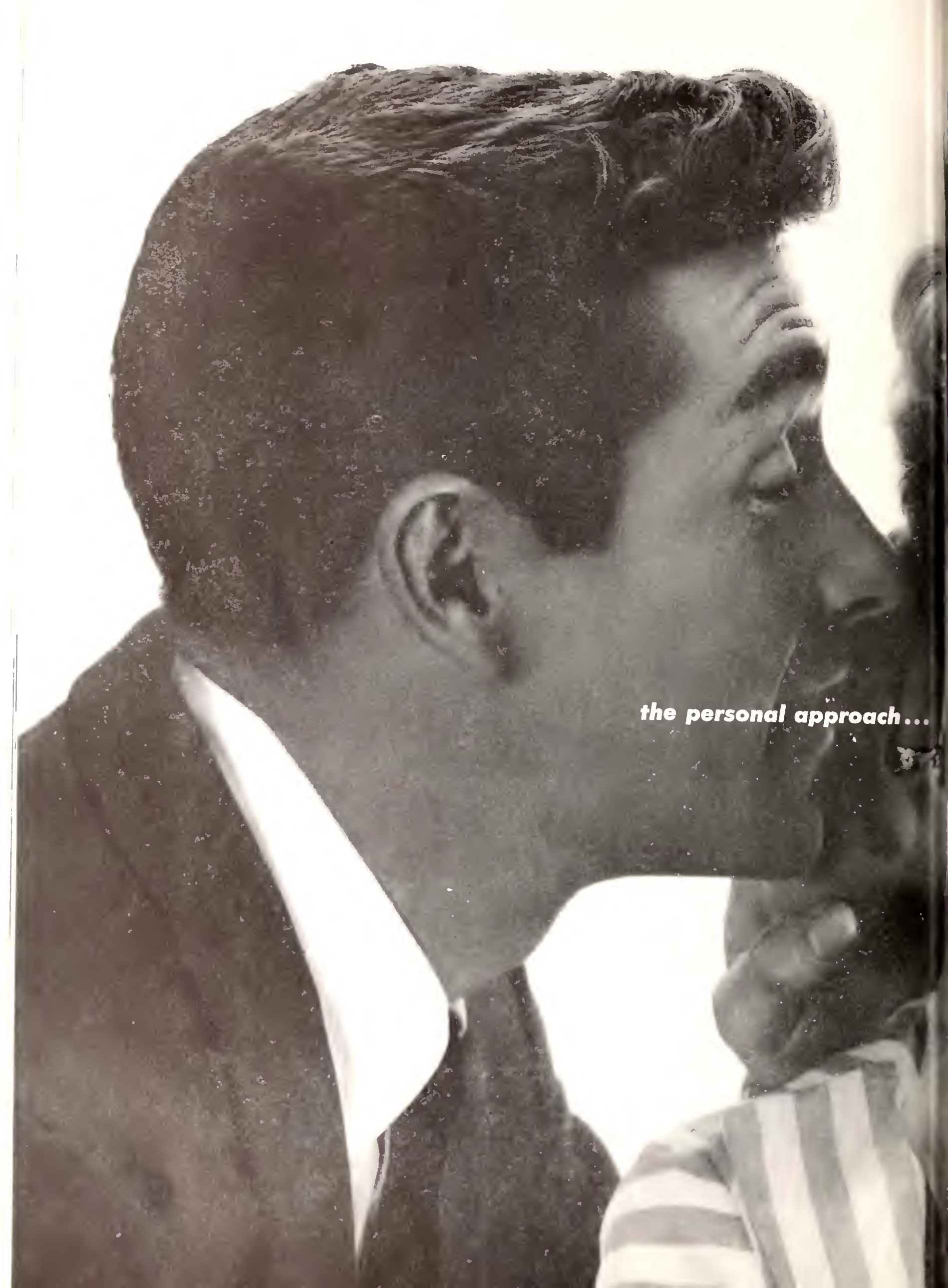


rows of roses rambling over yards of pressed pleats—in this fresh new cotton designed by Alex Colman of California.

It's acres of flowers—an eight-million-dollar garden, within the KRCA signal area, that produces 45% of America's rose crop.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use . . .

KRCA·4 ...SOLD BY  SPOT SALES
NBC LEADERSHIP STATION IN LOS ANGELES



the personal approach...



Small talk to you, maybe
but it goes a long way with women.
Talk to them about what they
want to hear, and they'll give you
their undivided attention.
They'll listen. And they'll believe.
And they'll buy.

That's the gentle art practiced
by WBBM's Jim Conway,
Mal Bellairs, Eloise Kummer,
Josh Brady, John Harrington, and
Paul Gibson—an art that's won
the confidence (and opened the
pocketbooks) of women throughout
the Midwest. *Personalized*
selling, they call it. Whatever
anyone calls it, sponsors keep
coming back for more. Like to hear
one of these star salesmen
apply "the personal approach" to
your product? We'll gladly
prepare a special tape for you.
For details, write, wire or
phone CBS Radio Spot Sales or...

WBBM RADIO

Chicago's Showmanship Station

75.3%
AUDIENCE
SHARE*

MONDAY thru FRIDAY



"CLUB 1320"
with DAVE FROH

2:05 — 5:30 PM
MONDAY - SATURDAY

THIS SHOW IS 8 YEARS OLD
FEATURING THE TOPS IN POPS
AND CHATTER BY CENTRAL
MICHIGAN'S MOST LISTENED-TO
D.J.

Share of Audience
"CLUB 1320"—75.3%

NET. STA. B—15.5%
NET. STA. C—16.9%

CALL •

VENARD
RINTOUL
McCONNELL
INC.

C. E. HOOPER
INC.
1956



MUSIC • NEWS • SPORTS
IN
Lansing, Michigan



Mr. Sponsor

J. Whitney Peterson

President
United States Tobacco Co., New York

"It seems to me that tv would not be the medium it is if ABC, CBS and NBC hadn't made network coverage possible," says J. Whitney Peterson, president of United States Tobacco Co.

"Of course this view has nothing to do with what happened to us," he adds, referring to the fact that his firm's show, *Martin Kane*, was forced off the air a couple of years ago. "That was a question of a sales policy that could have been improved at the time."

Since the firm stopped sponsoring its own network tv show, it's been forced to reshape its marketing and advertising approach. "The days where we could afford network tv on our budget seem to be gone," Peterson told SPONSOR regretfully.

At the moment, the tobacco company is buying into network participating shows and sponsoring *The Continental*, a 15-minute film show, in New York, Philadelphia and Los Angeles, through its agency, Kudner.

"When we had *Martin Kane*, a large portion of our budget was in tv," says Peterson. "Since that time, there's been a growth in most major markets of secondary and tertiary stations that will have to rely on good syndicated shows for their programming. We may eventually expand our sponsorship to many of these stations, but they'll have to do their part in developing better audiences. WOR-TV is one example of a station that's known how to do that with its *Million Dollar Movie*. Network tv isn't the only answer to broad coverage."

Peterson, a dynamic man in his fifties, looks forward to the day when "luxury" or "culture-backed" brands catch on again in the cigarette market. In the interim, he's pushed for popular pricing and more convenient and attractive packaging in his firm's Encore and Sano brands, smokes both with relative impartiality.

"We're essentially a snuff and tobacco producer," he told SPONSOR. "We didn't introduce cigarettes until 1952. Now for snuff and tobacco, use of national air media can be too expensive, since we're aiming our message at a special and small group of the total audience. In cigarette advertising, on the other hand, you need only look at your tv lineups to realize the impact of tv in this area."

A traveler by avocation, Peterson has made frequent jaunts to Europe and Africa with his wife, only regrets at those times having to leave behind the Keeshond dogs he breeds. ★ ★ ★

Night fishing in Detroit

**YOU CATCH MORE VIEWERS ON THE STATION
THAT'S NO. 1 NIGHT AND DAY IN SOUTHEASTERN MICHIGAN***

*Sales minded advertisers
are hauling 'em in with the
potent late night programming*

on

WJBK-TV

CHANNEL  DETROIT

Detroit's great wealth of consumer buying power comes from the industries of Southeastern Michigan. In turn, these industries make for unique time schedules and living patterns.

Twelve midnight is 12 noon to the man who works the night-shift. *And his family must adjust accordingly.* This is one reason why Detroit (America's No. 5 market) is the town with the BIG night-time TV ratings.

And remember: WJBK-TV with its NEW Columbia-Screen Gems "Nightwatch Theater" gets most of these late-night viewers.

40% MORE THAN STATION B

55% MORE THAN STATION C

124% MORE THAN STATION D

(Competitive post-11:00 PM ratings, June ARB)

Yes, "night fishing" is great in Detroit . . . especially when you bait your hook with advertising on WJBK-TV.

** According to both Pulse and ARB*



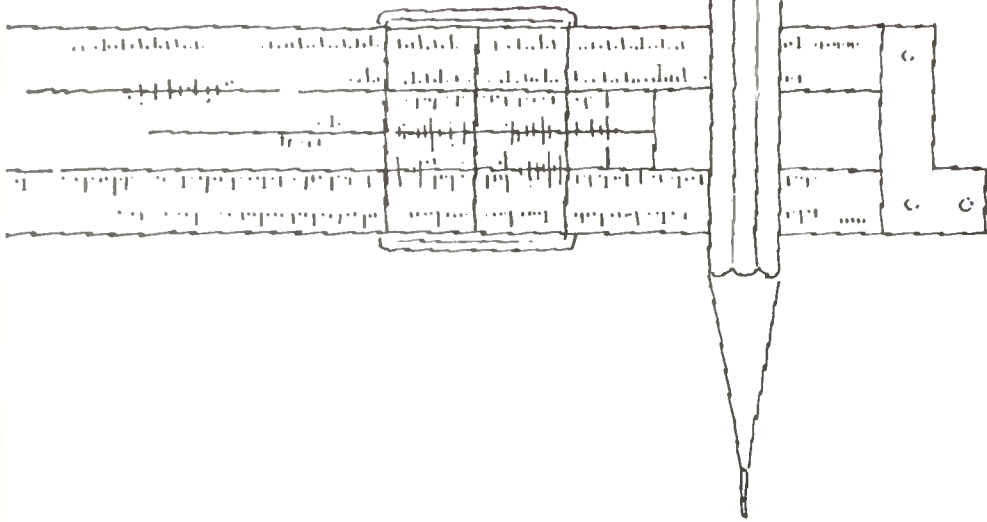
Represented by **THE KATZ AGENCY, INC.**

STORER NATIONAL SALES OFFICE

118 E. 57th, New York 22 • MUrray Hill 8-8630

MARKET VISION

In the Carolinas



well-calculated to increase southeastern sales

Today in the Carolinas a massive television market is alive and throbbing with the progress of active people.

Nerve center of this Southern industrial-distribution crossroad is Television Station WBTV, Charlotte. From the beginning, WBTV vision spearheaded the development of this vital market.

Now! 1956 Sales Management Market Data reports the population in WBTV's 100 uv/m area to be 2,552,000. Retail sales are \$2,085,430,000. Effective buying income \$2,971,773,000.

Exercise your vision in the Carolinas and schedule increased sales for your product. Contact CBS Television Spot Sales or WBTV.



JEFFERSON STANDARD BROADCASTING COMPANY

"VISION IN THE CAROLINAS"

Marketing man links point-of-sale to selling with media



Marketing is in a state of flux.
Agencies agree on need for service,
but differ in approach and operation.

Marketing: just what role does the agency play?

Six top agencies explain their approach to this new service

A crucial question among top agencies today is, "How and at what level should we integrate marketing into the agency operation?"

Eventually, marketing will revolutionize the role of advertising agencies. This new agency service has already affected agency organization in many instances and may eventually change the very structure of advertising agencies.

In the recent past, major advertising agencies have recognized a need to probe deeper into client problems than ever before to insure the sales effectiveness of expensive advertising campaigns. Marketing already has had a sweeping effect upon the planning of advertising strategy, upon media decisions and upon the way tv and radio buying on a network as well as at spot level fits into the client's total operation.

To determine what role major agencies are playing in marketing today, SPONSOR

interviewed the heads of marketing at top agencies, discussed with them their concepts and philosophies of marketing and inquired into the organizational set-up provided for this new agency service. SPONSOR's depth-interviews with these marketing experts revealed the beginnings of a number of trends that may become dominant in agency thinking and organization within the next few years.

Briefly, these are some of the potential patterns for the marketing-conscious advertising agency in 1960:

- Top-level media men will become well-rounded marketing men. Many of them grow out of ranks of marketing experts who've seen the effects of media decisions in their previous roles as top management sales executives for clients. The relationship between planning marketing strategy and planning media strategy has always been a close one.

"You can't make media recommendations in a vacuum," as a top JWT media executive put it to SPONSOR. "As agency services have been broadening, media men have become more and more exposed to other factors beyond media buying that influence sales. Marketing experts today need to know a

great deal about tv and other media and vice versa. It's almost axiomatic that the two functions may some day merge."

- There'll be a new breed of account executives. As the men ultimately responsible for advertising plans made for their clients, account executives will need to know their clients' business in depth, all the way from the laboratory level through the channels of distribution.

An increasing number of top agencies are hiring as account executives men who grew up through sales or product management rather than men schooled in advertising agency operation only.

"Even now it's uneconomic for an agency to maintain both an advertising account executive and a marketing expert on each account," a C&W executive told SPONSOR. "But clients require the service, and most account executives don't have the background yet to fulfill it."

- Top marketing experts will be on top management levels. They will propose the broad outlines for a sales strategy, which dictate media and copy decisions.

"The effects of such marketing-con-

sciousness will be apparent on all levels of agency operation," said a Compton media executive. "After the marketing plans for a particular product have taken shape, the information upon which they were founded will be an invaluable guide to the media buyers. They'll have available to them a profile of the product deriving not indirectly through the client or through account executives only, but from a first-hand source in the form of marketing experts."

These trends have already become apparent to various degrees in the way several top agencies integrate marketing into their operations today. Here are examples of different approaches to the marketing function by some major agencies:

Kenyon & Eckhardt: A recent realignment in this agency, effected late in spring, brought marketing to a top-level management position. Maxwell Ule, the newly elected senior v.p. in charge of marketing services, is actually responsible for four major agency departments that fit into K&E's broad interpretation of marketing: media, research, tv and radio, promotion.

"A marketing plan sets the pattern for moving goods or services from the

MORE WAYS THAN ONE TO SKIN A CAT . . . OR TO SET UP

McCann-Erickson

Personnel: Roy Anthony, v.p. of sales development, heads up a department of 100, composed of 12 professional marketing men, six creative idea people for sales promotion, one packaging man, one display man, one premium man, copywriters for promotion copy, artists for promotion art.

Purpose: To furnish clients with "laboratory-to-consumer" marketing guidance, advice on type, form and packaging of product, pricing, cost of selling. Through three department members who are on the agency marketing plans board, knowledge is translated into advertising strategy.

Compton

Personnel: William Nevin, v.p., director of marketing development department, has 11 marketing specialists under him, each with a long background in sales management.

Purpose: To maintain continuous trade contact to supplement client's knowledge, provide basis for account group's advertising strategy planning. Marketing is a separate service department which digs up information other agency departments (e.g. media, research, copy) can use. Marketing men continuously work in field, observe market reactions to sales and advertising plans. They create test market operations, keep tabs on competition, advise client.

producer to the consumer," Max Ule told SPONSOR, adapting a basic economic interpretation of marketing into agency terms. "My role is to help set up standards or principles for the account groups."

These standards include a variety of guidelines for any particular client: marketing strategy (including pricing, packaging and distribution of a product); size of advertising budget; criteria for media selection; media combinations.

The single most interesting aspect of the reorganization is the fact that the tv-radio programming department is made responsible to the top-level marketing man, rather than being grouped under creative services.

"This is a logical development," says Ule, "Since the choice of an air media vehicle is comparable to the choice of one magazine over another. It's a decision that must meet with the client's marketing objectives. Whereas the developing of the commercials to fit into the vehicle is a creative function."

The ultimate responsibility for shaping marketing strategy rests within the account group. However, the account executives can and do draw upon the

specialized knowledge provided by experts in the promotion department, headed by Hal Davis, v.p. in charge of promotion. These experts, who work on one or more accounts, actually have a background in sales and sales management. They maintain continuous contact with the trade and client sales force and provide the recommendations and information to the account group that makes marketing planning possible. Areas of responsibility include knowledge and recommendations on form and packaging of product, pricing, distributing, cost of selling.

Compton: Under Bill Nevin, v.p., director of the marketing development department, there are 11 men with a decade or more in previous sales management experience. A common denominator between Compton and K&E is the fact that this department, like K&E's promotion department, functions as a service department to the account group and client in establishing marketing policies: (1) pricing, (2) test market operations, (3) gathering and analyzing marketing facts; (4) determining investment, spending plans on new products.

"We look for marketing men who've been sales managers, not admen," says

John Hise, v.p. and account supervisor, formerly head of the marketing development department.

"Suppose, for example, that a client wanted to launch a new product. One of our marketing men would help develop a strategy, encompassing how the product is to be in position, size and price of the product, along with analysis of competitive factors."

It was in 1950 that Compton's department evolved to a new look, changed its name from merchandising to marketing, and made more specialized top-level sales experience a requirement for marketing men within the department. The reasons its executives point to are broad economic and business factors.

While their contact within the agency is principally through the account executives, the knowledge provided by the marketing experts does funnel through to such related departments as media, for example, and helps set patterns for media decisions.

The marketing experts are the men who have continuous direct contact with the trade and see the effect of a particular time buy, for example, on the movement of goods. They're fa-

(Please turn to page 109)

MARKETING DEPARTMENT, AS THIS AGENCY SAMPLING SHOWS

Benton & Bowles

Personnel: Charles A. Pooler was v.p. in charge of marketing for purpose of coordinating media, research and tv-radio departments. Now he heads agency's administrative section. Account supervisors are expected to be marketing men.

Purpose: Account supervisor-marketing men are expected to draw on service departments (research, media and the newly created professional marketing division which specializes in pharmaceuticals), for knowledge to translate into marketing counsel for clients. They coordinate knowledge of local market situations provided by field men in merchandising, store audit and research; advise client on all phases of pricing, packaging, distributing product.

Kenyon & Eckhardt

Personnel: Maxwell Ule, senior v.p. in charge of marketing services, is man to whom media, research, tv-radio and promotion heads report under this ad agency's set-up.

Purpose: To bring marketing strategy planning to very top management level in agency and let advertising strategy grow out of client's broad marketing needs. Agency feels it's logical that tv-radio head report to top marketing executive, since choice of a tv vehicle is comparable to a media selection between magazines. Buying any creative air media vehicle is considered a marketing service function. Then creative services come in to write commercials. Marketing planning at K&E covers anything that affects sale of goods.

Institutional like a box to



Sales and broadcast ad planning are supervised by, l. Jack Boyle, dir., radio-tv advertising; r. David P. Reynolds, v.p. in charge general sales and son of company's founder

"We don't believe in the term 'institutional' advertising. We like to call it 'educational'."

This is how Jack Boyle, director of radio and television advertising for Reynolds Metals Co., Louisville, Ky., characterizes the aluminum company's advertising program. About half of its total advertising effort involves network television. Reynolds, after five years of tv, this season will spend about \$3.5 million to sponsor the new syndicated film, *Circus Boy*, on 103 NBC-TV stations.

Sponsorship of the tv program has

one objective: "To reach the most people as frequently as possible," says Boyle. "We advertise on the basis that the more people know about aluminum, the more they are going to want aluminum in the products they use."

This is why Reynolds Metals, in addition to selling its own consumer products, also promotes the entire aluminum industry. This ad approach was pioneered by Reynolds in 1951, when it was the first metals concern to enter network television. Since then, all of its major competitors have begun using tv, and many allied industrial

Egg fries off the stove

Rex Marshall, Reynolds' tv sales personality, shows conductivity of aluminum: cooks egg away from the stove heat



Product use: All network tv commercials are live, show aluminum or Reynolds Wrap foil in actual use. Cadillac grille is gold colored anodized aluminum. Advantage is its lightweight, rustproof

For the ladies: Helen Lewis handles foil commercials, shows it as baking dish lining in cooking demonstration. She talks about array of uses around the home



Reynolds Metals sells concepts, consumer products in same way: tv demonstrations

firms are moving into the medium.

Aluminum Co. of America went into network tv in 1953 with Edward R. Murrow's *See It Now* on CBS TV. It now sponsors the *Alcoa Hour* on alternate Sunday nights over NBC TV. On 2 July, Kaiser began the *Kaiser Aluminum Hour* to be shown alternate Tuesday nights on NBC TV. Aluminium Ltd. of Canada is beginning its second year as a subscriber to *Omnibus*, which this fall will be telecast on Sunday nights by ABC TV.

U. S. Steel, a competitive producer in a different metals line, continues

with the *U. S. Steel Hour* on alternate Wednesdays via CBS TV.

Reynolds executives are delighted that the other big aluminum makers are using tv in similar fashion to make the public aluminum-conscious. "The more we all advertise, the more of an impression we'll make on the public," says David P. Reynolds, v.p. in charge of sales. "The more the public knows about the qualities of aluminum, and the availability of it in different types of products, the better off we are."

The aluminum industry is much "better off" than in its pre-tv days.

Each of the big four companies—Alcoa, Reynolds, Kaiser and Aluminium Ltd.—today turns out more pounds than the entire industry did before World War II. Last year, there were 1,560 million tons of aluminum produced—more than double 1950 production. Reynolds Metals in 1913 produced only about nine per cent of the U. S. total, some 159 million pounds. In 1955 it produced at the rate of 850 million pounds, and contributed about 28% of the total national output of aluminum.

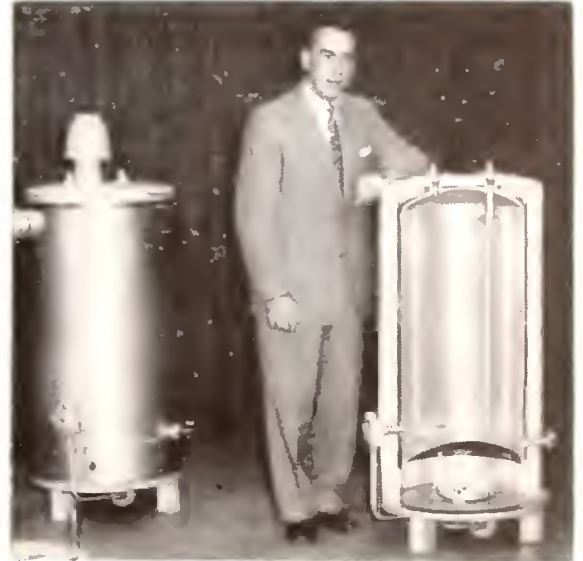
Both Reynolds and the entire aluminum industry are getting impressive dividends from the tv investment.

"But television by itself is nothing," says Boyle. "It has to be a well planned part of an over-all advertising program, and it has to be merchandised. We don't stop at the point where people tune the tv set to our show. We're

(Please turn to page 102)



Aluminum components: Reynolds makes Do It Yourself items for consumer sales as well as industrial products such as the length of irrigation pipe which Rex Marshall demonstrates for use in drought areas



Fabricator support: Manufacturers using aluminum in their products get a sales push in commercials like this one featuring a hot-water heater

Foil packaging: Reynolds pushes its quality seal, issued to all manufacturers who package their products in heavy-duty foil for freshness, protection. Company services 100 such clients in the packaging division



Just for fun: Helen and Rex give Halloween commercial for Reynolds Wrap, model foil hat and foil false face as unusual uses for the product





Train-truck crash near Milwaukee gets quick, on-the-spot radio coverage by WEMP's Don O'Connor

**On Way to Milwaukee Ball Game
Train With 900 Children
Hit by Truck, 100 Hurt**

Waukesha, Wis., May 7 (AP) — An excursion train carrying 900 carefree school pupils to a Braves-Dodgers baseball game in Milwaukee was derailed when hit by a loaded gravel truck today, injuring more than 100 persons, mostly children.

There was no loss of life as the coaches left the rails, but one unidentified child whose skull was fractured, remained in the critical list. The truck driver, Gordon Hinkley, thirty-five, suffered fractures of both legs.

Authorities said the gravel truck struck the first coach of the sixteen-car special Milwaukee Road train at a rural grade crossing. One witness said the impact sounded like "the atom bomb blast on news reels."

Wreck made headlines across U.S. This one from N.Y. Herald-Tribune

Scoops for a sponsor

News gets quick airing in Milwaukee; public loves it

WRECK

AS COVERED BY WEMP

A speeding passenger train loaded with nearly a thousand grade school children bound for a holiday at Milwaukee to see the Braves play the Brooklyn Dodgers was hit by a loaded gravel truck on the morning of 7 May at a remote grade crossing in Waukesha County, Wisconsin. More than 100 persons, mostly children, were injured.

Within a half hour of the disaster, the news staff of radio station WEMP, Milwaukee, found itself in the middle of this story, one of the biggest of the year.

The wreck occurred at 11:30 a.m. Within minutes, WEMP got its first news tip from one of the five county correspondents it retains. The next step was to verify the tip.

1. Wreck happened at 11:30 a.m. At 12:03 p.m. WEMP scored a break, broadcast bulletin

2. By 12:30, WEMP's O'Connor is at scene of crash, broadcasts interview with sheriff





3. Newsman Gene Bernhardt gets first-hand report from one of 113 victims



4. Farm couple on whose land wreck occurred describe accident for recording



5. Back at WEMP, Newsman Bob Witas rushes latest report to news announcer

News staffer Gene Bernhardt got through a call to the Sheriff's office in Waukesha County, confirmed the report, and broadcast the first bulletin a few minutes past noon, scoring a newsbeat over other stations.

With the sheriff's report of "30 to 40 stretcher cases," Bernhardt alerted the WEMP mobile unit. Don O'Connor, news director, sped to the scene of the crash 22 miles away

and at 12:30 gave the first of four direct broadcasts by short wave from his "spot news" car. Bob Witas, night newsman, was called in to complete staff coverage and to prepare bulletins for news announcer Redd Hall.

Accident victims were interviewed. Tape and telephone "leeper" recordings were made of these and all were tied together into a dramatic, coherent news story.

ELECTION

AS COVERED BY WXIX

Faced with a municipal election of major importance on 3 April, WXIX, the only Milwaukee tv station without newspaper affiliation, decided it had only two choices: give up the fight or organize for coverage.

The latter decision led to a joint effort between WXIX and radio stations WEMP, WOXY and WRIT, all smarting from a news-beating in the March primary elections. Staffs of the four stations pooled their resources for election night coverage which demanded that 526 precincts be

reported accurately and quickly. Over 400 people were involved, with nearly 60 on camera. The effort was pre-sold with a saturation of radio and tv announcements. Lou Ehlers Buick, Inc. bought the telecast on all stations through Robert J. Fairman Agency.

Photo (1) shows special lines being strung to WXIX studio to accommodate 20 extra phones. Photo (2) on election night shows station personnel tabulating returns. Photo (3) reveals the turmoil of activity at WXIX Studio.

1.



2.



3.



How to get the most out of a local radio personality

Look for the pluses and extra impact which local names can deliver

Let's say you buy spot radio. You use local personalities—a farm director, a newscaster, a homemaker, a disk jockey, a general-appeal narrator, a sports broadcaster.

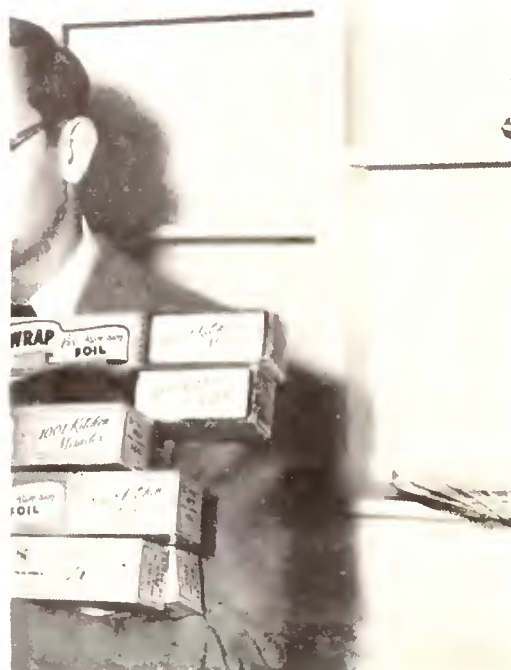
You buy a specified amount of time—either an entire program, or a participation within a program. But whatever the length of time, you're first of all buying that intangible known as a radio personality.

What happens then?

