

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

FARM COUPLE AT SAT. NITE HOE-DOWN ... in the Land of Milk and Money!



...ly, our Wisconsin farm families are distinguishable today only
their added incomes! This is truly the bountiful Land of Milk and
oney. Thousands of big dairy farms ... scores of clean small cities
... 400,000 families enjoying CBS-ch. 2 television.



WBAY
2
GREEN BAY

Haydn R. Evans, Gen. Mgr., Rep. Weed Television

HOW FORTUNE TIPS OFF NEW ANTI-TV LINE

Its current issue tags tv as "light that failed." But SPONSOR analysis reveals criticism follows same general lines print media will use to hold advertising revenues

Page 33

RAB's \$2.5 million stockpile of radio research

Page 40

Bartell cuts through the red- tape from home

Page 42

Network tv's latest time, talent cost

Page 45

DIGEST ON PAGE 2

What Do You Hear From Kansas City?

It's probably the clean, exciting new sound from Signal Hill . . .
WDAF radio . . . a perfect blend of melody to live by, minute-
short slices of life and thoughtful, penetrating news.

This combination does indeed bring a new sound to belabored
ears in our huge six-state territory. It's the kind of sound you'd
develop if you owned the station . . . not too high and mighty . . .
not devoted to any fad, whether it's gavotte or gutbucket . . . just
timely, informative and entertaining.

You ought to sample our new sound for your product. The Christal
Company men have tapes of any time segment you'd like to hear.
Write, wire or phone if you'd like an audition sample.



WDAF

610
on the dial

SIGNAL HILL
KANSAS CITY

A NATIONAL THEATRES STATION

**For Action
at
Lowest
Cost**

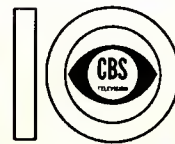
**86%* of CBS
Commercial
Time**

is ordered on

**WTHI-TV
TERRE HAUTE
INDIANA**

**Basis: 1958
Fall Schedule*

Channel



WTHI-TV

CBS • ABC

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Fortune calls tv "light that failed"

- 33** Article in December issue foresees gloom and doom future for industry. Print publishers are using new "hearty line" to fight television

Parti-Day completes "operation pipeline"

- 36** First month of 26-week test for Parti-Day Toppings shows power of day tv to build retail distribution. 2,030 cases shipped to trade

Station reverses itself: now it won't take liquor ads

- 38** WOMT, Manitowoc, Wis., announces reversal publicly. Station had quit NAB after organization's president took firm stand on no liquor plugs

Follow-the-leader fads reach air media

- 38** Hula hoops, tail fins and button-down collars are only visible manifestations of our "follow-the-leader" life which even affects timebuying

How RAB makes research easier for the timebuyer

- 40** This organization, whose primary aim is to increase ad volume, also makes \$2.5 million worth of research available to media buyers, planners

How to run an empire away from Madison Ave.

- 42** Jerry Bartell runs his six-station radio chain from his home in Madison, Wisconsin and with one on-the-scenes helper. What does it take to do it?

Builder loves radio's Sunday evening punch

- 44** San Francisco homebuilder beams local and traffic news at homebound weekend motorists, picks up family nighttime audience, sets sales record

What network television viewers are watching

- 45** This month's Comparagraph includes a comparison of Nielsen's second October report, 1958 with the similar period, 1957: quiz shows dive

SPONSOR ASKS: What are the prime considerations in using a star in a commercial?

- 56** With advertisers capitalizing more on stars in commercials, ad men discuss factors to be considered in preparing this type announcement

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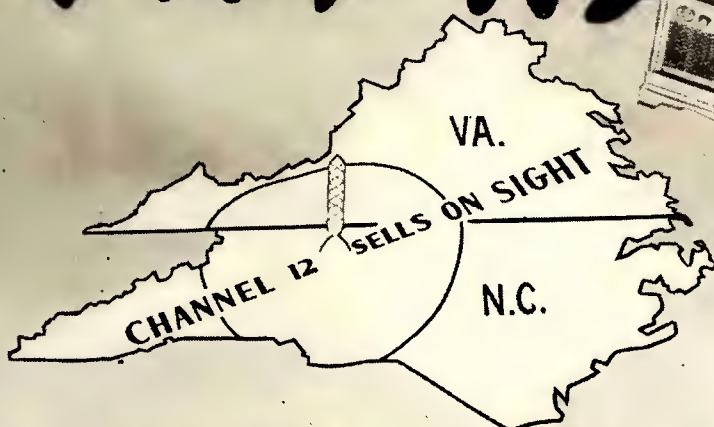
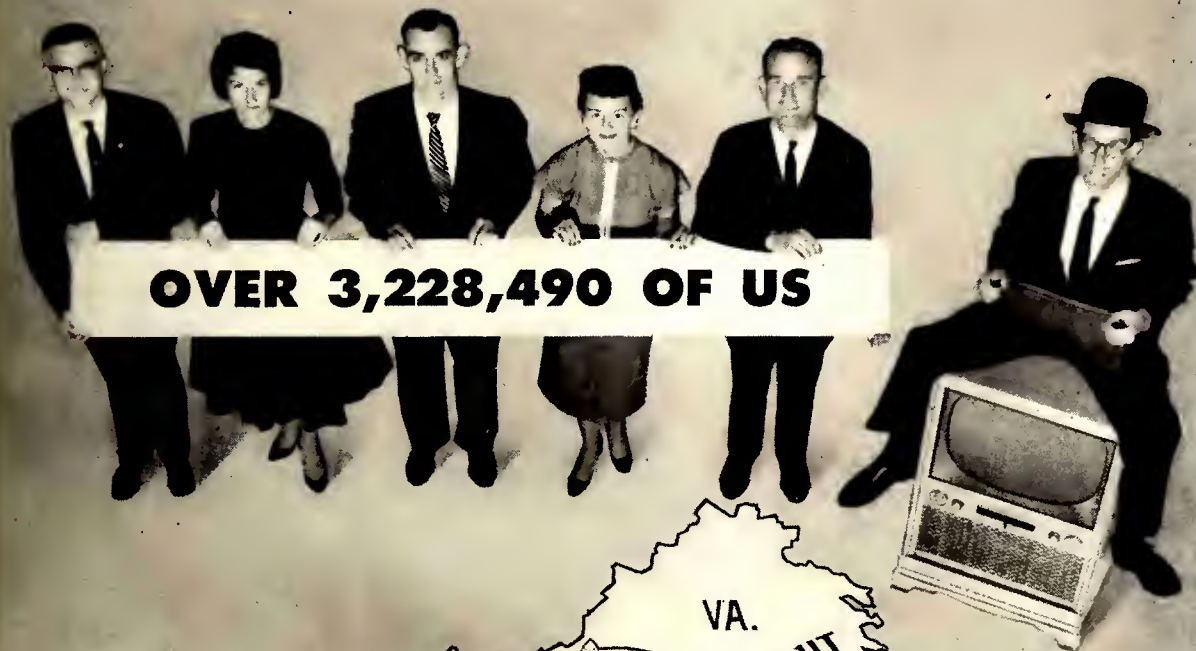


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Your salesman on sight to more than 3 million people in
THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS

TELEVISION


WINSTON-SALEM

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.



for { Winston-Salem
Greensboro
High Point

Call Headley-Reed



Striking into first run syndication with jet-like force, CBS Films' breathtakingly dramatic visual history of the air age...

AIR POWER

documents for the first time the wonder and the excitement of man's conquest of the sky...in the most startling aerial photography ever seen on home screens. Shown on the CBS Television Network...

AIR POWER

achieved a direct hit for The Prudential Insurance Company of America, with an audience share of 38.4, averaging first in its time period throughout the season. Two years in the making, epic in scope...

AIR POWER

is produced by famed CBS News, with an original musical score by the Pulitzer Prize-winning composer Norman Dello Joio and narration by Walter Cronkite. For 26 fast-moving half-hours, contact...

CBS FILMS

 "...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.



TV SUCCESS STORY

PEPSI-COLA BOTTLING COMPANY

It's always nice to be able to offer a sincere compliment to an advertising medium that has contributed so greatly to the success of Pepsi-Cola in this wonderful market area.

Ever since the inception of our spot advertising campaign on WMAR-TV, Sunpapers' Television, our fine Pepsi-Cola product has enjoyed a more vigorous customer demand in the Maryland area.

Your staff has been very cooperative at all times and we feel that this wonderful spirit of team-work has enhanced our present sales promotion efforts on behalf of Pepsi-Cola.

A. LAPIDES
President

WMAR-TV
Channel 2, Baltimore
Sunpapers' Television
"MARYLAND'S PIONEER
TELEVISION STATION"



AMERICAN RESEARCH BUREAU (ARB)

The October, 1958, ARB shows WMAR-TV leading with 35.8% share of audience—six out of the top ten programs in the Baltimore area are on Channel 2.

NIELSEN: (SEPT. 7-OCT. 4, 1958)

Again WMAR-TV reached more homes than any other Baltimore station (aggregate total of ¼ hours 7 A.M. to Midnight, Sunday through Saturday). Seven out of the top ten programs are on Channel 2.

Contact Your KATZ Rep. Now!



SUNPAPERS TELEVISION, BALTIMORE, MD.

NEWSMAKER of the week

P. Lorillard's top management group, originally sired by Lewis Gruber when he moved into the presidency two years ago, is now taking over broader administrative responsibilities. Heading this group is Harold F. Temple, who was vice president in charge of sales and will be the new president.

The newsmaker: Harold F. Temple takes over the presidency of a company heavy in air media. It participates in five network tv shows and is a heavy user of spot tv, too. While Temple is not an advertising man (he came up through sales and showed a strong flair for administration), he's been involved in every important Lorillard marketing move in recent years.

His appointment as president, effective 1 January, was announced along with a series of top echelon management promotions. Replacing him as sales chief is Manuel Yellen, who is vice president and director of advertising. Youngish Tom Tausig, assistant director of advertising, moves into Yellen's boots, but without the stripes. Other promotions: George A. Hoffman, director of manufacturing, has been made a vice president; Morgan J. Cramer, director of export and government operations will become a member of the board on 1 December.



Harold F. Temple

This team was hand-picked by Gruber when he took over the reins of Lorillard in 1956 and was by his side while Kent filters led the firm to new heights in sales and profits. Though replaced by Temple as president, Gruber has by no means been kicked upstairs. He remains chief executive officer of the company in title and fact.

The promotions could well be described as a reward for a job well done. Kent's rise has been nothing short of amazing. Trade sources put sales for the first half of the year at 16 billion and it is estimated the cigarette is now selling at the annual rate of about 40 billion. The '57 figure was about 15 billion and the '56 figure 3.4 billion.

The *Reader's Digest* article publicizing the low tar and nicotine content of Kent did no harm and neither did tv, which accounts for most of the ad budget. Of Lorillard's five network shows, two are used for Kent. Spot tv expenditures have been rising. Third quarter gross time spending for all brands has hit a peak of \$2.3 million, according to TvB figures.

Temple attains the presidency of Lorillard after a 30-year career with the company covering every key sales post and a few others beside, including director of brand development and director of export. He will be 56 on 6 January.

NEWSMAKER STATION of the WEEK
WCOL, Columbus appoints EASTMAN

WCOL

**THE ONLY 24 HOUR STATION IN THE
CAPITAL CITY OF THE BUCKEYE STATE**



robert e. eastman & CO., inc.


national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg
San Francisco, Cal.
YUkon 2-9760





By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science..." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen...

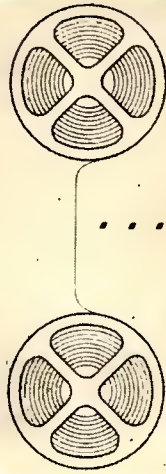
As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 144 stations cleared time for the course; 243 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION • BENTLEY SYSTEM • THE FORD FOUNDATION • THE FUND FOR THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTERNATIONAL BUSINESS MACHINES • PITTSBURGH GLASS FOUNDATION • STANDARD OIL COMPANY OF CALIFORNIA • UNITED STATES STEEL

step into the magic circle



... and
watch
your
sales
soar!

more later.

INVEST

Your Money Where The Payoff Is Best!

KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.

49th and
Madison

"The Eggheads and Us"

Your "Commercial Commentary" entitled "The Eggheads and Us" (8 November) is a remarkable admission of the emptiness and farce of the advertising business. In this day and age, anyone who is afraid of having his work analyzed or attempted to be understood by a scientific mind; anybody who would have the stupidity of concluding blindly that a social scientist can not understand his field of endeavor; anybody that even suggests reverting to the Bible—not for faith—but to explain; anybody who does this is just admitting his own deceit.

Leonard Cole
Paramount Baking Corp.
Roxbury, Mass.

Farm programming

Radio KRNK read with great interest the 25 October issue of SPONSOR—the section concerned with farm radio, and in particular the comments concerning "music and news stations" in a rural market.

KRNK, at Kearney, Nebraska, situated in a rural market area has achieved great success with a modified music and news type of format.

Music-wise, we program around a "top 40" list of the best sellers, offering a liberal sprinkling of all other types of music. However, the basic format does call for, and include, regular use of selections on a "top 40" list.

Our farm director, Mr. Lloyd Oliver, who has a two-hour "farm show" from 5 a.m. to 7 a.m. each weekday morning uses a great deal of the "top 40" music, with his insertions also of polkas, waltzes, hymns, etc.

Mr. Oliver's noontime *Farm Show*, of 45 minutes duration, uses the same type of music format. Along with this he has "streamlined" his "talk" format with a special emphasis placed on news, weather, and farm news along with all market reports—long interviews or discussion type programming is definitely "taboo". Editorial comments are encouraged by KRNK, and form a special, outstanding part of all our farm shows.

(Please turn to page 12)

NOW!

the **new VHF giant**
changes the TV
picture in Buffalo



A brand new image beams its full coverage to over 500,000 TV homes in Western New York and over 475,000 TV homes in Southern Ontario, starting November 30. This powerful signal, of WKBW-TV, will deliver the impact of the ABC network's great lineup of full entertainment . . . exclusively . . . to this primary signal area.

Add to this . . . outstanding new feature films, progressive local programming and personalities, developed to penetrate every TV home in the vast Niagara Frontier . . . and you have the planned format that will put this giant image to work for you . . . selling brand image and product preference throughout the 11 counties of this 14th largest market. See your Avery-Knodel representative for the full story.

**BUFFALO'S TOWERING
GIANT • 1078 FOOT
TOWER 2811 FT. ABOVE
SEA LEVEL**

**OVER 500,000 T. V.
HOMES PLUS HUGE
475,000 TV HOME
MARKET BONUS IN
CANADA**

Represented Nationally by

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

In this Billion \$ Sales Empire WREX-TV is the TOP KING SALESMAN!



TOPS IN COVERAGE
TOPS IN PROGRAMMING
TOPS IN RATINGS

ALL 28 of TOP 28 SHOWS
 35 of TOP 38 SHOWS
 42 of TOP 50 SHOWS

84% OF TOP 50 SHOWS ON WREX-TV

* Based on 20 county survey conducted July 19 thru July 25, 1958 by Amer. Research Bureau.

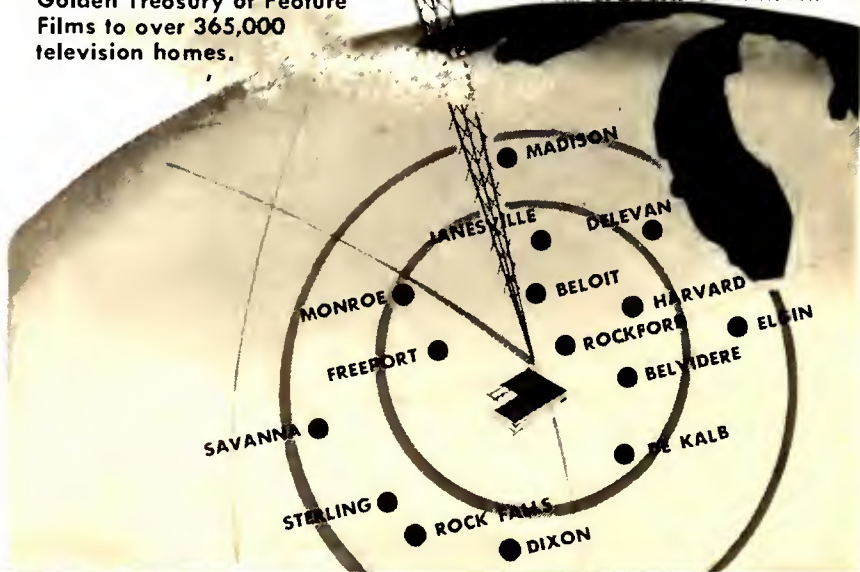
Grade	Total Households	Consumer Spendable Income	Total Retail Sales	Television Sets
A	176,731	\$1,048,013,000	\$ 744,271,000	154,699
B	157,607	\$ 987,797,000	\$ 699,092,000	141,334
C	78,761	\$ 466,963,000	\$ 324,932,000	69,900
Total	413,099	\$2,502,773,000	\$1,768,295,000	365,933

Source 1958 Sales management (Survey of buying power)

The sales power of WREX-TV's combined coverage, spans market portions of over 30 counties in southern Wisconsin—northern Illinois. Brings preferred CBS-ABC network programs, top syndicated programs and MGM-TV's Golden Treasury of Feature Films to over 365,000 television homes.