Are you contented with merely shipping your copy script or e.t. to the radio station and having it transmitted? Or are you interested in getting a few of the more legitimate "pluses" which mean you'll be able to put extra impact and punch into your personality's sales message? SPONSOR uses the term "legitimate" advisedly, because there's an even thinner dividing line between what a radio station and a station personality can justifiably give the advertiser in the way of extras, and what many an advertiser comes to expect as a free ride in the mystic realm of merchandising.

Merchandising is a many-meaning word. It can mean everything from sending out a penny postcard to a friend to checking turnover on a dog food item in a chain of 500 food stores. Because of a universal fuzziness in the semantics of the word merchandising, SPONSOR is limiting this report to one thing: a summary of some ideas which advertisers can use to take maximum advantage of their local air personality schedules.

Some of the things which the local Godfreys do for clients verge on so-called merchandising. Other activities show plain, common sense in that they



Half a job: You're only getting half your money's worth if you don't use talent's full selling power. For pointers, see facing page

help give the advertiser full value for his money. But they don't give him *more* value than he deserves. In this area of purchase, as in all others, the buyer gets just about what he pays for.

SPONSOR has queried a cross-section of advertiser, agency, station representative and network personnel to determine some of the steps advertisers can take to get the most from their investment in local radio personalities. Many of these check-points apply to all types of products and to all types of talent, whether it's a farm director advertising poultry feed or a homemaker selling a new brand of baby food to the ladies. The ramifications of how a buyer and a seller can cooperate are numerous:

1. *Tell the radio personality and sta-*

tion management your sales problem.

The advertising you buy won't be effective or efficient unless the media people involved know exactly what you expect from them and from the market.

Edward W. Wood, Jr., gen. mgr. of Housewives' Protective League, CBS network-owned personality package program, analyzes it this way:

"Today it's not enough just to be a good air salesman. The local personality has to have an understanding of the advertising problem to be successful. And he has to know the problem of the sales manager, not just the advertising manager."

When the local station management and the talent understand the nature of the sales problem, they can start to tailor-make their collective radio solution to that problem.

2. *Tell the radio people about your product and your plant.*

Once your air salesman knows your selling problems, and radio station management comprehends what your advertising goals are and how the radio schedule implements those goals, all of these radio people should know everything about your company and the product you manufacture.

They should know more than your copy script or copy outline tells them. To sell most effectively, they need to have answers to these questions:

- What products do you make?
 - What is your competition?
 - Why are your products superior or unusual?
 - Where and how are they manufactured?
 - What is your company's history?
- (Please turn to page 107)

FIVE CHECKPOINTS FOR PERSONALITY BUYERS

1

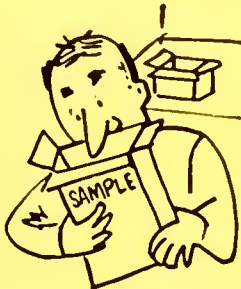
Tell radio people your problems



Advertising won't be effective or efficient 'til local radio people know exactly what your sales problems are. Step 1: Explain what you expect the personality and station management to deliver, as well as what you expect from market itself.

2

Explain your product and your plant



Brief your local air salesman on company history, policy and philosophy—and don't forget to detail the "whys." Outline the competition, your manufacturing operation, why you're good. And send your air salesman samples of your product!

3

If possible, get talent exclusive



Get a franchise on your newscaster, d.j. or farm director. This will give you stronger identification from him and with his audience; it'll rule out competition from buying same personality, give you an off-hours ambassador at all times.

4

Develop copy ideas, techniques



Tailor the copy wording or pacing to the personality you buy. Let talent use same technique in selling that they use in entertaining. That's what got the audience to begin with! Whenever possible, give them freedom in style of delivery.

5

Enlist the talent's cooperation



Merchandise your local radio personality in your other advertising, in direct mail and point-of-sale, at dealer meetings, in personal appearances. Encourage cooperation all down the line, in and out of the studio, on the air and off.

Late-night movies double

Harold F. Ritchie Co. ad budget soars 50-fold, from some \$50

There are a number of principles which govern the buying of media. One is the theory of recency, and the other is the plain old law of economics."

This is how Donald Keenan of the advertising and marketing division of Harold F. Ritchie, Inc., Clifton, N. J., explains the theory of buying late-night television time for Brylcreem hair dressing.

Psychologically speaking, the theory of recency simplifies to this concept: people are the most receptive to things

they hear immediately upon arising or immediately before retiring, particularly if they are personally concerned with what they hear. In the case of Brylcreem, late-night sales messages, just before men retire come under the "recency" part of the theory.

The economics are even simpler. Late night time periods are cheaper. "We get home coverage at moderate cost," says Keenan, in describing the buying trend which Brylcreem pioneered four years ago.

Because of the less costly announce-

ments available during the post 10 p.m. hours, advertisers are flocking en masse to these hours in an effort to climb on the (relatively) low cost-per-1,000 late-movie bandwagon. They're having trouble getting these good after-hours availabilities, but Ritchie—and Brylcreem—are set.

Since 1953, Ritchie has made extensive use of late night time for its "world's largest selling hair dressing." The pattern is the same for all 106 tv stations which Brylcreem uses.

Early in 1952, Brylcreem's tv ad



Sales magic at "the witching hour"

Most Brylcreem buys are participations in film shows since many tv outlets program feature films late at night. Announcements, combining stop-action and live, run 5 per week, 52 weeks

es for Brylcreem



ENO sparkles on tv, too. Signing for *Tonight*, NBC TV, from l. D. Hay, sales v.p.; Maurice Bale, pres.; Steve Allen; J. O'Connor, fld. sls. mgr.; D. Keenan, advtng

years ago to \$2-\$3 million today

budget was set at a minimal figure for a two-station tv test. Today, the spot tv budget is 90% of the total allocation, and runs somewhere between \$2 and \$3 million annually, according to Television Bureau of Advertising figures. In the fourth quarter of last year, alone, Ritchie spent \$703,303 for spot tv, according to the same source.

Ritchie's sales of Brylcreem have shot ahead remarkably in the past two and one-half years, with growth accelerating in every tv market in which the advertising is carried. In many U.S. markets, Brylcreem is now the number two cream hair-dressing, with the end nowhere in sight.

World-wide, the cream hair dressing moves at the rate of two packages a second, 60 million packages a year, 20 tons a month—making it the largest selling hair dressing. It was the first of all the cream style dressings now on the market.

In the U.S., Brylcreem is manufactured at Clifton, N. J., in a modern plant with several new wings now under construction. Here Maurice Bale, president of the U.S. operation, plans marketing strategy with his sales and marketing team. It's here also that Bale's 20-year background in the sales and marketing of drugs and toiletries is profitably applied to building the sales of Ritchie products—Brylcreem, ENO Sparkling Antacid, Scott's Emulsion and Scott's Emulsion Capsules.

How did Brylcreem get "way out in front"?

"Three factors are important," says Keenan. "Inherent quality of the product, strong advertising and good marketing and distribution." The Ritchie distribution team is headed by Douglas Hay, vice president in charge of sales, and John O'Connor, field sales manager.

"Externally, however, the biggest single influence on Brylcreem's industry position is tv," adds Keenan.

J. W. Atherton, president of Atherton & Currier agency, New York, agrees. He has handled the Brylcreem account since the product was introduced from England. In his opinion, "tv is the best medium for us. We tried it; it produced. We expanded, and it still produced. It gives us the most results for our advertising dollar."

Television delivers the time and the audience, and sets the mood for consumer receptivity. Then Brylcreem moves in to sell.

Here's how it sells with spot tv.

1. It buys high-rated late-night time.

Announcements are usually aired in late-night films anywhere from 10

p.m. to 1 a.m., depending on the living habits in each locality. In the Midwest, for example, people go to bed earlier than they do in the East. So Midwest spots hover nearer the 10 p.m. mark whereas Eastern markets and some on the West Coast tend to move back to the midnight and post-midnight hours.

Ritchie buys adjacencies and participations on the basis of audience delivered. Keenan and other company marketing specialists working with President Bale check market data closely, and switch buying as audiences dip. The company estimates it reaches 1,000 tv homes at an average cost of \$2.50 nationally.

2. It hits the bigger markets.

(Please turn to page 92)

The plot: Boy meets girl, boy buys Brylcreem, boy gets girl

Specially designed puppets, made in Germany, appear in 12-second element in all minutes. Boy with unruly hair chases blonde. After he uses Brylcreem, she chases him



III. POINTERS ON USING TV

Can political candidates become experts? Advice shows how political candidates can use TV to their advantage.

● *The following article concludes the SPONSOR series on the use of air media by political candidates. In our last issue (9 July) were articles which covered (I) plans of major parties in forthcoming campaign and (II) philosophies on candidates' use of tv.*

"Don't get up too fast, or you'll hit your head on a sound boom!"

That warning is typical of the basic tv instructions state and local political candidates require. There's a vast difference between the professional air media guidance available to the Presidential candidates and the kind that state or local funds can buy. Yet both parties expect their local and state candidates to use television more extensively in this election than during any previous campaign.

How then can the local and state candidate make sure that he's using air media most economically and to best advantage?

First of all, both major parties have put out pamphlets instructing candidates on use of tv in particular. Secondly, this year, ABC TV has initiated a new program to help political candidates—tv coaching schools. Also, many individual stations offer their professional guidance to candidates.

"Most of the big names in politics, running for national offices, are television veterans," says John Daly, ABC TV v.p. in charge of news and public affairs, "but on the local and state levels, there are hundreds of candidates—for judgeships, state legislatures, city posts, some even for Congress—who never have appeared before a tv

camera, but who will want to use tv in their campaigns this year. It is primarily for their benefit that the ABC TV stations are setting up these schools."

ABC TV stations that have picked up the network's suggestion for a Tv Coaching School have found lively response on the part of candidates. Some of the stations enlisted local college or other school cooperation for their coaching schools. For example, Fred Weber, general manager of WHTN-TV, Huntington, West Va., said his station "will participate fully in the tv coaching school. We can probably tie in with Marshall College and the high schools."

Help to candidates is being offered by many stations, network affiliates as well as independent operators.

Tv coaching class (below) at WABC-TV, New York, is one type of station help being offered to candidates for forthcoming campaigns.

With more than \$100 million expected to pour into tv from party coffers, candidates are seeking expert advice for their tv debuts



CANDIDATE 1956:

SPONSOR's roundup of experts sell themselves on the air

In some cases, stations had had previous experience with tv seminars for professionals in other fields. General manager Martin Umansky of KAKE-TV, Wichita, Kansas, wired, "We have held similar schools here for advertising men and clergymen."

By mid-June, 28 political candidates had registered for the tuition-free tv classes held by WXYZ-TV, Detroit, Mich. The course offered by that station is typical of the help the ABC TV stations are giving to political candidates. The studio manager, John Lee, supervises the training program, while executive producer Peter Strand and news editor Richard Femmel conduct two different classes.

Part of the curriculum is learning studio techniques and production problems from the performer's point of view. Candidates are coached in such essentials as signals from the director and "playing to a camera." They also learn what types of clothes televise best and how to use make-up when necessary.

Another station, WGR-TV, Buffalo, N. Y., actually appointed its news director, Charles Warren, to teach fundamentals of tv writing and presentation, so that candidates will key both their speeches and their tv approach to the medium.

To get a precise picture of the best use of air media for selling political candidates, SPONSOR interviewed radio-tv experts for the two major political parties, the ad agencies handling the two national committees for the parties, and network sources.

Advice from the experts, both at the advertising agencies and from station and network news staffs, on most effective use of television by individual candidates falls into two categories: (1) how to buy the time; (2) how to use it in the most effective manner.

(Please turn to page 86)

10 TV TIPS FOR CANDIDATES

1. **Spread budget by buying 5-, 10-minute segments.** It's difficult to hold viewers' attention for longer than 15 minutes, especially on local issues. Also, you will reach a broader audience with more frequency if you buy short periods rather than one long one.
2. **Check the station rates.** Political candidates are usually entitled to the same rates as commercial advertisers buying equivalent time. Where there are local rates, it is well to query station management about requirements and find out if you are eligible.
3. **Relax and be yourself.** Tv cameras pick up phoniness and insincerity. Test your speech by making it in your living room. When you're on tv, you'll be talking to small groups in their homes. Pounding desks and flowery oratory has no place on tv.
4. **Use visual aids.** Illustrating one or two points in your speech with a picture or a chart can liven your presentation. But make sure that the figures on your chart are legible on the tv screen, and don't clutter up your speech with too many visual devices.
5. **Use prompters.** You'll be more relaxed if you don't have to rely on your memory for every word you say. But rehearse the speech with the prompter first, so your timing will be correct, your movements on camera natural. Prompter follows your speed.
6. **Get informal setting.** It's dull to listen to a man who sits behind a desk all the time. Try to use your setting on tv as you would use it in your home or office. If it's a library, you can get up and walk around, but let cameramen know ahead of time.
7. **Consult station men about your clothes.** White shirts, for example, reflect a glare into the screen. Light blue comes across as white. Also, the bright light of tv studios will emphasize any sloppiness in your appearance, like wrinkles in your suit.
8. **Avoid jewelry.** Most jewelry reflects a distracting glare from tv lights. If you must wear a certain tie clip, ask station director about it before air time. But don't worry about wearing eye glasses. Studio lights can be adjusted to avoid reflection.
9. **Don't make abrupt moves.** If you get up too fast, you can hit your head on a camera boom. Or, if you don't plan your moves ahead of time with camera crew, the cameraman might lose you during part of your speech. Always move slowly and deliberately.
10. **Follow make-up suggestions.** It's not affront to you if the station director suggests pancake or powder for you. Even a healthy tan might not televise well or reflect a distracting glare. Make-up can be to you what visual aids are to your speech.

THIS DATA HELPED INFLUENCE TIMEBUYER IN MAKING BUY

Cost per thousand housewives reached

TIME	WXXX-TV			WYYY-TV			WZZZ-TV		
	m-f	sa	sun	m-f	sa	sun	m-f	sa	sun
8:45 am—12:00 n	0.68	1.71	3.04	0.38	0.55	0.52	0.52	0.62	0.81
12:00 n — 5:00 pm	0.59	1.04	0.43	0.36	0.61	0.47	0.56	0.53	0.52
5:00 pm— 6:30 pm	0.43	.86	0.58	0.91	0.81	0.99	0.95	1.07	0.53
6:30 pm— 7:00 pm	2.25	1.09	2.21	0.53	0.69	1.54	1.74	1.73	0.54
7:00 pm—10:30 pm	1.39	1.69	1.19	1.09	0.75	1.03	1.57	1.75	1.76
10:30 pm—11:00 pm	1.65	1.19	1.00	2.89	1.08	3.66	1.48	0.78	2.57
11:00 pm—sign-off	2.26	1.46	1.73	1.31	3.66	3.66	1.10	1.15	2.77

Tabulations are based on average four-week cumulative housewife audience reached in the indicated time category. Figures were

gotten by dividing average number of housewives reached into cost of time slot. Costs based on package plans where possible

This chart was second step in determining which stations to buy in "Southburgh." Its purpose: to show where advertiser's customers could be reached most efficiently. Costs in heavy type were a factor

in final purchase decision. All stations are vhf with approximately same coverage patterns. For weekly cost-per-1000 in recommendation on facing page, separate calculations were made using Nielsen data

How to sell time -- to your client

Even when the timebuyer knows he's made the best buy, sponsor can still pose embarrassing questions. It's well to anticipate and have the answers

by Sam Vitt

The writer was associate account executive at Biow Company, timebuyer for Benton & Bowles; was also at CBS.

Suddenly from the darkness the client's head appeared, and he began asking questions (one of his deplorable habits)...

CLIENT: Why do you want us to buy this station? Doesn't the other one show up on Nielsen as reaching more of our customers?

TIMEBUYER: (*Egg on face.*)

CLIENT: If this other station is cheaper, why didn't you recommend that? Wouldn't we get more announcements? Plus merchandising?

TIMEBUYER: (*More egg, scrambled.*)

The recurring nightmare to time-

buyers when they first begin buying time is often something like this. The questions and no answers. Variations in interrogators would substitute their account man, or media supervisor, or even the manager of the station not recommended.

But it becomes apparent after some thought and time that there is a way to buy which precludes situations such as those in the nightmares. And basically the way is simple. It requires of the buyer primarily two things: (1) to discover where in a market a client's potential customers are listening and looking, and (2) to determine what broadcast facility offers the best efficiency for reaching these people in terms of cost-per-1,000 viewers.

Answering these questions also goes a considerable way toward fulfilling

the timebuyer's job responsibility (since that responsibility is showing a client how to reach as many potential customers as possible, as frequently as possible, and at the best price). The answers in addition furnish a solution to the problems of: (1) how to avoid being put on the spot by your client, and (2) how to make your recommendations stick.

An illustration of how these answers can be realized may be seen in the following actual case-history. The problem handed the timebuyer here required a television spot schedule recommendation for a product whose consumers were principally housewives. The market to be bought was a three-channel television market (here called Southburgh): the announcements were

(Please turn to page 106)

THIS WAS RECOMMENDATION THAT SOLD CLIENT ON THE BUY

To: The Client
 From: The Timebuyer
 Re: Southburgh - Spot Television Schedule

As requested we have examined the Southburgh market in terms of using a spot television schedule (20-second commercials) for 52 weeks at a budget level of approximately \$24,000.

On the basis of this examination, and within those limits defined above, it is our recommendation that Product "A" buy schedule of 10 spots weekly over stations WYYY-TV and WZZZ-TV. A recommended purchase pattern follows. As you will note, the pattern suggests a greater number of spots for placement on "best food" days in order to heighten Product "A's" impulse-buying value.

Reasons supporting this recommendation are:

1. Use of WYYY-TV and WZZZ-TV gives Product "A" access to an estimated 58.7% share of the housewives viewing television in Southburgh (Nielsen);
2. With considerable frequency (see media detail below) of commercial impact;
3. At a cost per thousand viewers (housewives) of only \$1.82 (total viewers cost per thousand approximately \$1.00).

Recommended Purchase Pattern:

STATIONS: WYYY-TV: Y; WZZZ-TV: Z

Time	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
8:45 AM- 10:00 AM			Y Z	Y Z	Y Z	Y
10:00 AM- 12: Noon	Z	Z	Y	Z	Z	
12:00 N - 3:00 PM	Y	Y	Z	Z	Y	
3:00 PM- 5:00 PM		Z	Y	Y		

Media Detail:

STATION :	WYYY-TV	WZZZ-TV	COMBINED
WEEKLY SCHEDULE:	10 20-Sec.	10 20-Sec.	20 20-Sec.
WEEKLY COST:	\$170.00	\$290.00	\$460.00
WEEKLY COM'L IMPRESSIONS (HOUSEWIVES):	114,625	137,675	252,300
AVG. WEEKLY COST-PER-1,000 (HOUSEWIVES):	\$1.48	\$2.10	\$1.79

May we hear your decision on this market as quickly as convenient?
 Should you have any questions regarding the above, please let us know.

How's B&M doing nine months after its television test?

Impact of 26-week campaign proved sufficient to keep sales high during period after test in which no tv was used and current period of low-level tv

What has happened to the sale of Burnham & Morrill's oven-baked beans and brown bread in the Green Bay, Wis., area since the 26-week television test which SPONSOR reported last year?

The test ran from 24 January through 22 July 1955 and succeeded in raising sales of the B&M products 98% compared with the previous year when no television or other advertising was used by B&M in the Green Bay area. But what happened next? Did the results prove only to be a flash in the pan?

The chart at right tells the story. It shows month-by-month sales (by dozens) of the B&M test products for 1954, for 1955 and for the first four months of 1956 (only 1956 figures yet tabulated at presstime).

The figures show that the \$12,500 tv test campaign of six announcements weekly on WBAY-TV, Green Bay, was so successful in building a following for the B&M products that the company has since been able to maintain the product on virtually the same sales plateau with a considerably reduced television campaign of two announcements weekly.

Because Burnham & Morrill and WBAY-TV General Manager Haydn R. Evans wanted to see whether the impact of the initial tv campaign would maintain sales for any length of time without tv, the company dropped tv for 13 weeks after its 26-week test. Sales stood up well. They continued far ahead of the same months for the previous year, while dropping from the seasonal high point established in July (see chart).

The first four months of this year compared with last year tell the most interesting story. In January through May last year, the television test cam-

paigned of six announcements weekly was in full swing. This year in the same period only two announcements a week were used. Yet because the ground was broken during that test period, this year's two weekly announcements have kept sales on virtually the same level in the test area.

Burnham & Morrill assigned television a challenging mission when it

entered the medium for the first time in Green Bay last January. The Portland, Me., firm's oven-baked beans had been sold in the market for many years. They had good distribution but were bought by only a small band of consumers willing to pay premium prices for the special flavor oven baking imparts. The other product put to the tv test was the company's brown

MONTH-BY-MONTH B&M SALES BEFORE, DURING AND AFTER TV TEST



*By dozens of 18 oz. and 27 oz. beans and



Commercials are done live by Hal O'Halloran, shown with barbecue. Program used is called *Party Line*, is morning service show

bread. This one, in addition to miniscule sales, had incomplete distribution. As SPONSOR readers who followed the series of B&M articles which appeared in these pages last year know, B&M termed television completely successful in raising the level of sales for its oven-baked beans and opening up distribution for the brown bread. "The results are unbelievable," as B&M's

ad manager, W. G. Northgraves, put it at the conclusion of the test last July. The B&M campaign was the first test in media history to be reported openly in a trade paper on a week-by-week basis so far as is known. Sales were reported in terms of dozens of cans of the products sold in Green Bay, Wis., and 11 other communities within a 100-mile radius. Among the interest-

ing findings in the test was the fact that television could sell to consumers 50 to 100 miles away from a tv transmitter. In the radius of 50 to 100 miles from Green Bay, B&M sales rose 66%. (In the area within 50 miles of Green Bay, sales rose 116%. The average sales increase over the whole area was 98%.)

One of the most dynamic effects of the test has been upon the grocery trade throughout the area. It sold them on television effectiveness. Reports Haydn Evans: "We know of dozens of instances where grocers have recommended WBAY-TV to national food accounts. My guess would be that we've obtained a minimum of \$100,000 in food advertising during the past year as a direct result of the B&M television test."

Burnham & Morrill itself has not moved into television beyond main-
(Article continues next page)

AFTER 26-WEEK TV TEST IN GREEN BAY, WISCONSIN, AREA *

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL FIRST FOUR MONTHS	ANNUAL TOTAL
NO TV	2,961	1,731	1,028	787	1,238	1,261	5,645	18,616
	6,306	3,131	1,960	3,018	1,679	2,135	9,246	35,911
COMPLETED BY PRESSTIME							9,205	

Diagram illustrating TV test periods: NO TV (July-October), DROPPED TV (November), RESUMED TV (2 anncts. weekly) (December).

in Green Bay, Wis., and surrounding area

taining the Green Bay announcements. Just why? SPONSOR's own analysis based on discussions with company executives is that the company is reluctant to invest in the medium on a broad scale because it feels it does not have a large enough budget to do an effective job in all of its markets. (Budget is an estimated \$250,000.) Among the problems the company feels it would face: (1) getting good time; (2) spreading itself too thin in each market to make an impact.

SPONSOR's own guess is that B&M will eventually try television in several larger markets in an expanded version of the original Green Bay test using late-evening time to spread its dollars. If it found this tack successful at a price it could afford, SPONSOR believes B&M would soon expand its television advertising.

Commercials used during the initial 26-week tv test and in the tv campaign since were credited by the client with playing an important part in influencing consumers. They are live and use a local WBAY-TV personality, Capt. Hal O'Halloran. O'Halloran is a veteran performer who does a children's program on the station. He works from a copy platform supplied by B&M and its agency, Dowd, Redfield & Johnstone (Boston and New York). In addition, O'Halloran gives the commercials a personal endorsement atmosphere. His two weekly one-minute announcements are inserted in a WBAY-TV morning service show called *Party Line*.

The objective of the tv selling is to establish a difference between B&M oven-baked beans and the garden variety cooked-in-the-can beans. The difference is particularly important for B&M to put across because it must serve as the justification for paying a higher price. Here's a quote from George Farah, owner of Farah's Super Market in the Green Bay area, which shows what tv has been able to accomplish:

"Before that advertising started, my clerks had to do a lot of explaining why B&M beans were so high-priced. There's no argument today."

E. H. Rasmussen, buyer for the Red Owl chain's eastern division (covering the Green Bay area) said: "The sale of B&M beans for the first five months of 1956 were up approximately 25% over the same 1955 period. Since those two weekly spots are on in the daytime, we naturally don't see them. But they must be working." ★ ★ ★

it happens at
noon
starting monday

When "Noon" arrived, its audience was waiting



Marriane Moore and Jean Demer, public relations staffers who joined in telling 3,000 people "It happens at Noon on WSM-TV"

When WSM-TV's *Noon* took to the air in Nashville, Tenn., 75% of the program's available commercial time had been pre-sold. Three days later the hour show was sold out and within a week the station's sales department had to compile a sponsor's waiting list.

By means of a carefully organized campaign, listeners and advertisers alike had been teased into accepting the hour-long woman's service show before it ever signed on the air. Step by step this is how it was done:

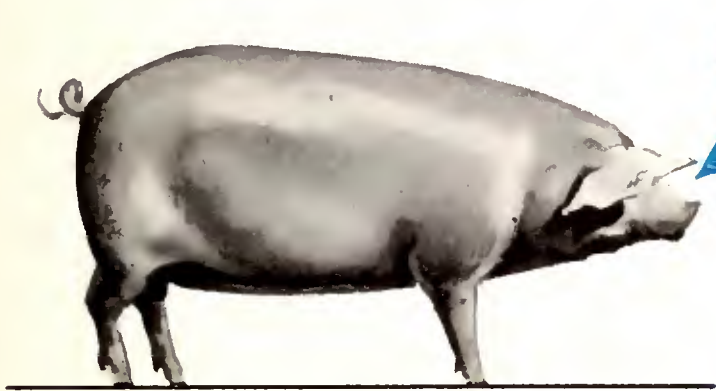
A month in advance of the premiere the title *Noon* was flashed over WSM-TV periodically without explanation. The message was then expanded to "It happens at *Noon*" followed by "It happens at *Noon* on Monday!"

Two weeks prior to the Premiere, ads reiterating "It happens at *Noon*!" were run on every page of a local tv magazine for two issues. During the last week of the promotion further audience interest was created when 3,000 phone calls were made by a staff of ten girls who delivered the simple message "It happens at *Noon* next Monday on WSM-TV."

To sell advertisers the station's sales staff prepared a brochure for sponsors occupying the hour to be absorbed by *Noon* and each of them bought participating time.

To attract new sponsors post cards were sent out to local ad agencies and national reps that repeated the "It happens at *Noon*" theme. End result: a sellout at Noon. ★ ★ ★

Look out, Mars Murray's Coming!



For seven years Murray Cox's Annual WFAA Farm Study Tour has taken hundreds of interested people on trips that range from Alaska to Bermuda, from Canada to Cuba.

Each year the tour is filled to capacity, and everywhere it goes it is royally entertained by municipal officials and agricultural leaders. Though it hasn't yet been to Mars, there's no doubt Murray will get around to it, if he thinks there are any farmers up there.

For Murray Cox is the dean of Texas radio farm directors and his reputation extends far beyond his own state. His farm news on WFAA is among the Top Ten* programs popular with North Texans and what he says makes mighty important listening to them.

If you sell anything farm families buy — and today that includes just about everything from airplanes to zippers — let Murray sell it to WFAA's big* farm audience. Your Petry man can give you the details.

820 **WFAA** 570
50,000 WATTS 5,000 WATTS

DALLAS

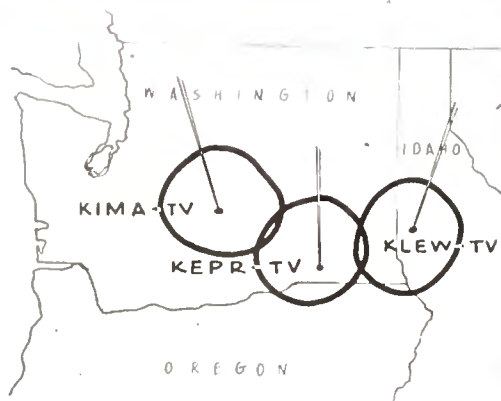
NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives



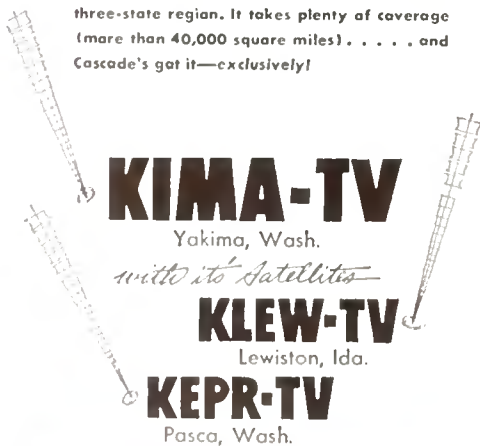
**Whan Study, A. C. Nielsen, N.S.I.*

**THE PACIFIC
NORTHWEST'S
LARGEST
EXCLUSIVE
COVERAGE!**



**That's CASCADE
TELEVISION**

For the first time, the huge agricultural-industrial heartland of the Pacific Northwest is moulded into a single, deliverable market. No other single medium, only Cascade's sprawling three-station network dominates the entire three-state region. It takes plenty of coverage (more than 40,000 square miles) . . . and Cascade's got it—exclusively!



KIMA-TV
Yakima, Wash.

with its Satellites

KLEW-TV
Lewiston, Ida.

KEPR-TV
Pasca, Wash.

See Weed Television

Pacific Northwest: MOORE AND LUND

New developments on SPONSOR stories



See: Advice from buyer to seller

Issue: 11 June 1956, page 38

Subject: How agency man feels radio could be sold more effectively

An address recently by Arthur Pardoll, director of broadcast media at Foote, Cone & Belding, paralleled many of the points made in SPONSOR's coverage of the Pennsylvania Broadcasters meeting. Pardoll's talk on "Selling Radio Effectively" was presented before members of the District of Columbia and Maryland Broadcasters Association at Ocean City, Md.

From the agency man's vantage point, address was based on two premises: (1) the time salesman could do a more effective job if he better understood how an agency functions and (2) time salesmen—and radio salesmen particularly—don't sell their medium creatively enough.

In talking on the first subject, Pardoll told members that specialization "has assumed greater importance" in advertising today; that the functions related to the agency are in state of constant change because American market has been changing dramatically in recent years; that the function of the marketing plan which the agency follows should be understood by the salesman.

As regards creative selling, he pointed out that "a weakness in radio selling today is that it is negative when there was never a greater need for accentuating the positive." This is often reflected in the discussion of weaknesses of competitors as well as in the selling of radio itself as a secondary medium.

Following with related suggestions, Pardoll concluded that with improved selling methods, "the day might even come when agency timebuyers will have to phone your reps for an appointment. And the way I feel about radio, I'll be among those calling." ★ ★ ★



See: "I feel like a princess in my Peter Pan Bra . . ."

Issue: 16 April, page 42

Subject: Peter Pan Bra plunges again

Having beaten the "blue bra" period on DuMont Tv (the time when all models wore pastel blue foundations for camera-glare purposes), Peter Pan Bra is now venturing into net tv once again.

Firm, which sponsored the ABC Radio Grace Kelly-Prince Rainier nuptials, has announced plans to host exclusive tv showings of the fall creations by France's leading designers on 29 August 1956, via ABC TV.

The "special preview" show, which will be filmed in Paris at the salons of couturiers during their annual secret showings late this month, is to be first in a series of such fashion shows sponsored by Peter Pan. Cost of the entire package will top the \$100,000 mark.

With an option agreement with the *Chambre Syndicale de la Couture de Paris* as well as cooperation of the French Government, Peter Pan has priority for three years. It took an equal number of years to achieve it.

Program will be telecast from 3:30-4:00 p.m. EDST, and will be backed by merchandising and promotion campaign in Peter Pan's 7,000 retail outlets.

Says the release we have here: "*Paris Fashion Preview* marks the first time that the top French designers . . . have permitted extensive video coverage of their showings." ★ ★ ★

in **CHATTANOOGA**

The Fast Switch **3**
is to channel

for example . . .

AFTER ONLY 32 DAYS IN OPERATION

The June ARB Report Shows:

WRGP-TV captures top rating

94 OUT OF 120

1/4 HOURS FROM 12:00 to 6:00 pm

20 OUT OF 20

1/4 HOURS AGAINST MICKEY MOUSE

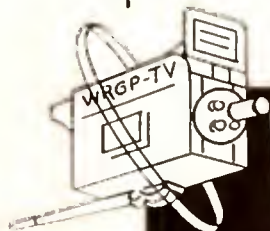
NBC & ABC

R. G. PATTERSON
President

HARRY STONE
Station Manager

GEORGE P. MOORE
Sales Manager

For the above daytime spots and information on ten Class A spots with 20 to 40 rating—Call H - R TELEVISION, Inc.



In Chattanooga it's . . . CHANNEL

WRGP-TV 3

STUDIOS - 1214 McCALLIE AVE.

In Matters of TV...It's

PRESTIGE BEGINS AT HOME

When Burdine's, Miami's oldest department store, ran a huge, closed-circuit TV "Color Cavalcade", the television personalities were drawn exclusively from WTVJ, channel 4

FIRST IN TALENT



Basic Affiliate

Call your Peters, Griffin, Woodward Colonel for the complete WTVJ story.



RALPH RENICK



ALEC GIBSON



JACK CUMMINS



HOWARD BROWN



LEE TAYLOR



BONNIE GIBSON



FRANK WILCOX



NOAH TYLER



JACKIE PIERCE



JIM DOOLEY



UNCLE DAN



HELEN RUTH



ALENE HOLDAHL



DEL FRANK



ALAN KEYS



BOB WEAVER



Always **WTVJ** in S. Florida ... and no wonder

FIRST IN EXPERIENCED PERSONNEL

WTVJ's staff of 189 TV-trained personnel is the largest and most experienced of any station in the South. Twenty-nine engineers and twenty-two production personnel have a total of 268 years of experience with WTVJ Television.

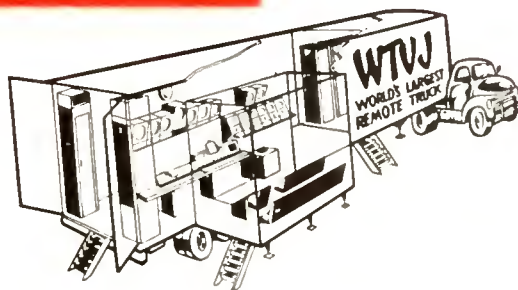
FIRST IN FACILITIES

WTVJ's facilities are unequalled by any other South Florida Television Station.

Full 100,000 watts power • 15 studio and remote cameras • 1,000 ft. tower • Complete network and local facilities • Award-winning merchandising department • Three studios.

WORLD'S LARGEST REMOTE UNIT

Designed and built by WTVJ's own staff of engineers, who have worked as a team for over 7 years.



... so, no wonder
WTVJ IS THE STATION THAT
DOES SO MANY NETWORK
ORIGINATIONS FROM
FLORIDA.

FLORIDA'S FIRST TELEVISION STATION



CARS

SPONSOR: Marck Motors

AGENCY: Eves

CAPSULE CASE HISTORY: *In advertising on its first Martin Agronsky Show, this Ford Auto agency plugged its used car "special." Three cars offered at special rate were keynoted in commercials. Show was aired from 7:15-7:30 a.m. and by 9:00 a.m. people were waiting for show-room doors to open. Since sale of these cars, Marck Motors has featured three used cars each Monday morning, and each week thus far (four weeks) all advertised cars have been sold. Cost has been less than 1% of sales.*

KBAB, San Diego, Cal.

PROGRAM: *Martin Agronsky Show*

SEEDS CORN

SPONSOR: May Seed Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *On his regular 15-minute Monday through Saturday show at 7:15 a.m., Frank Field told KMA listeners to send in self-addressed envelope to obtain a copy of Moon Signs pamphlet. Only five brief mentions of the offer were made, but three days after conclusion of the offer, station had mailed out 6,120 copies of the pamphlet on behalf of the May Seed Co. which specializes in nursery products. Cost of each Frank Field's Morning Visit show totals \$24.00.*

KMA, Shenandoah, Iowa

PROGRAM: *Frank Field's Morning Visit*

TYPEWRITERS

SPONSOR: Lee Brother Stationery

AGENCY: Direct

CAPSULE CASE HISTORY: *In a 23-day period, Lee Brother Stationery ran a drive on KBOX for typewriter rental with option of purchase, with rental money going toward purchase. Only announcements were used over the 23 days, at the end of which the company realized a gross volume of over \$5,000. Advertiser stated that he had sold more Remington portable typewriters than any other dealer in the state of California for the same period of time. Cost of the schedule amounted to \$150.*

KBOX, Modesto, Cal.

PROGRAM: *Announcements*

FARM MACHINERY

SPONSOR: Sears, Roebuck & Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *The Sears, Roebuck store in Kewanee, Ill., was almost completely gutted by fire of incendiary origin recently. Ad department of the store decided to highlight sale of partly damaged farm machinery at an auction sale the day after a holiday. Since there was no newspaper edition on holiday, they planned to advertise the event through radio exclusively. The day of the auction sale, almost every farmer in the Kewanee area turned out.*

WKEL, Kewanee, Ill.

PROGRAM: *Announcements*

SAWS

SPONSOR: Tucker's Garage

AGENCY: Direct

CAPSULE CASE HISTORY: *Tucker's placed two announcements per day in Ozzie's Show, a morning d.j. program, on a continuing basis. Concentrating on Lombard Chain Saws, commercials led to sales of 12 in a 10-day period. All announcements were ad libbed from copy notes, with background sound of actual chain saw cutting through a log. Tucker's was particularly pleased with result since the garage is located away from a main road and customers must make effort to reach it.*

WKNE, Keene, N. H.

PROGRAM: *Announcements*

CARS AND TRUCKS

SPONSOR: Bill Haden, Inc.

AGENCY: Direct

CAPSULE CASE HISTORY: *Advertiser's objective was to move five 1955 models off the floor. Therefore, Bill Haden, Inc. purchased eight announcements a day for three days. On morning of third day, company cancelled day's advertising, stating that the five models had been sold—three passenger cars and two pickup trucks. Purchasers came from as far as Mt. Madonna, Santa Cruz and Corralitos. Cost of what turned out to be a two-day drive amounted to \$20.*

KHUB, Watsonville, Cal.

PROGRAM: *Announcements*

RADIO AND TV SETS

SPONSOR: Edelmuth & Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *This dealer of Telefunken Radio and Hallicrafter Tv sets used one-minute announcements for three-and-a-half months on the Pop and Candlelight Concerts, also in some morning shows. After this period of time, company had sold more sets than in three-and-a-half years. Consequently, new contracts were signed for 1,200 one-minute announcements to highlight same products. Cost of the original Telefunken and Hallicrafter drive amounted to \$1,500.*

WDOK, Cleveland, Ohio

PROGRAM: *Announcements*

A graphic logo for "Radio results". The word "RADIO" is in a bold, white, sans-serif font inside a dark square. To its right, the word "results" is in a smaller, lowercase, bold, sans-serif font. The entire logo is set against a light background with a thin border.



NOW . . . along with many other great radio stations in the land . . . WWDC paces the big trend away from network affiliation. Effective August 1, WWDC goes solidly INDEPENDENT . . . the better to develop the highly successful local shows that have made it *the* sales-results station in the 2-million Washington market. Seven of its local shows are already in the Top 15 Week-end Daytime Shows,* making it FIRST on Saturdays and Sundays . . . and a *close second* in total share of *over-all* daytime audience. WWDC is FIRST in out-of-home audience—the rich and “vagabonding” Washington, D. C., audience. WWDC delivers 22.6%* of the entire out-of-home listening audience of 17 stations in the District area . . . outranks the second station by almost 2 to 1. See your John Blair man for the whole story.

*PULSE Report: March-April, 1956

Represented nationally by John Blair & Co.

WWDC Radio Washington

SPONSOR-TELEPULSE ratings of top

Chart covers quarter hour, half-hour

Rank now	Past rank	Top 10 shows in 10 or more markets Period 1-7 June 1956 TITLE, SYNDICATOR, PRODUCER, SHOW TYPE	Average ratings	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS								3-STATION
				N.Y.	L.A.	S. Fran.	Boston	Chicago	Detroit	Milw.	Mnpls.	Phila.	Seattle- Tacoma	Wash.	Atlanta
1	1	Highway Patrol (M) ZIV	21.9	17.1	13.2	14.2	24.0	15.0	25.5	12.7	17.7	11.3	18.6	15.0	17.2
				wrea-tv 7:00pm	kttv 9:00pm	kron-tv 6:30pm	wbzt-tv 10:30pm	wlkb 9:00pm	wjtk-tv 9:30pm	wtmj-tv 10:30pm	wcco-tv 10:00pm	wfii-tv 10:30pm	komo-tv 7:00pm	wtop-tv 7:30pm	waga-tv 10:00pm
2	8	Man Called X (A) ZIV	20.0	4.4	9.9	11.9	17.7	11.2	16.7				17.9	8.7	15.7
				wplx 9:00pm	khj-tv 8:30pm	kron-tv 6:30pm	wbzt-tv 10:30pm	wgn-tv 9:30pm	wjtk-tv 10:00pm				king-tv 10:00pm	wmal-tv 9:00pm	waga-tv 10:00pm
3	7	Dr. Hudson's Secret Journal (D) MCA, AUTHORS PLAYHOUSE	18.9		10.2				24.4	22.7	27.7	17.5	6.9	10.9	15.4
					kttv 9:00pm				wmbq 10:00pm	wvj-tv 10:00pm	wtmj-tv 7:00pm	wcco-tv 7:00pm	wrcv-tv 7:00pm	wmal-tv 6:30pm	wsh-tv 10:30pm
1	3	Celebrity Playhouse (D) SCREEN GEMS	18.3			16.2					16.5	17.5	18.6	16.7	15.2
						kron-tv 10:00pm					wwj-tv 10:00pm	kstp-tv 8:30pm	komo-tv 8:00pm	wtop-tv 10:30pm	wsh-tv 2:00pm
5	2	I Led Three Lives (M) ZIV	17.9	3.3	13.7	17.7	19.0	15.0	18.5	20.0	21.0	11.2	20.7	4.9	20.2
				wplx 7:30pm	kttv 8:30pm	kron-tv 10:30pm	wnac-tv 9:00pm	wgn-tv 9:30pm	wjtk-tv 9:30pm	wtmj-tv 9:00pm	kstp-tv 8:30pm	wcau-tv 7:00pm	klnt-tv 9:00pm	wmal-tv 8:00pm	wsh-tv 9:30pm
5	5	Mr. District Attorney (M) ZIV	17.9		14.8	16.5	22.7	11.5	14.7	15.4	12.7		23.7	14.4	13.0
					kttv 9:00pm	kron-tv 10:30pm	wnac-tv 10:30pm	wbkb 10:00pm	wjtk-tv 10:30pm	wtmj-tv 11:00pm	kstp-tv 10:30pm		king-tv 9:00pm	wrc-tv 10:30pm	waga-tv 10:30pm
7	9	Man Behind the Badge (M) MCA, BERNARD PROCKTER	17.3	4.4	10.7		25.4	10.4			18.5		12.5		7.6
				wplx 8:00pm	kttv 8:00pm		wnac-tv 10:30pm	wbbm-tv 10:00pm			kstp-tv 9:30pm		king-tv 10:00pm		wl 10
8	1	Badge 714 (M) NBC FILM, DRAGNET PROD.	17.1	6.2	12.4	21.7	19.7	16.9	16.2		11.7	12.7	25.7	9.2	
				wplx 8:30pm	kttv 7:30pm	kpix 9:00pm	wnac-tv 6:30pm	wgn-tv 8:00pm	wvj-tv 10:00pm		kstp-tv 10:30pm	wcau-tv 7:00pm	king-tv 9:30pm	wttg 7:00pm	
9	5	Annie Oakley (W) CBS FILM, FLYING A PROD.	16.9	8.3	11.4	10.2	16.2	14.5	20.4	18.5	12.5	17.7	19.0	15.2	11.7
				wchs-tv 5:30pm	kttv 7:00pm	kgo-tv 6:00pm	wnac-tv 5:00pm	wbbm-tv 5:30pm	wxyz-tv 5:30pm	wtmj-tv 6:30pm	wcco-tv 5:30pm	wcau-tv 5:30pm	king-tv 6:00pm	wtop-tv 7:00pm	wlv-a 6:00pm
10		Waterfront (A) MCA, ROLAND REED	16.2	5.9	11.1	16.7	18.7	12.5	21.0		7.4	16.7	20.4	7.5	18.2
				wabd 7:30pm	kttv 9:00pm	kpix 10:00pm	wnac-tv 7:00pm	wgn-tv 9:00pm	wvj-tv 9:30pm		keyd-tv 8:00pm	wcau-tv 6:30pm	komo-tv 9:30pm	wttg 7:30pm	waga-tv 9:30pm

Rank now	Past rank	Top 10 shows in 4 to 9 markets	Average ratings	7-STATION MARKETS	5-STA. MARKET	4-STATION MARKETS	3-STATION
1	1	Amos 'n' Andy (C) CBS FILM, HAL ROACH STUDIOS	21.2	11.9	9.9	17.5	13.7
				wchs-tv 6:30pm	knxt 5:00pm	wvj-tv 10:00pm	wcco-tv 2:00pm
2	2	Life of Riley (C) NBC FILM, TOM MC KNIGHT	18.3		11.7	14.7	21.2
					kttv 8:30pm	wlx 7:00pm	kstp-tv 8:30pm
3		Biff Baker, U.S.A. (A) MCA-TV FILM, REVUE PROD.	16.9		2.5	6.4	
					khj-tv 8:30pm	wsh-tv 10:00pm	
1		Rosemary Clooney Show (Mu) MCA-TV FILM, JOSEPH S. SHRIBMAN	16.0		9.2	21.0	9.7
					kttv 9:00pm	wcco-tv 9:00pm	waga-tv 10:00pm
5	3	I Search for Adventure (A) GEO. BAGNALL, JULIAN LESSER-SOL LESSER PROD.	14.1	2.5	14.3	7.2	4.4
				wplx 7:30pm	keop 7:30pm	wxyz-tv 10:30pm	wfii-tv 8:30pm
6	1	Stars of the Grand Ole Opry (Mu) FLAMINGO FILM, GANAWAY PROD.	13.7		2.2	5.2	2.9
					keop 8:30pm	keyd-tv 7:30pm	komo-tv 5:30pm
6	6	Ellery Queen (M) TPA	13.7	4.9	3.9		
				wplx 9:00pm	keop 8:30pm		
8		Code 3 (M) ABC FILM, BEN FOX RARCO TV PROD.	13.6		16.9	2.7	20.7
					kttv 8:30pm	wmur 10:00pm	king-tv 10:00pm
9	9	Mayor of the Town (D) MCA-TV FILM, GROSS KRAEPEL, RAWLINS-GRANT	13.1		9.4		13.8
					kttv 9:30pm	kgo-tv 7:30pm	komo-tv 10:00pm
10		Death Valley Days (W) PACIFIC BORAX	13.2	8.4	8.2	22.7	7.7
				wrea-tv 7:00pm	krea-tv 7:00pm	wnac-tv 10:30pm	wbkb 10:00pm
							wrc-tv 7:00pm

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M) mystery; (Mu) musical; (SF) Science Fiction; (W) Western. Films listed are syndicated, 1/4 hr., 1/2 hr. & hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank space indicates film not broadcast in this

market 1-7 June. While network shows are fairly stable from one month to another, markets in which they are shown, this is true to much lesser extent with syndicated shows. Should be borne in mind when analyzing rating trends from one month to another in this chart. *Refers to last month's chart. If blank, show was not rated at all in last chart or was

Shows

ed film programs

MARKETS		2-STATION MARKETS				
Columbus	St. L.	Birm.	Charlotte	Dayton	New Or.	Providence
32.3	21.4	25.8	35.3	38.8	33.8	26.3
wbns tv 9:30pm	kwk-tv 9:30pm	wbre-tv 9:30pm	wbtv 10:30pm	whio-tv 8:00pm	wdsu-tv 10:30pm	wjar tv 10:30pm
25.0	21.7	32.8		33.8	50.5	22.8
wbns tv 8:30pm	ksd-tv 10:00pm	wbre-tv 7:00pm		whio-tv 9:30pm	wdsu-tv 8:30pm	wjar tv 8:00pm
25.0		27.5			18.8	
	ksd-tv 9:30pm	wabt 8:30pm			wdsu-tv 10:30pm	
20.4		27.0		12.3	30.0	
	ksd-tv 9:15pm	wbre-tv 8:00pm		wlw-d 11:15pm	wdsu-tv 10:00pm	
17.2	20.4	21.3	45.5	23.3	13.5	
wlw-d 8:30pm	ksd-tv 10:00pm	wbre-tv 10:00pm	wbtv 7:00pm	wlw-d 8:30pm	wdsu-tv 8:30pm	
20.4		30.3				24.3
	ksd-tv 10:00pm	wbre-tv 9:00pm				wjar-tv 10:30pm
18.0					44.5	
	ksd-tv 10:00pm				wdsu-tv 9:00pm	
23.7		31.5		23.8		16.8
	ksd-tv 9:30pm	wbre-tv 9:30pm		whio-tv 10:30pm		wjar-tv 10:30pm
15.5	17.5	19.3	27.3	12.3	23.3	18.5
wbns tv 6:00pm	kwk-tv 1:00pm	wbre-tv 5:00pm	wbtv 5:30pm	wlw-d 7:30pm	wdsu-tv 4:30pm	wjar-tv 6:30pm
19.7						23.0
	kwk-tv 10:00pm					wpro-tv 7:30pm
		25.8		20.3	51.3	19.0
		wbre-tv 9:00pm		whio-tv 10:45pm	wdsu-tv 8:30pm	wpro-tv 7:00pm
					46.3	12.5
					wdsu-tv 9:00pm	wpro-tv 5:30pm
	10.3	20.5				
	wbre-tv 6:30pm	wbtv 10:45pm				
					44.3	
					wdsu-tv 9:30pm	
	31.3			6.3		
	wbre-tv 8:30pm			wlw-d 11:15pm		
14.9	23.8					
kwk-tv 10:30pm	wabt 9:00pm					



TO REACH THE HOME-FOLKS, RIDE THE "LOCALS"

Looking for an outstanding local personality to take your television message to the five-city* WTAR-TV market? Andy Roberts, singing star with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan and now a Monday-Friday mid-day feature on WTAR-TV is your boy.

It's "theatre-in-the-round" with Andy Roberts and his combo surrounded by enthusiastic fans both in the studio and in their homes.

Available for "Class C" participations. Write or call your Pety man or WTAR-TV Norfolk.



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Pety & Co., Inc.



see first weekly SPONSOR issue....



Classification as to number of stations in market is Pulse's determines number by measuring which stations are actually ones in the metropolitan area of a given market even though may be outside metropolitan area of the market.

Ziv proudly presents...TV'S

Already bought by:

COORS BEER . . . in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas

HEKMAN BISCUIT . . . in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima

NEHI BOTTLING . . . in Grand Rapids

SEALY MATTRESS . . . in Toledo, Lima

BLUE CROSS . . . in Buffalo

KSL-TV . . . Salt Lake City

KOPO-TV . . . Tucson

KOB-TV . . . Albuquerque

KPHO-TV . . . Phoenix

KBOI-TV . . . Boise

KTTV . . . Los Angeles

and others.

America's

“**DR. Q**”

His office a
CROSSROAD OF
ADVENTURE!

People from
ALL WALKS OF LIFE
SEEK HIS HELP!

MA

in the

Warm! Friendly!

The kind of man you'd
want for your family
physician and friend!

ALL HOLLYWOOD CAST!

SUPERIOR SHOWMANSHIP!

ELABORATE STAGING!

NEW

CIN

HOL

CHI

NEWEST HERO!

Favorite Family Show!

CHRISTIAN

Starring
RONALD CAREY

Role of Young "Dr. Mark Christian"

SO TRUE-TO-LIFE
YOUR VIEWERS
"LIVE" EVERY
MOMENT!

PULSATING
with new
EXCITEMENT

PACKED
with new
ADVENTURE

SPARKLING
with new
ENTERTAINMENT

PRODUCED IN ZIV'S LAVISH BIG-TIME WAY!

Truly a series to quicken the heart-
beat of your community, increase
SALES of your product!



WRITE or PHONE for an
early audition. Markets are
closing fast . . . yours may still
be open!

HURRY!



She's won everything in

San Antonio

KTSA

...and so has



KTSA is now first in San Antonio, both Morning and Afternoon and increasing its lead every day!

MONDAY through SATURDAY

7 AM - 12 Noon

<u>KTSA</u>	<u>Station B</u>	<u>Station C</u>	<u>Station D</u>	<u>Station E</u>	<u>Station F</u>	<u>Station G</u>	<u>Others</u>
28.3	3.3	5.0	24.2	3.3	18.3	12.5	5.5

12 Noon - 6 PM

<u>KTSA</u>	<u>Station B</u>	<u>Station C</u>	<u>Station D</u>	<u>Station E</u>	<u>Station F</u>	<u>Station G</u>	<u>Others</u>
27.0		3.5	25.9	7.1	15.3	21.2	0.0

(TRENDX, Inc., Monday through Saturday index — June 25-30, 1956)

NOEMAC STATIONS



MUSIC

NEWS

KLIF ... DALLAS

KELP ... EL PASO

KILT-TV ... EL PASO*

KNOE ... MONROE

KNOE-TV ... MONROE

WRIT ... MILWAUKEE

KTSA ... SAN ANTONIO

WTAM ... GREATER ATLANTA

WNOE ... NEW ORLEANS

*In operation soon

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

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TO JUNE
1956

Issued every 6 months

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 How do you view the effect on tv of the increased availability of feature film?: Forum, part I 14 May p. 58
 C&C potential: Spot time control worth millions: Csida 28 May p. 26
 How do you view the effect on tv of the increased availability of feature film?: Forum, part II 28 May p. 50
 How film distributors would change net tv 11 June p. 30
 How do you view the effect on tv of the increased availability of feature film?: Forum, part III 11 June p. 66

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

R
TV
R

Radio T.V. Representatives, Inc.

Proudly Announce

Their Appointment As

NATIONAL SALES REPRESENTATIVES

FOR

WCAO AND WCOB

BALTIMORE MD.

BOSTON MASS.

In addition to

National Representation of

WMPS AND WJJD

MEMPHIS TENN.

CHICAGO ILL.

The Broadcast Services of Plough, Inc.

putting
the
spot
on
local color!



WNBQ AND WMAQ, CHICAGO, ARE SOLD BY

NB

With WNBQ's historic Color "break-through" in Chicago, a new era of entertainment and *advertising* is here!

WNBQ is now the world's first All-Color Television station. All *live* studio programming is telecast in full color . . . complete with Color commercials.

And Color is spreading rapidly over all of the Television stations represented by NBC Spot Sales. KOMO-TV Seattle is the only completely equipped Color station in the Pacific Northwest. KRCA Los Angeles and WRCA-TV New York are now telecasting *live* programs in Color.

Right now, all NBC Spot Sales Television stations are fully equipped to transmit in Color . . . and are well on the way to All-Color local programming.

There's always something extra on the stations represented by NBC Spot Sales.

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK WRCA, WRCA-TV

SCHENECTADY-ALBANY-TROY WRGB

PHILADELPHIA WRCV, WRCV-TV

WASHINGTON WRC, WRC-TV

MIAMI WCKT

BUFFALO WBUF-TV

LOUISVILLE WAVE, WAVE-TV

CHICAGO WMAQ, WNBQ

ST. LOUIS KSD, KSD-TV

DENVER KOA, KOA-TV

SEATTLE KOMO, KOMO-TV

LOS ANGELES KRCA

PORTLAND, ORE. KPTV

SAN FRANCISCO KNBC

HONOLULU KGU, KONA-TV

AND THE NBC WESTERN RADIO NETWORK

SPOT SALES

SPONSOR Asks...

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

What suggestions can you give to those who use your facilities for making commercials



Chester L. Stewart
V.p. and Studio mgr.
Reeves Sound Studios, N.Y.

MUST KNOW THE JOB TO BE DONE

● Booking time or buying space at a recording studio is like buying anything; certain facts must be known by both parties before the sale can be consummated.

Whenever booking, it is essential that whoever is requesting time know the job he has to do, what elements he will supply, as well as the form of sound track that he needs for the completion of the job. Time can be saved at the recording date if all facts are clearly understood at the time of booking.

The following data is the information that should be made known at the studio at the time of booking:

1. Producer or company to be billed.
2. Time and date of recording.
3. Title and/or job number of production.
4. Type of projection required: 35 mm or 16 mm; straight projection or loops.
5. Number and type of tracks or sound effect loops: 35 mm; 16 mm; standard or push-pull; optical or magnetic.
6. Type of recording job: mix, live mix, wild voice, orchestra recording. (If an orchestra session, number of

men and instrumentation necessary.)

Also to be considered are: the intermediate end product to be used in re-recording; laboratory that is to process optical film and to whom this is to be charged; name of individual booking job and a purchase order number covering the particular job.