VIDEO-229,000 watts ERP
AUDIO-114,000 watts ERP

CBS-ABC NETWORK AFFILIATION
represented by
H-R TELEVISION, INC.
J. M. BAISCH, GEN. MGR.



WREX-TV
CHANNEL 13 ROCKFORD

49TH & MADISON

(Cont'd from page 10)

In July of 1958, Pulse, Inc., made a survey in 28 counties of our 36 county "primary" area—when the figures were in, KRNY was head and shoulders above 33 other radio stations in the Midwest and we had completely swamped nine other stations in our immediate area.

Incidentally, KRNY would be glad to correspond with others interested in our "rural market operation" and glad to furnish more details.

Jack Lewis
 mgr., KRNY
 Kearney, Nebraska

Zale's agency

We have noted the article on page 62 of your 1 November issue on Zale's Jewelers of Norfolk, Virginia.

This article was greatly appreciated. However, we did wish to call to your attention that an agency is involved. We produce all film for Zale's Jewelers use as well as most of the copy used in conjunction with these films. All schedules are placed through the agency.

Aaron S. Pearlman, a.e.,
 Bloom Advtg.
 Dallas

Directory's "little book"

I would appreciate very much your sending me a copy of the little book you offer in your magazine with the name and address of air media.

With great interest I go through each copy of SPONSOR not only to keep up to date with what is going on in the States in the way of radio and tv but also as an inspirational media to work for a better service to Argentine advertisers.

Walter Martinez
 propaganda-promoción de ventas
 Buenos Aires

• The "little book" is SPONSOR's radio/television directory which lists agencies, advertisers, representatives, etc. in five major buying centers.

SPONSOR index

This (the SPONSOR index) is wonderful. Thanks very much . . . every trade magazine that has usable editorial should have an index but many are afraid or ashamed. Thank you!

Robert C. Hallfs
 Cargill, Wilson & Acree
 Richmond

• SPONSOR's index for the first six months was published in the 11 October issue and another is to be published in January for the final six months of 1958.

WINNING



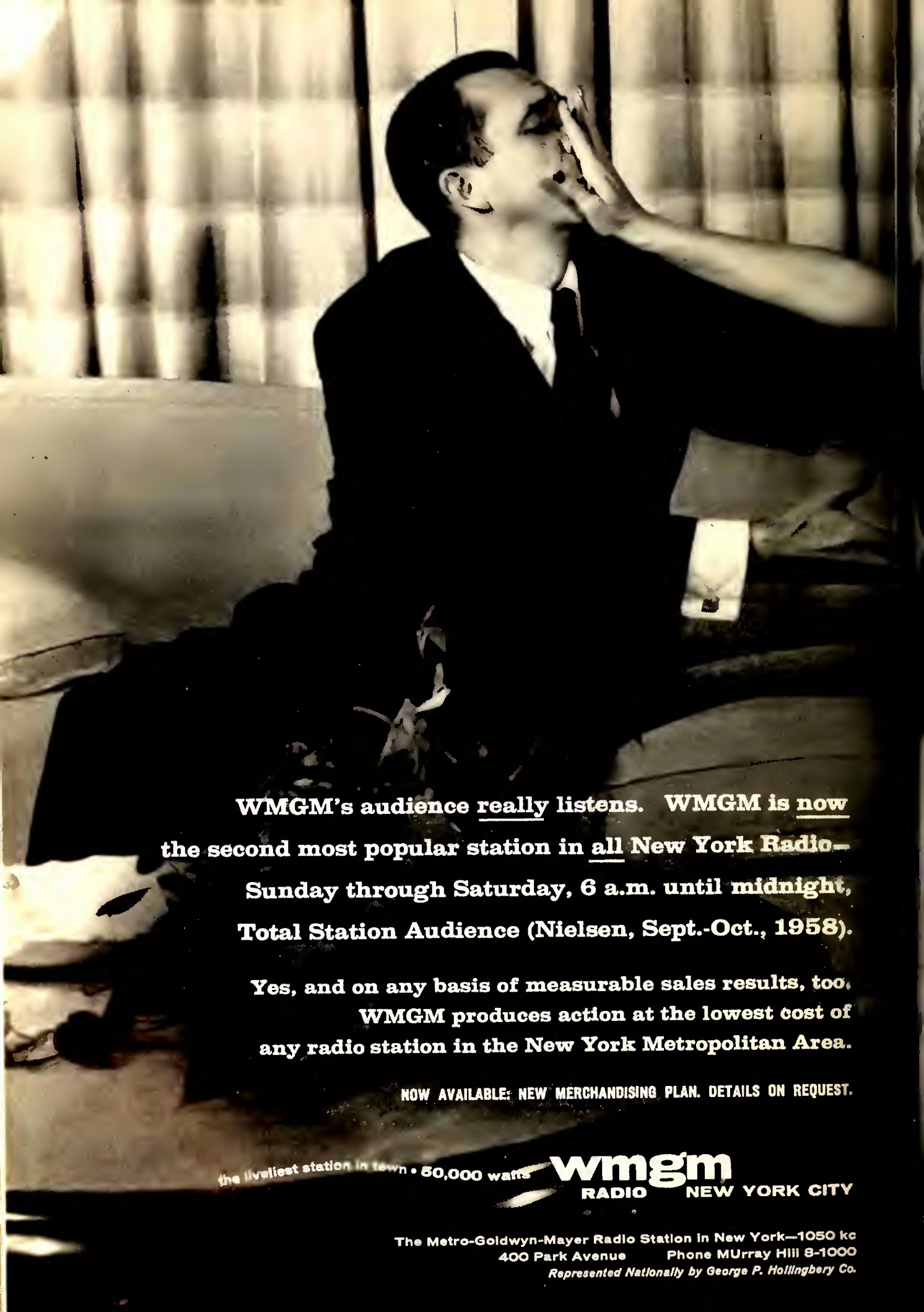
THE WEST...

Adult entertainment by Harry Babbitt, Marvin Miller, Masters of Melody... authoritative sports coverage by Tom Harmon...plus complete news summaries by Frank Goss, Hugh McCoy, David Vaile, Sunday Desk and the Richfield Reporter ... all this and a lot more on 26 of the west's most powerful and respected radio stations.

No wonder the way to cover —and win—the west is with this kind of 252,000 watt ammunition. We have the facts, figures and advertising success stories to prove it. Ask any of the hands from the



Represented by CBS Radio Spot Sales



**WMGM's audience really listens. WMGM is now
the second most popular station in all New York Radio—
Sunday through Saturday, 6 a.m. until midnight,
Total Station Audience (Nielsen, Sept.-Oct., 1958).**

**Yes, and on any basis of measurable sales results, too.
WMGM produces action at the lowest cost of
any radio station in the New York Metropolitan Area.**

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

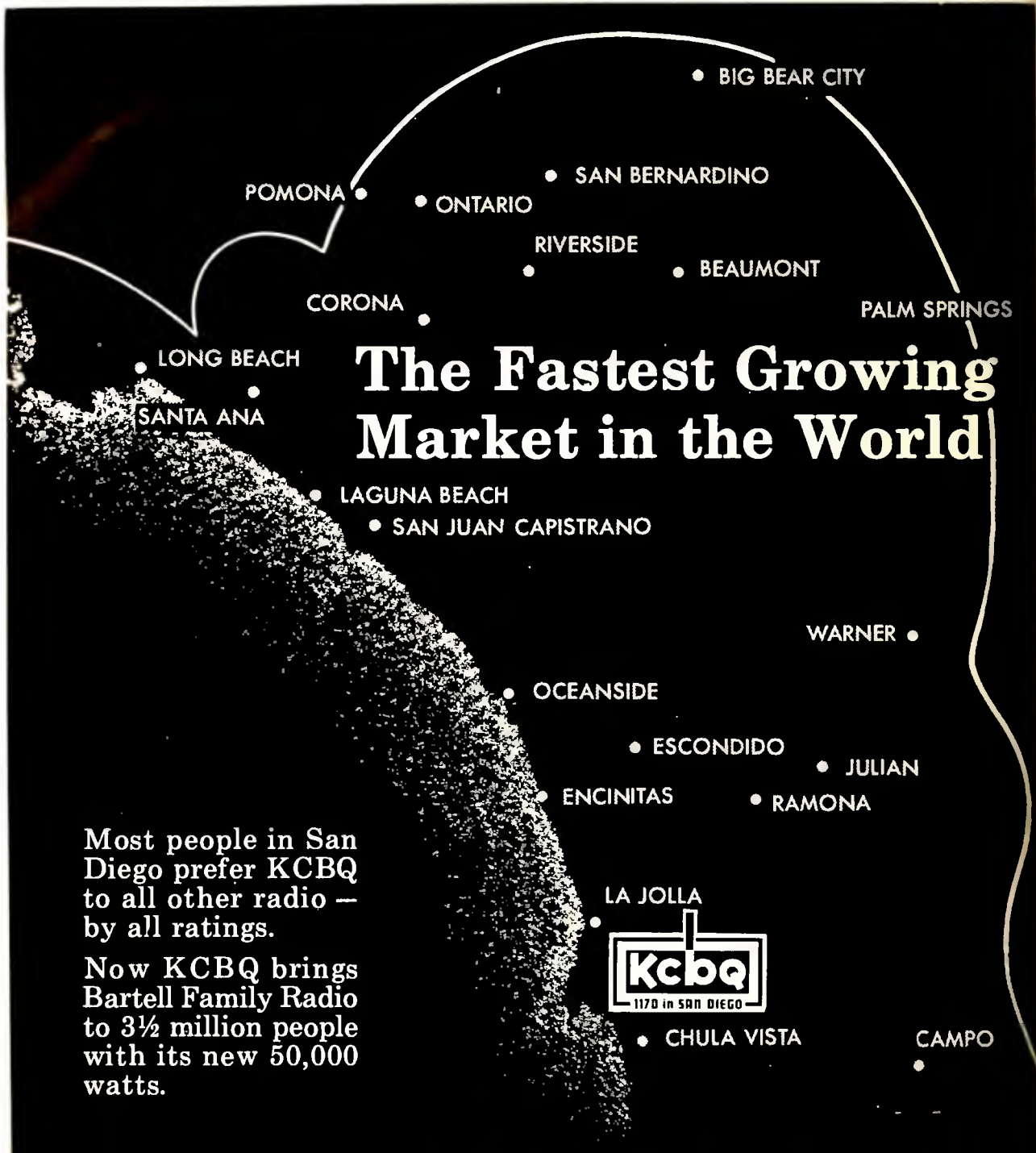
the liveliest station in town • 50,000 watts

wmgm
RADIO NEW YORK CITY

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.



"All I
hear
is
wmgm"



The Fastest Growing Market in the World

Most people in San Diego prefer KCBQ to all other radio — by all ratings.

Now KCBQ brings Bartell Family Radio to 3½ million people with its new 50,000 watts.



**BARTELL
FAMILY
RADIO
COAST TO COAST**



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

SPONSOR-SCOPE

29 NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

BBDQ and other major air media agencies report that their 1959 spot radio spending will be about on a par with 1958. But when you ask them why their buying has slowed down so appreciably of late, you get an assortment of reasons. Among them:

1) Radio stations were somewhat too ambitious in raising their rates while the market was on the rise; some went overboard in pulling out prime spots to sweeten package buys.

2) During the recession many tv stations set up competing plans which often narrowed the gap between spot tv and spot radio costs a great deal.

3) National advertisers found that some radio stations often would sell them at the lower local rate if schedules were placed through distributors.

4) Too much emphasis sometimes has been placed on rock 'n' roll and similar themes, with the result that some advertisers got a disquieting image of radio on the local front.

Ways suggested for spot radio to recoup its national position:

- Take inventory of its competitive relation and develop better low-cost packages.
- Get some new excitement into the medium with programming ideas.
- Keep harping away at the latest success stories, local services advantage over tv, unique flexibility, and superior level of immediacy and mobility.

Look for Lever to spread out in radio on a massive scale—both network and spot.

Besides the intrinsic value of the medium there's this inducement: With P&G and Colgate so solidly in tv, Lever will have the radio field pretty much to itself.

You can expect a lot more air media business from cigar manufacturers as a result of Bayuk Cigar's heavy spending in tv.

Bayuk, whose prime seller is **Phillies**, is putting out an estimated \$4-million a year for network and local tv. In addition to sponsoring the year-round sports package on NBC TV, it will underwrite regional baseball in at least five markets.

The sparkplug at Bayuk is **E. A. Mishkin**, its new president and chairman, whose aim is not only to increase **Phillies'** share of the market but to convert cigarette smokers to cigars. About 25% of the commercial's weight is on that switch.

Agency for the account: **Feigenbaum & Wermen**, Philadelphia.

When all the soul-searching—both statistical and motivational!—about the success of westerns is said and done, you can safely cling to this fact:

Westerns just about are the most stable form of tv entertainment in terms of audience distribution. Moreover, that characteristic persists from season to season.

Here's the average composition for nine westerns that were on the networks both this October and in October 1957:

	NO. VIEWERS PER 100 TV HOMES	
	OCT. 1957	OCT. 1958
Men	92	90
Women	93	93
ADULTS	185	183
Children	82	79
TOTAL	267	262

Source: Compiled by NBC TV Research on the basis of Nielsen data.

The trend among radio stations specializing in certain types of music to organize themselves into selling groups continues.

Latest is the **Album Music Stations**, starting off with seven or eight members of that type. **WVNJ, Newark, N. J.**, is the spearhead.

Chicago reps are keeping their fingers crossed in the direction of **Marlboro and the Leo Burnett agency**.

They have an inkling that **Marlboro will swing a lot of its tv weight toward spot** after the first of the year.

Another happy possibility: **Knox-Reeves is believed to be readying a substantial spot campaign in behalf of General Mills.**

The tendency among national spot advertisers to buy in shorter and shorter flights is not expected to let up until there are surer signs that the business outlook is firm for the long haul.

Meantime some agency planners are beginning to feel that the flight pattern has become so ingrained in spot buying that the seller might as well reconcile himself to seeing it continue even in comparatively boom times.

For reps the possibility is nettling. Flights cost them just as much as long-run contracts in service and paper work—often even more.

Timebuyers trapped by formula thinking in picking the radio hours when men supposedly are reached best may find it rewarding to study some recent Pulse market-by-market reports.

For instance, in **Indianapolis, Memphis, and Rochester the male audience picks up substantially between 6 and 8 p.m.** In fact, on some stations men listeners dominate.

What makes reorientation of thinking a doubly worthwhile bet is that on many stations the rates after 7 p.m. are cheaper.

The **National Assn. of Insurance Agents finally has got itself set for a spot tv campaign** to counter competition from companies using the medium to sell insurance direct or through "direct" local writers.

The plan, which will be handled by **Doremus & Co.**, starting in January: a **weekly five-minute local program—preferably weather—in 257 markets.** Schedules will be based on a quota system determined by the amount contributed by the independent agents in each market. The majority of contracts will be for **26 weeks.**

Reps have been asked to query their stations whether they are agreeable to running, as a public service, a film made by the **NAIA—Your Next Door Neighbor—**telling about the independent agent's relations to his community.

According to **Doremus**, the station reaction to this query so far has been quite encouraging.

Reminder: **Don't underestimate St. Louis as an advertising town** (and source of air media revenue).

A SPONSOR-SCOPE reporter, while on a visit to St. Louis last week, came up with these pertinent notes:

- **St. Louis is the home base for 26 major national advertisers.** Among the better-known in the air media are **Anheuser-Busch, Falstaff, Brown Shoe, International Shoe, Pet Milk, Monsanto, Ralston Purina, Seven-up, Carling, and Banquet Canning.**

- **Spot on a national scale has reached such proportions that at least eight reps maintain offices in St. Louis.**

- Among big-agency prospects for air media are **D'Arcy**, which places about \$6 million a year; and **Gardner**, which—now that it's acquired **Busch Bavarian Beer**—should account for at least that amount in tv and radio billings.

An event this week that network radio hails as a major turning point in its fortune involves Todd Storz' Oklahoma City 50,000-watter, KOMA, and NBC Radio.

After WKY, NBC's long-time Oklahoma City affiliate, had notified the trade that it was going independent, NBC let it be known that Storz, dynamic torch-bearer of independent operation, had moved his latest acquisition, KOMA, into the breach.

NBC also disclosed that KOMA would carry at least 90% of NBC Radio's sponsored schedule. (WKY, according to the network, had been clearing appreciably less.)

Repercussions from CBS Radio's programing cutback and no-station-compensation policy have been wide and numerous during the past week.

Among the developments were these:

- CBS Radio made no bones about the fact that it was disturbed by what it termed an unjustifiably bad press.
- WJR, Detroit, issued a two-page statement declaring that it could not continue as a CBS affiliate because, among other things, it didn't like the so-called broker-agent relationship that the network had assumed.
- NBC's Robert Sarnoff put out a two-page letter to radio/tv editors expressing his faith in the future of network radio and noting that NBC Radio's business this year would be 20% over 1957.
- CBS Radio lost part of the Wrigley business to NBC, and the Staley account (Peter Lind Hayes & Mary Healy) to ABC Radio, and was trying to find places for the Chevrolet and United Motor strips on its abbreviated schedule. There was this good news for CBS: Stewart-Warner this week gave it an order for \$1.5 million worth of business in 1959.

Incidentally, since CBS Radio revealed its new policy, NBC Radio has obtained 13 new pieces of business plus renewals from Brown & Williamson and Lewis Howe. The new orders include: Pepsodent, American Razor, Elgin Watch, Life-Time, Waverly Fabrics, Gillette sponsorship of two Bowl games, Raybestos Co., Airwick, Wrigley, and Marlboro.

Pulse has started exposing a presentation to agencies which offers a new qualitative service.

The idea is to show what percentage of the people reached by a program actually use or buy that particular type of product.

For instance: What portion of the viewers of a particular rated cigarette-sponsored program actually are smokers?

The death last week of the dynamic and skilled front-running president of Dancer-Fitzgerald-Sample, Mix Dancer, is not expected to cause any great upheaval within this leading air media agency.

Dancer, who suffered a heart attack while on a Carribean cruise, functioned mostly as a field marshal and crack closing man (although he gave much of his personal attention to the General Mills account).

For the past year or two, Dancer, who was 62, had talked about retiring shortly.

ABC TV has assured its affiliates that it will try to satisfy their plea for more daytime minutes when it opens up several more hours in the near future.

The nub of the affiliates' plaint is two-fold: (1) ABC TV's daytime expansion has cut the supply of minutes for spot to the bone, and (2) the way some of the major brands straddle daytime schedules has made it increasingly tough for the stations to fit in competitive products. Some say that Lever is so spread out over the ABC schedule that stations are unable to take business from P&G.

(Adding to the affiliates' argument is the fact that CBS TV has cleared the way for its people to sell minutes in two spots on the afternoon schedule.)

Meantime, as a result of the shortage of minutes, quite a number of stations are consulting with their reps about a formula that would both raise the rate for minutes and induce spot advertisers to turn more readily to daytime 20-second spots.

The plan most frequently mentioned: Raise the minute rate by about \$10 and lower the 20-second rate in a similar ratio.

An important key to the outlook for national spot radio in 1959, say major reps, is **R. J. Reynolds**, whose renewals are due in a few weeks.

Reynolds has been one of those **52-week mainstays**. So what Reynolds does, the reps figure, will have a considerable influence on the cigarette field as a whole for the coming year in spot radio.

Little wonder the reps rap wood every time they think of the Esty agency.

Now that buying on the basis of accumulated points has become a frequent technique in national spot tv, it's important to know how the buyer arrives at a cost-per-1000-homes reached.

Assuming for example, that the market is New York (1,600,000 tv homes), the accumulated points are 60, and the price is \$3,000; the arithmetical steps are these:

- 1) **Divide the number of homes by 1,000** (in this example you would come out to 1,600).
- 2) **Multiply that figure by the rating percentage** (60% of 1,600 is 960).
- 3) **Divide the cost by the figure obtained in step No. 2** (\$3,000 divided by 960 is \$3.125).

Note: "Accumulated points," of course, are just what the term says—the addition of a bunch of ratings.

Tv specialists working closely with their agencies' plans boards often have to contend with a paradox that seems to be producing a deep-seated sense of frustration.

The frustration: Getting the plans board (usually dominated by print men) to see the anachronism of first setting up the print platform and then working out the commercials from that platform—even though the budget for the account is overwhelmingly in tv.

Complain the tv-oriented experts: Arguing with City Hall is a much easier chore than getting the members of a plans board to abandon the concept that a campaign must be first thought out in terms of magazines and that this print-thinking should be translated into the tv image and action.

Critics of this state of mind advocate that it would be smarter and more effective to do the job the other way around—that is, start with tv and then fill in the print side.

Here's a twist that's becoming more and more common in the advertising carried by manufacturers in drug and grocery trade papers.

Less space is devoted to vaunting the virtues of the product and more to relating what's being done to boost the item in tv.

The Stations Representatives Association started hammering in earnest this week on a mounting problem: how to get more of the advertising dollar into spot radio, especially for the smaller markets.

The center of the searching: A meeting of the SRA's Radio Practices Committee.

The group's aim: Formulating a clear-cut, practical program for industry co-operation.

Nielsen is querying subscribers to its tv rating service what preferences they have about Nielsen's three plans for speeding up reports.

The plans that agencies and advertisers have been asked to weigh:

Plan 1: An instantaneous audience measurement—a la Arbitron—in eight cities.

Plan 2: Instantaneous audience measurement in 12 cities.

Plan 3: Considerable speeding up of the network multi-markets report.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 58; News and Idea Wrap-Up, page 66; Washington Week, page 63; SPONSOR Hears, page 61; Tv and Radio Newsmakers, page 78; and Film-Scope, page 61.

GROWTH 250%

JUST
SINCE
1950



PHOTO: PHOENIX CHAMBER OF COMMERCE

where the exceptional range and power of

KTVK CHANNEL 3 ABC-TV

can best help your sales
keep pace with the
record-breaking growth
of this key-market
in the great West

*Effective January 1, 1959
KTVK announces
the appointment of*

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

ALREADY BOUGHT

★ **BALLANTINE BEER**

21 Eastern Markets

★ **CITIES SERVICE OIL**
Grand Rapids-Kalamazoo

★ **ARMOUR & CO.**
7 Markets

★ **HEILEMAN BEER**
Chicago and all of Wisconsin

★ **SOUTH CAROLINA
ELECTRIC CO-OP**
Charleston, S. C.

★ **BURGER-PHILLIPS
DEPARTMENT STORE**
Birmingham

★ **MIDWAY FURNITURE**
Norfolk

PERIL their partner!
DANGER their cargo!

"Bold"

Every week a half-hour

RACING WITH EXCITEMENT! . . .

SIZZLING WITH SUSPENSE!

BOUGHT BY THESE FINE STATION

WCBS-TV	New York City	WKY-TV	Oklahoma C
WTVJ-TV	Miami	WSM-TV	Nashville
KVII-TV	Amarillo	WDSU-TV	New Orleans
KID-TV	Idaho Falls	KBAK-TV	Bakersfield
KOLD-TV	Tucson	KVAR-TV	Phoenix
KGHL-TV	Billings	KPTV-TV	Portland, Or
WLOS-TV	Asheville, N. C.	KTUL-TV	Tulsa
WICU-TV	Erie, Pa.	WFGA-TV	Jacksonville
KTSM-TV	El Paso	KSL-TV	Salt Lake Ci
KOMO-TV	Seattle	WISN-TV	Milwaukee

. . . and many others



over 92 markets!

From the
Frida Keys
to Trinidad...
They find
explosive action
every port
of call

Venture

ZIV'S NEW HIT SHOW STARRING

DANE CLARK

AND INTRODUCING

JOAN MARSHALL



NAME THE **NEW**
KANSAS NETWORK
KAKE-TV
WICHITA
with Associates
KTVC and KAYS-TV

WIN AN INTEREST IN A PRODUCING OIL WELL!

GRAND PRIZE

"YOUR OWN OIL WELL" \$5,000 CASH or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of \$10,000 or more.

THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value \$400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value \$100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. Total present market value \$100.00.

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, 18 years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation.

Read the facts about the three-station market which now blankets 70% of the TV homes in Kansas . . . then name the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 50-word statement. Mail to NAME THE NETWORK, BOX 8500-A, CHICAGO 77, ILLINOIS, and include your name, address and the company for which you work.

Entries will be judged on originality, uniqueness, and aptness of thought. All entries will be judged by The Reuben H. Donnelley Corporation whose decision will be final. If the winning name is duplicated, final judgment will be on the basis of the originality, sincerity and aptness of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, December 12, 1958, and received no later than midnight, December 19, 1958. Your entrance in this contest constitutes full permission without further compensation for the use of your entry in any way KAKE-TV and its associates see fit.

Winners will be announced on January 19, 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in choosing life-of-the-well income or \$5,000.00 in cash. Duplicate prizes will be awarded in case of ties.

NETWORK FACTS:

KAKE-TV, Channel 10, Wichita, went on the air October 19, 1954, an ABC affiliate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature films available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1957 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state.

September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas. Now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can reach 70% of the TV homes in Kansas. This single buy covers an area served by 32 radio stations . . . 36 daily papers . . . and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTVC and KAYS-TV areas, has been known as KAKE-land with the KAKeman, a happy little Baker, as a symbol.

KANSAS FACTS:

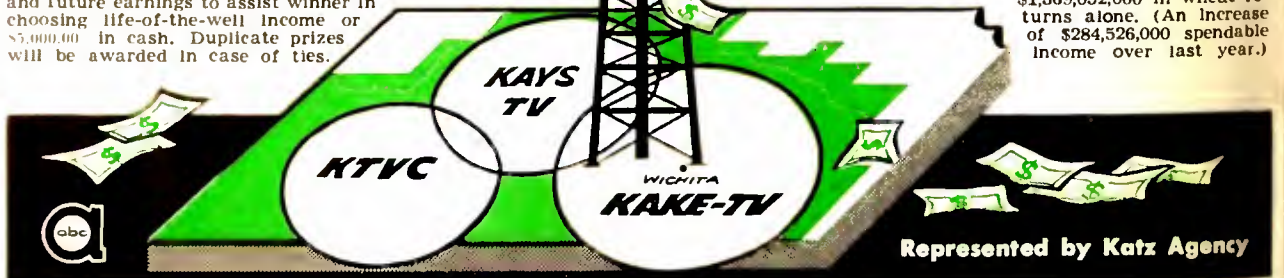


Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately \$3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with \$1,369,052,000 in wheat returns alone. (An increase of \$284,526,000 spendable income over last year.)



Represented by Katz Agency

Timebuyers at work

Joyce Peters, Emil Mogul Co., New York, reports that her agency has developed a highly effective test to measure the pulling power of its radio commercials for National Stores, Inc., in addition to its use of rating books. "This test is conducted annually over a three-day period with the full cooperation of our station list. The local personality merely announces that listeners sending in a post card with their name, address, day and time of broadcast, are eligible to receive a 15% discount at any National store." When the returns are in, Joyce says, the cards are checked, rechecked and analyzed. The result is a plotted chart that serves as a supplementary gauge of a station's effectiveness—quantitatively and qualitatively—in terms of number of homes responding as well as ultimate conversion of respondents into buyers. Employed in conjunction with the rating books, the test confirmed the agency's station selections this year with but two exceptions. "In addition, we can spot a trend over a five-year period, or even longer, that guides us in buying schedules for *any* client with similar marketing problems."



Stanton Hedrick, Hedrick & Johnson Co., Inc., New York, feels that to reach the most consumers at lowest cost, it often pays—for certain products—to 'run the gamut' of good stations in a market. "Granted," Stanton says, "a leading station usually reaches the bulk audience in the course of time. But this can be done more quickly,

more effectively—and at lower cost-per-1,000—with several stations. Careful buying will hold costs in line. This strategy means more work, of course, and breaking with habit—and it may take more selling to the client in his own market. But it pays dividends!" Stanton thinks it's wise, too, to take a fresh look at *all* stations every time a market is entered, "with a different look for different products." Presumably,

he says, most buyers do this—when there is time. "But 'lack of time' is often an excuse for sloppy buying. In any case, both client and agency should organize to *provide* time for the buyer to get latest facts and evaluate accurately. And the buyer will help himself by alerting reps in advance, so their thinking will be ahead of his buying."



EXPLODING
THE
"BUBBLE GUM
MYTH"

"Color Radio" sells more than bubble gum. "Pulse Audience Composition—Summer 1958" proves the point: **FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS.** In an average quarter-hour, KFWB pulls listeners in 68,608 homes... racks up a total audience per quarter-hour of 101,540.



Don't just sit there with gum on your face.
Buy KFWB... first in Los Angeles. It's the thing to do!



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.



ALL THE "FIXIN'S"
IN NEW ENGLAND
FOR THE PRICE OF
THE MAIN INGREDIENT

WORL
BOSTON

offers

1. Surveys
2. Dealer Contacts
3. Dealer Letters, Cards, etc.
4. Grocery Store Displays
5. Drug Store Displays
6. Participation in WORL'S Housewives' Luncheons
7. Window Displays
8. Interviews
9. Editorials, 14 Newspapers
10. Ads in Leading New England Magazines

Plus

ADULT PROGRAMMING
ADULT AUDIENCE
ADULT AIR SALESMEN

ON

BOSTON'S "950 CLUB" STATION

WORL

BOSTON

5000 WATTS — INDEPENDENT
 Represented nationally by
HEADLEY-REED CO.

Sponsor backstage

You can't win 'em all

One of the nicest things about doing a column is the surprising reaction you get to some of them. Totally unexpected. Two pieces back, for example, you may recall I did a combination review of Sterling "Red" Quinlan's book, "The Merger," and Bob Foreman's novel "The Hot Half Hour." I said, at some length, that I enjoyed the hooks immensely, but that I felt both ended on a note as true as hitting the high C on a \$1.49 toy piano.



Foreman I didn't hear from at all. Which is not the surprise. Quinlan I did. Which is. Red not only wrote, but wrote that he agreed with my criticism, which was to the effect that in a post-story dedication he did a rave about television and advertising people, one and all, the good and the had, the competents and the phonies. Red did it for a sound reason, however, as this portion of his letter says:

"... The thing I was trying most to do was to avoid any accusation in our business that I was attempting to exploit our industry, disparage it or indict it. There have been books that have successfully done these things, but I did not want to be locked in with certain past authors who have written in this vein. . ."

The big ones can take it

Obviously, Red is one of the nice people he writes about. One of the thinking, conscientious minority who feel they owe an obligation to the industry of which they are a part. And who work at giving the industry itself prestige and stature. Too many don't.

At any rate, pick up Red's book, you'll like it.

Another surprising reaction came to last week's column, in which I devoted all my space to a string of the kindest words at my command, concerning the brave, vastly unappreciated struggle of the radio networks over the past several years. From CBS, with whose new programming plan the piece dealt, I didn't hear at all. That was no surprise. From the NBC press department I got a phone call. My piece, said a publicist I'd never met, had upset Mr. Culligan quite a bit, and could I come over and discuss it with him?

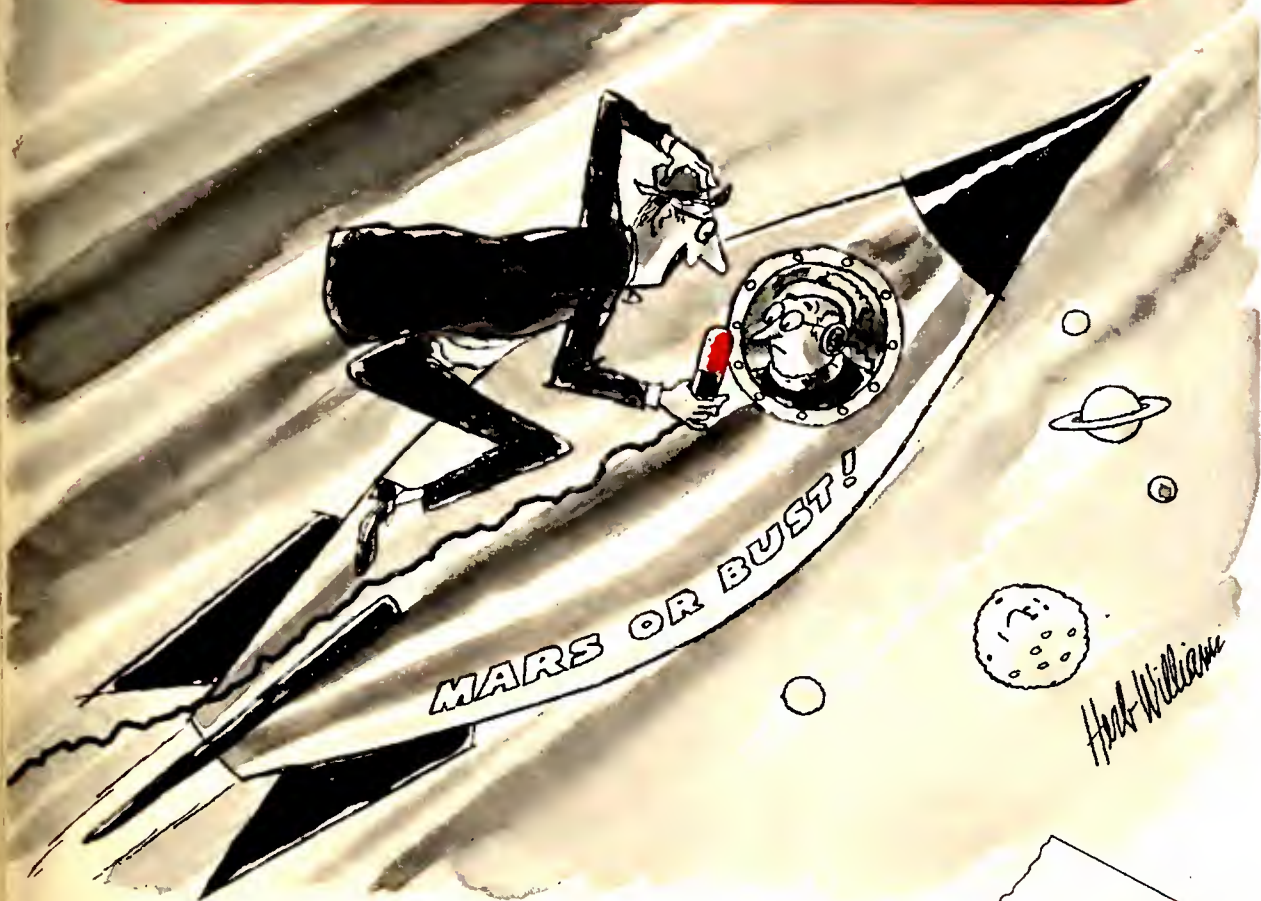
It just happened I was doing something else at the time the young man called. (I'm just presuming he's young, on the basis of the way he handled this.) I explained same to the young man, and asked him to convey to Mr. Culligan the information that I was by no means a snob, and would see a radio network president almost any time on just a little notice. I hope I'll hear from Joe Culligan whom I've never met either, but whose work as a super salesman is quite well known to me. If I had rapped the networks (which I have done on occasion) I would have more or less expected the call, but if you recall the piece, I believe I made some of the most complimentary statements about them anyone ever perpetrated.