All this data may seem detailed but can be stated in a few brief moments. It saves confusion and time in the studio.

To digress to generalities, here are a few more "do's" for the producer:

Have your film in cans that are properly labeled.

Have the film on reels.

Have the film heads up with start marks clearly indicated and ample leader for threading.

Have the film clean and free from red crayon smears, properly spliced and blooped. (Direct positive tracks normally do not need blooming.)

Have cue sheets with the various "in's" and "out's" in 35 mm footage of all tracks that make up the mix.



Herbert M. Moss
President
Gotham Recording, New York

WE'LL VENTURE OUT ON A LIMB

● Although generalizations have destroyed more advertising men than good barley and hops—I'll offer a few.

As the client always says, "I want you to listen to every word I say; but don't ever let it influence your thinking."

OK, then, if we understand each other—I'll venture out on a very strong limb and suggest number one: Please, fellows, let's save time, money and what-have-you by having a real "meeting of the minds" *before* the recording session. We've seen tempers rise, high-priced talent waiting in the wing (while on golden time-and-a-half) and good ideas go swishing down the drain because agency men come into a recording studio with a myriad of conceptions. The producer wants it one way, the copywriter another, and the account man doesn't like either; yet every one insists they "see eye-to-eye." A little more detailed preparation or autonomy of responsibility would eliminate ugly scenes like the above and save tear, wear and aggravation with much better product results.

Of course this applies to either voice or music session; but when it comes to jingles, one important aspect is often overlooked. What good is assembling an expensive musical group (singers, writers and recording engineers) if, at the time of the session, everyone has to work from pure, raw material? The session could be done in a snap if previously a rough recording of the jingle in six assorted flavors was done. Then, at the agency, everybody listens, heads shake, somebody says, "that's it" and, presto, the recording is done. Though this additional preliminary session does increase the cost, you'd be surprised how a little thing like this makes everyone happy—especially the client's comptroller.

One other thing. After the recording is done, Gotham always gives the agency a nice, shiny, new record. They then take this superlatively-sounding object back to the shop, place it on a gramophone (circa 1902), use

an old darning needle in the grooves and then wonder why it doesn't sound so nice as it did back in those hi-fi, hi-priced studios. Men, what the industry needs is a good phonograph with a diamond stylus back in the shop. Get one today—and make those before-hand preparations pay off after the sound and fury has died away.

Like a good diamond needle, this hardly scratches the surface. But I'm available for small talks on short notice. So if you can gather more than three assorted producers, account executives and business managers around the water cooler, just whistle. I'll be there—and I'll bring the chasers.



*Richard Olmsted
Exec. V.p.; Chief Engineer
Olmsted Sound Studios, New York*

TIME AND WORRY CAN BE SAVED

● As a service recording studio, it is our function to provide good, comfortable working areas to our clients and to meet any demands that they may make upon our technical knowledge and resources.

However, there are times and occasions when the client can save himself needless wear and tear and expenditures of money. For example, although we have made it a point to provide a studio even at 25 seconds' notice, it stands to reason that if a studio is booked sufficiently in advance, you can be assured of obtaining just the right facilities for your commercial.

Much time is wasted, too, on copy that runs too long. Although we recognize the creative effort that goes into modern-day advertising, there is the classic example of Shakespeare who timed all his plays to fit the needs of his theatres and his audiences. A little pruning here and there, in advance of a recording session, will save a lot of blood, sweat and tears later on.

(Please turn to page 101)



ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

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



Farm Homes in the Del.-Md. "Broiler Belt" Have Extra Buying Power

•\$15,000 income per farm
family indicated in
Sussex County

The Only Sure Way to Reach and Sell Them is **WJWL**

Georgetown, Del.
1000 watts 900 kc

- The Only interference-free coverage in the area
- The Only daily advertising medium in the area
- The Only top-interest farm home programming in the area

ROLLINS BROADCASTING, INC.
National Sales Mgr.: Graeme Zimmer
New York Office: 565 Fifth Ave., EL 5-1515
Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

Continued
from
page 8

AGENCY AD LIBS



ardent and under-brained. He then poured a jigger of venom out on the fellers who insist on showing only 35 mm prints, thereby forcing the prospect out of his office and further into the clutches of the yok-it-up boys.

At this point, Hjalmar was so wrought up, he went home ending the interview.

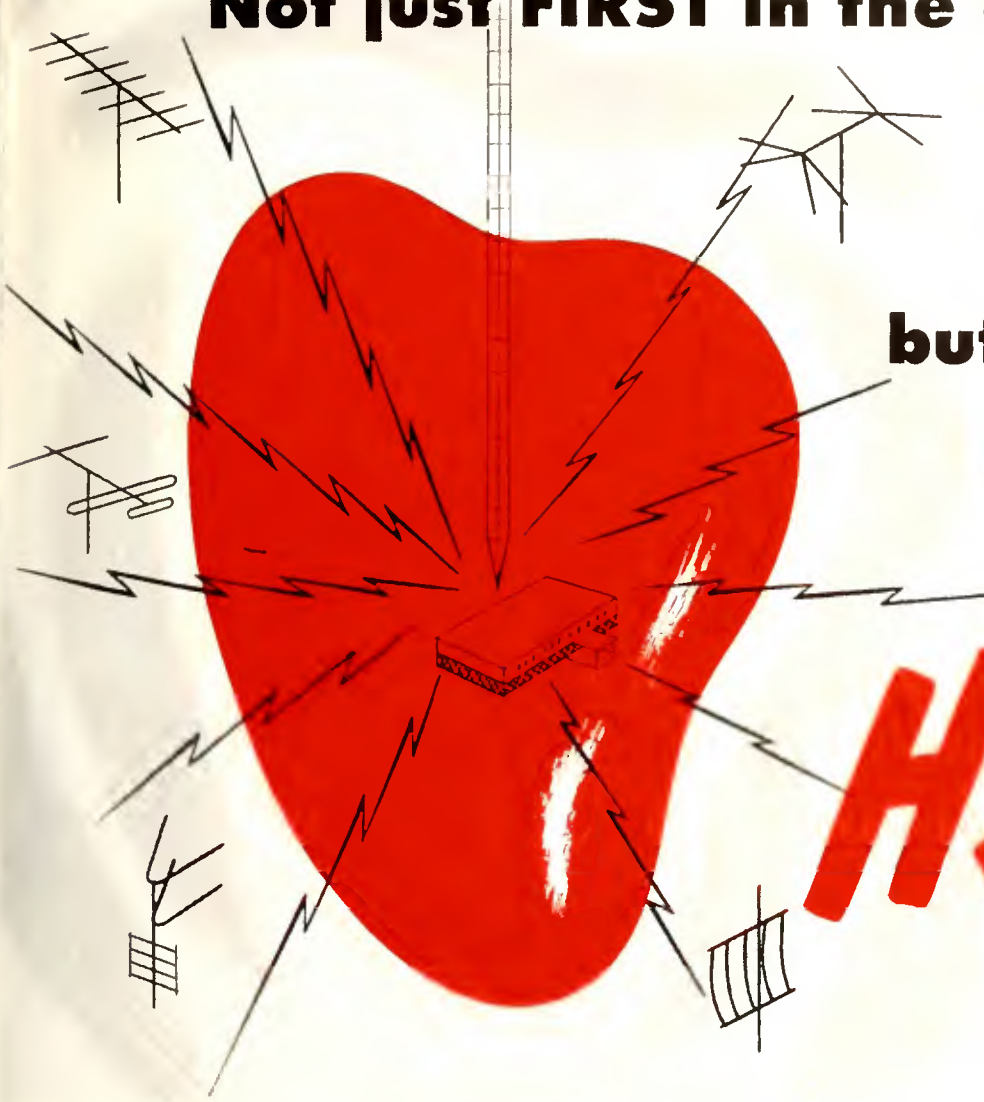
P.S. One smidgeon of gall from another chap; one who is generally as sweet as Whistler's Mom. I refer to myself. Ordinarily, I wouldn't mind Mr. Sillerman disagreeing with me in print,* even his doing it in such premium space as in this very publication. But I do take umbrage at his explaining what I meant to say. These tracts are neither so flimsily conceived nor loosely expressed that their basic themes need interpretation. Also, if I remember rightly I believe it was I who shepherded the purchase of *Lassie* and without a single word of explanation from Mr. Sillerman. It is nice to know, however, at this date that *Lassie* had been a big screen motion picture property. ★ ★ ★

**It was at the request of SPONSOR that Mickey Sillerman, of TPA, commented on Bob Foreman's column in the 11 June 1956 issue. The subject of Bob's Ad Libs was "What's hot for movies may not fit tv," and it was his contention that a necessary "Wearability" factor dominates the television scene; that this Wearability quotient which sustains the mood or theme of a television series is not generally present in Broadway plays and/or movies, which are implicitly geared to one-shot presentations.*

*Sillerman, on the other hand, felt that "there is only one incontestable statement you can make about showbusiness in general, and that is that you can't generalize about anything except not generalizing about anything." In rebuttal to Bob, Sillerman cited such successes as *Mama* and *Lassie* with their respective Broadway and Hollywood counterparts as evidence that media conversion may be made successfully.*

Sillerman's "law" was a theory almost at odds with Bob's. Bob's thoughts were almost at odds with Sillerman's. Nevertheless, SPONSOR felt that the point of view of both film buyer and seller should be presented, though we choose not to choose sides in this almost-at-odds subject. After re-reading pages eight and 58 of the 11 June issue, perhaps you'll want to let us know how you feel about the matter.

Not just FIRST in the eyes . . .



but

FIRST

in the

HEARTS

of OKLAHOMANS!

You know how it is with a woman. She trades at certain stores, buys from certain people because she *likes* them.

Oklahoma families have the same kind of warm regard for WKY-TV . . . they *like* it . . . the programs, the personalities, and the *products* advertised.

Maybe it's because of 36 years of community service, ever since WKY radio was the first station in Oklahoma.

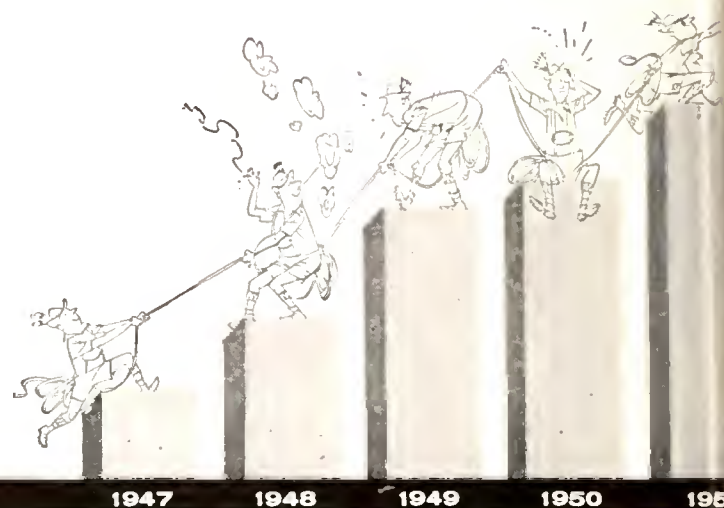
We wouldn't try to *explain* this power of persuasion . . . we're just glad we've *got* it for you.

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stackman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.



We're 10 Years Old!

This chart shows our growth from 3½ million dollars of billing to over 36 million—unequaled by any other post-war agency



You can't do it the easy way!

Some things we have learned from our 10 years of experience that have proved profitable to us—AND TO OUR CLIENTS

EVERY successful businessman, we suppose, likes to think he "got there" by hard work—and usually he did.

We feel that way ourselves. We're ten years old, and we probably have a right to view our first decade as a pretty successful one.

But when we look back, we can't find anything sensational in our performance. No fireworks.

Just an awful lot of hard work. And some surprising results.

We tooled up for it

Back in 1946, SSC&B was founded to meet a post-war need for experience, special knowledge, and *hard work* in the coming battle for packaged goods sales.

Our new agency was deliberately staffed with men of wide experience and outstanding ability in this

highly competitive field. Men, you might say, who were hardened by "the discipline of the depression."

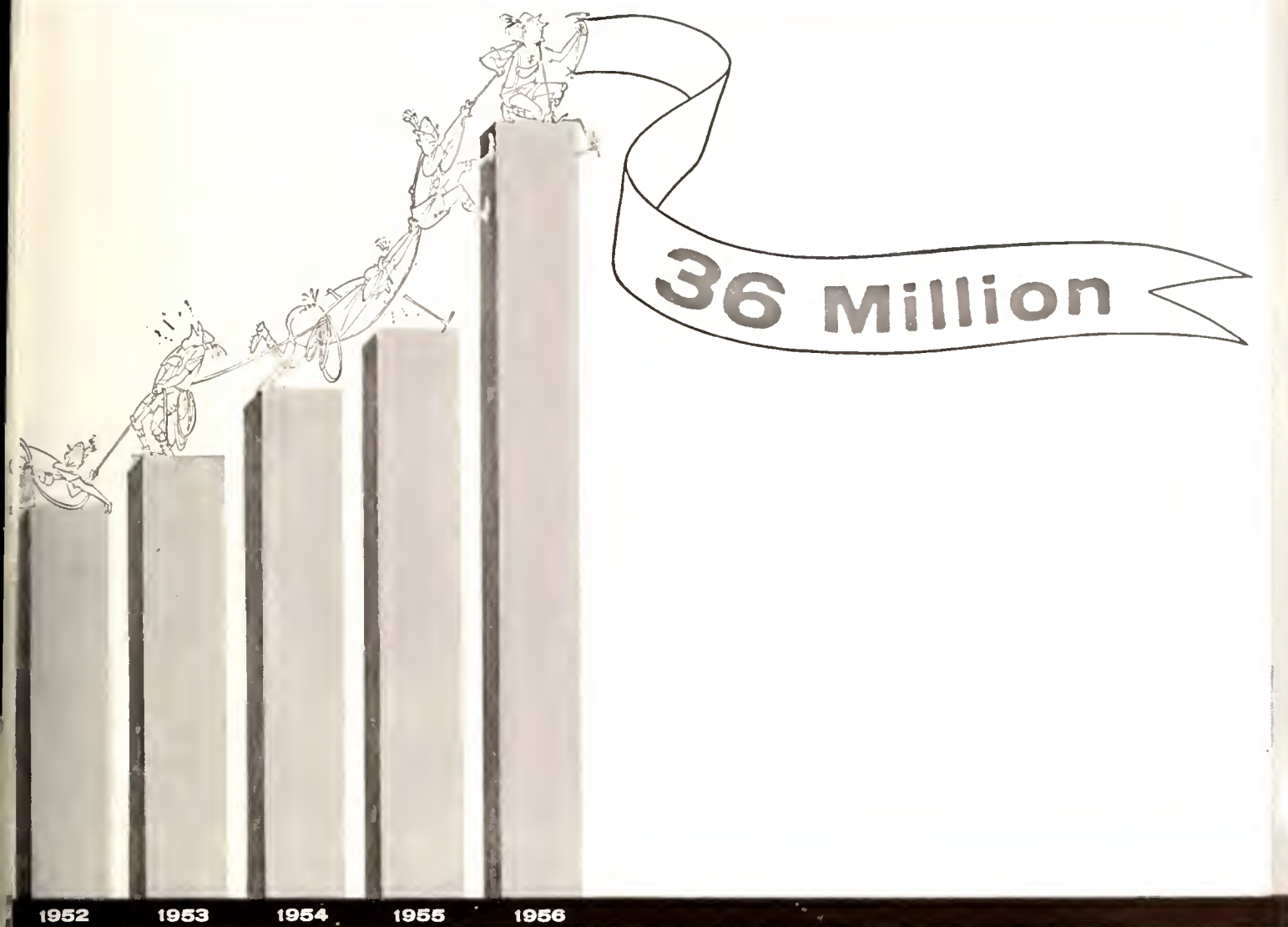
Also by design, it included some of the country's top-flight specialists in television—a still-experimental medium that was foreseen as a new, powerful selling force of the future.

It has paid off—double

The chart above shows how an advertising agency founded on such ideas, and blessed with able clients and fine products, can prosper.

But—more interesting to you—it shows how our clients have prospered too.

For, of our total 36 million dollar billing today, more than 20 million is increased billing from eight of our earliest clients, based on increased sales.



And all eight of these clients are in fields so strongly competitive that sound, hard-selling copy is almost a *must* for survival—cigarettes, soaps, proprietaries, foods and other grocery and drugstore items.

Some things we've learned

These are supposed to be lush times. But competition in many fields is just as tough as ever—or tougher than ever.

The battle is still going on, and experienced advertisers are not being fooled by what may look like easy going.

They know that, even with volume bulging, it is easy to lose competitive position.

They know that new product developments can badly damage a beautiful consumer franchise almost overnight.

And that a relaxed attitude toward advertising, sell-

ing and product improvement can be an invitation to disaster.

How we may help

If you are such an advertiser, you might be interested in hearing how we operate under today's special competitive conditions.

How, for example, we have helped clients launch *new products* in brutally competitive fields.

How we have helped "*fenced in*" products break out of local markets into broader, richer territory.

How we have helped fine products, that somehow had *dropped behind the field*, regain leadership.

Success in jobs like those does not come easy. It all adds up to hard work. But that's what we like here at SSC&B. Because we're used to it and are geared up to it.

And because we've found that it gives an advertising agency its best chance to grow—*along with its clients*.

Sullivan, Stauffer, Colwell & Bayles, Inc.

Advertising

477 MADISON AVENUE, NEW YORK 22

PHONE: MURRAY HILL 8-1600

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em
and the
"Champ" Sells 'em!



No more potent salesman in the Baton Rouge trade area than WAFB-TV... "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:



ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.



ROUND 2

First place in Screen Gems, Inc. contest on program promotion.



ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."



ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28
Affiliated with
WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, Notional or Clarke Brown in South and Southwest

Continued
from
page 16

SPONSOR BACKSTAGE



that hour of the morning came as a surprise to me. However, it could just be that it makes great sense. The ladies who are today's busy housewives and mothers and control such huge chunks of the family budget are the very lasses who danced to the Dorseys and Goodmans, the Jamses and the Cugats in their high school and college days, when those bands were riding the crest of the popularity waves. It'll be interesting to see, at any rate, how the bands—traditional nighttimers—do in their new daytime slots.

* * *

While music seems to be coming in for a substantial share of programing attention these days, over at CBS Radio, they're really working to develop a number of new selling personalities. Arthur Godfrey's sister, Kathy, after a year of seasoning with a once a-week variety show, is now starring in her own five-times-a-week fifteen-minute interview stanza, immediately following her celebrated brother. And Eddy Arnold, long a favorite songstar, is now emcee-singing host on a five-a-week nighttimer, Monday through Friday, 8 to 8:30 on the same network.

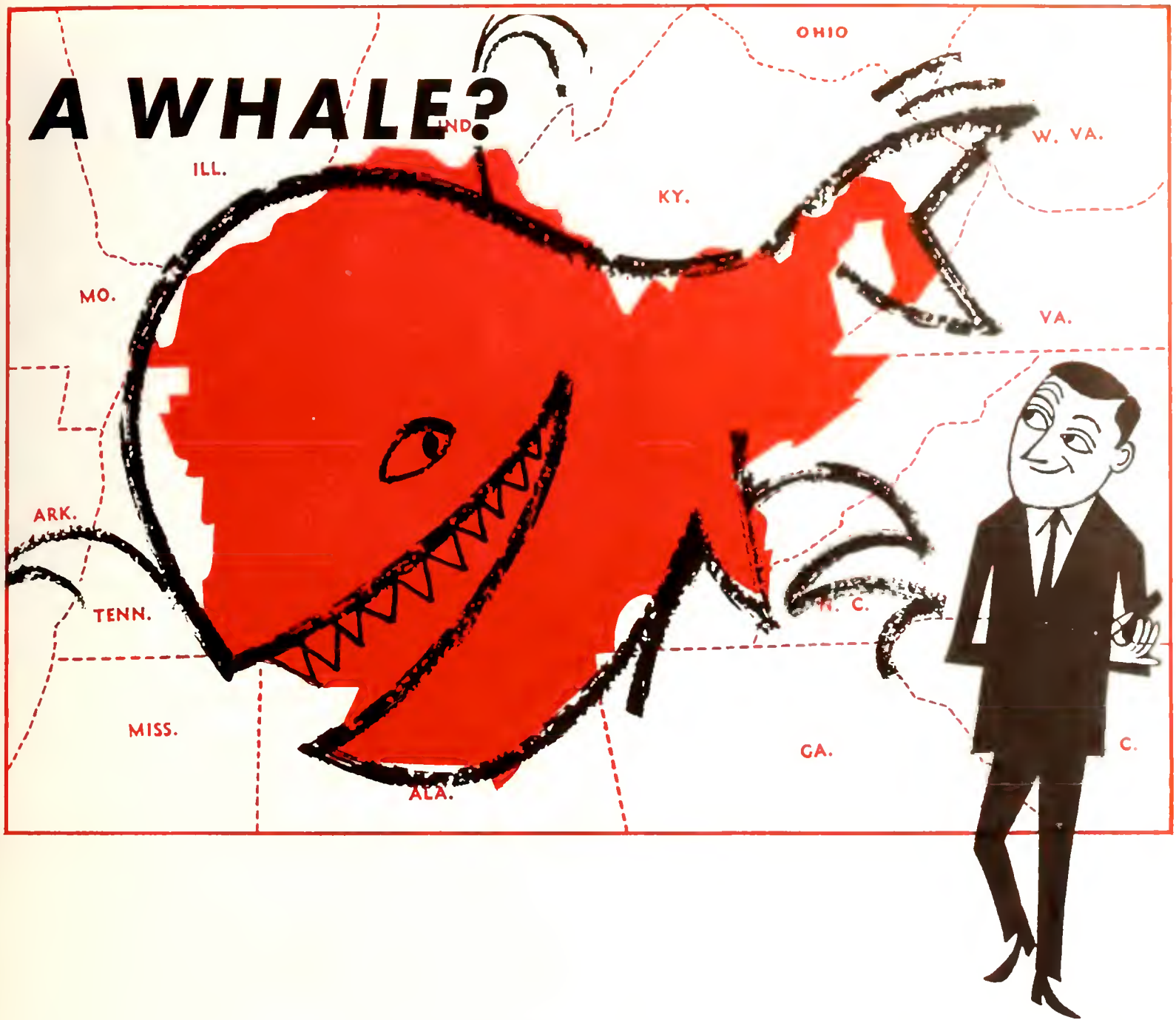
Concededly one of the most difficult jobs in the broadcast business is this task of building a personality who can entertain, and sell effectively at the same time. But once such a personality has been developed, there are few types of programing to match the personality for effective selling. One of today's ablest entertainer-salesmen, of course, is Tennessee Ernie, now gracing NBC TV airwaves.

CBS, it seems, is more aware of the personality potential than the other webs (perhaps because of their great success with Arthur Godfrey himself). Whatever the reason, they seem to spend more time, effort and money attempting to build such personalities than do the other webs. Even on the local level, they have proved the success of this personality formula. The local New York outlet, already sporting a group of proved selling personalities, has been building a new one in a young man named Jim Lowe. In four rating periods, Lowe has climbed from a 3.6 Pulse to a 1.3, and now ranks among the top three multi-weekly, network station participating shows in the New York market. Advertisers and agencies would do well to watch station and network efforts to build personalities of this type, and get on the bandwagon, while the price is right. ***

Letters to Joe Csida are welcomed

Do you always agree with the opinions Joe Csida expresses in "SPONSOR Backstage?" Csida and the editors of SPONSOR would be happy to receive and print comments from readers. Address Joe Csida, c/o SPONSOR, 40 E. 49 St., New York.

SPONSOR



No, that mystery shape isn't really a whale, though it does spout consumer dollars like only a few other top markets that you'd recognize instantly as "a whale of a buy"!

Actually it's a map of "The Mystery Market"... one of America's richest... The Central South... a \$2,713,371,000 market—richer than the cities of Denver and New Orleans put together... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM...and that's WSM Radio in Nashville.

If you attempt to cover the Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market", containing complete facts and figures as compiled by independent authorities.

650 KC **WSM** RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville - Clear Channel - 50,000 Watts

Now—
Channel 2
in
fabulous FLORIDA.

Now—
WESH-TV
is on
the air in
Jam-Packed,
Sales-Rich
Daytona Beach.

Now—
call
Edward Petry
& Company
for
details on
WESH-TV,
Daytona Beach
and
WJHP-TV,
Jacksonville



agency profile

Charles L. Miller

President
C. L. Miller Co., New York

Precise, raspy-voiced Charles Miller, president of C. L. Miller Co., sees the functions of advertising agencies on a broader level than the selling of products.

"Corn Products Co. for example, had always concentrated just on selling products, and the hell with selling the company," he told SPONSOR. "But the firm has had a drastic change of attitude and now realizes the importance of public relations. Today television plays a big role in such public relations advertising."

The p.r. advertising he refers to is Corn Products' sponsorship of *Press Conference*, a new Martha Rountree program that had its debut on 4 July, NBC TV 8:00-8:30 p.m. In telling SPONSOR of the advertising facet of the program, Miller said:

"Our commercials on this show are intended to inform the public of the part Corn Products plays in converting raw product for industry and consumer use."

How does he intend to measure the effects of this program as it affects company advertising goals?

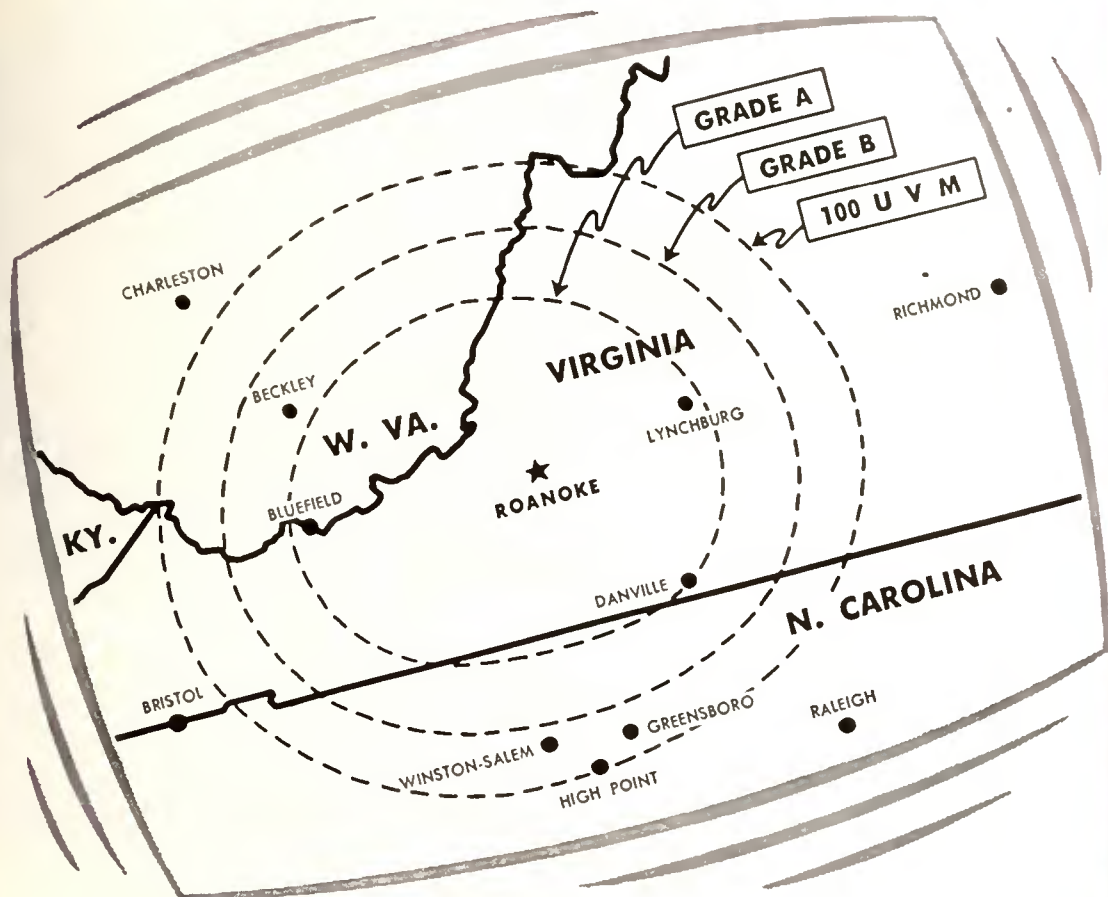
"Well, 13 weeks never prove anything in radio or tv," says Miller. "It's not our intention to discontinue the show after 13 weeks. We may have to switch the time or the day or possibly the network, but if the ratings average out well, we won't abandon the show. It's one aspect of a long-range Corn Products' plan to produce an advantageous climate for the company among the American people. This means not only stock brokers or industrial customers or consumers, but all the people."