You do learn, however, after a stretch of columning that you can't win 'em all, and you quickly acquire the philosophy of being grateful for small favors. Not too long ago I did a short essay in

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE[®] RADIO

delivers more for the money



Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

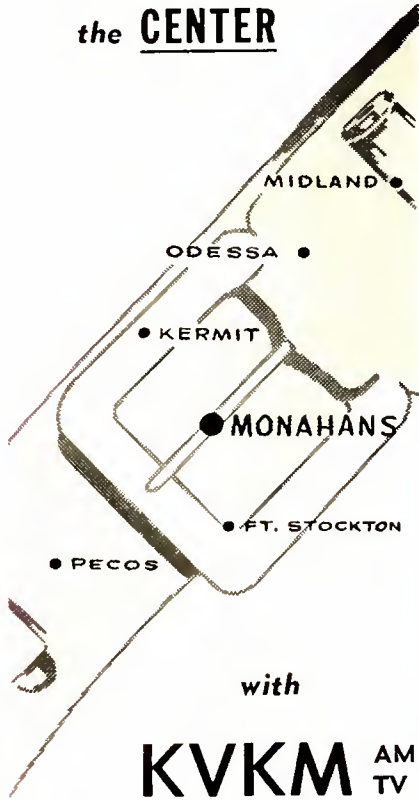
McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

Paul H. Raymer Co.,
National Representative



Buy the whole
TEXAS
MONEY BELT
 and SELL it from
 the CENTER

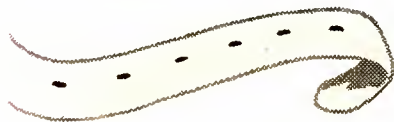


with

KVKM AM
 TV

Channel 9 abc

MONAHANS, TEXAS



See

Everett McKinney, Inc.
 Clyde Melville, Southwest
 Ross Rucker, Pres.
 Hillman Taylor, TV Manager
 Ken Welch, Radio Manager

High income, rapid growth, make this a market to watch and to buy. You can sell it from the center, with

KVKM AM
 TV
 MONAHANS, TEXAS

which I said I thought Univeresal-Decca prexy Milton Rackmil had waited a little too long to sell off his film library to tv. Rack merely waited until he had concluded what he considered a most spectacular deal with Screen Gems, and then sent me a clipping from the *Herald Trib* financial pages with details of the story, stock shot of the signing of the contracts, together with a mild caustic personal note.

Right this minute this same dynamic double president has dealt considerably more harshly with one of our contemporaries. He has barred all reporters and writers from the weekly and daily *Variety* from the Universal lot in Hollywood because they wrote a story saying he was dickering to sell the studios to MCA. There are some around show business who believe *Variety* will survive.

Some guys about whom you write are big to the degree that even when they catch you with your careless typewriter showing the do not chastise you for it, or even call it to your attention. When Sylvester "Pat" Weaver parted with NBC, he took on, among other tasks, the responsibility for making the television plans for Kaiser Aluminum. One of the first things he did was announce that he was going to buy for them a Western series—*Maverick*, I think it was. In a piece on Pat, I scoffed some, and indicated that it was strange that the man who did so much tall-talking about cultural programming, etc. would buy a Western first time on the other side of the fence post-NBC. That Pat knew exactly what he was doing was subsequently evidenced by the fact that the show he bought and practically all sagebrush sagas became the hottest rating-getters in the video business. And do to this day as the latest Niensens testify.

Tv's new horizons

I never heard a word from Pat. Never a single "see, wise guy" Pat is big enough to know what he is doing. And big enough to proceed to do it, columnists and other scorners notwithstanding. He did it, they tell me, pretty thoroughly again when he ran Governor Nelson Rockefeller's television/radio campaign. When, as, an if Governor Rock runs for the big bag of marbles in the 1960 Nationals, it will be interesting to see how Pat handles the tv/radio drive, for it is a virtual certainty that he will. It wouldn't surprise me one bit if we then saw what would amount to the very first political spectacular in television history.

And while I'm pleased to see the Pat Weavers and the Robe Montgomeries, et al charting the television courses of some of our most important candidates, I do think Jim Hagerty was not minimizing one hit when he made the doleful remark on last week's *Small World* show, that television is a devastating instrument, and warned that in time it could be responsible for the election to the office of the president an actor, rather than a politician. I hope don't get an irate letter from an ambitious actor.

Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.

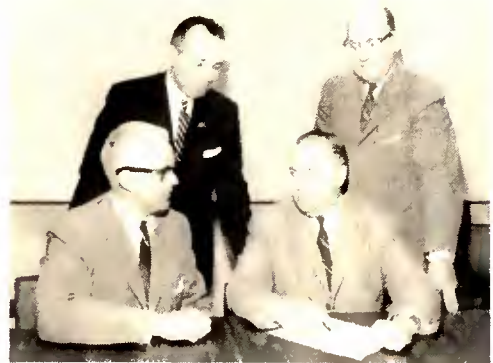
OKLAHOMA

MAKES NEWS IN INDIANAPOLIS BY SPONSORING NEWS

SIGNS LARGEST SINGLE STATION BUY IN RECENT HOOSIER RADIO HISTORY!

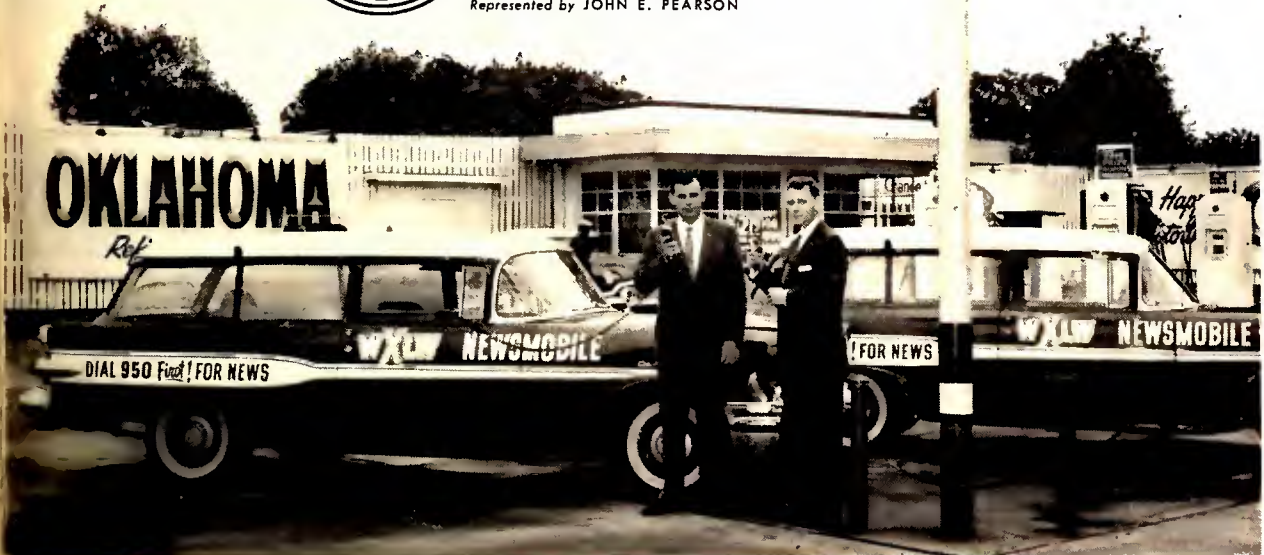
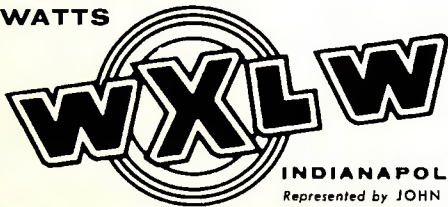
Through the Needham, Louis and Brorby, Inc. Advertising Agency, Chicago, the Oklahoma Oil Company has signed to sponsor all direct WXLW newsmobile reports broadcast live throughout the day, representing what is believed to be the largest single station buy in the radio history of Indiana. Mr. Walter Kadi, Advertising Manager for the Oklahoma Oil Company states "We chose WXLW for several reasons. Sponsoring the newsmobile reports gives Oklahoma Oil an opportunity to perform an important community service. Secondly, WXLW's listener leadership in adult programming allows us to reach more people who buy—potential Oklahoma customers."

WXLW's exclusive music-and-news format caters to the listening preferences of the adult age group. As a result, WXLW is the number one rated station in Indianapolis, in study after study—and the number one choice of time buyers from coast to coast.



Present in Chicago for signing of contract to sponsor WXLW Newsmobile coverage are (l. to r. seated) Robert D. Enoch, Ex. V. P. and Gen. Mgr. WXLW; Walter Kadi, Adv. Mgr., Oklahoma Oil Company. (l. to r. standing) Eugene W. Strack, Ass't. Mgr. WXLW; Paul Belknap, Needham, Louis and Brorby, Inc., Adv. Agency for Oklahoma Oil Company.

5000 WATTS



RUN YOUR OWN

YANKEE



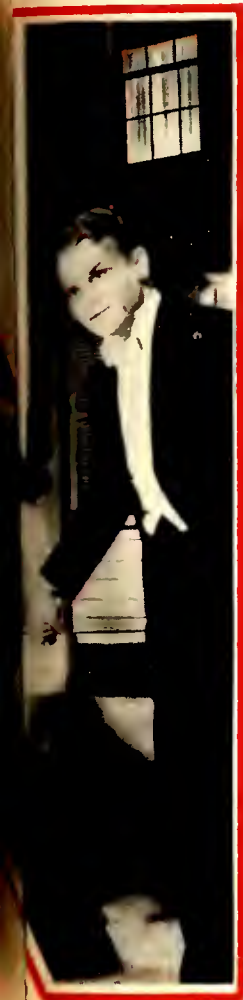
The story of George M. Cohan,
"Mr. Show Business Himself,"
starring James Cagney
in this greatest
of all song and dance hits.



Audiences are still singing
his grand old songs:
"It's A Grand Old Fla."
"Mary," "Over There"
"Give My Regards
To Broadway."

SPECTACULAR!

DOODLE



NOW AVAILABLE FOR THE FIRST TIME ON TV

LIMITED TO 2 SHOWINGS ONLY

ALREADY BOUGHT BY

an opportunity to do the kind of spectacular only
shows have been able to program! From December 1, 1958
July 15, 1959 "Yankee Doodle Dandy," smash hit musical is
available for two showings only! It's the film everybody wants
to see again. Schedule one showing in the winter and the
other as a perfect patriotic tie-in during the July 4th period.

WBBM-TV, Chicago; WTVN-TV, Columbus, Ohio; WJAR-TV,
Providence; WFBM-TV, Indianapolis; WSYR-TV, Syracuse; KNXT,
Los Angeles; KUTV, Salt Lake City; CKLW-TV, Detroit; WTEN,
Albany; KTNT-TV, Tacoma-Seattle; KBET-TV, Sacramento; KVAR,
Phoenix; KROC-TV, Rochester, Minn.; WWLP, Springfield, Mass.;
WHDH, Boston; WCNY-TV, Carthage, N. Y.; KCSJ-TV, Pueblo;
KTVU, San Francisco; and WABT, Birmingham.



**WINNER
OF 3 OSCARS.
NOMINATED
FOR 5 MORE!**

For full details, write, wire, phone:



United Artists Associated, Inc.
345 Madison Ave., Murray Hill 6-2323
75 E. Wacker Dr., Dearborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

**NEW YORK
CHICAGO
DALLAS
LOS ANGELES**

Telefon

WESTERN UNION

Telefon



NEW FACTS OF GREAT IMPORTANCE TO ADVERTISING EXECUTIVES

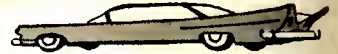
IN FOOD



DRUGS



AUTOMOTIVE
PRODUCTS



- **MIAMI 165% ABOVE NATIONAL AVERAGE**
in retail sales per capita!
- **MIAMI 123% ABOVE NATIONAL AVERAGE**
in food sales per capita!
- **MIAMI 152% ABOVE NATIONAL AVERAGE**
in drug sales per capita!
- **MIAMI 248% ABOVE NATIONAL AVERAGE**
in automotive sales per capita!

WTVJ covers this fantastic market as no other media can!

See NCS #3! See ARB! See your PGW colonel!

(data from Sales Management's November 10, 1958, "Marketing on the Move" Issue)

WTVJ MIAMI



CHANNEL 4

Represented by:
Peters, Griffin, Woodward, Inc.

How FORTUNE

tipped off

the new anti-tv "party line"

Another season of second-rate programming has started TV on a self-destructive cycle: program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seems to bring on more mediocrity.

Excerpt above is from "Tv-The Light That Failed, Before" Dec. *Fortune*

Last week, at the Waldorf Astoria in New York, Lawrence H. Rogers II, Board Chairman of TvB, was fighting mad about an, as then, unpublished magazine article.

Speaking before TvB's 4th Annual Membership Meeting, he called it a "pretentious statement . . . a nifty piece of Goebbels propaganda."

He was referring to a story in the

December issue of *Fortune* Magazine, titled "Tv—The Light That Failed" which was to appear on the newsstands three days later.

Rumors of the story had been circulating about New York all last week. SPONSOR heard them at the TvB sessions, at the ABC Affiliates Meeting, and at the annual luncheon of the Broadcast Pioneers.

To track down these rumors, and discover the extent of *Fortune's* attack on the tv industry, SPONSOR managed to secure advance galley proofs of the closely guarded "Light That Failed" story. Over the weekend, SPONSOR discussed the article with responsible industry executives. Here is a summary of their opinions:

- "The Light That Failed," written by Richard Austin Smith, is by far the most prejudiced of the recent attacks made on tv in the print media.

- It is packed with "partial facts" to support a non-objective and utterly biased anti-tv point of view.

- It is written in a kind of preciously fruity prose style. It says for instance that most 1958-1959 tv programs are "pathos from Boot Hill, counterfeit celebration from quiz shows, barbarism from the police blotter, inanities from outer space, monstrosities from Hollywood's celluloid cemeteries."

- It would not be worth noticing or worrying about—except for one, very significant point:

- "The Light That Failed" does pre-

WHY THE MAGAZINES FIGHT TV

For the first 10 months of 1958, magazine advertising is running 9.5% behind 1957, while network and spot tv are an estimated 7% ahead. (Source: Printer's Ink.) The three leading Luce publications—Life, Time and Fortune have suffered a combined 17% drop. Life, hardest hit by tv competition, is off 513,969 lines, Time is off 194,309 lines and Fortune is off 220,242 lines from 1957 totals.

sent. in clear, unmistakable detail, the new, anti-tv "party line" which hard pressed publishers of print media will pursue, with increasingly violence, as they fight to maintain their badly threatened advertising revenues in 1959.

That the print media, and particularly the general and women's magazines are in trouble, cannot seriously be doubted by anyone who examines their

lineage figures for the past nine months. (See box on page 33.)

That they will fight back hard against their common enemy—television—cannot be doubted by anyone who has followed recent press attacks.

What the Fortune story does disclose is the arguments they will use, the particular kinds of hatchets they will try to sink in tv's skull.

According to responsible network,

station, and association officials who have read "The Light That Failed" these attacks will be of three kinds: 1) attacks on tv's *prestige*, 2) attacks on tv's *economics*, 3) attacks on tv's *future*.

Of these, the attacks on tv prestige are most familiar. Charges that today's tv programs are "pap," "mediocre," "shoddy" have been made for years. They resemble, in every detail,

HOW FORTUNE MAGAZINE "STACKS THE FACTS" IN ORDER

To those outside the industry, the article in the December issue of *Fortune*, "Tv—The Light That Failed" *Fortune* has clearly "stacked the facts" in order to present an unfavorable tv picture. Many of *Fortune's* statements

1 FORTUNE SAYS: "The television 'audience' is almost at the saturation point. A full 90% of all Americans have access to television at home. . . . Expert opinion within the medium holds that this percentage will not rise very much, the audience increasing only as the population grows. Sindlinger & Co., recently concluded that the peak percentage of homes having television sets should be reached in the next twelve months."

2 FORTUNE SAYS: "Perhaps more serious, the audience is getting choosier. The fact that a growing sector of the audience is not disposed to sit in stupefaction before shoddy programs, portends nothing but greater strain on tv's economic system. For rising program costs require bigger audiences that can justify higher rates charged to the advertisers—and tv is already having trouble holding its present rate structure. Greater selectivity among viewers (increases) the awesome pressure."

3 FORTUNE SAYS: "Both General Motors divisions (Cadillac and Pontiac) appear to have accepted the conclusion of their agency, MacManus, John & Adams, ". . . the greatest penalty of all for the durable-goods manufacturer is television's lack of selectivity. In television you must entertain them all. . . . That's well and good when you are selling a 30-cent product. But when you are attempting to sell a product that costs from \$3000 to \$5000, you must have selectivity."

BUT—*Fortune carefully refrains from mentioning that total viewing hours in America's tv homes continue at a high level. A. C. Nielsen Co. reported in its special annual survey of tv viewing that in March 1958, 43 hours, 12 minutes per week were spent watching tv in the average home, compared to 41 hours, 24 minutes in 1957. As long as tv maintains its audience hold, "set saturation" need not be feared.*

BUT—*Fortune presents no documentation for its contention that the audience is "getting choosier." A year ago, John P. Cunningham, pres. of Cunningham & Walsh, made a similar statement about the growing "boredom factor" in tv Westerns. This year, when the agency's Videotown research, showed westerns still first choice among male viewers—with a whopping 76%—he publicly conceded he had been wrong. Such "wishful mistakes" are common in tv.*

BUT—*Fortune neglects to point out that statement at left was made by Ernest A. Jones, pres. MacManus, John & Adams, nearly three years ago. Since then he has changed his mind about tv, (see page 10, SPONSOR 18 May 1957) and has placed large portions of the Pontiac budget in network tv programs, including many spectaculars. Also two other GM divisions, Buick and Chevrolet, now are heavy in tv, consider it a "major ad medium."*

the assaults which print media have traditionally made on all highly popular forms of public entertainment—notably the movies in the 1920s and 30s, and radio in the 1930s and 40s.

Coupled with these attacks on program prestige, many tv executives believe, will come stepped up attacks on the personal prestige of those in the tv industry. Fortune, for instance, delights in quoting (out of context, and

with no chance for rebuttal) a remark attributed to RCA Chairman David Sarnoff to the effect that “we’re in the same position as a plumber laying pipe. We’re not responsible for what goes through the pipe.”

Even more intensive public ridicule and castigation for industry personnel can be expected from print, a network v.p. told SPONSOR.

The second type of attack—on the

economics of the tv industry—is much less well known, and well recognized. It is developed in considerable detail in the “Light That Failed Story.”

Says Fortune, “Television’s exotic economics cannot be depended on to improve the product (the program). On the contrary, television economics tend to establish and perpetuate mediocrity. Moreover, a strong argument

(Please turn to page 77)

TAKE “DOOM AND GLOOM” PREDICTIONS ABOUT TV’S FUTURE

model of factual research and reporting. But a point-by-point examination of its statements will show that. But, by omitting other pertinent data, it succeeds in giving a completely untruthful outlook on television.

4 FORTUNE SAYS: “The latest figures on Hazel Bishop . . . reveal how the law of diminishing returns can operate in the medium. The company’s 1953 tv budget of \$3,300,000 helped to bring in \$9,000,000 in sales and a tidy profit of nearly \$2 million. From 1955 through 1957, however, tv budgets ranging from \$4,300,000 to \$5,600,000 were accompanied by sales scaling downward from \$11,460,000 to \$10 million and annual losses of a million dollars and upward.”

5 FORTUNE SAYS: “Another season of second rate programing has started the industry on a self-destructive cycle; program mediocrity reduces audience, reduced audience weakens the medium’s economics, weakened economics seem to bring on more mediocrity. . . For the first time in history the tv industry suffered a profit slump last year. . . Station profits may level off this year, though network pickings will likely be even slimmer than in 1957. . . tv economics tend to perpetuate mediocrity.”

6 FORTUNE SAYS: “What television has not been able to accomplish internally will likely be forced on it from outside. The curative force: pay tv. Several companies are preparing to put it on the market. Skiatron has scheduled operations in Los Angeles and San Francisco for mid-April. Additional road blocks may upset his schedule. But the state of “free” tv is sure to bring the alternative into being . . . sooner rather than later.”

BUT—*Fortune omits entirely other significant factors in the cosmetic business which deeply affected the Hazel Bishop sales and profits picture. Rather than blame the law of “diminishing returns” in tv, Fortune would have been fairer if it had pointed out that two other, highly successful tv users, Revlon and Avon, had come into the market and by imaginative tv schedules, programing and commercials, had built outstanding marketing successes.*

BUT—*Fortune neglects to mention how the economics of advertising may be operating in the magazine field. In the first nine months of 1957, Life’s income was \$112,348,425. For a similar period in 1958, the figures were \$98,452,871. Time Magazine showed \$36,874,566 in 1957 vs. \$34,268,696 this year. Fortune is down from \$8,540,780 to \$7,489,136. How will this affect magazine quality in the future?*

BUT—*Fortune carefully avoids bringing up the one example of pay tv which most broadcasters believe is most significant, the story of Bartlesville, Oklahoma. In Bartlesville, pay tv was given a complete test lasting several months, finally folded, when its subscribers (tv set owners) refused to renew subscriptions. Despite initial enthusiasm, they didn’t feel the difference was worth the extra cash.*



Briefing session for broker's reps who call on wholesale and retail grocer trade. (l) Bob Parker, mktg. mgr. WBAY-TV, Bob Meister, WBAY-TV promotion director, Tom Swales, Paul Ravet, Alden Neville, Jim Eckstrom, Leonard Burns, Chas. Chapman of Otto L. Kuehn Co.

2030 cases of Parti-Day in 1st month

- ✔ Sales to wholesalers in first four weeks of 26-week test of day tv in Green Bay area, hit 65% of previous six-month total
- ✔ "Operation Pipeline" completed, say D'Arcy and Parti-Day.

With distribution solved, test emphasis shifts to consumer

If you want to know how much help 10 day tv spots per week can be in building distribution for a new grocery product—take a look at the sales figures shown on the opposite page.

Parti-Day Toppings, a new line of desert toppings manufactured by Liquid Carbonic Corp. had been in the Green Bay, Wisconsin area since 15 April. Wholly unsupported by advertising, promotion or merchandising, they had built up sales at wholesale to 3145 cases for the six-month period.

On 15 October, Parti-Day through D'Arcy's Chicago office, began a 26-

week test of day tv spots over WBAY-TV. Green Bay, (test budget \$9,980) and, at the same time, opened up a coordinated drive for retail distribution of Parti-Day through its Wisconsin broker, Otto L. Kuehn Co. of Milwaukee.



sin broker, Otto L. Kuehn Co. of Milwaukee.

Results, as this special report to SPONSOR shows, were 2030 cases shipped to wholesalers in the first month of the test, or almost four times the previous shipment rate.

Even more important, Parti-Day distribution in retail stores climbed fast. On 15 October, less than 10% of the groceries, chains, and supermarkets in an 80-mile circle around Green Bay were carrying Parti-Day.

By 15 November, Parti-Day had 100% distribution in the "double A" "A" and "B" grocery outlets doing 80% of total grocery volume. The distribution problem had been solved, and "Operation Pipeline" the first phase of the test had been completed, according to D'Arcy and Parti-Day executives.

In looking over Parti-Day's sales record given on the following page, two

facts should be borne in mind: 1) Certain markets, notably Wausau and Norway are on the outer fringes of WBAY-TV's viewing area. 2) Not reported in any of these figures are sales to A&P, which has many stores in this territory, but buys through Milwaukee. Later SPONSOR stories will give comparative results of Parti-Day movements in Milwaukee and other cities. But it is impossible at this time to trace how much of A&P volume is going into Green Bay.

One thing is certain. The combination of day tv and intensive broker effort has broken Parti-Day's distribution log jam in Green Bay and from here on sales results will depend on 1) advertising power, and 2) product acceptance.

In the drive for distribution, Parti-Day, D'Arcy, Kuehn, and WBAY-TV worked closely together. A kick-off dinner for six Kuehn salesmen was held at Green Bay during the first week of the campaign by Robert Parker, marketing manager of WBAY-TV, and each salesman was furnished with a

The Test in a Nutshell

PRODUCT: Parti-Day Toppings

TEST AREA: 80-mile area around Green Bay, Wisc.

MEDIA: Daytime tv only.

SCHEDULE: 10 one minute spots weekly—26 weeks

BUDGET: \$9,980.

kit, containing a copy of the commercial schedule, with complete details on day, time, names and types of audiences reached by each program in which Parti-Day's 10 weekly one-minute spots were being run.

Reports to SPONSOR indicate that Kuehn's men, in calls on wholesalers and retailers, found strong arguments in two facts: 1) the Parti-Day schedule represented a *firm 26-week commitment*, and 2) Parti-Day commercials are done live by Russ Widoe, well known Green Bay tv personality.

This powerful and growing appeal

of local station personalities has been reported many times in SPONSOR, and apparently was one of the most important factors in securing retail acceptance of Parti-Day.

Kuehn salesmen report that store managers seem to prefer live local announcements to film commercials, and are immediately interested in products backed by strong local tv schedules.

Marvin Bower, merchandising manager for Otto L. Kuehn, in commenting to SPONSOR on the first months wholesale shipments says, "All of these sales were made on the strength of the television schedule, as we have had no special deals, introductory offers or the like in order to build these sales."

In securing Parti-Day distribution, Kuehn's men were also frequently able to secure demonstrations and various basket, pushcart and other displays.

SPONSOR continues exclusive 26-week reporting of this unique tv test with a report next week on research and marketing plans by Robert J. Curry, and James B. Wilson, account executive and account supervisor at D'Arcy. ▀

PARTI-DAY CASE SHIPMENTS IN GREEN BAY AREA

City	No. of Wholesalers	<u>BEFORE TV</u>	<u>SINCE START OF TV</u>	
		Average 15-day	Oct. 15-31	Nov. 1-15
Manitowoc	1	0	10	0
Oshkosh	1	12	0	0
Appleton	3	114	335	590
Gillett	1	16	0	160
Green Bay	2	8	100	560
Menominee	1	5	40	0
Fond du Lac	1	0	0	30
Stevens Point	1	30	35	35
Wausau	1	0	0	0
Norway	1	27	0	0
Sheboygan	1	50	30	75
Totals	14	262	580	1450

STATION REVERSES ITSELF, WON'T ACCEPT LIQUOR ADS

The strong undercurrent of pressure against hard liquor advertising on the air has exploded underneath a radio station.

WOMT, Manitowoc, Wis., has reversed its position on such advertising and will no longer accept it. The station's position was announced in its newsletter, *Station Breaks*, just one week after an article in *SPONSOR* on the subject of hard liquor ads on the air. (See the story "What's behind the liquor controversy, 8 November 1958.)

The *SPONSOR* article reproduced a

portion of the WOMT rate card showing the words "All alcoholic beverage advertising accepted."

WOMT president Francis M. Kadow had quit the NAB in a huff after its president Harold Fellows attacked stations who flouted the NAB code, which prohibits hard liquor plugs.

In explaining his backtracking, Kadow said the main reason was that, though it was all right for print media to carry liquor ads, "these mediums do not have the absorption, persuasiveness or the impact of radio."

BEFORE: Story in *SPONSOR* titled "What's behind the liquor controversy," 8 November 1958, displayed part of rate card of WOMT, Manitowoc, Wis., relating to hard liquor

stations, with other programming and audiences, liquor could be entirely wrong.

He also emphasizes that he will not resign from NAB or its Good Practices Code, and insists that NAB president Fellows is doing "a great job" for the industry. But, he adds, "Fellows and I simply disagree in this one point." Jones reports inquiries from at least three other distillers in Wisconsin, two in Massachusetts and one in Pennsylvania. He expects to take on a second liquor sponsor, but cautions that "We won't crowd the schedule with too many liquor advertisers."

Francis Kadow, president of WOMT, is much more emphatic than Jones. Kadow, who quit NAB after a verbal battle with Fellows, told *SPONSOR* that



**ALL ALCOHOLIC BEVERAGE
ADVERTISING ACCEPTED.**

Five spots on WOMT rate card

such advertising, and even one television station, a member of NAB, was also advertising liquor.

spot for a local tavern. "We'd never do that on WOMT. We will handle liquor commercials, when we get them, with the same good taste we handle all our commercials."

Kadow adds he was frankly surprised at the lack of local objection when he announced plans to carry liquor commercials. "To date, we've received a total of 10 letters—only three of them from Wisconsin, and only one from Manitowoc." About half were from other stations, asking for information about Kadow's plans and anticipated problems.

Why haven't distillers pressed the chance to buy air time on WOMT? Kadow thinks "They're not ready for it."

But he adds that before long liquor advertisers will be in radio and even television "in a big way."



Pied Piper

▶ "Follow-the-leader is a big game with timebuyers

▶ Proof? Host of fads from prime time to rating floors

Are timebuyers faddists? Not if you ask timebuyers. Everybody else is, of course, but not they. Naturally they slip into some universal crazes like tail fins and hula hoops—but introduce fads into timebuying, never! Yet the truth is—they do.

Rating floors, cost-per-1,000, prime time, secret buying formulae, none but the 50,000-watters, traffic times, super-saturation, and adjacencies to *I Love Lucy* are all part of a rich heritage of crazes in timebuying, many of which are still popular.

Just let young Phipps at Goliath & Bellwether Agency switch his frozen sauerbraten account from a 7 p.m. news show to a 6:45 p.m. educational feature on the stringing of tennis rackets and word spreads like radioactive fall-out. If Phipps gives his coup some sort of fancy name such as "a psychosomatic shift-down," word will spread even faster. From Wilshire Boulevard

AFTER: Below is statement in WOMT's 14 November newsletter in which station manager Francis Kadow states he is reversing his position and will no longer accept such ads

We have reversed our position on the acceptance and the broadcast of "HARD LIQUOR" advertising on WOMT.

I can give you any one of sixty or more reasons for the change of our position in this matter. However, the one re-occurring argument advanced by interested parties who are not in radio broadcasting industry but who were interested in what we proposed to do and that was:-

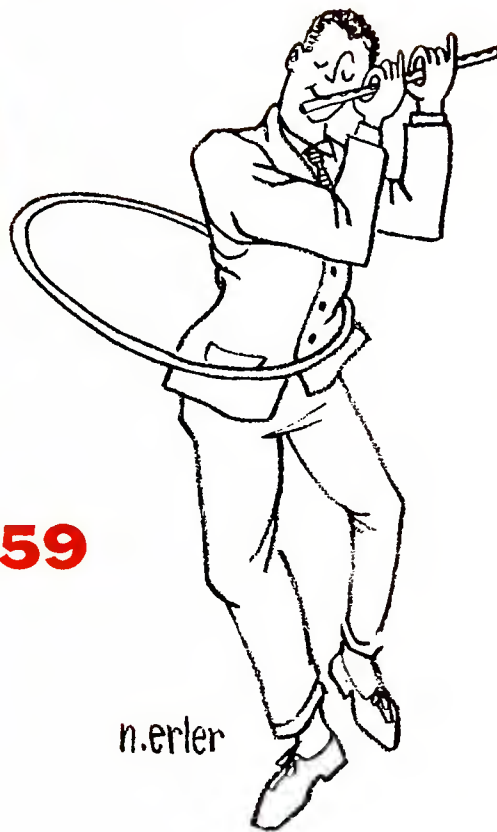
"Such advertising as we proposed to carry is all right in magazines and newspapers, as these mediums do not have the the absorption, persuasiveness or the impact of radio".

Re-evaluating our medium, it maybe is for the best interests of all that the great force of radio be best in restriction.

It's unfortunate that the five words of our rate card NO. 25 were blown to the proportions they were.

FRANCIS M. KADOW

Timebuying; Fads for '59



to Madison Avenue, media men will shake their heads and say, "Well, well, wonder what young Phipps at G&B knows about that 6:45 time slot that ARB doesn't?" A new fad is born. Before long, just about everyone is "shifting down psychosomatically" and a premium rate goes onto 6:45 p.m. spots, especially if they're adjacent to tennis racket-stringing shows.

Just as the garment trade press keeps an eye on Jacques Fath to try to anticipate whether women will be looking like nose-cones or zeppelins next spring, SPONSOR has noted what it feels were important developments in time-buying this year and on this basis predicts the following fads for '59.

Cost-per-Miltown Fad. This craze should sweep the agencies sometime about July when timebuyers start trying to set up fall spot tv campaigns around adjacencies in net tv line-ups that haven't been firmed yet. Cost-per-Miltown will be a brand new yardstick in buying time; it will measure the value of a station buy against the stress on the buyer. If the cost of tranquilizers consumed in the media department exceeds the cost-per-1,000 of the buy, the station is automatically

dropped. Any cost-per-Miltown decision can be easily justified to the client since it will be called cost-per-M for short, and he will assume the agency means cost-per-1,000.

Northbound bridge traffic hours fad. By early spring, watch for a rush away from 7 to 9 a.m. "driving times" by radio clients in favor of a stampede into the new "prime" hour of 4 to 5 a.m. to be known, in all probability, as "Northbound bridge traffic hours." Behind this predicted fad lies an interesting story. One morning last month at about 4:30, an agency field man was returning from a rather large evening in Newport, Ky., to his hotel in Cincinnati, noticed that his car was far from being the only one crossing the bridge. "If," he reasoned, "there are all these cars out at 4:30 a.m. on this bridge and all traveling North to Cincinnati, just think how many millions of cars must be traveling North on bridges right now all over the country." Agency research department got count of North-South bridges (excluding covered bridges and logs over streams), and the projection shows a tremendous auto radio bonus at 4:30 a.m. Nielsen may have to

change its car radio to meet the trend.

Senile Eastern Fad. This will hit buyers of net shows somewhere about September. There will be a sharp swing away from the "adult Western" and there will be only one direction to go—program-wise: tv shows all about East-coast tycoons trying to save the family corporation from a merger to protect the interests of their daughters at Vassar. This fad will probably eclipse beanie hats.