An air media veteran as a result of the many network radio and tv shows his clients have sponsored in the past, Miller estimates that 30% of the agency's total \$11 million billing for 1956 will be in television and radio.

Tv, Miller feels, has been among the most forward-looking media in "its search for new and interesting forms of entertainment. And," he adds, "it's of no consequence who produces or originates this entertainment. As long as the competition between both advertisers and networks for public attention exists, people will be encouraged to create new and attention-getting programing. They'll do so whether working for packagers or networks or agencies." ★ ★ ★

WDBJ-TV *moves to*

TOP!



**TOP
POWER**
316,000 watts

**TOP
ELEVATION**
2,000 Ft. above average
terrain — 3,936 Ft.
above sea level

NOW . . . 63-county total coverage!

WDBJ-TV goes to maximum power — 316,000 watts — about mid-August . . . backed by a power-packed viewer promotion program throughout its coverage area of more than 2½ million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here's the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city — Roanoke — is one of the 50 fastest growing cities of over 100,000 population in the U. S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.



WDBJ
CBS

television

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives



EXCLUSIVE AFFILIATE

7
CHANNEL



"RAINY DAY COVERAGE"

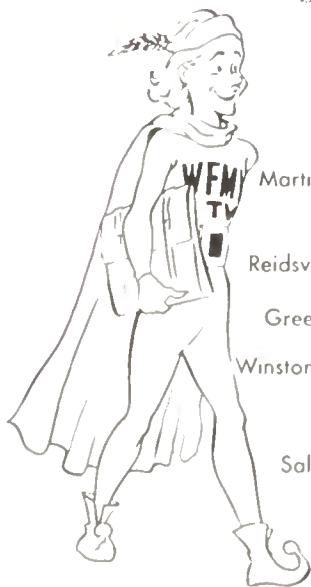
The "rainy-days" of hundreds of thousands of families from coast to coast are covered by giant insurance companies located in the Prosperous Piedmont section of North Carolina and Virginia . . . one of the major insurance centers of the Nation.

WFMY-TV, located in the heart of the Prosperous Piedmont, gives you "rainy-day," as well as every day, coverage too!

Rain or shine since 1949, WFMY-TV has been the No. 1 salesman in this 50 county area where there are more than 2 million potential customers for your product.

With full 100,000 watts power on Channel 2, WFMY-TV is the *only* CBS station that gives you unduplicated CBS coverage of this \$2.5 billion market.

For outstanding sales results in the Prosperous Piedmont . . . *every day of the year* . . . call your H-R-P man today.



WFMY-TV...Pied Piper of the Piedmont

- Martinsville, Va
- Danville, Va.
- Reidsville
- Chapel Hill
- Greensboro
- Durham
- Winston-Solem
- High Point
- Salisbury
- Pinehurst
- Sonford
- Fart Bragg

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.

New York Chicago San Francisco Atlanta



Now In Our
Seventh Year



Table with columns for SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. Each column contains a grid of program listings with station call letters, program titles, and times.

SPONSOR GOES WEEKLY 27 OCTOBER* WITH A FOUR-POINT EDITORIAL PROMISE

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

A complete weekly wrap-up in depth for very busy executives.

*Date for first weekly issue changed from 2 November.

Notes and explanations to help you use this chart. Details on how to read the listings, including information on station call letters, program titles, and time slots.

Sponsors listed alphabetically with agency and time on air. Lists advertising spots for various companies like A.C. Spark Plug, Amstar, and others.

Helene Curtis, Luginbuhl, NBC, etc. Lists specific advertising spots for Helene Curtis, Luginbuhl, and other sponsors.

Mattel, Carson Roberts, ABC, etc. Lists advertising spots for Mattel, Carson Roberts, and other sponsors.

The service with the most subscribers'

LARGEST SAMPLING OUTSIDE U. S. CENSUS

FREE—Write for July courtesy copy of the current \$300 report

SO YOU CAN SEE FOR YOURSELF THE TREMENDOUS VALUE OF U.S. PULSE TV

1,800,000 DIFFERENT FAMILIES INTERVIEWED, 1956

Of unparalleled statistical accuracy, Pulse in-home personal interviewing provides the TV-Radio industry's largest and most scientific sampling, exceeded in size only by U.S. Census.

Pulse operates in 150 markets coast to coast. Local staffs carefully supervised give you the true picture of your programming effectiveness in the individual market. Also multi-market TV film performance.

Every 10th interview is checked directly by Pulse headquarters. Three attempts are made against "Not-At-Homes," characteristic of the costliest tailor-made surveys.

Honored by the American Marketing Association for developing the correct way to measure out-of-home listening, too, since 1941 Pulse has built a methodology so reliable that more than 170 blue-chip firms employ Pulse personnel for special projects. Sole source for accurate audience composition!

Modest monthly cost enables hundreds of subscribers to use Pulse on a continuous basis, without any contract commitment!

Examine at your leisure the current national report. Sent to you FREE. No follow-up harassment! A request on your letterhead will bring you your courtesy copy of U.S. Pulse TV. Obey that impulse . . . write Pulse right now!

This month throughout the U.S., 150,000 homes are being interviewed for next month's "U.S. Pulse TV"

Nothing takes the place of INTERVIEWS in the HOME

RURAL AND URBAN COVERAGE

PULSE, Inc., 15 West 46th St., New York 36 Telephone: Judson 6-3316

IN LOS ANGELES—6200

SPONSOR

Daytime COVERS AUGUST 1956

TV COMPARAGRAPH OF NETWORK PROGRAMS

Daytime

AUGUST 1956

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Conventions (See Mon)	Conventions	Conventions (See Mon)	Conventions (See Mon)	Conventions (See Mon)	Conventions (See Mon)	Conventions (See Mon)
Lama Ueta My First L	Of All Things Campbell Burnett	Of All Things Burnett	Ding Dags School	Of All Things Burnett	Of All Things Burnett	Ding Dags School Burnett
No network programming	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey	Arthur Godfrey
Look Up and Live L	Stand Brands	Stand Brands	Stand Brands	Stand Brands	Stand Brands	Stand Brands
Eye on New York NY	Eye on New York NY	Eye on New York NY	Eye on New York NY	Eye on New York NY	Eye on New York NY	Eye on New York NY
Camera Three NY	Camera Three NY	Camera Three NY	Camera Three NY	Camera Three NY	Camera Three NY	Camera Three NY
Let's Talk a Title	Let's Talk a Title	Let's Talk a Title	Let's Talk a Title	Let's Talk a Title	Let's Talk a Title	Let's Talk a Title
Wild Bill Hickok	Wild Bill Hickok	Wild Bill Hickok	Wild Bill Hickok	Wild Bill Hickok	Wild Bill Hickok	Wild Bill Hickok
Johnny Carson Show	Johnny Carson Show	Johnny Carson Show	Johnny Carson Show	Johnny Carson Show	Johnny Carson Show	Johnny Carson Show
Art Linkletter	Art Linkletter	Art Linkletter	Art Linkletter	Art Linkletter	Art Linkletter	Art Linkletter
Tennessee Ernie	Tennessee Ernie	Tennessee Ernie	Tennessee Ernie	Tennessee Ernie	Tennessee Ernie	Tennessee Ernie
Big Payoff	Big Payoff	Big Payoff	Big Payoff	Big Payoff	Big Payoff	Big Payoff
Dr. Spock	Dr. Spock	Dr. Spock	Dr. Spock	Dr. Spock	Dr. Spock	Dr. Spock
Amer Farm	Amer Farm	Amer Farm	Amer Farm	Amer Farm	Amer Farm	Amer Farm
Campaign Roundup	Campaign Roundup	Campaign Roundup	Campaign Roundup	Campaign Roundup	Campaign Roundup	Campaign Roundup
College Press	College Press	College Press	College Press	College Press	College Press	College Press
Going Places	Going Places	Going Places	Going Places	Going Places	Going Places	Going Places
Zoo Parade	Zoo Parade	Zoo Parade	Zoo Parade	Zoo Parade	Zoo Parade	Zoo Parade
Mickey Mouse Club	Mickey Mouse Club	Mickey Mouse Club	Mickey Mouse Club	Mickey Mouse Club	Mickey Mouse Club	Mickey Mouse Club
Comedy Time	Comedy Time	Comedy Time	Comedy Time	Comedy Time	Comedy Time	Comedy Time
Outlook	Outlook	Outlook	Outlook	Outlook	Outlook	Outlook

SPONSOR



WHEN YOU BUY ATLANTA...BUY **waga-tv** AND STRETCH POTENTIALS TO THE FULLEST

When you put to work the tallest tower, maximum power, plus top CBS-TV and local programming, you immediately enlarge your potentials in the fast-growing Atlanta market. You immediately add 300,000 people with over \$300 million in spendable income, because WAGA-TV alone gives full coverage of a full 60 counties. Get the facts from your Storer or Katz rep about WAGAland and see why WAGA-TV is your best buy in Atlanta.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv

100,000
watts
channel
5

CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager
 CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.



SPEEDICRAFT BOAT CO. makes 14 and 16' outboard pleasure boats which are sold throughout the United States and Cuba. Wood comes from Holland, is shaped by 50 craftsmen into peerless pleasure craft.



DOLPHIN CRAFT are reinforced fibreglas plastic boats, moulded in one piece, trimmed with mahogany, oak or cypress, made in Jacksonville at the rate of 50 a week.



GATOR BOAT TRAILERS are made by Peterson Bros., who employ 77 full-time employees, account for more than \$1,000,000 in annual local purchases, have 1,300 dealers in the U. S. and 11 foreign countries.

U. S. NAVY destroyer in Gibbs Corporation drydock. Navy's vast Jacksonville complex includes \$350 million worth of Navy and Naval Air installations, employs 21,000 uniformed and civilian workers.



Workboats, Dreamboats, and Everything In-Between

JACKSONVILLE, important world port served by 51 steamship lines is a bustling ship-building and repair center. Facilities include the vast Gibbs yards, the drydocks of Merrill Stevens, the yacht building plant of Huckins, the Diesel workboat shops, and extensive yards where builders of smaller pleasure craft practice their demanding trade.

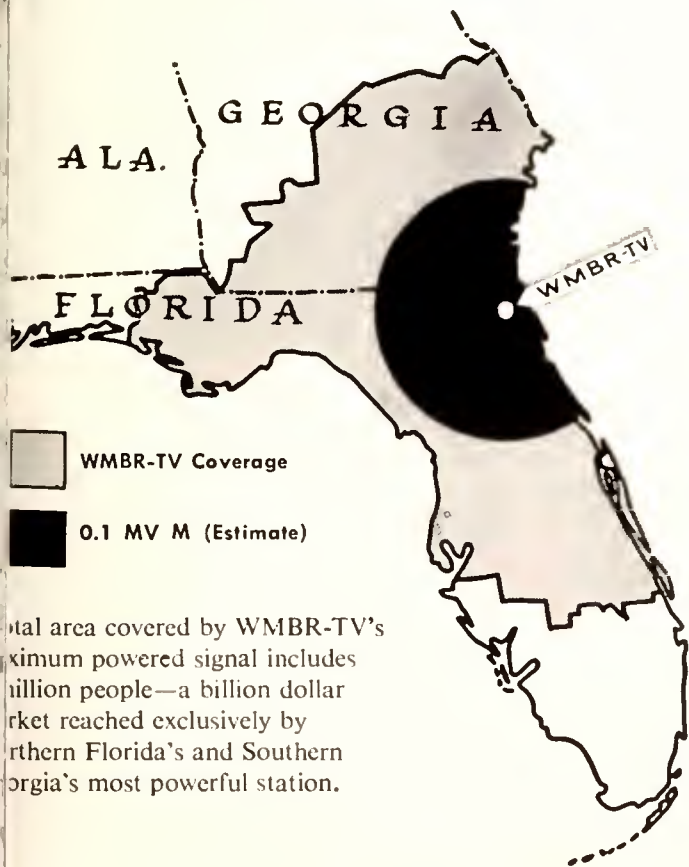
With an annual payroll in excess of ten million dollars, the ship building industry is just one of Jacksonville's many facets.

Largest naval stores and lumber market on the Atlantic Coast, financial and insurance center of the Southeast, site of six great Naval installations, Jacksonville is the home of 600 thriving industries.

Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area. Most of them watch WMBR-TV.



VIEW OF DOWNTOWN JACKSONVILLE across the St. Johns River. Lower right quarter, Gibbs Corporation facilities, including six dry docks, eight piers, six landing ways. Gibbs employs 2,000, performs marine repairs and conversion jobs, makes virtually all kinds of work and pleasure craft on 24-hour-a-day basis.



Total area covered by WMBR-TV's maximum powered signal includes 10 million people—a billion dollar market reached exclusively by northern Florida's and southern Georgia's most powerful station.

WMBR-TV • Jacksonville, Fla.

Channel 4

Operated by *The Washington Post Broadcast Division*
 Presented by CBS Television Spot Sales



MERRILL STEVENS DRYDOCK & REPAIR CO. employs 1,200, handles repairs on seagoing ships up to 16,000 tons. Local purchases exceed \$1 million. Availability of deep water and sheltered harbor easily reached by land make Jacksonville a major port and repair center; tonnage handled exceeds that of closest rival by 40%.



PLEASURE CRAFT built by Huckins Yacht Corp., builder of custom yachts in the \$30,000 to \$250,000 category. Huckins employs 130, makes all yacht components except motors and electronic equipment.

DIESEL SHIPBUILDING CO. builds tugs and dredges, shrimp trawlers and barges. Facilities are on Inland Waterway, which offers 12' channel along entire Atlantic coast. Diesel also makes wood and steel repairs, and hydraulic pipeline dredges.



round-up



20 foot wide Cellomatic screen dramatizes presentations



Cellomatic screen in action at TvB luncheon

Presentations are being more effectively dramatized by the use of a new wide-screen Cellomatic Corp. process called Cellorama. TvB has just completed a four city tour of a presentation utilizing Cellorama synchronised

with the TvB script for presentation.

The 10 by 20 foot Cellomatic screen (see cut) is, according to its manufacturer, the only method of animated presentation other than film.

Briefly it works like this. An operator, provided by the Cellomatic Corp., operates the projector from behind the screen. He follows a script of the presentation using a series of optically controlled movements to provide animation. A variety of effects including wipes, dissolves, round and square irises, and animated effects such as moving dotted lines and arrows, expanding graphs and animated figures can be obtained with the process.

A new TvB presentation, also being prepared in Cellomatic process, will debut at Chicago in October. ★★★

Eddie Doucette food show suggests local programming idea



Chef Max Ludeke, Doucette & Maine friend

Local stations should be able to attract restaurant advertising in their area by adapting a program idea that is currently originating over WNBQ, Chicago. Though the Chicago station

telecasts in color the idea can readily be handled in black and white.

Once a week Eddie Doucette, NBC's culinary star, welcomes a successful Chicago chef to the WNBQ studios where he prepares one of his specialties, keyed to family size proportions. The same recipe, together with a picture of the guest chef and Chef Doucette, appears the following day in the *Chicago Sun-Times*.

The series was developed through the Chicago Restaurant Association whose public relations counsel sought to familiarize Chicagoans with their hometown restaurants.

The idea could be easily translated into local terms. It might even be more entertaining when the chef from the local diner gets in front of the tv cameras where many of his acquaintances would recognize him. ★★★

WFAA, Dallas, introduces an announcer wired for truth

Something new has been added to commercials that may well deter both "hard sell" and "soft sell." Though its originators haven't named it, it could be called "true sell."

As a means of dramatizing claims made by the Frigikar Corporation for its Frigiking auto air conditioner, a lie detector machine was hooked up to WFAA-TV announcer George Milner.

As Milner described the merits of the Frigiking auto air conditioner, the tv cameras were focused on the detector's polygraph needles giving about 158,000 viewers a chance to see the lie detector's readings simultaneously with Milner's comments. ★★★



158,000 viewers see Milner (r) & lie detector

WEEI's Jerry Howard to sell Packards in Boston



Jerry Howard (l), & Down Easter Slim Pickins

The two personalities above belong to WEEI's Jerry Howard. Howard has just recently been signed by the Boston Factory Branch of the Studebaker Packard Corporation for a one-hour show to be aired six days a week. The show, contracted to run for 26 weeks, will be known as *The Packard Hour starring Jerry Howard*. "Down-easter, Slim Pickin's" is the name of Howard's alter ego. ★★★

Briefly . . .

A baby elephant has become a safety symbol for children in Seattle schools. The animal was purchased and transported to Seattle's Woodland Park Zoo with \$1,000 raised by KING Radio and Tv during a 13-hour marathon broadcast 28 April. The animal was dubbed "Elmer the Safety Elephant" and has become a visual symbol for Seattle youngsters who have formed school safety clubs. In the clubs, children are urged to learn six

basic safety rules and to "never forget them" just as Elmer the Safety Elephant never forgets them.

* * *

Business was tripled at Rickey's Drive-in in Sioux Falls, South Dakota, when KSOO originated a Shopper Stopper record program direct from the drive-in. KSOO disk jockey, Ken Smith, munched "Rickey-burgers" as they came off the grill and invited listeners to join him. Smith played record requests with each burger order. Owner Rickey Haggar reported that receipts tripled over previous nights. A portable radio studio, manufactured by the Shopper Stopper Co., was used for the broadcast. Called the Mini-Studio, it has a 70 pound mixer-amplifier-console with a 45 rpm record player.

* * *

NARTB Highlights reports that Congressman Craig Hosmer's campaign against "loud and obnoxious radio-tv commercials" was bolstered by a *TV Guide* editorial urging readers to write Hosmer and express their opinions of his efforts. Response from 48 states and six Canadian Provinces, now being organized, suggests, says Hosmer, that the consensus will not be comforting to "network or Madison Avenue hucksters who try to brainwash every living American and Canadian in such things as 'wondering where the yellow went' or 'why grandma can't get a queen size pop bottle.'"

* * *

With **do-it-yourself** packages as popular as ever, Cummings Productions, New York City, has released what it calls the "first do-it-yourself jingle kit." Conceived by Sales Director Don Fellows, it consists of a cellophane envelope filled with cut-out notes and a printed blank musical staff. The kit was designed to kick off a new Cummings sales program and presentation released this month.

* * *

Portable transistor radios by Zenith are dramatizing the reach of radio for salesmen from Washington, D. C.'s WMAL. With pocket-sized radios, on-the-spot demonstrations of station programming is possible wherever a WMAL salesman happens to be when talking with a client. Robert W. Jonscher, radio manager for WMAL, comments, "here, indeed, is proof that everywhere you go there's radio." ★ ★ ★



In the Baltimore market

one station*



delivers the most listeners

at the lowest cost per thousand

WFBR Baltimore's Best Buy
REPRESENTED BY JOHN BLAIR AND COMPANY

LOWEST COST-PER-1000 IN COLUMBUS

lowest
cost-per-thousand

in
Columbus, Ohio

WVKO

cost-per-1000
is 49% lower
than closest rival

WVKO

delivers 5.4
average between
8 am and 5 pm

Pulse: Dec.-Jan. '56

WVKO
Columbus, Ohio

Use the slide-rule
and call Forjoe

The **DYNAMIC**
STATION in the
RICH
TULSA
MARKET
KRMG!

• 50,000 WATTS • 740 KC

★ DYNAMIC COVERAGE!
★ DYNAMIC RATINGS!
★ DYNAMIC Personalities!

LET YOUR BLAIR MAN TELL
YOU HOW YOUR DOLLAR
BUYS MORE WHEN YOU USE

KRMG
TULSA

THE GREAT
INDEPENDENT
OF THE SOUTHWEST

POLITICAL POINTERS

(Continued from page 41)

"I've written a whole primer on time-buying," says Reggie Schuebel, media v.p. of Norman, Craig & Kummel, agency for the Democratic National Committee. "Don't forget that most political candidates, particularly on local and state level, decide what time periods they're to be on."

In the timebuying areas, these are the basic rules that experts put down for politicians buying their own time:

1. *Remember to get the same rate as any commercial sponsor buying equivalent time.* If a certain frequency of announcements would entitle a commercial advertiser to a discount, the political sponsor is entitled to the same discount. The NARTB *Catechism for Political Campaigns* ensures political candidates every rate break that any advertiser or timebuyer gets.

2. *Make sure you get the local rate, if you're entitled to it.* If a local rate is in effect, it is well to check station management and learn requirements. Even Congressional campaigns can sometimes fall within local rates.

3. *Know your party's timebuying strategy in your area* before committing yourself to a purchase. You may be able to strengthen your campaign by buying a 5-, 10- or 15-minute slot following your Presidential candidates' telecast. In any case, be sure not to weaken your audience by buying opposite national candidates' programs.

4. *Don't try to preempt the most popular show* in your market for a local office campaign. You may hurt your chances of getting elected by building resentment through such a preemption. Your campaign may be the most important thing in your life, but usually only national Presidential candidates are of sufficient interest to

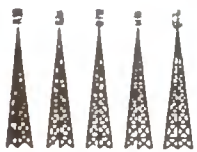
voters to warrant preempting shows of *I Love Lucy* caliber.

5. *Spread your budget by buying several 5- or 10-minute segments* rather than one hour. The more frequency and audience turnover you can buy, the more voters you have a chance to influence. Besides, you'll find it easier to hold an audience for 15 minutes rather than an hour. Top-rated comedians suffer from switchover — why wouldn't you?

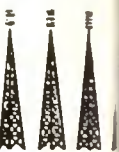
6. *Remember to use radio announcements as a means of spreading your budget.* Tv can be very effective for a candidate, that's true. But you'll get more out of your few tv speeches, if you remind people to listen to them and remind them of the issues at stake via a radio announcement schedule.

7. *Get professional help in buying time,* if it's available. You may know

(Please turn to page 90)



NEW AND UPCOMING TV STATIONS



I. New stations on air*

CITY & STATE	CALL LETTERS	CHANNEL NO.	ON-AIR DATE	ERP (kw)** Visual	Antenna (ft)***	NET AFFILIATION	STNS. ON AIR	SETS IN MARKET† (000)	PERMITEE, MANAGER, RI
MADISON, WIS.	WISC-TV	3	24 June	25	605		WKOW-TV WMTV	133,625	Morgan Murphy

II. New construction permits*

CITY & STATE	CALL LETTERS	CHANNEL NO.	DATE OF GRANT	ERP (kw)** Visual	Antenna (ft)***	STATIONS ON AIR	SETS IN MARKET (000)	PERMITEE, MANAGER
GREENFIELD, MASS.		58	5 July	8.2	500			Springfield Television Bcstg. Corp.
PEORIA, ILL.	WIRL	8	27 June	316	990	WEEK-TV WTVH	204,230	WIRL Television Co.
RALEIGH, N. C.	WRAL	5	27 June	100	1170	WNAD-TV	285,500	Capitol Bcstg. Co.
SPRINGFIELD, ILL.	WMAY-TV	2	27 June	100	715	WICS	103,580	WMAY-TV, Inc.

III. New applications

CITY & STATE	CHANNEL NO.	DATE FILED	ERP (kw)** Visual	Antenna (ft)***	ESTIMATED COST	ESTIMATED 1ST YEAR OP EXPENSE	TV STATIONS IN MARKET	APPLICANT, AM AFFILIATE
BISHOP, CALIF.	70	7 July	83	20	\$7,950	\$11,550		James R. Oliver
BISHOP, CALIF.	72	7 July	83	20	\$3,150	is total		James R. Oliver
EUREKA, CALIF.	13	30 June	3.236	—93	\$92,532	for both \$84,000	KIEM-TV	Carroll R. Hauser

BOX SCORE

U. S. stations on air **456**

Markets covered **299**

*Both new e.p.'s and stations going on the air listed here are those which occurred on 25 June and 7 July or on which information could be obtained in that period. †Sets are considered to be on the air when commercial operation starts. **Effective radiated Aural power usually is one-half the visual power. ***Antenna height above average terrain (above ground). †Information on the number of sets in markets where not designated as such is from NBC Research, consists of estimates from the stations or reps and must be deemed approximate. ‡Data from NBC Research and Planning. NPA: No figures available at present on sets in market. †Community would support proposed lower-power station at least three months or until such time as it becomes self-sustaining. ‡Presently off air, but still retained. †Non commercial. ‡Above ground.

DU MONT INCREASES ELECTRONICAM FACILITIES

Now Better Equipped to Save You Time and Money!

Adds 5 new pick-up units to assist agencies, producers and advertisers in getting commercials and shows on top-quality film at minimum cost.

Here's How These Top Agencies, Advertisers and Stars Get Finer Film in Less Time . . . at Lower Cost!

K & E—filmed three 1-minute and one 2-minute commercials for Beech-Nut—including set-up, lighting, rehearsal, and shooting—in a single day! Had prints on the air on 20 stations across the country 7 days later!

McCann-Erickson—shot two 1-minute commercials for Nu Soft in just 1 afternoon!

Westinghouse—set, rehearsed and shot a full 15-minute show in one morning—had final prints 48 hours later!

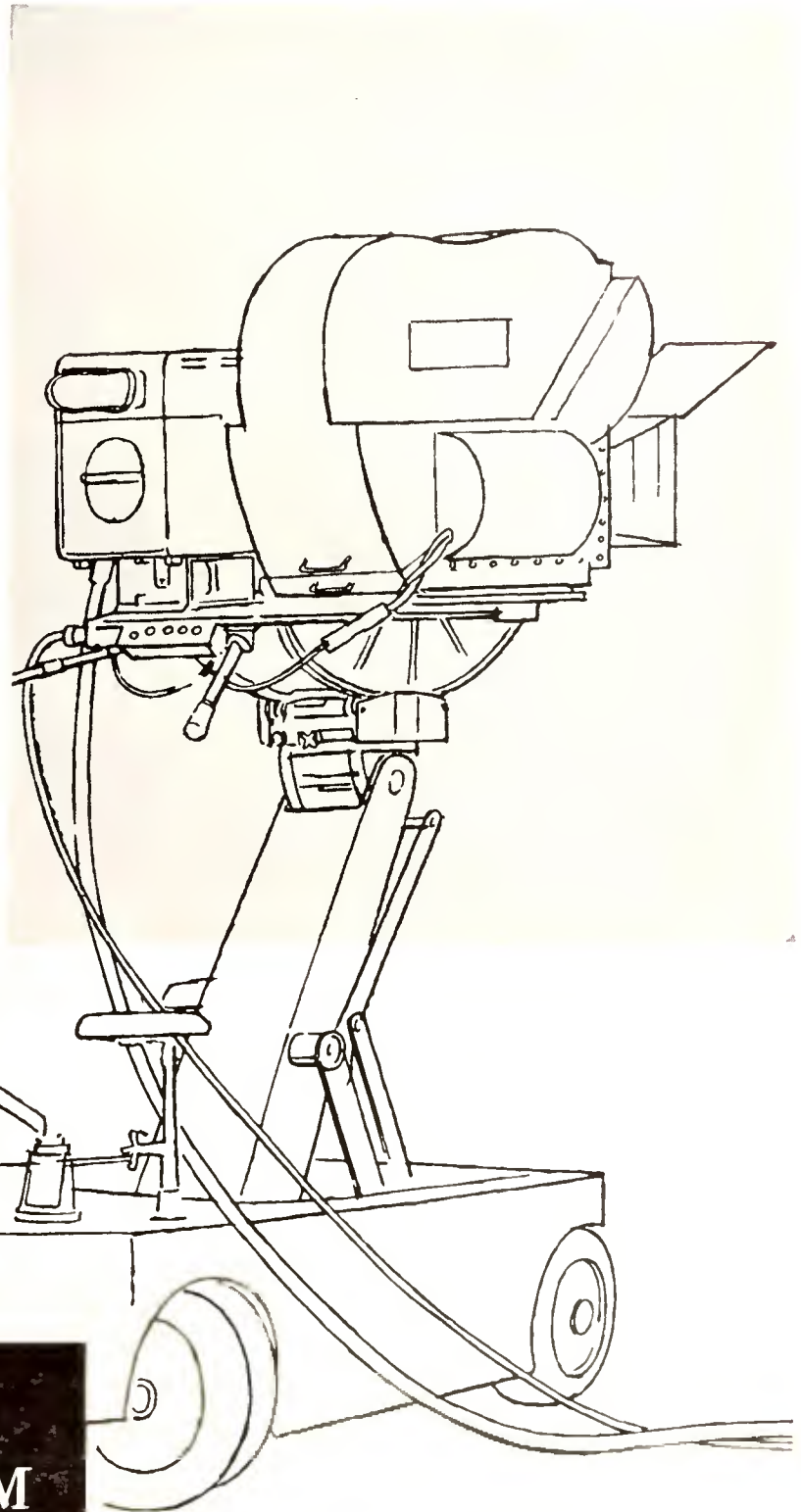
Les Paul and Mary Ford—delivered 35 5-minute shows for the Instrueto Corporation in just seven shooting days!