Formulagrams. 1959 probably will see a spate of timebuying formula games that will make the *Scrabble* fad seem tame in the puzzle-entertainment field. At the moment, the formulagram most apt to catch fire is one called *Mediacap* which applies the technique of handicapping horses to buying air time. As explained by its inventor (a race tout turned timebuyer who tumbled on the system while studying NCS#3), the formula goes like this: (1) Pick a market; any market. (2) Pick a station and time period. (3) Average ratings. (4) Add estimated tab for last time station manager took you to lunch. (5) Divide by frequency, add watts.

How RAB makes research easier for

➤ Radio Advertising Bureau goes all out in its effort to sell radio's advantages to advertisers and agencies

➤ To do it, it makes available \$2.5 million worth of research to media buyers, planners as well as members

Last week, the usual flood of telephone calls came into the Park Avenue headquarters of the Radio Advertising Bureau in New York City. Among the calls were these two from well-known advertising agencies:

• A prominent timebuyer wanted proof from RAB that radio advertisers are increasing their frequency. His object was to dissuade a client from cutting back his spot radio schedule.

• An account executive wanted RAB's help in preparing a presentation recommending radio to a client who was planning a \$1.5 million ad campaign to launch a new product.

In both these cases—typical of hundreds more over a year's time—RAB came through with the requested material. Which points up this significant fact: While RAB's primary aim is to help its members by increasing radio

advertising volume, RAB also has developed into a giant wellspring of information for anyone concerned with the buying of advertising media.

RAB's services to its members are widespread: they range from providing selling tools for radio station salesmen to the financing of industry research into radio's scope, depth and growth. But what many advertisers and agencies may not know is that RAB also has a vast stockpile of research on radio—a stockpile whose worth is estimated at more than \$2.5 million—which is available to advertisers and agencies who may want it. What's more, RAB spends about 10-12% of its annual budget of almost \$1 million (or up to \$120,000 a year) for new research on radio.

WHAT ADVERTISERS AND AGENCIES ASK ABOUT RADIO

One of RAB's major functions is to act as an information service for advertisers, agencies, and stations seeking data on radio. Listed below are some of the questions most frequently asked of RAB

- 1 What radio strategy is X company using now? (Question is usually asked for several companies at one time—competing with firm asking question)
- 2 We've recommended a radio campaign for our client, but they are interested in net tv, print. What can you give us to document our case for radio?
- 3 How many people will I be able to reach with this particular radio campaign. And do you have figures on similar campaigns run in the past?
- 4 Do you have tapes of the radio commercials used by my competitors? Any examples of creative commercials not on the air in my part of the country?
- 5 How much time do (housewives, teen-age girls, working men, professional men, etc.) spend with radio each week?
- 6 How many people can I reach (cumulative audience figures), with an X number of announcements daily for an X number of weeks, in X market, markets?
- 7 Can we have information on RAB's awareness of commercials tests? Where were they done? How many remembered commercials after first time?
- 8 How many radio sets were sold last year compared to television sets? What do you estimate this year's figures will be and how will they compare?
- 9 How many radio stations are there in the United States today? How many were there in such-and-such a year?
- 10 What case histories do you have on successful radio advertising campaigns that have been run by my type of business?

Timebuyers

Here, for example, are only 10 of the areas which this available research material covers:

1) *Time spent with radio, by working men, housewives, teenagers*—and several other categories—is documented by RAB in a series of nearly a dozen radio listening habit studies.

2) *How radio gives the advertiser the "last word" with shoppers* is outlined in RAB's "Last Word" studies for drug stores and supermarkets. More of these studies are in the works.

3) *What's the cumulative audience for radio?* RAB research answers the question with a series of reports—e.g., "The Cumulative Audience of Afternoon D.J.'s."

4) *Advertisers interested in the vast out-of-home radio audience* can get the full picture from RAB's "Radio Gives You The Right-of-Way in The Great Outdoors." Research covers auto radio listening and portable radio listening at beaches, parks, etc.

5) *Background on how radio is used by a wide variety of advertisers* (case histories, analyses, background). These range from brief "success stories" to brochures and effectiveness research done on the scene by RAB.

6) *Interested in using a radio personality to sell your product?* RAB has available a study that measures the "Purchasing Influence of Radio Personalities in Metropolitan Markets."

7) *Radio's phenomenal strength in tv-saturated areas* is outlined in an RAB research piece titled "Radio in Telurbia."

8) *Measurement of who's advertising on radio*—how much time they're buying—has been undertaken by RAB in its series of quarterly reports on "Spot and Network Radio Clients."

9) *How to reach the farm market?* RAB outlines the radio route in "Radio Sells Them Down on the Farm," a full-scale research presentation offering listening data and other vital information on the farm market.

10) *RAB "package" presentations*—research-packed presentations on various types of businesses—give advertisers a complete rundown of what radio can do to solve their particular sales problems. These "packages" include as many as 14 brochures and
(Please turn to page 76)

STRATEGY OF RAB OPERATION IS IN HANDS OF THESE FOUR MEN



Kevin Sweeney, pres. of RAB since 1954 has watched the growth of the organization to its present size; a staff of 50, a budget that will next year exceed \$1 million. Numbered among today's members are all four radio networks, virtually all of the leading station representatives and 900 stations.

John F. Hardesty, v.p. and gen. mgr. directs the administration of RAB and supervises its staff of national and regional salesmen. Hardesty began his radio career in 1939, joined RAB as dir. of promotions in 1951. He left in 1954 to become eastern sales mgr. for Westinghouse, returned to RAB in 1956.



Miles David, dir. of promotion heads RAB's 10-man promotion department, directs RAB promotion, research and publicity. His department prepares data on radio, writes promotion material and presentations and handles RAB's press relations. Previously, he was the executive editor of SPONSOR.

Warren J. Boorum, RAB's dir. of member service, supervises a crew of four regional managers who travel the country calling on member stations, assisting them in use of RAB material, participating in RAB sales clinics and signing up new stations. He joined RAB in '54 as dir. of local promotion.





Not Madison Avenue, N. Y., but Madison, Wis. is Jerry Bartell's choice of headquarters for his six-station radio group. It's his solution of . . .

How to cut redtape—by staying home

The next time an avalanche of office redtape makes you swear you'll go home and stay there, take heart: It can be done.

Gerald A. (Jerry) Bartell, president of the Bartell Family Radio group of independent radio stations, operates his business from the \$100,000 mansion on the outskirts of Madison, Wis., you see above. He has no other permanent office. In fact, his only on-the-scenes helper is Ruth Wernick, his ever-present Gal Friday.

No. 3938 Plymouth Circle, Jerry's home and headquarters is an impressive place. It was designed by Robert Cashin, an admirer of Frank Lloyd Wright, and is located about three miles from the heart of the city, complete with hi-fi record player, a piano and an organ.

Before you decide to set up a similar paradise, however, ponder the pictures

on next page. Here's what they show;

1) To operate a business with such splendid detachment, you must have the will power to evolve—and willingly abide by—an almost monastic routine. Otherwise, you'll go to pot.


2) You must have the imagination to capitalize on such a home's natural advantages—the atmosphere it affords you to dream up ideas and kick them around with visitors—yet never risk the penalty of losing touch with reality.

3) True you won't be irritated by elevators, stuffy offices, grouchy colleagues, parking, or commuting problems. But you do have to be prepared to travel extensively, pay minute attention to memos, and spend long stretches with the phone and dictating machine.

Bartell's stations include KYA, San Francisco, KCBQ, San Diego, WOKY, Milwaukee, WAKE, Atlanta, WYDE, Birmingham, WILD, Boston. Apart

from his determination to escape from irksome detail, the reason he is in Madison can be found in his strong academic interests and background. Bartell is an alumnus of the University of Wisconsin (B.A. in economics, M.A. in speech), and spent 10 years as production manager of WHA, the University's educational radio station. He calls himself a "scholar turned business man using the tools of an educator to develop a business organization."

What are the chief gains from this detached control set-up? Bartell figures he profits greatly from the one-way control of the flow of detail, with corresponding opportunities for long-term planning. The station managers meantime get more autonomy in handling their local problems.

Admittedly, though, it takes a special sense of balance to keep this kind of show going. 



1 Order of day is set by way secretary Ruth Wernick ranks papers



2 Strict discipline is essential to Bartell's life. Idleness is fatal



3 Creative session with jingle writer evolves complete new commercial



4 Conference calls with stations are a Bartell's must. Talks are spotted throughout the day to fit various time zones



5 Refueling of mail is Miss Wernick's twice-a-day chore. She personally visits post office to insure speed



6 Objective viewpoints are developed at luncheons with U. of Wisconsin savants. Here Bartell meets with economists



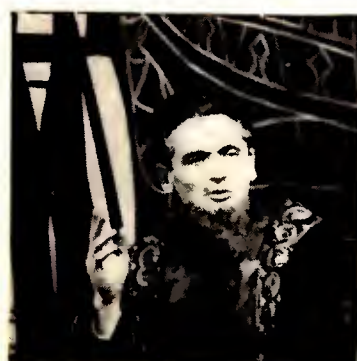
7 Personal chats with station personnel are recorded on tape. Bartell's messages range from 2½ mins. on up



8 Checkup on station correspondence involves reading carbons of all letters, memos, etc., issued by group



9 Travel is important to keep up outside contacts, avoid mental ruts. Bartell makes many speaking tours



10 Relaxation is geared to academic environment. Bartell's Shakespearian role is typical



Sunday merchandising of homes included remote interviews with homebuyers in 6-10 p.m. slot

Branden loves radio's Sunday evening punch

► Local, traffic news for returning weekend motorists picks up nighttime audiences, in home-minded mood

Most everyone knows about peak traffic hours and why there's a scramble for them. But six months ago a regular user of these hours (a homebuilder) got to thinking about the 30,000 cars streaming across the Oakland Bay Bridge during another peak—Sunday night. Why not capitalize on it?

For this peak contained mostly family groups, returning from an outing or weekend visit. In short, the very market homebuilder A. L. Branden was shooting at. About to open a 10,000-unit project called "Tropicana Village" he needed something new to add to his daytime segments. Sunday

night, he figured, might be the answer.

What's on the mind of Sunday homeward-bound families, Branden asked himself. Branden says, "First of all, *getting home*, then *conditions at home*, laundry in the hamper."

Branden felt these primary interests could be programed to, down to the last detail of commercial content. So, coinciding with the opening of "Tropicana Village," here is what this 38-year-old homebuilder decided to offer Sunday evening listeners during the Daylight Saving Time period:

1) *Help getting home*. He hired an Oakland news service accredited to the

California Highway Patrol and other official agencies to monitor their reports of traffic conditions over 58 receivers in the nine Bay area counties (containing three and a half million people). Combining this with KSFO's listener phone-in method for pinpointing traffic problems, he hought throughout the 6-10 p.m. stretch to supplement his weekday commuter schedule on the same station.

2) *Conditions at home*. Emphasis in local—or home—news was intentionally heavy during the four hours.

3) *Easy listening*. Branden got a "soft sell" jingle, used on E.T.'s with semi-hardsell tags.

In all cases, Branden emphasizes, the jingle had to fit into the station's "sound." Humor was not used because, in Branden's view, "a homebuyer will not purchase from a clown."

In keeping with the audience, the "Branden Reporter" (Bob Colvig) reported the drama of the highway: for example, the little old lady who had a cup of tea ready for a parachuting Navy jet pilot who landed in her backyard shortly after she heard the report to motorists to be on the lookout for fire and ambulance equipment.

In all, the "weekend commuter" was offered somewhat the same service as the weekday commuter gets on the *Colvig Commute Club*, in which Branden participates between 4-7 p.m. The big difference: listener phone-ins of traffic tie-ups are used without the monitoring service on Colvig's weekday show.

Here's how the Sunday experiment worked out: Branden reports that from 13 July, when the San José development opened, 1,045 homes—at a retail value of \$12 million—have been sold.

For a specific check, Branden turned the Sunday evening show on a particular subdivision where sales had been static. In two weeks, sales tripled (from six-to-eight to 24-30 homes a week).

"Thirty-four percent of our homebuyers tell us they first heard of our homes on radio," Branden says. This is why his \$2,000 weekly advertising and promotional budget is allocated primarily to radio and radio tie-ins after a \$30,000 kick-off campaign for each new home development.

What audience did the Sunday show reach besides people in homes and autos? One of the sources of "traffic" information was the Coast Guard. "So you see," says Branden, "we even got to yachters and boaters." ▀

What net tv audiences are watching

- Nielsen's second October report compared with last year's shows Westerns are still the favorite with viewers
- Quiz shows have dropped in popularity from a high second place last year to a tied seventh position in 1958

With the network tv audience by now having had a good chance to pick its favorites for the new season, here's the latest word from Nielsen:

- Westerns are still banging away in the No. 1 spot.
- Quiz shows have taken a dive in popularity.
- General drama (30-minute) is not as popular as it was.
- Situation comedies are up in relative popularity so far this year.

These facts are taken from a comparison of Nielsen's second October report with the corresponding report for 1957. Here are details comparing average audience ratings for both years by program types:

Westerns (30-minutes) show an average this year of 25.2%; last year, 25.9%. The 60-minute western category, not broken down in the 1957 Nielsen report, is in No. 2 rank this year, with a 23.9%.

The rest of the show categories in rank order follow:

Situation comedies, 21.7% this year, 22.5% in 1957.

Variety (60-minute format), 20.9% for 1958, 22.3% last year.

General drama (30-minutes), now at 20.3%; last year at 22.7%.

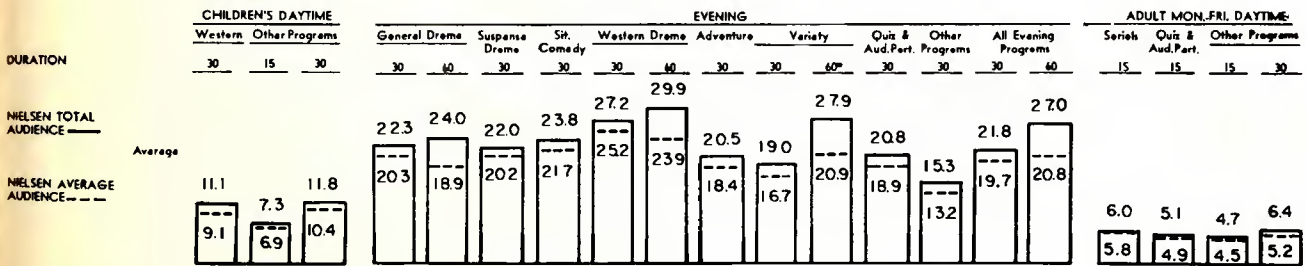
Suspense drama averages 20.2% compared to 19.7% in 1957.

Quiz and audience participation shows tied with *general drama* (60-minutes) with 18.9%—last year it was 25.1% and 17.9% respectively.

Adventure shows, with 18.4% compared to last year's 16.1%.

Ranking last in program categories this year is *variety* (30-minutes), with 16.7% compared to 18.0% for October, 1957

AVERAGE RATINGS OF PROGRAM TYPES FOR NIGHT AND DAY



*Source: NTI, two weeks ending 18 October, 1958

1. THIS MONTH IN TELEVISION

Network Sales Status Week Ending 22 Nov.

Daytime

SPONSORED HOURS

%	Network	Sponsored Hours
83.1	ABC†	25.5
97.1	CBS†	26.3
95.2	NBC	28.6

Nighttime

SPONSORED HOURS

%	Network	Sponsored Hours
38.6	ABC†	18.9
46.3	CBS†	24.1
55.6	NBC	25.2

† Excluding participation shows



2. NIGHTTIME

C O M P A

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
	6:00		Small World Renault Motors O. Mathieson D-F 28,000	Meet The Press Pan American 1-L 7,500 Strange Case of Cosmic Rays (6-7; 11/23) Amer Tel & Tel					
6:30		Twentieth Century Prudential D-F 45,000	Chet Huntley Reporting sust		D Edwards Amer Home N-L 9,500††	News Bulova alt sust N-L 6,500††		No net service D Edwards Benson & Hedges N-L 9,500††	News sust alt Bristol-Myers N-L 6,500††
7:00	You Asked for It Skippy Peanut Butter M-F 21,000	Lassie Campbell Soup A-F 37,000	Mark Saber Sterling Drug A-F 14,000 Hall of Fame (7-8; 12/11) Itallmark Dr-L 275,000	ABC News sust	No net service D Edwards Amer Home (repeat feed)	News Bulova alt sust (repeat feed)	ABC News sust	No net service D Edwards Benson & Hedges (repeat feed)	News (repeat feed) Bristol-Myers alt sust
7:30	Maverick Kaiser Companies Drackett (7:30-8:30) W-F 70,000	Bachelor Father alt Se-F 42,000 Jack Benny Am Tob C-F 65,000	Northwest Passage RCA alt H. J. Reynolds A-F 48,000	Polka-Go-Round (7:30-8:30) sust	Name That Tune Amer Home Q-L 23,000	*Tic Tac Dough P&G Q-L 23,500	Cheyenne (alt wks 7:30-8:30) Harold Ritchie Johnson & Johnson Elgin W-F 78,000	Stars in Action sust	Dragnet Bulova Beil & Horwell (11/25 & 12/9) My-F 35,000
8:00	Maverick	Ed Sullivan (8-9) Mercury alt Kodak V-L 79,500	*Steve Allen (8-9) Greyhound DuPont V-L 108,000	Polka-Go-Round	The Texan Brown & Wmsn W-F 37,000	Restless Gun Sterling Drug alt P&G W-F 37,500	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Luden's W-F 78,000	Invisible Man sust	*Eddie Fisher L&M (alt weeks: 8-9) *George Cobel RCA and Whirlpool V-L 98,000
8:30	Law Man R. J. Reynolds General Mills W-F 41,000	Ed Sullivan	Steve Allen Polaroid Norelco, Zenith Mutual of Omaha	Bold Journey Ralston-Purina A-F 9,500	Father Knows Best Lever alt Scott Se-F 38,000	Wells Fargo Amer Tobacco alt Buick W-F 43,800	Wyatt Earp Gen Mills alt P&G W-F 38,000	To Tell the Truth Carter alt Marlboro Q-L 22,000	Shirley Temple's Storybook Nat'l Dairy, Hill Bros., J. H. Breck (8-9; 11/25) Dr-F 170,000
9:00	Colt .45 Whitehall alt Beech-Nut W-F 13,800	C. E. Theatre Gen Electric Dr-F 51,000 Wonderful Town (9-11; 11/30) Westelox, P&G, Carling Brew Mu-L 350,000	*Dinah Shore Chevy Show (9-10) Chevrolet V-L 150,000	Voice of Firestone Firestone Mu-L 32,000	Danny Thomas Gen Foods Se-F 47,500	Peter Gunn Bristol-Myers My-F 38,000	The Rifleman Miles Lab, P&G Ralston Purina W-F 36,000	Arthur Godfrey Toni Pharmaceuticals V-L 31,000 Gift of Magi Sheaffer Pen (9-10; 12/9) Dr-L 350,000	George Burns Show Colgate Se-F 40,000
9:30	Stars of Jazz sust	Hitchcock Theatre Bristol-Myers My-F 39,000	Dinah Shore Chevy Show	Anybody Can Play R. J. Reynolds Q-L 21,000	Ann Southern Gen Foods Se-F 40,000	Alcoa-Goodyear Theater Alcoa alt Goodyear Dr-F 30,000	Naked City Brown & Wmsn alt Quaker Oats My-F 37,000	*Red Skelton Pet Milk alt S. C. Johnson F-F 52,000	Bob Cummings Reynolds alt Gen Foods Se-F 36,000
10:00	Your Neighbor The World sust	Keep Talking P. Lorillard alt Lever Q-L 18,000	Loretta Young P&G Dr-F 42,500	This Is Music sust	Desilu Playhouse (10-11) Westinghouse Dr-F 82,000 (average)	Arthur Murray Party P. Lorillard alt Pharmaceutical V-L 30,000	Confession sust	Garry Moore (10-11) Revlon V-L 59,000 (½ hr.)	The Californians Singer alt Lipton W-F 37,500
10:30	No net service	What's My Line Kellogg alt H. Curtis Q-L 32,000	No net service	John Daly News Whitehall, Lorillard N-L 0,000 No net service	Ball-Arnaz Show (10-11; 12/1) Westinghouse (see above)	No net service	John Daly News Lorillard, Whitehall N-L 6,000 No net service	Garry Moore Kellogg alt Pittsburgh Plate	No net service

*Color show, ††Cost is per segment. Prices do not include sustaining, participating or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This chart covers period 22 Nov.-19 Dec. are indicated as follows: (A) Adventure, (Au) Audience Participating, (D) Documentary, (Dr) Drama, (F) Film, (I) Interview, (J) Juvenile

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
News sust		D Edwards Whitehall N-L 9,500††	News Bristol-Myers alt sust N-L 6,500††			D Edwards Gen Foods alt sust N-L 9,500††	News sust			
		No net service			No net service	No net service				
News sust (repeat feed)	ABC News sust	D Edwards Whitehall	News Bristol-Myers alt sust (repeat feed)	ABC News sust	D Edwards Gen Foods alt sust (repeat feed)	News (repeat feed)				
Wagon Train (7:30-8:30) Ford (alt hour) National Biscuit (alt ½ hr.) W-F 35,500 (½ hr.)	Leave It To Beaver Miles Lab Ralston Sc-F 36,000	I Love Lucy Pillsbury alt Clairol Sc-F 25,000	Jefferson Drum sust	Rin Tin Tin Nabsco A-F 36,000	Your Hit Parade Amer. Tobacco Mu-L 42,500	Buckskin Pillsbury alt sust W-F 24,000	Dick Clark Show Beech-Nut Life Savers Mu-L 14,500	Perry Mason (7:30-8:30) Van Heusen Parliament Sterling Gulf, Hamm My-F 25,700 (20 min.)	People Are Funny Toni alt R. J. Reynolds Au-F 21,000	
Wagon Train R. J. Reynolds (various ½ hrs)	Zorro AC Spark, 7-Up A-F 37,000	December Bride General Foods Sc-F 32,000	Ed Wynn Show L&M alt Bulova Sc-F 46,000	Walt Disney Presents (8-9) M-F 57,000 (½ hr.)	Trackdown Am. Tobac alt Socony A-F 33,500	Further Advent. of Ellery Queen (8-9) RCA (various ½ hrs) My-F 27,500 (½ hr.)	Jubilee, U.S.A. (8-9) Williamson-Dickte IIII Bros. Mu-L 12,500	Lowell Thomas High Adventure Gen Motors (Delco) (7:30-8:30; 12/6) D-F 225,000	*Perry Como (8-9) Kimberley-Clark, RCA & Whirlpool V-L 120,000	
Price Is Right Lever, Spidel Q-L 21,500	The Real McCoys Sylvania Sc-F 36,000	Derringer S. C. Johnson W-F 38,000	Concentration Pharmaceuticals Q-L 26,000	Walt Disney IIII Bros. Kellogg Reynolds Metal	Jackie Gleason Lever alt Pharmaceuticals C-L 58,000	Ellery Queen Bell & Howell (12/5 & 12/19) Pillsbury (12/3 & 12/19)	Jubilee, U.S.A.	Wanted Dead or Alive Brn. & Wmson W-F 39,000	Chemstrand Polaroid Sunbeam Noxzema Amer Dairy Knomark	
Milton Berle Kraft 50,000 Jerry Lewis U.S. Time Corp. alt sust (9-10; 12/10) W-L 240,000	Pat Boone Chevy Showroom Chevrolet V-L 45,000	Zane Gray S. C. Johnson alt General Foods W-F 45,000	Behind Closed Doors L&M alt Whitehall A-F 38,000	Man With A Camera General Elec. A-F 26,000	Phil Silvers R. J. Reynolds Schick Sc-F 42,000	M Squad Amer. Tobac. alt Bulova My-F 31,000	Lawrence Welk Dodge (9-10) Mu-L 17,500	Gale Storm Nestle alt sust Sc-F 39,500	Steve Canyon L&M A-F 44,000 Dean Martin U.S. Time alt sust (9-10; 11/22) Mu-L 240,000	
Bat Masterson Kraft, Sealtest W-F 38,000	Rough Riders P. Lorillard W-F 47,000†	Playhouse 90 (9:30-11) Amer Gas alt Kimberley-Clark Dr-L&F 45,000 (½ hr.)	Ford Show Ford CV-L 38,000	77 Sunset Strip (9:30-10:30) Amer. Chicle My-F 72,000	Playhouse Luxt alt Schlitz Dr-F 38,000	The Thin Man Colgate My-F 40,000	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever W-F 38,000	Cimarron City (9:30-10:30) Bell & Howell sust W-F 30,000	
This Is Your Life P&G D-L 52,000	Traffic Court sust	Playhouse 90 P&G alt Allstate Elgin alt sust	You Bet Your Life Toni, Lever Q-L 51,750	77 Sunset Strip Carter Prod. Whitehall Harold Ritchie	The Line Up P&G My-F 34,000	Cavalcade of Sports Gillette (10-concl) Sp-L 45,000	Music From Manhattan Manhattan Shlrt Mu-L 17,000	Gunsmoke L&M alt Sperry-Rand W-F 40,000	Cimarron City Pillsbury (11/9) Bell & Howell (12/6)	
No net service	John Daly News Whitehall, Lorillard N-L 6,000	Show of Month DuPont (9:30-11; 12/18) Dr-L 275,000	No net service	John Daly News P. Lorillard, Whitehall N-L 6,000	Person to Person P. Lorillard alt Revlon I-L 38,000	Fight Beat Bristol-Myers Sp-L 3,000			Brains & Brawn L&M Q-L 45,000	
	No net service			No net service						

(M) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Sport, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats. L preceding date means last date on air, S. following date means starting date for new show or sponsor in time slot.

To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 *sales-proven* series to meet your every programming need, around the clock. These off-the-network offerings, for example:

MEDIC: No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

THE ADVENTURES OF HIRAM HOLLIDAY, starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U. S.

PANIC: New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

CAMEO THEATRE (26 full-hour "Matinee Theatre" productions): Completely sold out on WWJ-TV, Detroit, within eight days...before the show had even hit the air, *and to national advertisers!*

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

VICTORY PROGRAM SALES

A Division of California National Productions, Inc.

Canadian Representative: Fremantle of Canada, Ltd.

ADVENTURES OF THE FALCON • CAMEO THEATRE • CAPTURED • CRUNCH AND DES DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY INNER SANCTUM • IT'S A GREAT LIFE • MEDIC • PANIC • PARAGON PLAYHOUSE • STEVE DONOVAN, WESTERN MARSHAL • THE ADVENTURES OF HIRAM HOLLIDAY • THE GREAT GILDERSLEEVE THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD



3.

DAYTIME

COMPARAG

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00		Lamp Unto My Feet sust			For Love or Money sust	Dough Re Mi sust		For Love or Money sust	Dough Re Mi sust
10:15									
10:30		Look Up & Live sust			Play Your Hunch sust	Treasure Hunt Ponds alt Lever P&G alt Mentholatum		Play Your Hunch sust	Treasure Hunt AL Culver alt Dow Frigidaire alt Pharmaceuticals
10:45									
11:00									
11:15		The U.N. in Action sust		Day In Court General Mills	Arthur Godfrey Standard Brands Standard Brands	Price Is Right Lever Bros alt Ponds Sterling alt Whitehall	Day In Court Beech-Nut Life Savers, Gillette	Arthur Godfrey Pharmaceuticals alt sust Libby alt Ronson	Price Is Right Lever alt Sunshine Stand Brands
11:30									
11:45	Bishop Pike sust	Camera Three sust		Peter Lind Hayes Gillette Co. Shulton	Top Dollar Colgate	Concentration Pharm. alt Lever Armour alt Culver	Peter Lind Hayes Amana Refrig.	Top Dollar Colgate	Concentration Frigidaire alt Pharma. Lever alt Alberto Culver
12N									
12:15	College News Conference sust			Peter Lind Hayes Gen Foods Sunshine alt Lever	Love of Life sust Amar. Home Prod alt sust	Tic Tac Dough Ponds alt Dow P&G	Peter Lind Hayes Shulton alt Armour & Co. General Foods	Love of Life Quaker alt Libby Amer Home	Tic Tac Dough Stand Brands P&G
12:30									
12:45	Johns Hopkins File 7 sust	Face the Nation sust		Mother's Day Minn. Mining Johnson & Johnson	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall alt Menthol Ponds alt P&G	Mother's Day Beech-Nut alt Lever alt Seeman Bros.	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Al Culver alt Pharmaceuticals Armour alt P&G
1:00									
1:15	Open Hearing sust	Football Preview (15 min. prior game) Carter alt Gen Mills		Liberace Armour & Co. Gen Foods	No net service News (1:25-1:30) sust	Close-Up co-op	Liberace Armour & Co. Minn. Mining	No net service News (1:25-1:30) sust	Close-Up co-op
1:30									
1:45		Pro Football co-sponsorship	Frontiers of Faith sust	TBA	As the World Turns P&G Sterling alt Carnation	Howard Miller co-op	TBA	As the World Turns P&G Sterling alt Miles	Howard Miller co-op
2:00									
2:15			Mr. Wizard sust	Chance For Romance Gen Foods Amer Home	Jimmy Dean Show sust	Truth or Consequences sust	Chance For Romance Cheesebrough-Ponds Bristol-Myers	Jimmy Dean Show Libby alt sust Miles alt sust	Truth or Consequences sust
2:30									
2:45			NBA—Pro Basketball Bayuk Cigars (1/1)		Art Linkletter Stand Brands alt Lever Standard Brands Van Camp	Haggis Baggis sust Menthol alt sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust sust
3:00									
3:15				Beat The Clock Gen Foods Lever	Big Payoff Colgate	Today Is Ours sust Sterling alt sust	Beat The Clock Beech-Nut Cheesebrough-Ponds	Big Payoff sust	Today Is Ours P&G alt Nabisco sust
3:30									
3:45	Roller Derby sust alt Gold Seal Co.			Who Do You Trust? Bristol-Myers	Verdict Is Yours Stand Brands Bristol-Myers	From These Roots P&G sust	Who Do You Trust? Johnson & Johnson Minn Mining	Verdict Is Yours Gen Mills alt Carnation Swift alt Toni	From These Roots P&G sust
4:00									
4:15	Roller Derby			American Bandstand Eastco. Lever	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Ponds alt sust P&G	American Bandstand Welsh Lever, Carter	Brighter Day P&G Secret Storm Gen Mills alt Quaker	Queen for a Day Standard Brands P&G
4:30									
4:45	Bowling Stars Amer Machine	Network News sust		American Bandstand	Edge of Night P&G Pharmaceuticals	County Fair sust Sterling alt Lever	American Bandstand	Edge of Night P&G Sterling alt Miles	County Fair Dow alt sust sust alt Lever
5:00									
5:15	Paul Winchell Hartz, Gen Mills Peter and Wolf Minnesota Mining (5-6; 11/30)	Game of Politics sust Conquest Monsanto (5-6; 12/14)	Omnibus (5-6 alt wks) Aluminum Ltd.	American Bandstand co-op			American Bandstand		
5:30	Lone Ranger Gen Mills Cracker Jack Smith Bros. A. C. Gilbert	Amateur Hour Pharmaceuticals N. Y. Philharmonic Lincoln (5-6; 11/30)	NBC Kaleidoscope (5-6 alt wks) sust	Mickey Mouse Club Gold Seal Bristol-Myers			Walt Disney's Adventure Time P&G, Mars Mattal		

*Talent costs: Peter and the Wolf, \$200,000; Conquest, \$225,000; N. Y. Philharmonic, \$150,000.

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (46, 47) includes regularly scheduled programming 22 Nov. to 19 Dec., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

WEDNESDAY		THURSDAY		FRIDAY			SATURDAY		
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Dough Re Mi Gold Seal (11/26-12/10)		For Love or Money sust	Dough Re Mi sust Mentholatum		For Love or Money sust Lever alt sust	Dough Re Mi sust Armour		Captain Kangaroo Partic Schwinn	Howdy Doody Continental Baking
Treasure Hunt Heinz alt Brillio Corn Prod alt P&G	J. L. Hudson Thanksgiving Day Parade Chrysler (10:15-11; 11/27)	Play Your Hunch sust Scott alt sust	Treasure Hunt Pillsbury alt Frigidaire P&G alt Heinz		Play Your Hunch Swift alt sust Lever alt sust	Treasure Hunt Gen Mills alt Ponds Whitehall alt Sterling		Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Gen Foods alt Mars
Price Is Right Frigidaire Sterling Sandura alt Pillsbury	Day In Court Amer Home Johnson & Johnson	Arthur Godfrey sust alt Pharmaceuticals Stand Brands	Price Is Right Al. Culver alt Lever Bros Miles alt Menthol	Day In Court Bristol-Myers Amer Home	Arthur Godfrey U.S. Steel alt sust Gen Mills alt Ronson	Price Is Right Lever alt Corn Prod Stand Brands alt Gen Mills	Uncle Al Show (11-12) National Biscuit	Heckle & Jeckle Swift alt sust General Mills	Fury Borden alt Gen Foods
Concentration Heinz alt Miles Sablisco alt Armour	Peter Lind Hayes Nestle Chesebrough-Ponds	Top Dollar Colgate	Concentration Pillsbury alt Lever Heinz alt Whitehall	Peter Lind Hayes Minn. Mining Gillette	Top Dollar Colgate	Concentration Dow alt sust Lever	Uncle Al Show	Adventures of Robin Hood sust	Circus Boy Mars alt sust
Tic Tac Dough Heinz alt Pillsbury P&G	Peter Lind Hayes Amer Home Gen Foods	Love of Life Scott Amer Home	Tic Tac Dough Al. Culver alt Heinz P&G	Peter Lind Hayes Gen Foods Beech-Nut	Love of Life Atlantis alt sust Lever alt sust	Tic Tac Dough Gen Mills alt Sunshine P&O			True Story sust Sterling Drug
It Could Be You Whitehall alt Pharmaceuticals Corn Prod alt Brillio	Mother's Day Armour Reynolds Metals	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Pillsbury P&G	Mother's Day Gen Mills alt Nestle Bristol-Myers	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Stand Brands alt Ponds P&O alt Corn Prod			Detective Diary Sterling Drug sust
Close-Up co-op	Liberace Reynolds Metals Gen Foods	Thanksgiving Day Football (12-2; 11/27) News (1:25-1:30) sust	Close-Up co-op	Liberace Beech-Nut Armour	No net service News (1:25-1:30) sust	Close-Up co-op			No net service
Howard Miller co-op	TBA	As the World Turns P&G Pillsbury	Howard Miller co-op	TBA	As the World Turns P&G Swift alt Sterling	Howard Miller co-op		Pro-Football co-sponsorship	No net service
Truth or Consequences sust	Chance For Romance Johnson & Johnson Nestle	Jimmy Dean Show Lever alt Van Camp Brn & Wmsn alt Lever	Truth or Consequences sust	Chance For Romance Gen Foods	Jimmy Dean Show Kodak alt sust Gerber alt sust	Truth or Consequences sust			No net service
Haggis Baggis sust Brillio alt sust		Art Linkletter Kellogg Pillsbury	Haggis Baggis sust Alberto Culver alt sust		Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis Lever alt sust sust			Wheaties Sport: Page General Mills
Today Is Ours P&O Heinz (L 12/17) alt Sterling	Beat The Clock Gen Foods Armour	Big Payoff sust	Today Is Ours P&G alt Armour sust alt Heinz	Beat The Clock Gen Foods Seeman Bros.	Big Payoff Colgate	Today Is Ours P&G Sterling alt sust			NCAA Football Games Bayuk Cigars
From These Roots P&G alt sust Frigidaire alt sust	Who Do You Trust? Amana Refrig.	Verdict Is Yours Sterling alt Scott Libby alt Scott	From These Roots P&G sust	Who Do You Trust? Gen Foods Beech-Nut	Verdict Is Yours Gen Mills alt Atlantis Gen Mills alt Lever	From These Root P&G alt sust sust			(% sponsorship) various times various dates
Queen for a Day Corn Prod alt Pillsbury P&O	American Bandstand 5th Ave Candy Mennen Shulton	Brighter Day P&G Secret Storm Scott alt Amer Home	Queen for a Day Al. Culver alt Miles sust	American Bandstand Gen. Mills 5th Ave. Candy	Brighter Day P&G Secret Storm Amer Home Prod alt Gen Mills	Queen for a Day Whitehall alt Corn Prod. P&G			
County Fair Frigidaire alt Gen Mills sust alt Sterling	American Bandstand Gillette	Edge of Night P&G Pillsbury	County Fair Nabisco alt sust Sandura alt Lever	American Bandstand Eastco	Edge of Night P&G Amer Home alt Sterling	County Fair Sterling alt Gold Seal Lever alt sust			
	Tales of the Texas Rangers Sweets Co. Gold Seal			American Bandstand co-op			All-Star Golf Miller Brew Reynolds Metal		
	Walt Disney's Adventure Time P&G, Miles			Mickey Mouse Club Gen Mills alt Sweets			All-Star Golf	Lone Ranger Nestle alt Gen Mills	