George Jessel—shot three ½-hour films on a new show before two separate live audiences in just 1 day!

YOU can get the same kind of results!

AT YOUR SERVICE

complete production facilities • cameras • technical personnel • fully-equipped stages • live audience theaters. *At Your Option*—direction • lighting • set-up • scenic design • scoring • costuming • laboratory service and film editing.



Allen B. DuMont Laboratories, Inc.
Electronicam Division

Executive Offices and Studio
152 West 54th Street, New York, New York
Telephone: JUdson 2-2590

West Coast Offices
11800 West Olympic Boulevard, Los Angeles, Calif.
Telephone: GRanite 7-4271

**WRITE OR CALL TODAY
FOR DEMONSTRATION**

The Worm has Turned

Now
Radio
KOIL

Results Count and You

Radio **KOIL** Omaha's
24 hours

See *EVERY-KNOD*

"THE MOST EXCITING"

the Omaha Market!

Dominates Omaha

23.3% Average

8 A.M. to 6 P.M.
HOOPER MAY-JUNE

Now in 2nd Place...
GOING UP FAST!

Get 'em on **KOIL**

MUSIC - NEWS station

**LOWEST COST
PER THOUSAND**

for the whole story.

"LEADER IN THE NATION"

POLITICAL POINTERS

(Continued from page 36)

all about politics, but you can't learn timebuying overnight.

Both the Republican and Democratic National Committees have stressed the importance of shrewd timebuying in selling their candidates to the tv viewers. But, as Harry Beaudouin, Republican assistant p.r. director and head of tv and radio, puts it:

"Once you're on tv, if you don't arrest the viewer's attention in the first two minutes, you've had it. The tv viewer isn't trapped as he would be in a meeting hall. If you're dull, he can cut you out of his home with a flick of the dial."

The experts' tips on effective tv presentation range from a technical briefing on the medium, as the ABC TV Coaching Schools provide, to explanations of viewer psychology and what constitutes the dramatic on tv:

1. "Be yourself," says ABC TV's John Daly. The tv camera points up phoniness as no spotlight or podium could. As an example of ineffective use of the medium, Daly cites Tom Dewey's first tv venture in the 1948 Presidential campaign.

"He talked as if he were addressing a big crowd at a luncheon meeting, instead of a small group in his own home," he says. "The result was that his personality didn't come through."

"Then he was persuaded to take off his coat and use the same approach he'd used successfully as a d.a. He had several people seated around a table, and they asked him questions. The results were far more effective, because Tom Dewey was acting naturally."

2. *Skip flowery oratory.* You wouldn't use "phraseology" in persuading your neighbor; don't try it on tv. Tv is an intimate medium. You're speaking to groups of three or four viewers in their own living rooms. If you make believe you're addressing yourself to members of your own family, you're more likely to have a more persuasive, conversational speech than if you're still keyed to addressing thousands in an auditorium.

3. *Don't be a comedian.* If your viewers want jokes, they'll turn on Berle. There's a difference between interesting your viewers and trying to entertain them. It takes years of professional experience to do the latter.

Says Norman, Craig & Kummel's

executive v.p., Norman B. Norman: "It's the peculiarity of tv that viewers will tend to remember a 30-second joke out of a 30-minute speech and forget the rest. The greatest harm a candidate can do to himself is to undermine people's confidence in him by seeming flighty or flippant in a field where people want a serious, responsible man."

4. *Develop a provocative title* for your tv speech ahead of time. Advance publicity built around this title, your name and the big issue at stake can help build your audience to a peak. And tv's too expensive a medium to plunge into without making sure you're getting the largest available total audience.

Furthermore, adds the Republican National Committee, you attract or repel viewers on tv within seconds after your introduction. The simpler this introduction and the more intriguing the stated subject of your speech, the more likely viewers will be disposed to listen sympathetically.

5. *Use visual aids.* There's nothing so dull as a man sitting behind a desk, droning on and on without interruption. Choose one or two points before going on tv and plan to illustrate these

NOW... 11 Personalities DELIVER THE ENTIRE 550,000*



MILT NAVA



XAVIER NAVARRE



FINA MARIN



JAVIER PEREZ BERDEJA



TEDDY FREGOSO



J. MARTIN BECERRA



RUDY HOYOS, JR.



RODOLFO HOYOS



BOB MERCADO

ELENA SARRA AND ERNESTO CEVA

Welcome



***SPANISH LANGUAGE BROADCASTS 22 HOURS A DAY**

L.A. — RYan 1-6744

Rep: Broadcast Times Sales

with pictures or a graph. But make sure these visual aids are "tv proof," in other words, that they can be seen or read clearly by your viewers. It pays to have these visual aids prepared by professionals, because they'll just frustrate the viewer, if they're not clear.

There's some controversy about effective use of visual aids. While most experts agree that a candidate should exploit the visual aspect of tv by providing some variety and action with visual aids, there's no agreement on the amount of visual material that's most effective.

"Too many charts make the candidate seem academic and clutter up the speech," says Lloyd Whitebrook, former head of Joseph Katz agency, which handled the Stevenson campaign in 1952.

6. *Use prompting devices.* Very few amateurs know how to deliver a memorized speech on tv without seeming stilted. It's far better to know the gist of the speech, but rely on a prompting device for actual wording than to concentrate all effort on remembering particular phrases.

The most modern prompting devices today make it possible for a man on

camera to read and still look directly at the viewer. When instructing station personnel on use of their prompting devices, TelePrompter salesmen always explain one point that's useful to political candidates as well: "Don't worry about not being able to follow the prompting devices. The operator follows your speed—you don't follow his."

Of course, many stations have prompting devices that the speaker can regulate himself. The important thing for the candidate to remember is that he should know well in advance of air time how prompting will be handled.

7. *Get setting suited to your personality.* If you're not the "edge-of-desk-sitter" type, don't reach for casual poses. At the same time, avoid staying behind a desk. Harry Beaudouin suggests "an easy chair in a library setting. But don't lounge in it."

It's important to remember that the setting can either emphasize the candidate's personality or undermine it. It can make him seem removed and aloof from the viewer in one extreme case, or folksy in a phony way at the other extreme. Ideally, the setting should be simple and informal, but suitable to the office the man's seeking.

8. *Movement adds drama.* It can also trap the tv novice.

"Move slowly and deliberately," says the Republican National Committee's tv bible for candidates. "If you get up too quickly, you might just hit your head on the overhead microphone boom. The viewer might find this amusing, but it isn't going to add to the effectiveness of your message."

A technical reason for moving slowly is the matter of keeping the camera on the candidate. Movements must therefore be planned in advance and discussed with the station technical director for lighting and the cameramen.

Says Harry Beaudouin, "If your head suddenly jumps through the top of the viewer's screen, the effect is disruptive, to say the least."

9. *Insist on a "dry run."* Stations rehearse their own programs. They'll cooperate with you and help you familiarize yourself with the technical problems in televising your speech. For example, cameras have a small red light that goes on when the camera is "on you." If you're looking into a camera when the light goes off, don't jerk your head over to the one where the light's on. Just keep talking and

We Have Cornered the Market !



Ernesto Cervera



Elena Salinas

With the addition of two of America's most famous Spanish Speaking Radio Personalities, KWKW enhances its around-the-clock attention of the L.A. Spanish Speaking audience.

ELENA SALINAS has endeared herself to a public to the extent where many of her sponsors have been with her for as much as 18 continuous years. Her goodwill and frank appraisal of the product she endorses sells consistently!

ERNESTO CERVERA is nationally recognized as an announcer and consultant as a result of his intimate knowledge of the Mexican people and their buying habits. In this capacity he has served TIDE, GENERAL MILLS, CARNATION MILK, LUCKY STRIKE, CHESTERFIELD and many others.

You can buy this specialized audience at 30c to \$1.00 per thousand.



L.A. — Ryan 1-6744
REP: Broadcast Time Sales

THERE IS NO OTHER SINGLE WAY TO REACH THE 550,000 METROPOLITAN L. A. SPANISH SPEAKING AUDIENCE.

Complete information — including audience, market and product preference is available.

turn slowly and casually to the other camera. But a "dry run" will help the cameraman and you.

10. *Ask station men about your clothes* before the day you're on tv. It's basic to avoid white shirts, for example, because they tend to reflect light into the camera. Light blue comes across as white on tv. Herbert Hoover, so the story goes, had his white shirt dyed in tea when called to tv cameras at last convention.

Jewelry can deflect light and cause a distracting glare. So, don't be offended if a station man suggests you take a ring or tie clip off. He's not commenting on your taste.

11. *Follow make-up suggestions.* There's nothing sissified about using some pancake makeup, if the director should suggest it. Tv lighting can make Jayne Mansfield look anemic, if her makeup isn't right.

There's a story about a candidate for a local judgeship that circulated about the Democratic National Committee recently. In the last election, a station director had suggested to the candidate that he put powder on his bald spot.

"Aw go on," said the candidate, with

an embarrassed grin. "That's okay for my wife. I'm not running in a beauty contest."

But a spot check among the candidate's own political affiliates after the telecast revealed that many had been more intrigued with the play of light on his bald spot than they had been with the man's speech.

"It's the small flubs that can destroy the effectiveness of a tv speech," a BBDO producer, who worked on the 1952 Presidential campaign, told SPONSOR. "The tv screen will pick up and magnify the ludicrous or incongruous at the expense of the candidate's message."

12. *Relax.* This point is the first and most important one the experts make. It's true, they say, that viewers sometimes sympathize more with the self-conscious than the glib. But there's little danger for the political candidate to seem too professional on tv.

"A relaxed speaker inspires more confidence than one who's tense and nervous on tv," says Walter Craig, tv and radio v.p. of Norman, Craig & Kummel. "It's best to have a working knowledge of the medium before using it. Then once on the air, relax." ★ ★ ★

BRYLCREEM

(Continued from page 39)

Buying is limited to those markets which have at least 50,000 tv sets. The current schedule of 106 stations reaches into 85% of all tv homes during a week's time, the company estimates. Brylcreem, as a mass-distributed product, requires advertising messages which reach a mass audience.

The hair dressing is distributed through many different types of retail outlets: department stores, drug and variety stores, food stores, supermarkets, as well as barber and beauty shops.

3. It uses one-minute films.

All of the Brylcreem commercials are minutes, and all combine stop-motion and live-action sequences. The main copy point in each: "The Smart Look is the Brylcreem Look."

Since 1954, the product has used an attention-getting, favor-finding combination of puppets and a single jingle, in combination with live-action films.

Seven in eight of all tv announcements feature the puppets and the jingle. A boy and a girl puppet romp after each other to this jingle:

"Brylcreem, a little dab'll do ya.
Brylcreem, you'll look so debonair.
Brylcreem, the gals will pursue ya.
Simply rub a little in your hair."

The jingle was composed by Jack Atherton, vice president and head of tv and radio production at Atherton & Currier. The jingle has been used since 1948, when Ritchie incorporated it into radio announcements.

On tv, the stop-motion puppet action starts with the boy puppet, with unkempt and flying hair, racing after the petite blonde gal. After using a dab of Brylcreem, he finds the blonde pursuing him.

Atherton & Currier agency created and styled the puppets, working with Wilbur Streech Productions, New York. The puppets themselves, and the film sequences featuring them, were produced in Germany. Puppets were made of a rubbery plastic material mounted on a universal frame, and experienced German craftsmen worked on details of design and expression as planned by the agency. Animation sequences were detailed step by step, based on action of live models enacting the puppet pursuit theme. The animation technique is stop motion, against a stylized city background.

(Please turn to page 96)

In Evansville This Growth Story Is More Than A Tall Tale...

WEHT - TV
CLIMBS FROM 11,000 TO
204,000
WATTS!

Jack's bean stalk was a stunted century plant compared to this story of growth. April 14th permanent affiliation contracts were signed with CBS. On August 15th WEHT-TV - Channel 50 in the Evansville Market area will boost its power from 11,000 to 204,000 Watts. . . . Involving an expenditure of \$200,000 in RCA transmission equipment.

AN ESTIMATED 75,000 NEW HOMES WILL BE INCLUDED IN THE NEW COVERAGE AREA!

WEHT-TV is your FOLLOW-THRU STATION IN THE EVANSVILLE MARKET. Only WEHT-TV offers (1) Guaranteed On the Air promotion, (2) Newspaper advertising, (3) Newspaper Publicity, (4) Letters to retail trade, (5) Daily news letters to hotels and hospitals, (6) Lobby displays, (7) Monthly house organ, (8) Window Banners, Posters and (9) Billboards.

Represented by

YOUNG TELEVISION



ALSO
OPERATING
WEOA-CBS RADIO

K

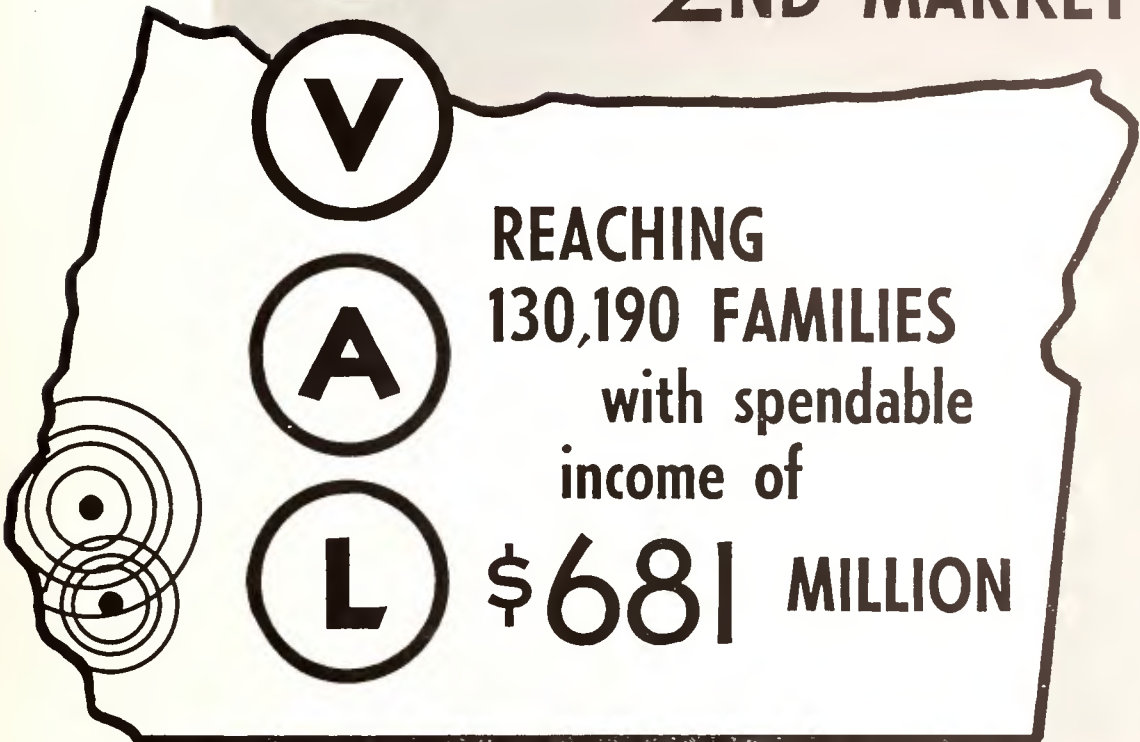
COVERING OREGON'S 2ND MARKET

V

A

L

REACHING
130,190 FAMILIES
with spendable
income of
\$681 MILLION



TV

Here's the surefire way to get to the heart
of the nation's rich timberland. . .
just bursting with active sales potential!

Use the KVAL-KPIC team, and you're reaching
the majority of 130,190 families in the North-
west's 5th richest market. These sister stations
offer the only consistent coverage of the largest
market between San Francisco and Portland. So,
if you're buying—or planning to buy—why
waste money? Use KVAL-KPIC, the one com-
bination that spotlights this booming timber-
land area. Contact your Hollingbery man,
or Moore and Lund (Seattle-Portland).

K

P

I

C

**EUGENE
KVAL-TV**
Channel 13

**ROSEBURG
KPIC**
Channel 4

EUGENE — ROSEBURG

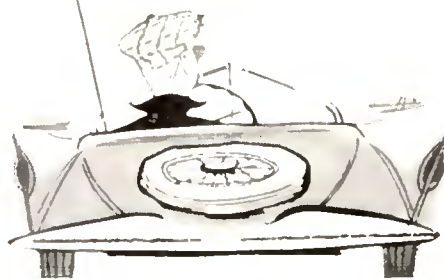


SELL ON THE STATIONS THAT

MORE LOCAL NEWS



MORE LOCAL SERVICE . . .



MORE MUSIC



WEATHER . . . SPORTS . . . TRAFFIC
WHERE TO GO . . . WHAT TO DO



The trend is clear. Letters, 'phone calls, surveys—everything points to the evolution in daytime radio listening habits. People—your customers, bless 'em—want more intimate, easy-to-listen-to radio programming. Feed them more music, more on-the-scene local news, more community service, and they eat it up.

And audiences who get more of what *they* want, give more of what *you* want: attention . . . interest . . . desire . . . sales!

WBC's been listening to the people. And so, on July 16th, WBZ+WBZA, Boston-Springfield . . . KDKA, Pittsburgh . . . KYW, Cleveland . . . and WOWO, Fort Wayne will go all-local all day long. Hourly news reports, more weather, traffic and general service announcements, and more music will fill the bill today's radio audience prefers.

For the advertiser, this means more popular, top-rated time segments for your spot buys. Plus WBC's top power, top talent, top markets. For availabilities in the new, better-than-ever daytime WBC radio schedules, call A. W. "Bink" Dannenbaum, WBC Vice President-Sales at MUrray Hill 7-0808, New York. Or, call your nearest WBC station.

STEN TO LISTENERS



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

BRYLCREEM

(Continued from page 92)

The attention-getting psychology works, and Brylcreem has proof of this attention: Advertest Research reports that Brylcreem spot tv commercials fall within the top 10% of over 100 commercials they have tested, on the basis of commercial remembrance. The advertising points were "played back" by 90% of those viewers who saw Brylcreem tv advertising, "an extremely favorable showing, compared with over 100 reports we have pre-

pared for other clients" says Advertest Research.

Even though both the puppet sequence and the jingle are combined in most of the tv announcements, neither shows any sign of wearing out. This is the contention of Vice President Joseph Molnar, A&C account executive who has worked on Ritchie business since it was signed by the agency in 1941.

He explains the continued effectiveness of the puppet-jingle sequence this way:

"The jingle has the flavor of enter-

tainment. People are always amused by the little puppets. Thus, the jingle and action combine a good selling pitch with the kind of entertainment which tells the story. Result—it helps sell the product. Then too, the advertising copy in the commercials does not in any way stretch the credulity of the viewer, because the claims aren't exaggerated."

4. It pegs its best audience prospects.

There's another big reason Ritchie likes late-night buys.

"We want to reach a lot of men," says Keenan, "and we know that we are able to with late-night times. Our average audience runs 50 adult men, 47 adult women and a few teenagers.

"We like to reach young men too, because it's merely a matter of a couple of years until they're on their own financially, making their own buying decisions."

5. It's on tv all year round.

Fifty-two-week schedules are constant for Ritchie, and the week-to-week emphasis is steady, too.

The company buys an average of five announcements weekly per station every week of the year. The variations in the buying technique arise when a market needs additional emphasis. Then another station with the same five-a-week schedule is added. The maximum number of stations used in any market is three.

"We figure the carryover of our year-round tv campaign takes care of any additional business which might be available in the summer months," Keenan says.

6. It backs up its field force.

With Brylcreem, as with all packaged products, there's a need to merchandise and to pre-sell the item with jobbers, distributors and dealers. And it's vital to let the field man, the liaison between manufacturer and retailer, know what the company is doing and why. So says Keenan, adding: "Tv has helped our field organization a great deal. It's a completely accepted advertising medium among our field forces.

"We have our field men show the druggist or the grocer the tv schedule we're buying. We've found all down the line that he already knows about it. This is because men in business don't have as much time as other people to read magazines or newspapers. They often work late, and the only re-

(Please turn to page 100)

EXTRA Radio News EXTRA

VOL. 3 NO. 1 JULY '56 OMAHA, NEBR.

KFAB NAMES NEW MANAGER

**LYELL BREMSER
ELEVATED TO POST**

Lyell Bremser, of the KFAB staff for 17 years has been appointed General Manager of the station. Bremser started his announcing career while attending the University of Nebraska. He later specialized in news and special events and developed into the midwest's best known and best liked sports broadcaster. Much of his popularity resulted from his colorful, accurate play by play coverage of Nebraska Cornhusker Football Games which he has done continuously for over 13 years.

Lyell was appointed Program Director for KFAB six years ago. He is a native of the Midwest Empire . . . born in Dow City, Iowa, married and the father of four children.



Bremser's programming know-how will be reflected in an even greater KFAB. Advertisers can look forward to continued high level results from radio dollars . . . and the listener can expect the best in all around service and entertainment.

Peters, Griffin, Woodward can tell you the full KFAB story . . . or contact Lyell Bremser today.



OPEN LETTER

to Neil H. McElroy, President of Procter & Gamble, Cincinnati

Dear Mr. McElroy:

According to our records, your investment in tv and radio advertising during 1955 exceeded \$58,000,000.

Ten years ago it was \$18,000,000; five years ago \$29,000,000. This year you will probably top \$65,000,000.

P & G is a topflight leader in this decade of great business expansion, and one of the benchmarks of your leadership is the unparalleled faith that you and your associates have invested in the tv and radio media. Long ago you proved that radio advertising, properly used, had a unique ability to move goods. You employed it to the fullest. When television came along you moved fast, harnessing its power to the job of matching ever-expanding production with ever-expanding sales.

No doubt about it, tv and radio are vital to P & G.

And SPONSOR (the magazine that tv and radio advertisers *use*) has been proud to tie in with your progress by providing you and many of your key advertising and sales executives with an exceptionally valuable trade paper service.

But we're not satisfied with our service to P & G. Far from it. Like P & G, SPONSOR's growth has been marked by an alert anticipation of the trends and needs of the field it serves.

We should like to be able to make the big claim and the big

(continued) OPEN LETTER to Neil H. McElroy, President of Procter & Gamble, Cincinnati

promise—namely, that SPONSOR will, with each issue, give you a full wrap-up in depth of the up-to-date essentials in tv and radio advertising. What we're talking about is a single trade paper service so complete and so essential that you and your associates will be able to keep fully posted.

What this would mean to you is that one hour per issue with SPONSOR would give you a briefing and evaluation that will keep you abreast of the ad media on which you rely heavily for progress.

What this would mean to us is that despite your staggering personal schedule, including such diversifications as budgeting, financing, legal matters, expansion, new product development, you would find it economical to rely on SPONSOR for your tv and radio perspective.

Is it possible to publish a SPONSOR that gives you everything you want in one tv and radio publication?

With our present bi-weekly formula, we think *no*.

With a weekly SPONSOR, we think *yes*.

We reason this way. No bi-weekly can fully cope with the meteoric happenings of our industry. Even the best job of evaluation, interpretation and reporting falls short of being a complete wrap-up on an alternate-week basis. SPONSOR has had marked success with its formula of use articles and highlight news; but we would be foolish to contend that this represents the full service you need to keep posted.

Only the regularity and timeliness of a weekly will permit a complete tv/radio advertising service for you and thousands of others of our industry.

So, SPONSOR is going weekly 27 October 1956, just as we begin our second decade of publication. And on 27 October we are promising you what we have never promised before — a new concept in broadcast trade paper service, a complete wrap-up in depth for busy air-minded executives.

Here are some of the components you will find in the weekly SPONSOR:

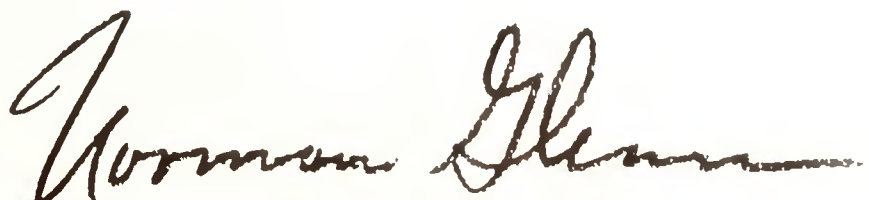
1. Improved format, modern types, fast-reading articles, crisper-looking pages, but the same identifiable SPONSOR with the same high *use* quotient.
2. A significant new department of essential interpretive news and news trends in depth. We can reveal this much at this time—a separate, skilled staff of news analysts will handle it; we won't compete with other news magazines of our field; we won't cover the waterfront, but we'll give you all you need to know.
3. Useful, readable and idea-provoking departments, some old, some new.
4. A brand new concept which should make our back-of-the-book pages among the best read.
5. More emphasis on film, tv and radio commercials, trends, basic problems. More perspective on other media. More leg-work. More interest in the country at large.

We think we can count on your regular readership, Mr. McElroy, because the new weekly SPONSOR will give you:

1. **Essential Reading** (*and only the essentials*).
2. **Useful Reading** (*in line with our tried and true formula*).
3. **Easy Reading** (*as easy-to-read as Life, SEP or The New Yorker*).
4. **Fast Reading** (*all you need to know in capsule-style, plus article reading if you have the time and inclination*).

In other words, a complete weekly wrap-up in depth for busy executives. Look for the new weekly SPONSOR on 27 October.

Sincerely,

A handwritten signature in cursive script, appearing to read "Norman Glenn".

Publisher

BRYLCREEM

(Continued from page 96)

laxation they have is to watch tv when they get home. They're exposed to tv automatically. That's why they know a lot about us even before our field man tells them."

The television schedule naturally backstops the field force in reminding dealers of the Brylcreem name.

Repeat sales are an important factor in Brylcreem's sales success.

"We have terrific brand loyalty,"

says Account Executive Molnar. "We have an outstanding product and one which is competitively priced." (Brylcreem costs 39¢ for a one and three-quarter ounce size, 59¢ for four ounces and 79¢ for six ounces.) He also points to the advantage of packaging in tubes, as well as jars. The tube is convenient, easily carried, unbreakable and has special travel advantages.

Sometimes all it takes for purchase is a reminder, either via tv or by word-of-mouth. Brylcreem has results of a survey conducted in Minneapolis

which queried householders about their initial purchase of the product and about repeat business. These statistics show that of all the people who used the product for the first time, 57% went back and got some more.

Hay, sales vice president, and O'Connor, field sales manager, report that sales have greatly accelerated in the past two and one-half years, and are growing today at a faster rate than they did a year ago.

This, Keenan believes, points to the continuing cumulative effect of the tv advertising campaign.

In addition to this cumulative impact, there's the factor of audience and market growth.

"As all of the markets keep growing, in terms of total population, there is automatic set circulation and audience growth. For these reasons, as well as the fact that our tv campaign is a continuing one and an effective one, our share of the market keeps soaring," says Keenan.

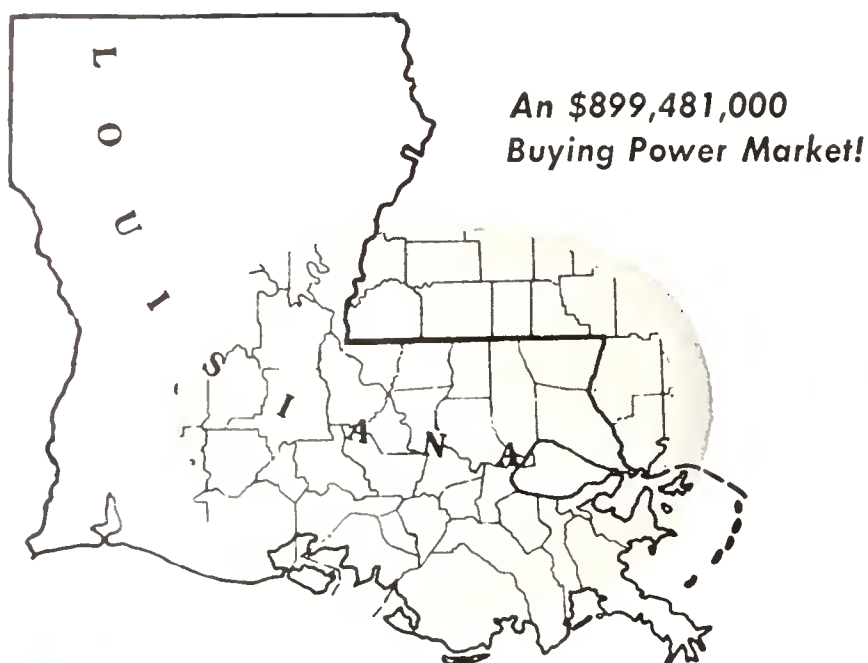
Sales gains have followed Ritchie's moves into new market areas. In 1952, the Brylcreem tv schedule was carried in only two markets. This was expanded to 13 during the first half of 1954, to 30 during the last half. Today's figure totals 106 stations.

Tv's effectiveness in reaching and selling the consumer has led to Ritchie's expansion into tv for its other consumer items.

ENO Sparkling Antacid is being advertised with participations in NBC TV's *Tonight*, also a late-night offering. Steve Allen handles three one-minute participation announcements weekly on an Eastern network lineup of 15 stations. The schedule on *Tonight* was started in April, after a test market campaign.

Two other products sold by Ritchie are Scott's Emulsion and Scott's Emulsion Capsules.

These two products contain A and D vitamins directed, among other things, at prevention of colds; thus they have seasonal sales patterns. From October through February, the cold-weather months, Scott's buys one-minute announcements, in the top 10 markets. These commercials are also on film, and they are telecast at the rate of five or more a week. Starting this season, Scott's Emulsion will be handled by J. Walter Thompson, New York. The other two Ritchie product lines are serviced by Atherton & Currier advertising agency.



MORE AUDIENCE

than any other TV station in the rich heart of Louisiana



FROM 5:00 P. M. to SIGN OFF

(Monday thru Friday)

WBRZ rated highest in 125 quarter hours out of 149.



FROM 12 NOON to 3:30 P. M.

(Monday thru Friday)

WBRZ rating Tops All Others Combined!

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

Advertising in the two agencies is coordinated by Donald Keenan at the headquarters operation in Clifton. Keenan, who is 27 years old, has been with Ritchie almost two years. He worked in the advertising and marketing field after graduation from Pace College in New York City, which specializes in advertising, marketing and accounting. ★ ★ ★

SPONSOR ASKS

(Continued from page 65)

If the production staffs could make themselves thoroughly familiar with what our machines can and cannot do, another time-consuming element could be eliminated.

Then, there is the example of the client who specified the sound of Santa's reindeer landing on a rooftop, only to show dismay that such a sound had yet to be recorded. If he had notified us sufficiently in advance, we would have had the proper blendings of sound ready for him prior to his session.

We make these comments lovingly, affectionately; for we appreciate the problems of the advertising industry here at Olmsted and try to accclimate our way of operating to fill every need.



John F. Gilbert
President
SRT, New York

WE FAVOR CLOSED CIRCUIT USE

● Advertising agencies in the last year or two have begun to recognize the great advantages to be derived from having easy access to a closed circuit television studio. Rising costs of production and of television time-buying plus the need to cut down on time-consuming mistakes have no doubt prompted this trend.

Some few agencies have already purchased their own tv-equipped studios. Whether this has proven to be

the best possible answer to their problems is still an open question. Usually, the tv equipment purchased is not broadcast type and the continuous heavy cost of professional tv studio maintenance and operation very probably outweigh the advantages of its part-time usefulness.

At SRT agencies may use and become familiar with such facilities as cameras, 16 mm film chains, a late-model color camera chain.

Closed circuit practice enables agency people to pre-test every angle of a new commercial and bring to life a

story-board while being able to compare results and sales appeal as between color and black-and-white when desired. And it may be done at comparatively little expense and with no capital outlay.

As is the case in many other businesses, it is simpler and much cheaper to rent them than to buy expensive equipment and services. N. W. Ayer & Son has recently signed a contract with SRT, ensuring availability of black-and-white and color tv studios. Other agencies are in process of making similar arrangements. ★ ★ ★



Showmanship with that KENTUCKY FLAIR!

Here are twenty beautiful Kentucky coeds—all competing for the Queen's crown of Laurel at the colorful Mountain Laurel Festival in Pineville. . .

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the finest in television showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets audience preference!

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because it has low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky . . . in 1948. Its experienced staff has the know-how to make your programs—and your commercials—sell!

*ARB Louisville, Feb., 1956

*Metropolitan ARB, March, 1956

LOUISVILLE'S WAVE-TV

CHANNEL 3

FIRST IN KENTUCKY

Affiliated with NBC



KMPC
catches
sales!



In Los Angeles
the friendly
'line' of KMPC
DJs pulls in
huge audiences
and lands prize
sales for sponsors

KMPC

710 kc LOS ANGELES
50,000 watts days 10,000 watts nights

Gene Autry, President

R.O. Reynolds, V.P. & Gen. Mgr.

REPRESENTED NATIONALLY BY
AM RADIO SALES COMPANY

REYNOLDS METALS

(Continued from page 33)

selling all the time. Television, as a demonstration medium, is ideal for our purposes. We match our tv techniques to those purposes, and we exploit every advantage we get from our tv audience and our advertising."

SPONSOR estimates that half of an annual \$8 million ad budget goes to network tv. The other half is split among national consumer magazines, business and trade publications, a small amount of newspaper, women's service magazines, spot radio, point of purchase, direct mail and billboard.

"Company management is very tv-minded," Boyle says. He thinks it very possible that by the fall of 1957, Reynolds will be in two major network tv vehicles. One would be for the non-consumer advertising, probably a mass audience show to reach people "educationally." The other network tv show might be a daytime feature, directed exclusively to housewives with all commercial time devoted to illustration of the many possible uses for Reynolds Wrap.

The tv advertising goal of reaching a mass audience has never changed since Reynolds purchased its first network show in 1951. But the means of reaching that mass audience have changed.

Reynolds' first network tv show was the nighttime *Kate Smith Hour* on NBC TV in 1951, with which it remained for one season. In 1952 and 1953, it switched to Wally Cox and *Mr. Peepers* on the same network. According to Nat Strom, account executive for Reynolds at the Buchanan agency in New York, "*Peepers* attracted the best all-family audience of any show on the air at that time. We had just what we wanted: an even audience division among men, women and youngsters."

For the '54 fall season, Reynolds continued with *Peepers*. The next summer, it substituted a summer replacement, the *Do It Yourself Show*. Originating in California with Dave Willock and Cliff Arquette, the show occupied Reynolds' regular Sunday night time slot from 7:30 to 8 p.m. on NBC. This marked the first time an all-out advertising effort promoted the company's do-it-yourself line of aluminum parts and components.

Last fall, the company bought its first film show, the Western *Frontier* series. The adventure drama continues

through this summer, and in September will be replaced by the new film series, *Circus Boy*.

Circus Boy will remain in the Reynolds Sunday night time period, and will be carried by 103 stations. Radio-tv Advertising Manager Boyle says the company has "great" hopes for the new dramatic feature. "We anticipate a substantially greater share of the tv audience and a more general family appeal so that we'll regain the balance we had in *Peepers*."

The new half-hour series features a youngster in the title role in a variety of circus and non-circus adventures. Plots encompass romance (for mother and sister), adventure (for all), Western (for dad and the kids) and circus stories (for youngsters).

"We're going to hit everyone," says Strom, "and we think the show will appeal to everyone. As a matter of fact we expect to crack into the 30's!" *Frontier* has been "in the 20's," reaching some 25 million people weekly.

Reynolds has an option on the program for five years, and expects to air a different version every week of the year during that time. "*Circus Boy* is a natural for exploitation," says Boyle, and the company plans to merchandise this vehicle more intensively nationally and locally than it has ever done before.

In-store demonstrations, personal appearances, tie-ins with consumer contests, and a raft of other promotions will take maximum advantage of the \$3½ million tv package.

Even though the program formats have varied rather widely in the past five years, the other advertising elements remain constant. Reynolds will continue to advertise the same concepts, products and services that it has in the past. And it will use the same commercial techniques to sell them.

Exactly what does Reynolds sell?

It sells several lines of consumer products.

The biggest consumer product line is Reynolds Wrap. The aluminum foil comes in two weights, regular for ordinary household use and the heavier for such special-duty work as freezer food packaging.

Reynolds was the first company to introduce a household foil. Brought out in 1946, it got its first big push from store shelves to pantry shelves after the network tv schedule was debuted in 1951.

Today, Alcoa has re-named its Wear-

ever foil Alcoa Wrap, and Kaiser Aluminum is considering national distribution of a household foil wrap for the first time. Dow Chemical and its transparent Saran Wrap, started out with network television as a participation sponsor in NBC TV's *Today*. It now buys participation in *Queen for a Day* on NBC TV.

Another consumer product line comes under the use classification of Do It Yourself. Reynolds makes aluminum sheets, rods, angles and other components of various shapes and widths for use by householders in their home repair work. This do-it-yourself aluminum combines a special alloy so that the material can be cut by ordinary woodworking tools.

The parts division, under the direction of William G. Reynolds, is subdivided into two operating divisions. The first, building products, manufactures, distributes and sells such items as windows, nails, gutters and downspouts, reflective insulation, aluminum tile, etc. The second, industrial parts division, manufactures aluminum components for other industries, such as aluminum grills and trim for automobiles, washtubs for electric washing machines, deep fryers and other utensils.

Reynolds also sells what can best be described as intangibles. It uses its television commercial time to accomplish these various objectives:

1. To foster the knowledge of aluminum, its properties and its applications, and an understanding of how it can be used;

2. To back-up the product innovations of aluminum fabricators;

3. To establish its own "seal of quality" as a quality emblem in the industrial field (it is available to all fabricators who buy Reynolds aluminum);

4. To gain acceptance for its packaging seal (similar to the *Good Housekeeping* seal) which appears on foil-wrapped consumer products manufactured by Reynolds' customers and is designed as an identifying mark for the consumer.

This packaging seal now appears on more than 800 products made by the leading food manufacturers of the country. The list includes such blue-chip accounts as Lever Bros., Kellogg, Kraft Foods.

Such a complexity of specific advertising mentions on a single show requires an unusually cohesive relationship between administration and

advertising. Boyle, as radio and tv advertising manager, works with all administrative and manufacturing divisions of the company to pre-set what the commercial content of the tv show will be. He works about two months in advance, so that as the commercial is developed for a product, service or concept, the merchandising strategy can be laid at the same time.

Here's how he works to coordinate copy objectives:

The company, to begin with, has many operational facets. Its \$400 million annual sales gross comes from the output of several divisions. Three primary divisions are the parts division, under the direction of W. G. Reynolds, and the consumer, industrial and packaging divisions which come under the direct jurisdiction of David P. Reynolds, vice president in charge of sales and advertising. (David is one of four sons of R. S. Reynolds, founder of the company. Richard S is president, J. Louis is executive vice president, and W. G. is vice president in charge of parts and building products).

Tv commercials are rotated among the two phases of consumer production, Reynolds Wrap and Do It Yourself, the packaging division and among 13 sub-divisions within the industrial division. Among these 13 which come in for tv mention at one time or another are appliances, chemical, truck and trailer, aviation and railroads, irrigation, automation and architectural.

Boyle's practice is to circle the sales and advertising headquarters in Louisville, check key persons in the executive offices at Richmond, Va., and find out what's happening at the 34 Reynolds plants and in its 69 sales offices. (The company also has four foreign subsidiaries in Mexico, Canada, the Philippines and Cuba.)

By talking with these people, Boyle learns of new developments, new applications of aluminum, new features which will combine human interest as well as a pro-aluminum sell for the tv viewing audience.

Here's the kind of tv commercial he ends up with:

To demonstrate the heat conductivity of the metal, and to point up its superiority for cooking utensils, Reynolds used a rectangular aluminum plate. One half of it rested on top of a stove burner; the other half on blocks far in front of the stove. The tv demonstrator turned on the gas underneath one end and put a shelled raw

WANTED

PUBLICITY MAN

to grow into expanding position in New York office of well-known, reputable organization. Must have professional competence in factual publicity writing and solid familiarity with New York trade press, based on several years of productive work on receiving or sending end.

Highly desirable to have knowledge of media and working knowledge of media research. Heavy emphasis on ability to generate effective publicity and maintain good press relations.

Be prepared to submit and discuss work-exhibits during interview after forwarding professional resume, salary bracket, age, etc.:

BOX 724

SPONSOR 40 EAST 49TH STREET
NEW YORK 17, N. Y.

NOW... for YOUR
schedule

A NEW MAJOR MARKET with
A QUARTER-BILLION
DOLLARS of BUYING
POWER!!!

154,000 people make the
EUGENE, LANE COUNTY
area the LARGEST WEST
COAST MARKET between San
Francisco and Portland.

It's Oregon's SECOND
MARKET... and FIFTH
in all the PACIFIC
NORTHWEST.*

CBS Radio *SM'56
5,000 WATTS - 1280 KC

KERG

EUGENE, OREGON
WANT MORE FACTS?
-CONTACT WEED & CO.

egg on the other end. The heat which was conducted along the metal plate to the egg fried it in a few seconds.

Another type of laboratory experiment contrasted the freezing quality of aluminum and of steel. Boyle, who describes freezing as "nothing but taking heat away," showed two large clinical type thermometers connected to an aluminum object and to a steel object.

As motors started running, the thermometers registered drops in temperature. During the span of the tv commercial, the thermometer attached to aluminum dropped 30 degrees; that connected with steel, three degrees.

Demonstration is the key to Reynolds' tv salesmanship, but the tv philosophy has many other components as well.

Reynolds Metals uses only live commercials, and it works with the same two selling personalities every week. They are Helen Lewis and Rex Marshall, who handle the demonstrations in friendly, sincere fashion, and who were chosen for the high identification they are able to establish with men and women in the viewing audience.

Says Boyle:

"We think Helen Lewis combines

every commercial element we need in a female personality. She's accepted as a typical housewife, and someone with the semi-authority of a home economist—and she's facile with her hands in demonstrations." Miss Lewis handles the Reynolds Wrap announcements.

"We picked Rex Marshall in the same way that we select salesmen for our company. We wanted someone with a pleasing personality who was interested in learning about our product, and who was able to deliver a strong message to the nation's living rooms without having a forced, hard sell. They both talk pleasantly but with authority, and they get the points across."

The copy is written to match each of the two individual personalities, and the distinctive speaking style of each. The copy is prepared by the Clinton E. Frank agency in Chicago. Reynolds has two agencies and an interesting division of labor between them. Frank buys all radio-tv time and facilities, and prepares all broadcast copy. Buchanan in New York services the network tv program, and handles all activity on Reynolds' Building Products Division.

Reynolds' commercials may hit three different concepts in a single half-hour show period. At the rate of three a week for 52 weeks, a total of more than 150 announcements annually would run into considerable money were they to be put on film, Boyle feels, and he adds, "We'd never be able to use more than a few of them again."

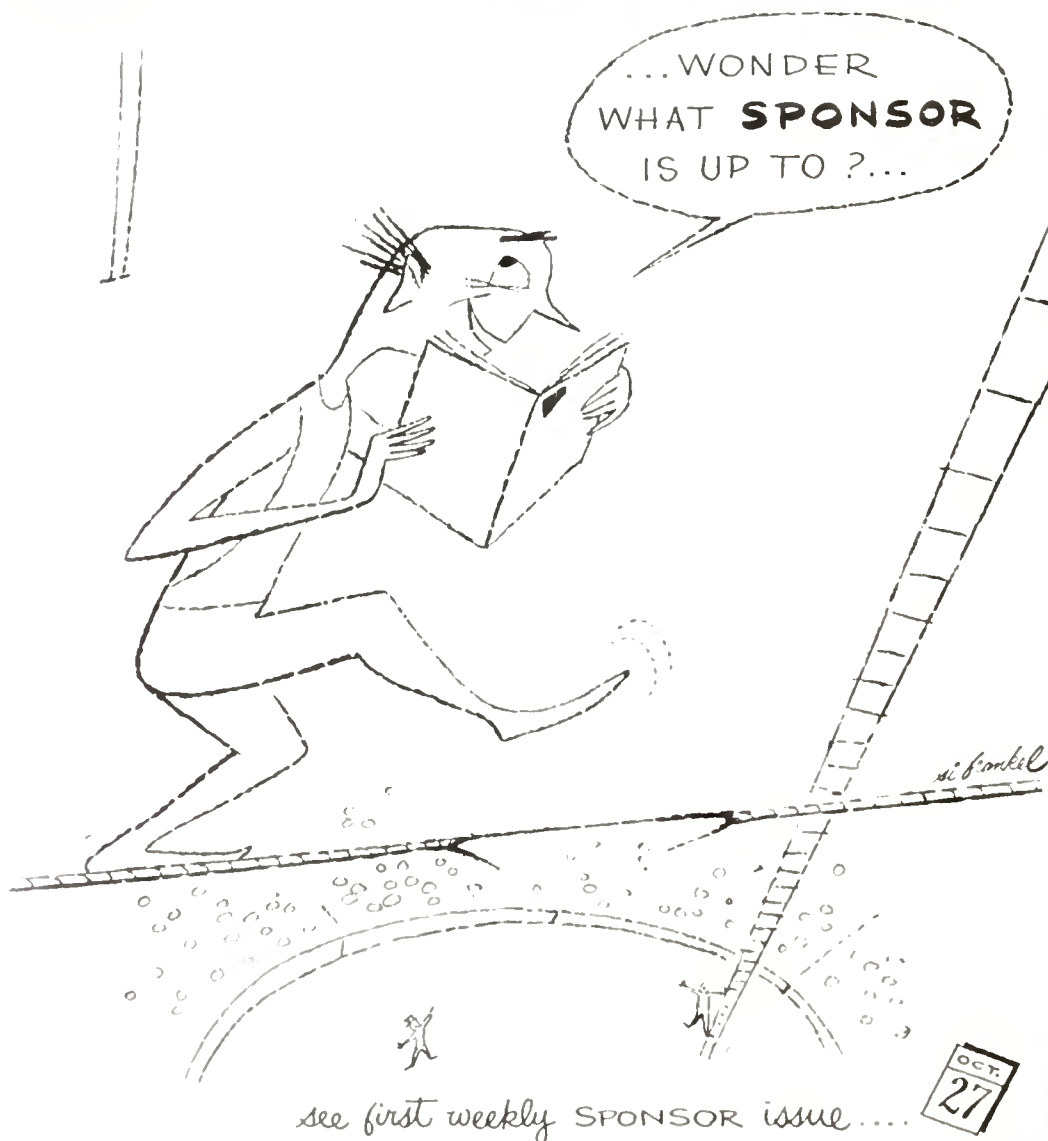
"We also like the spontaneity of a live message, and we've developed our two sales personalities so that they use no cue cards of any kind. We think that a commercial to be properly understood in the home has to be 'talked' to people in the same language that they use. That's why both Rex and Helen have a lot of latitude in rephrasing."

There's a seasonal element in the rotation of announcements. Do It Yourself mentions come in for a strong play in the spring and fall touch-up seasons. An announcement explaining how aluminum is used for irrigation pipe is scheduled during the hot months when farmers, particularly, are most conscious of the drought. Fabrication of aluminum into summer furniture is discussed during the warm months, and the supplanting of chrome by aluminum in new model cars is talked of as they come off the Detroit production lines.

Reynolds' radio activity is limited to spot at this point, although it has used a considerable amount of network in the past. In 1951 it sponsored *The Big Show* with Talullah Bankhead on NBC, and during the 1952-1953 season it bought *Fibber McGee and Mollie* for a half-hour weekly on CBS.

In 1953, '54 and '55 Reynolds switched the radio emphasis to its Building Products Division and particularly to products of special application to the farm market. It maintained a program schedule with radio station farm directors on 46 outlets, selling farmers such aluminum products as roofing and siding, nails and inexpensive but sturdy barn and livestock structures. It also directed commercials to the farmer's wife for Reynolds Wrap and such household products as aluminum paint.

Reynolds in the '56 season is cooperating with the Purina feed dealers for the first time. It is distributing a new line of pre-fabricated chicken coops through them and is using radio to introduce them. The cage layer and broiler houses are being advertised with radio announcements in selected



market areas (Tennessee and Kentucky) which support poultry raising. As Reynolds and Purina dealers build acceptance, Reynolds moves to new poultry areas with its introductory radio campaign. The next most likely states to follow are: Maryland, Arkansas, North Carolina, Pennsylvania, Georgia and Texas.

As the radio schedule grows, Reynolds envisions expanding advertising appropriations in all media. As the aluminum industry grows, so will Reynolds, says Boyle.

Reynolds Wrap, after its five years of tv advertising, now far outsells its nearest competitor, says Account Executive Strom. Even though the market for the foil has expanded tremendously, the number of companies manufacturing the product is dwindling and Reynolds gets an ever bigger market share. Shortly after World War II, and within two or three years after Reynolds Wrap came on the market, more than 40 companies were making household foil. Today, the market has narrowed down to about 15—and only four companies get any significant share of the total consumption.

“But the most unusual factor in the history of our wrap is that it took such a short time to gain consumer acceptance and national distribution. Reynolds isn't like P&G, for example, which already has its trade and dealer contacts fully developed before it introduces a new product. Reynolds didn't know a thing about food store distribution, and it had no trade contacts. Yet Reynolds Wrap was launched and accepted completely in a very short time, and with a relatively small amount of money.

“I don't think this ever happened in the grocery field before, and it certainly never happened with a company which didn't spend tens of millions of dollars in launching a new line. As a matter of fact, some big companies figure it will take them 20 years to get a product really solidly established.”

That first tv campaign was launched by David P. Reynolds and by David F. Beard, general director of advertising. Beard today concentrates on overall ad strategy and non-broadcast media, with Boyle handling all radio and tv matters.

Jack Boyle has a background in both media. He worked in tv in the “pioneer” days of 1946, traveling with an RCA demonstration unit out of Cam-

den. He conducted closed circuit tv shows and demonstrations in major markets as soon as tv stations were authorized for them, and he introduced the public to tv wonders which were soon to be.

After two years of the peripatetic life, he settled down in Louisville as director of television for Station WAVE, which had just taken the air. He remained there four years, and in 1952 went with Reynolds Metals in his present capacity.

He quotes two unbiased sources for a commentary on the accomplishments

of Reynolds and its tv advertising program in behalf of the entire industry.

Business Week said Reynolds Metals should be credited with “one of the most masterful jobs in post-war marketing.”

And one time when Boyle was attending a business luncheon, the guest speaker was director of public relations for Kaiser Aluminum. “He said simply that Reynolds' introduction of aluminum foil into the home, and its advertising of aluminum advantages, had done a tremendous job for the entire aluminum industry.” ★ ★ ★



We're proud as Roger Williams . . . crowing like a Rhode Island Red, because now we are two. And you, you're "right on cue" whether it's in Akron, Ohio or Providence, Rhode Island. You're right with our music and our news. You're right with our solid policy of local programming, local service and warm interest in each community—Tiretown, U. S. A., and rich, little Rhody's capitol city.

Wcue

Wice

1150
ON YOUR RADIO
AKRON, OHIO
NATIONAL REP. - JOHN E. PEARSON CO.

TIM ELLIOT, PRESIDENT

1290 ON YOUR RADIO
PROVIDENCE, RHODE ISLAND
NATIONAL REP. -
JOHN E. PEARSON CO.

*Subject to FCC approval

SELLING CLIENT ON BUY

(Continued from page 42)

to be 20-second commercials within a budget of approximately \$24,000 for 52 weeks. The product, an "impulse" item, was one we will call Prod-A.

The first thing the buyer wanted to consider was: With which of Southburgh's three channels do most of the housewives spend their viewing time? He found the answer could be determined by an easy though lengthy computation involving any one (it does not matter which) of the rating services covering the market. In this case, he used Nielsen because his agency's research department preferred it to the others.

To learn which had a larger percent of housewife viewers necessitated his multiplying the "percent women" (in the "audience composition" column) time the "viewers per home," times the "four week cumulative audience" of the NSI area homes. He did this for each rated fifteen-minute segment of each of the three stations. And when he was finished, these computations showed him graphically and clearly which of the stations had the larger share of housewife viewers, and at what times during the broadcast day the viewing increased and decreased.

Looking at his completed calculations, he observed that Southburgh's television stations shared the housewife viewers approximately as follows: WXXX-TV, 40.3%; WYYY-TV, 25.0%; WZZZ-TV, 33.7%. And the buyer began to feel that if the stations' rates were in perspective, WXXX-TV would be the place to reach his housewife customers.

He began the second step; one of comparing stations' rate cards and



"KRIZ Phoenix says radios are moving into the kitchen!"

package plans against the housewife viewers in each rate classification. His question: Are the station's time charges in line with the housewife audience it delivers? He worked toward the answer in measuring each station's various rate category (using the package-rate, or the maximum frequency rate where applicable) by dividing into these rate categories the average number of housewives reached within them. His results were a series of cost-per-thousand-housewife-viewers-reached in each category, and these he pulled together in chart form.

With this chart, the timebuyer was now in a position to furnish that "lost" answer to our nightmare client's questions: "But why do you want us to buy this station? Doesn't the other one show on Nielsen as reaching more of our customers?" The answer: "Yes, WXXX-TV does reach more of Prod-A's potential customers, but their rate is so high if we buy them we pay almost twice what we do using the other stations, in addition to the fact we get less frequency." This is the value of such a chart; it frequently shows that while one station is delivering more potential customers, it is also charging many times more in relation to other stations in the market.

With these two basic calculations out of the way, the timebuyer should find himself able to draw up a formal recommendation for his client—a recommendation he can make stick.

He has learned that a recommendation doesn't have to be long and involved, although he used to think it did. He can remember once starting one with: "Our review began with the basic premise that products, like people, generally compel attention in one of two ways: they have either an inherent quality of interest (talent, glamour, ability, etc.) which gives them a certain aura of mystery (e.g. automobiles and Greta Garbo) or the illusion is created through advertising that these qualities are inherent (e.g. Instant Maxwell House Coffee and Marilyn Monroe). Since, in our opinion, our client's product falls within the latter category and since it is one bought on impulse, this becomes a problem of how best to create and quicken interest in a product which may be considered to be uninteresting to most people. Our review indicates that within budgetary limits this necessary interest cannot be created by calling in a quiet voice every week for 52 weeks that our client's product is

here (or even here with new products). Some goods will be moved, without question, but . . . etc."

This preamble did not sell the client. In addition, the timebuyer found out later the client had spent several moments seriously considering readying the big net.

The recommendation he now drew up for Southburgh was more to the point (see figure B). He proposed schedules on WYYY-TV and WZZZ-TV, and not WXXX-TV, simply because it was apparent that even though WXXX-TV had a larger housewife audience, it was overpriced, and his client could stretch his budget further and more effectively by using the other stations. The recommendation did not show availabilities because availabilities are almost invariably subject to prior sale and he rightly felt that if something is offered a client it should be deliverable. He showed instead a recommended spot buying pattern based upon his first calculation and the knowledge that Prod-A was an "impulse" item. But the media detail he showed was, in effect, a guarantee (this had been more or less established in past recommendations) to

WBAM

Montgomery, Ala.,

MORE

AUDIENCE

THAN ALL 3*

NETWORK STATIONS

COMBINED

!

PULSE, MAY, '56

*REPRESENTING ALL 4 MAJOR NETS

the client that the cost-per-thousand housewives reached was, at worst, a maximum, and that in actual buying it would most probably be less.

When Southburgh was finally purchased, the cost-per-thousand housewife viewers was approximately five cents lower than had been shown the client. This occurred because Prod-A was lucky enough to pick up a few very good slots which had just been relinquished by a seasonal adviser.

So the client was happy. As was the buyer. And no nightmares.

One further example, this time of another recommendation a timebuyer made several months ago. It illustrates a situation I believe, which many of us run into no matter what market is under consideration. The recommendation had been sent to the client a few days earlier, and now the timebuyer was called in to discuss it.

"That's all very well, Sam, and you've done a good job," said the client. "But we have a special situation in this market which you may not know about. My wife's brother's wife's father owns the other station in that city. I think we owe it to ourselves to take another look just to be sure we're on the right track. . . ." ★ ★ ★

LOCAL PERSONALITY

(Continued from page 36)

- What is your company's philosophy?

- What human interest facts will appeal to listeners?

The advertiser, when possible should send his on-the-air salesman samples of the product he is selling. This serves to convince the radio personality that he's selling a good product, lets him know from first-hand usage how it works or what it tastes like, enables him to experience it so that he's best equipped to talk about it—either in a commercial or among friends and acquaintances.

3. Get an "exclusive" if you can.

Get a franchise on your sports director or newscaster or homemaker, if it's at all possible. This gives you stronger identification with the listening audience, a right to expect more service, an edge on the competition which can't move in 15 minutes later with an announcement delivered by the same personality.

"Tie him up all for yourself," is the recommendation of R. David Kim-

ble, account executive at Grey Advertising, New York City. "You can use an exclusive personality a lot more, and a lot better, if he is, for example, the Voice of Ford in Chicago. Then you can more justifiably use him at dealer meetings, for example, because to the public he is Mr. Ford. And he won't be selling Chevrolet at the same time!"

4. Develop original copy handling techniques.

Copy should not only fit the product and the client, it should fit the personality handling the commercial.

Wells Barnett, assistant to the president of John Blair & Co., station representative, New York, says:

"Any advertiser buying a local personality should use live copy, and thereby use the sales force of the individual. Remember, the person is the connecting link between the advertiser and the audience. The good personality will study the copy and the product, and then sell it—in his own style."

Some commercials can be delivered safely in an ad lib fashion. But others, for certain types of accounts, require close adherence to exact copy phrasing. There can be no deviations, for example, in claims for certain food and drug items.

5. Enlist the local personality's cooperation wherever possible.

Here's where the question of servicing an account becomes the most "iffy." What can a buyer justifiably expect the local personality and, indirectly, the radio station, to do for him? Most people on both sides of the media fence—buying and selling—agree that just delivering the commercial is not enough. It's when these people start defining just exactly what is enough that they get into murky waters.

Every radio station in the country today has some kind of a program schedule constructed around what it considers strong personalities.

Here are some typical examples of the variety of ways in which advertisers are using such talent.

The farm director—Farm radio is at an all-time high today, and much of farm radio advertising is concentrated in the realm of the farm radio director. Two of the biggest station representative firms maintain full-time farm specialists, selling only the farm market to farm product manufacturers.

One farm man, Harold J. Schmitz, KFEQ AM and TV, St. Joseph, Mo., covered 24,270 miles in one year. In that same period of time, he met and talked with 40,245 persons, had 920 guests on his farm shows, visited 419 farms and made 45 special remote broadcasts. And Ed Slusarczyk, farm director of WIBX, Utica, N. Y., is representative of radio farm directors in that he has been an active farmer all of his life and is active in many local, state and national organizations—12 at the last count. This kind of activity and coverage means more money in the bank for a buyer.

The disk jockey—Life magazine pioneered a promotion-in-depth concept, buying disk jockey programs to advertise the weekly. It sent one of its own field men with a Young & Rubicam advertising agency man to brief all the jockeys and station management on objectives of the campaign. And it briefed them on techniques of delivery, too.

The sportscaster—Texaco for the past three years has spotted its local radio selling emphasis in selected markets with well-known sports experts.

Gerald Johnston, account executive

BMI

Concert Music

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC—Dates and facts about the important music events of the month.

BMI-licensed stations—AM, FM and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

on Texas Co. at the Kudner agency, New York, explains that the local sports personalities back up the radio schedule. They make appearances before members of the field staff, give both informal and formal addresses to the dealer organization, pose for pictures in posters and point-of-sale material when a drive is launched. Radio covers all 48 states for Texaco, which has the largest distribution of any oil company in the U. S.

The homemaker—Mrs. Doris Corwith, supervisor of talks and public service programs for NBC and former president of the American Women in Radio and Television, thinks the femme broadcaster can sell best when she has complete product and company information.

Priscilla Fortescue, homemaker at WEEL, Boston, travels to such points as Europe, the West Indies, New York and Hollywood to gather news and feature material of interest to her listeners. She broadcasts from department store windows, makes personal appearances in behalf of sponsors, "talks up" her advertisers wherever she goes as well as on radio.

The newscaster—Esso (Standard Oil

of New Jersey) has long been identified with the five-minute *Your Esso Reporter* on both radio and tv.

Curt Peterson, a radio and tv executive on the account at the Marshall & Pratt division of McCann-Erickson, New York, describes the company's use of a local personality in this way:

"Even though the newscasters are always anonymous on the air, in that they are only referred to as '*Your Esso Reporter*,' they do a lot of work in our behalf under their own names when it comes to meetings, dealer promotions, personal appearances and station merchandising. All of them are very well known locally, and we, of course, encourage them to be an active part of the community."

Another sponsor of local news shows is International Nickel Co., which sends out a complete instruction booklet on commercial delivery. It also sends the local announcer a sample record which he can emulate as to style, pronunciation and pace.

The general personality—Undoubtedly the biggest single group of stylized local selling personalities is in the fold of Housewives' Protective League. HPL tailors editorial content and clears

commercial copy for highly trained personality salesmen in 13 markets.

One of the biggest influences on a buyer going into HPL participations is the knowledge of the retail trade, and the food retail trade particularly, which each of the 13 salesmen has.

HPL men, and all unusually successful radio sales personalities, hop about a lot in their day-to-day work. Work doesn't begin as the man sits down at the microphone, and it doesn't end when he stands up again.

Take this "diary" of Mark Evans, the HPL personality at WTOP, Washington. This, again, is typical of many local radio personalities:

March 14: Attended dinner meeting given by the Dromedary people, with more than 100 representatives of major retail outlets in connection with a new campaign for Dromedary cake mixes.

March 15: An official invitation, requesting Evans' presence, from the Missouri Pacific Railroad for the awarding of a presidential citation to a man who risked his life to save a baby.

March 16: Made a check of the chains participating in the Opportunities Unlimited promotion.

March 17: At the request of the superintendent of schools, addressed 300 members of the National Association of School Secretaries convention at the Willard Hotel.

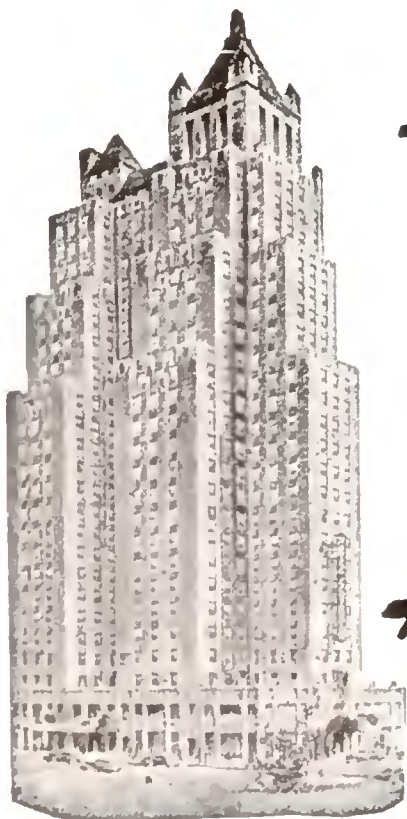
March 19: Spoke at Grocery Manufacturers Representatives luncheon. There were some 75 of city's leading brokers and manufacturers representatives there.

March 21: Addressed 150 managers and supervisors of Grand Union's Food Fair supermarkets at Statler Hotel luncheon. *Never before had a media man been invited to attend these all-day sessions.*

All this, plus daily broadcasting! Dave Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., New York, says:

"Use of local personalities is probably the broadest area in which the radio station can work to help an advertiser make his radio campaign move goods. Every time their faces or names turn up around town, they make news that helps sell your organization and your customers on the value of your radio advertising—and helps keep them sold!"

★★★



HOME OF THE FAMOUS *Hawaiian Room*

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television.

"New York's Friendly Hotel"

Hotel Lexington

Near the United Nations
LEXINGTON AVE. AT 48th ST., N.Y.C. 17

Call Your Local Travel Agent

MARKETING

(Continued from page 31)

miliar with the carry-through at the point-of-sale which may effect the degree to which a particular network tv vehicle is effective in one market versus another.

McCann-Erickson: A staff of 100 people in this agency's sales development department report to Roy Anthony, v.p. of sales development. Of these, 12 men are considered the professional marketing people. Other people in the department are the experts in related fields of merchandising and promotion. There are, for example, six top-level creative people who're expected to develop sales promotional ideas. There's a packaging man, display man, premium man. The department also has specialized copywriters and artists for promotion work.

"Our professional marketing people came from top-level sales and management positions in industry," Roy Anthony told SPONSOR. "They've been marketing or sales managers or even presidents of companies representing such diversified industries as automobile, appliances, food, cosmetics, and so forth."

The marketing strategy contributions that these men make are actually on several levels. On one level, the marketing experts work in close liaison with the account executives, advising clients through them about sales development ideas. They also work with departments within the agency, so that their marketing information guides media buying and the development of copy themes.

On the highest level, three members of the sales development department are active members of the agency's marketing plans board. This is the top management group which formulates final marketing strategy and advertising plans to fit into this marketing strategy.

Merchandising, or the follow-through on advertising, are also a function of the sales development department. There are many levels where such carry-through is necessary. For exam-

ple, when a client decides to buy a major network vehicle, it's important that the client sales force and trade be alerted to it, so that retailers can be stocked up sufficiently to meet hypoed demand as fast as possible.

Another form of follow-through, of course, is tying point-of-sale display in with national advertising.

"Take this example," says Anthony. "Recently a commercial featured a particular fashion item our client sells. By the time the commercial went on the air, retailers had a three-dimensional cardboard display which showed the same item not on a photograph, but in actuality. This reminds the consumer of the commercial and refreshes her mind on some of the copy points made on the air."

In McCann-Erickson's philosophy, "you can't separate advertising from marketing."

BBDO: Lyle Purcell, BBDO v.p. in charge of marketing, feels that properly done, "marketing objectives should be spelled out first and copy and media strategy should grow out of it."

In practice, the effect of marketing knowledge within marketing-conscious agencies upon advertising strategy is less well-defined. BBDO's marketing department, as such, is among the most highly specialized, breaking down into such service segments as Negro market department, store test operations, sports contact department, sales analysis, market analysis, package design, promotion plans and programs among others.

These departments within marketing are available not only through requests from account executives, but also as a service to other agency departments. For example, it's logical that a timebuyer who's busy lining up a campaign on Negro radio would consult with the members of the Negro market department.

"They have a profile of the market that we may want to reach that goes beyond rating figures or population statistics," a BBDO timebuyer told SPONSOR. "They know, for example, the reaction of the trade in various Negro markets to radio, the buying patterns of the consumers in those areas. This is knowledge that a timebuyer can then translate into a more effective schedule."

The relationship between media men and marketing men also works on the reverse level, when it comes to merchandising carry-through for a par-

ticular campaign. Media decisions are, after all, made in the media department as result of the broad marketing knowledge provided through the account executive. But once the media decisions are shaped, the merchandising men within the marketing department take over.

"The most expensive network tv show can be relatively ineffective if it's not properly merchandised at the point of sale," one BBDO marketing man told SPONSOR. "Such merchandising actually starts with the client sales force, carries through the trade and then goes right up to the shelf and into the window displays. You can't isolate any aspect of advertising or selling from over-all marketing planning."

BBDO's marketing experts as such are men with background in a particular industry.

"We want our marketing men to have experience in depth," says Purcell. "By this I mean that they're generally men between 36 and 42 who've acquired successful sales experience in various channels of a particular industry."

In practice, they may work only through the account executive, or be channeled directly to either the head of advertising or head of sales in the client office. The account supervisor, who's in effect the business manager of the account, dictates how the marketing expert's knowledge is to be used.

Benton & Bowles: This agency is an example of the trend toward marketing experts as account supervisors. The ultimate responsibility for marketing counsel rests with the account men at



"The winner-r-r-r — and KRIZ Phoenix fans can believe it or not—the new champion!"

100% NEGRO PROGRAMS
WSOK
IN NASHVILLE, TENNESSEE

B&B. but the emphasis in hiring these has been upon men who've had actual sales management experience in their client's industry.

At the same time, the agency has initiated an experiment in marketing with its recent creation of a professional marketing division. This group of eight people specializes in pharmaceutical and chemical selling. It has in it not only marketing men with sales and product management experience in those industries, but also a

timebuyer and copywriter who's specialized in that area.

For field work and trade contact, the agency relies principally upon 18 men in the store audit group, which makes 1263 drug and grocery store audits every month.

"This group is in our research department," says Charles A. Pooler, formerly v.p. in charge of marketing and now head of the agency administrative section. "They spend 75% of their time in the field and help set up

test market operations to guide us on a small scale before committing national budgets."

While the results of these store audits do serve as a guide in media buying, the results are first interpreted and digested by researchers. The men who're out in the field conducting the audits are not marketing experts, and do not make marketing or media recommendations on the basis of their field work.

Cunningham & Walsh: The 8 marketing experts in this agency, five of whom are agency v.p.'s, operate on the same level as account executives, with specific account assignments. They also work as a committee on major marketing studies for particular clients.

The closest tie exists actually between marketing men and the heads of media and research. Sometimes research and media help provide information that shapes a client's broad marketing plan. Then when the marketing strategy is set up, media decisions grow out of it.

"Eventually, everyone in media and research, on an executive level, is likely to have sound marketing background," a C&W marketing v.p. told SPONSOR. "There's a natural tie between these functions in the agency. A marketing study that one of us may make for a client will be based not only on our own work with the client sales management or top management and our own field work, but also upon work done by media men and researchers. When the final marketing plan evolves out of this study, then media gets back into the job of making decisions that will solve the marketing problems and fulfill the objectives outlined."

The function of C&W marketing men, while on a level with account executives, is a flexible one. Sometimes the final advertising recommendations derive predominantly from the account executive, based on the study made by the marketing man.

"The agency still feels that an agency's predominant function is to develop creative advertising," the C&W marketing executive told SPONSOR. "But good marketing planning is the first creative function from which advertising evolves. This is a period of transition. Eventually, however, marketing experts will be fulfilling their role within agencies not only in a departmentalized sense, but as account men and media men as well." ★★★

WHAT IS A CREATIVE SALESMAN ?

- He sells air media strategically by making *personal* calls.
- He covers *all* bases from timebuyer, media director, account executive, advertising manager . . . to client.
- He *knows* his product in relation to the advertiser's sales problems.
- He knows that it pays to *listen*.
- He sincerely believes that a good sale is profitable to both parties . . . and builds towards a long and happy relationship.

→ Such a man is available with 17 years of successful creative selling in TV, radio, films and transcriptions.

→ Presently employed in the \$15,000 bracket BUT seeking new opportunity with a challenge!

→ Write or wire

BOX 723—SPONSOR

40 E 49TH STREET,

NEW YORK 17, N.Y.



B. B. Dilson, one of America's truly fine disc jockeys! His knowledge of rock-and-roll music and his dynamic delivery have captured the rhythm-loving Heart of America.

LISTEN the New Sound of
KMBC - KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Colonel from Peters, Griffin, Woodward, Inc. can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas

1st in the Heart of America

Wee ReBeL



Columbus, Georgia

... a Billion dollar*
TV market with
a population of
991,900**

* E. B. I. ** 1956 Survey of B. P.

CALL HOLLINGBERRY CO.

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WDBJ-TV, Roanoke	73
WEHT-TV, Henderson, Ky.	92
WFAA, Dallas	47
WFB, Baltimore	85
WFIL-TV, Philadelphia	5
WFMY-TV, Greensboro	74
WJAC-TV, Johnstown	15
WJBK-TV, Detroit	27
WJHP-TV, Jacksonville	72
WILS, Lansing	26
WJWL, Georgetown	66
WKY-TV, Oklahoma City	67
WMBR-TV, Jacksonville	82-83
WMT, Cedar Rapids	111
WNAX, Yankton	112
WNCH-TV, New Haven	16
WPEN, Philadelphia	3
WRBL-TV, Columbus	111
WRC, Washington, D. C.	9
WREX-TV, Rockford	15
WRGB, Schenectady	113
WRGP, Chattanooga	49
WSM, Nashville	71
WSOK, Nashville	109
WTAR-TV, Norfolk	55
WTVJ, Miami	50-51
WVKO, Columbus	85
WWDC, Washington, D. C.	53



- KROD-TV dominates El Paso County*
- KROD-TV is the only station to reach Alomogordo (set penetration 80%) and Silver City (61).
- 98% reported Excellent or good reception for KROD-TV in Los Cruces (81.3 penetration) while only 10% reported the same for station "B"

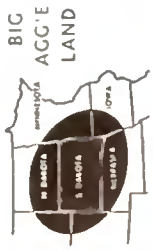
*March 1956, Telepulse and Telepulse on set ownership.



AFFILIATED with KROD-600 kc (5000w.)
Owned & Operated by El Paso Times, Inc.
Rep. Nationally by the BRANHAM COMPANY

Iowa again ranks number one in the nation in meat production.

WMT
where your copy is well fed




Rich Markit

21 1/2 million people with \$3 billion to spend—they spend \$2.5 million in retail stores—a lot of it to buy products they hear about on

WNAX 570

The most effective and economical media buy to cover all of vast Big Aggie Land* one of the more important markets in the U.S. Call your Katz man.

(We may have made a mistake in spelling, but there's no mistake about the people in Big Aggie Land—they're loaded.)



WNAX-570
YANKTON, S. DAKOTA
CBS Radio A Cowles
Station
Under the same manage-
ment as KVTV Channel 9,
Sioux City, Iowa
Don. D. Sullivan,
Advertising Director

Newsmakers in advertising



Norman F. Lehman, recently appointed general manager of the Frigidaire division of General Motors, has been elected a vice president of the corporation. He has been associated with the company 31 years, and was named general manager of Frigidaire 1 July. The division, a long-time broadcast advertising buyer, has heavy network tv schedules. It sponsors segments during the daytime on the Garry Moore Show and Arthur Godfrey, and it buys Do You Trust Your Wife?, a nighttime half hour, all on CBS TV. Lehman was most recently general sales manager of Frigidaire.



Manuel Yellen has been named director of advertising for P. Lorillard Co., New York City, with responsibility for all advertising of Old Gold and Kent cigarettes. Yellen has been with the company since 1933, and has worked as West coast sales manager for the past six years. He was 20 years old when he began working for the company as a salesman in New York. Since then, he served five years as division sales manager in Cleveland before taking a seven year Navy leave. Born in Los Angeles, he studied there and at the New York University School of Business Administration.



Louis L. Ergmann, director of radio and television for Robert W. Orr & Associates agency, New York, since 1951, has been elected vice president in charge of broadcast media. He worked previously as director of radio and tv at Ogilvy, Benson & Mather, New York, a post to which he was named within a year after joining the agency. He's also had a stint in guest relations at NBC. Ergmann was graduated in industrial engineering from Syracuse University, Syracuse, N. Y., in 1948. He lives in Easton, Conn.



Alexander W. "Bink" Dannenbaum, Jr. has been promoted from national sales manager of Westinghouse Broadcasting Co. to vice president-sales. A 20-year broadcast veteran, Dannenbaum is responsible for the sales and sales policies of all WBC radio and tv properties in Boston, Cleveland, Ft. Wayne, Pittsburgh, Portland, Ore., and San Francisco. He's also worked as commercial manager of WPEN and WPTZ (TV), Philadelphia. When NBC purchased the WBC properties in that city, changing the call letters to WRCV and WRCV-TV, he continued as assistant general manager, rejoining WBC in 1956.

when it comes to numbers...

WRGB is still the leader in rich Northeastern New York and Western New England with a population of 2,152,300. Nearly half a million television families with an effective buying income of \$3,285,604,000 now receive the services of WRGB.

WRGB continues to dominate this wealthy 30-county, populous market with its powerful VHF signal.

Contact your nearest NBC Spot Sales representative today for the full story on the profitable WRGB market.

WRGB

SCHENECTADY...ALBANY...TROY

IS SOLD BY



SPOT SALES





A wine grower must often wait many, many years for his rare vintages to mature and his investment to be returned in the market place.

In Spot Television, the value of good time periods grows much faster. The program (or commercial) making its debut to thousands today will be viewed by many more thousands tomorrow. This is because thousands of new TV sets are bought *daily* and viewing time per home keeps increasing.

It pays to make Spot Television your basic advertising medium. And, as your Petry account executive will show you, our large fund of research and descriptive data can be of much help in your Spot TV planning.

WSB-TV
WBAL-TV
WGN-TV
WFAA-TV
WTVD
WICU
KPRC-TV
WHTN-TV
WJHP-TV
WJIM-TV
KARK-TV
WISN-TV
KSTP-TV

Atlanta
Baltimore
Chicago
Dallas
Durham-Raleigh
Erie
Houston
Huntington
Jacksonville
Lansing
Little Rock
Milwaukee
Minneapolis-St. Paul

WSM-TV
WTAR-TV
KMTV
WTVH
KCRA-TV
WOAI-TV
KFMB-TV
KTBS-TV
WNDU-TV
KREM-TV
KOTV
KARD-TV
ABC

Nashville
Norfolk
Omaha
Peoria
Sacramento
San Antonio
San Diego
Shreveport
South Bend
Spokane
Tulsa
Wichita
Pacific Television
Regional Network

Represented By

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

REPORT TO SPONSORS for 23 July 1956

(Continued from page 2)

Tv expensive for retailers?

Tv broadcasters' problem of convincing retailers video can be effective per dollar expended was again highlighted by recent survey. Study was conducted by National Assn. of Retail (Men's) Clothiers and Furnishers. Of 47 men's wear stores which used tv, 32 had discontinued medium, with majority saying it was too expensive. However, some of these intend to use tv in future. Altogether, 25 of 47 will use tv in fall.

-SR-

Getting your money's worth?

Many admen missing boat in their purchase of local radio personalities. SPONSOR survey of agency and client executives, station reps, network people shows some first steps buyers should take in getting most out of investment in general-appeal personality, newscaster, disk jockey, etc. For full story, see page 38.

-SR-

FCC slow, says Senate group

Senate Commerce Committee dissatisfaction with FCC action toward solving allocation problems was evident in committee's interim report, not yet released at SPONSOR's presstime. While committee held that shift to uhf must await evidence it will not deprive substantial areas of tv service, it noted that there was danger FCC consideration of shift "might drag on indefinitely, as has been charged with respect to certain other Commission proceedings." Committee also urged quicker action in granting vhf channels where de-intermixture is not proposed, declared hearings in such cases "have run on for an unconscionable time."

-SR-

Late movies sell men Brylcreem

Late-night film fare is program vehicle for Brylcreem announcements in 106 tv markets. Hair dressing ventured into off-beat times 4 years ago, has more than doubled sales, quintupled ad budget. See page 38.

-SR-

Flav-R Straws gets tv intro

After launching new chocolate flavored straws with tv participations in New York metro area, Flav-R Straws reports sale of 18,000,000 straws in month, "a phenomenal record." It's using same tv pattern from market to market; plans to launch new flavors, cherry, coffee, vanilla and strawberry. Firm buys children's shows, backed by heavy merchandising, publicity. Agency: Dowd, Redfield & Johnstone, NYC.

-SR-

NAFBRAT blasts programing again

Do you have a moral or public relations problem to face up to if children's program you sponsor was termed "objectionable" in recent sixth annual report by National Association for Better Radio and Television? NAFBRAT is most vocal U.S. listeners' group with L.A. headquarters. It put objectionable tag on virtually every film adventure show on air. NAFBRAT so labels "all programs which incorporate crime as their basic story theme..." Even Robin Hood gets only grudging "fair" classification because Robin's motives are not always "clearly drawn." Consensus among admen is that NAFBRAT, despite occasional round of publicity it stirs, has little sting in addition to setting unrealistic programing standards.

-SR-

Toy outlets sell with tv kid show

Darling Stores, NYC franchise operation of 50 juvenile toy and furniture outlets, doubles its air time with sponsorship of hour-long Freddie the Fireman on WABD, New York Mon.-Fri. Company uses co-op money from toy manufacturers, expects to expand into other markets with similar set-up shortly. Agency: Getschal Co., NYC.



Marketing's future

Advertisers have heard a great deal about marketing services by agencies in recent years. We believe they are destined to hear a great deal more. The growth of marketing services by agencies is inevitable.

Just why, is not always understood. But to us it seems very clear that the growth of television, even if there were no other factor present, would make agency marketing services increasingly important.

For the major packaged-goods advertiser, television virtually *is* marketing. That is to say it is so dominant a part of the machinery of selling the product that most other considerations become secondary. If this is so and if the advertising agency plays a major role in television activity for the packaged-goods client, then the agency inevitably will round out its services into the area of packaging, pricing, and merchandising counsel.

It is not just a matter of completing a circle which is nine-tenths completed

anyway by virtue of the thorough job the agency is already doing in television. It is also a matter of communications speed which is involved. Results from television can be obtained so rapidly and conditions can change so fast that an agency must be intimately linked with all marketing considerations to do its job. The best way that the agency can be kept in up-to-the-minute contact with marketing considerations is if it is doing a marketing job for the client.

As things stand today, marketing services vary considerably from agency to agency, SPONSOR found in questioning executives at a number of major shops (see article this issue page 29). That's perfectly natural. Marketing is in an early enough stage so that you'd expect to find variations. But we suspect the appellation marketing is being given in some cases to pinpointed services which do not cover the full range of marketing counsel. To us it makes more sense to reserve the use of the word marketing for a complete service covering every facet of moving goods—from the idea stage to the sales counter.

But long before someone appoints a committee to decide just what should be covered under agency marketing service, we suspect most agencies will have broadened their services along pretty much the same lines. And, as we said, television will be a prime shaper and mover.

* * *

Traffic jam in Little Rock

This happened, not on Fifth Avenue in New York, or Michigan Boulevard in Chicago, but in Little Rock, Ark. We were caught in an ocean of cars that stretched as far as the eye could

see and kept us going at a snail's pace for nearly 30 minutes.

The writer was one of a group of New York, Chicago, and Dallas guests invited to attend the opening of the magnificent new KTHV studios (as functional, by the way, as any we have ever seen) and its mountain-top tower.

The miracle of the jam-up, so far as this writer is concerned, is the mental impression he had of Little Rock dating from a previous visit some years earlier. It was hard to change the picture from a quiet, sunswept, pleasant, big country town to a mushrooming, throbbing business and industrial center.

What is happening in Little Rock is going on all over America. Cold statistics don't tell the story. Neither does second-hand information. We've said it before and we'll say it again—if your job is sizing up market potential, visit them personally.

Advertising is big business. We think it is false economy to view the United States from an air-conditioned office on Madison Avenue.

* * *

That \$64,000 question

The following is a financial report as carried in the 12 July issue of the *New York Herald Tribune*:

"Revlon, Inc., reports its sales for the first six months of 1956 rose to \$40,800,000, an increase of almost 133% over the comparable period last year. Earnings for the six months are estimated at \$3,703,000, or greater than total net profits of \$3,656,000 for the entire year of 1955."

Looks as though giving away lots of money is good business—when you do it front of a television audience.

Applause

Profits without glamor

A lot of people in this tv advertising business think the formula is simple for moving package-goods from retailers' shelves. You spend a lot of money on high-rated shows (or on high-rated announcements between shows). You add a healthy slice of your budget for talent, and the outcome is ringing cash registers.

But a few people, and a few companies realize there are other and less obvious routes to sales success.

One of these companies is Harold

F. Ritchie, Clifton, N. J., which makes Brylcreem hair dressing for men. Ritchie and its agency, Atherton & Currier, New York, some three years ago ventured into the cold waters of late-night tv with a limited ad budget. They bought slots in relatively low-rated film programming, on a market-to-market basis. They used the same jingle, and the same commercial theme, night after night, film in and film out.

And what happened? Today, the budget has increased from \$50,000 to between \$2 and \$3 million, with out-

lets totalling 106. Brylcreem has now gone to No. 2 spot in many markets. And the same late-night formula is being used for two other Ritchie products, ENO Sparkling Antacid and Scott's Emulsion (see story, page 38).

We like the implications of the Brylcreem story. In a sure and workman-like way, the company has used tv within its own means to accomplish as much as many of the more glamorous accounts. It's done this job by remembering two basics of any advertising—consistency and frequency.

As the "London Illustrated News" sees KCMO's New Tower
 ... the World's TALLEST self-supported Tower!

... it's the object of world-wide interest ... and in Kansas City it's the signal of success, for, according to ARB and PULSE (Apr. 7-13, 1956), KCMO is the No. 1 station in most-viewed quarter-hours and most-viewed shows!

KANSAS CITY

K
C
M
O

RADIO
810 kc.
CBS

K
C
M
O

TV
Channel 5
CBS

SYRACUSE

W
H
E
N

RADIO
620 kc.
CBS

W
H
E
N

TV
Channel 8
CBS

PHOENIX

K
P
H
O

RADIO
910 kc.
ABC

K
P
H
O

TV
Channel 5

OMAHA

W
O
W

RADIO
590 kc.
CBS

W
O
W

TV
Channel 6
CBS

Represented by KATZ AGENCY INC

JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
 affiliated with **Better Homes and Gardens** and **Successful Farming** magazines



PERFORMANCE RESULTS

Advertisers and their agencies know the radio stations represented by Adam Young, Inc. have been carefully pre-selected on the basis of

1. Superior station management.
2. High audience delivered.
3. Ability to "move the goods".
4. At the right cost.

Because of this pre-selection and analysis, time buyers know that an Adam Young station will produce results.

ADAM YOUNG, INC.

RADIO STATION REPRESENTATION

477 Madison Avenue, New York City

New York • Boston • Chicago • St. Louis • Los Angeles • San Francisco