grams not listed are: *Tonight*, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; *Sunday News Special*, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating; *News* CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday. All times are Eastern Standard.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs has been discontinued. Show costs and descriptions are included in the charts on pages 46 and 47.



"Pleasure up..."



"Pleasure up your smoking with Hit Parade."

That's the theme of one of the most important advertising campaigns in the nation: Hit Parade's campaign on radio. Hit Parade, a national advertiser, selected these Philadelphia radio stations to reach and register with nearly everybody in Delaware Valley, U.S.A. As The American Tobacco Company said, "Radio offers speed, penetration, saturation, continuity, personal selling, personal merchandising, excitement, enthusiasm, and coordination; no combination of other media can reach so many people at a comparable cost-per-thousand." So whether you need all five stations or one (we know one)—use Philadelphia radio, and "pleasure up" your selling.



Storer Radio

- | | | | | | | |
|----------------------|------------------|-----------------|---------------|----------------|------------------|--------------|
| WIBG
Philadelphia | WWVA
Wheeling | WAGA
Atlanta | WGBS
Miami | WSPD
Taleda | WJW
Cleveland | WJB
Detro |
|----------------------|------------------|-----------------|---------------|----------------|------------------|--------------|

TV RESULTS

AUTOMOBILES

SPONSOR: Rosen-Novak

AGENCY: Direct

Capsule case history: Rosen-Novak, Omaha car dealer, has been a charter advertiser on KETV, also of Omaha, since the station signed on the air over a year ago. Rosen has had such outstanding results that he has twice renewed for 13-week periods. The company has been co-sponsor of KETV's highly successful *Movie Masterpiece* (first-run feature films), Thursdays beginning at 9:35 p.m. The company uses one of the massive KETV studios to produce its live commercials, with Rosen or one of his sales force, his wife and a KETV announcer delivering the announcement. These commercials have been so successful. Rosen has developed a sizable personal following. A different car is displayed for each message and the results are phenomenal. "It is rare for a car to remain in our showrooms for more than 24 hours after its appearance on KETV," states Ed Rosen, part owner. "Our television advertising is doing exceptionally well and volume is continuing at a high level."

KETV, Omaha

Program

AUTOMOBILES

SPONSOR: Riverside Motors

AGENCY: Direct

Capsule case history: Joe Leveno, who owns Riverside Motors, a Cadillac-Oldsmobile agency in Goshen, Ind. (pop. 10,000), admits he could scarcely exist without the extended marketing range television gives him. Leveno places 90% of his ad budget on WSJV-TV, South Bend-Elkhart. He uses no other tv or radio advertising. In the three years he has been advertising on tv, business has increased over 700% about 600 cars per year. Riverside sponsors feature films on WSJV-TV and Leveno does his own commercials. The commercials are strictly ad lib, delivered live in the WSJV-TV studios in Joe's picturesque, slightly Continental accent. As a result he has become a local celebrity, and is equated with big-name talent on the local scene. "On a comparative basis of audience volume delivery, television costs were far lower," Leveno noted. "A single telecast could reach more people than dozens of newspapers or billboards ads."

WSJV-TV, South Bend-Elkhart

Program

AUTO & CLOTHING

SPONSORS: Van-Trow Cadillac and Olds Co.
and Silverstein's Fashions

AGENCY: Direct

Capsule case history: Van-Trow Cadillac and Olds Co., a steady advertiser on KNOE-TV, and Silverstein's Fashions sponsored a 30-minute spectacular following the Bing Crosby special in November on KNOE-TV, Monroe, La., to showcase the new 1959 Cadillac and latest women's fashions. Replicas of every Cadillac made from the first year to the present were displayed along with the women's fashions for the corresponding year. The entire show including time, talent and extras cost only \$250—\$125 each. Van-Trow had made special arrangements to display the new 1959 Cadillac on the show and to also give immediate delivery to any buyers. As a direct result of the show the dealer sold three 1959 Cadillacs the following day to people who had never owned one before. Silverstein's reported the best Thursday in its entire 30-year history. Even the Dodge dealer who watched the show called KNOE-TV for a similar show for Dodge. Van-Trow reports consistently high results from tv.

KNOE-TV, Monroe, La.

Program

SHOES

SPONSOR: Jarman Shoe Store

AGENCY: Direct

Capsule case history: A short time ago Jarman Shoe Store of Charlotte, N. C., purchased a single announcement on WSOC-TV's *Kilgo's Kanteen*, seen Saturdays from noon to 1:00 p.m., to advertise the store's new Italian style square toe shoes. Jarman was prompted to buy in *Kilgo's Kanteen* because the program leads its time period with an ARB average of 14.7 and because of Jimmy Kilgo's tremendous popularity. Almost immediately Jarman experienced an increase in business as a steady flow of new customers came to the store. In just a few weeks Jarman's had sold its entire stock of Italian shoes. The style was restocked and Jarman repeated its first success and completely sold out its new supply. "Incidentally, I want to thank you for returning the pair of shoes used as props on Saturday's show," wrote Al Murray of Jarman. "A customer was ready to buy them just as you walked in. I am truly amazed at this success."

WSOC-TV, Charlotte, N. C.

Announcements



The tale of the Cool Muffler

Once upon a time there was a man named Max Ross who was distributor in a town called Muskegon for mufflers called Midas.

Now, Max was no ordinary distributor, content to lean on national advertising to sell his mufflers. Max was one of those fellows sometimes called a "go-getter". When the man from WOOD-TV called, he popped.

But you know about those go-getters. They're tough — keep asking for things like imagination, interest, sell. And in local TV production, sometimes these elements are a little tricky to find.

But, did he have troubles at WOOD-TV?

Not a minute. Without a lot of huffing and puffing he got local commercials that had (1) imagination (2) interest (3) sell.

The week of the World Series, staffman Melvoin characterized Casey Stengel; when Elfrida Von Nardroff went to defeat on "21", Melvoin was Elfrida Von Midas. Here he does a takeoff under the moniker of Jazzmo Midas.

Now, because he's a go-getter and because he uses WOOD-TV-produced commercials that have (1) imagination (2) interest (3) sell — Max is distributor for Midas Mufflers in Muskegon (pause) Grand Rapids (pause) and Kalamazoo.

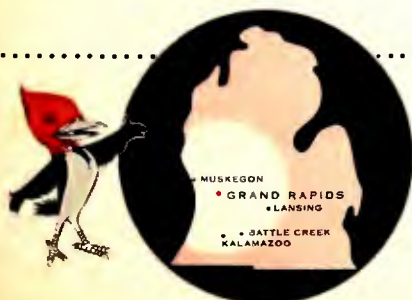
If you have a client who is a go-getter, tell 'im about WOOD-TV and he'll prosper like Max. If he's a meat head, tell 'im anyway. Together, we might make him successful in spite of himself.

Now, call that Katz cat that's been hanging around your door.

WOOD-TV is first - morning, noon, night, Monday through Sunday - May '58 ARB Grand Rapids

WOOD-AM is first - morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD **AM** TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

What are the prime considerations

With advertisers capitalizing more on stars in commercials ad men discuss factors to be considered in preparing this type announcement.

Arthur Bellaire, vice president in charge of radio tv copy, Batten, Barton, Durstine & Osborn, Inc.

"Take my word for it, folks" may have been a magic selling phrase a few years back, but the star personality today needs more than that if he is



Give the star something to do

going to do any advertiser any good as a tv salesman.

Assuming that the product and copy approach are basically sound, the use of a star personality can add importance—and sometimes authority—to the selling message providing a few simple precautions are followed:

1. *Be sure he knows what he's talking about.* A last-minute glance at a cue card at rehearsal hardly constitutes adequate preparation. Any such lack of background may show through. When possible, get an hour or a day of his time and impress upon him the meaning of what he will say about the product. With this kind of orientation he will speak out with more enthusiasm and confidence.

2. *Write to his style of delivery or allow him to choose his own words.* Outside of the basic theme line and product name, there should be few, if any, set phrases to tie him down.

3. *Give the star something to do or show.* He'll do better with visual proof of the product's superiority. He should employ every device which will allow him to demonstrate the product.

4. *Encourage integration of the commercial with the show format.*

Much easier on a live show, of course, than on the less flexible film show. More practical, with the variety or quiz format than with tense drama.

5. *Beware of the tricked-up lead-in.* The star's own writers sometimes try too hard to be helpful by dreaming up a left-field situation to set up the commercial. Unnecessary in most cases. The viewer knows and accepts a commercial when it comes. Sugar-coating may only label the commercial as a pill and thereby make it harder to swallow.

6. *Avoid the tricked-up lead-out.* Another common device, especially among comedy presenters, is to pay off at the end of the commercial a gag which began in the lead-in. This only serves to remove the product name from the viewer's mind.

It is sometimes necessary for the advertiser to make a concession or two in order to secure the selling cooperation of the star. Well worth it as long as certain basic qualities such as simplicity and demonstration—qualities we have come to attribute to effective selling—are retained as well.

Norman King, president of *Celebrity Consultants, Ltd., New York*

Use of stars in advertising is nothing new. For years print advertisers have used stars and star names with continued success in testimonials and en-



Identify the product with the star

dorsements. Television has been unaccountably slow in following suit. But the eclipse is over, and more and more astute tv advertisers are hitching their commercial bandwagons to a star.

That star personality commercials are extremely effective in general is true beyond a doubt; the decades of carloading air salesmanship of such

stalwarts as Arthur Godfrey is ample evidence. In fact, any sponsored television show, live or otherwise, which does *not* use its star to deliver the commercials is missing an odds-on bet. It becomes, in effect, a glorified spot carrier, and misses out on the chief advantage of sponsorship. The use of a star insures attention and prestige, and usually results in greater sales volume for the advertiser.

Certain performers become stars because they are adulated by the public. People look at them, trust them and believe in them. By what psychologists term "halo effect," this star worship extends far beyond the performers' individual talent and art to almost all fields of knowledge and endeavor. The star is therefore wise, but most important, he is sincere. Viewers reason that stars wouldn't perjure themselves for money because they have plenty. Therefore they believe what the star is saying and are moved to buy heavily.

The star should give a commercial two basic ingredients: conviction and believability. For example, if Jayne Mansfield or Tina Louise appears before the cameras using Toujous L'amour perfume, it packs much more of a wallop than if a star less identified with sex appeal were featured.

Identification is an extremely important factor in television, and it is essential that people identify the product with the individual who delivers the commercial. The right star heightens the commercial interest, upgrades the product image, and strengthens the endorsement.

Since the use of stars has proven highly effective, some advertisers have exhibited a tendency to pay exorbitant, runaway prices for radio and television announcements, newspaper and magazine ads. This is extremely wasteful and inefficient. As in all other aspects of advertising, tight cost control must be maintained. Our experience in public relations and product merchandising is that it is *usually* not necessary or advisable to pay more than

ing a star?

\$1,000 for the top names in the country, and for example, two of the personalities we represent in the celebrity field. Jayne Mansfield and Tina Louise, are priced within this ceiling. The price of a star or celebrity varies, of course, with the product or service endorsed, but too high talent charges negate the extra efficiency the stars produce, and even reduce this highly effective advertising device to a losing proposition.

Effective use of the star will reap twice the sales effectiveness for a given rating. Remember, it's not the cost-per-1,000 homes but the cost-per-1,000 unit sales that really matters.

Rollo Hunter, *vice president and director of radio tv, Erwin Wasey, Ruthrauff & Ryan, Inc., New York.*

Believability should rank first, followed closely by that old standby, sincerity. And certainly there should be



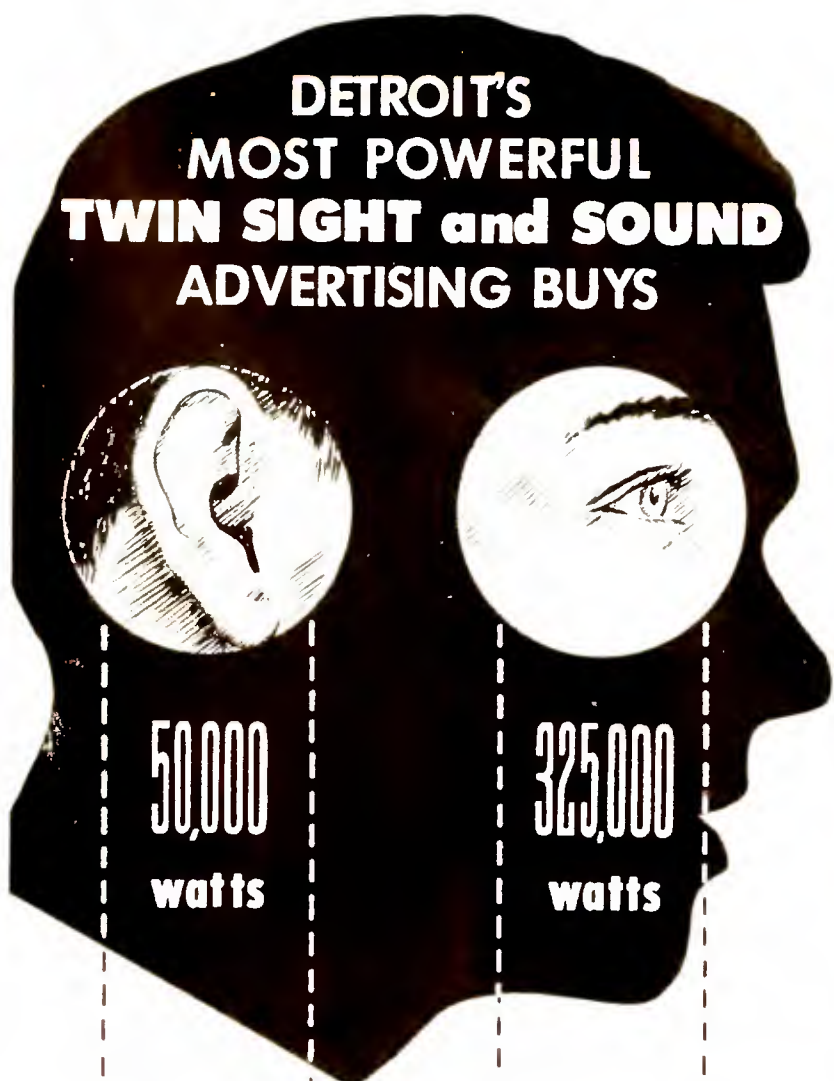
Believability is first

no trace of tarnish on the badge of authority: the overexposed star loses brightness fast.

To give the personality a fighting chance to be effective, the copywriter must put the commercial on the right track at the outset. Standard announcer phraseology won't do. The star has to sound like himself to be believed. If you give him a lot of hard-sounding slogans to roll around in his mouth, he'll probably seem self-conscious, no matter how great an actor he might be. That, in turn, can give the whole commercial a false ring. Or mismatching personality and copy may impart an unwanted comedy slant, as it would if you asked somebody like Jack Parlane or Buddy Baer to

(Please turn to page 76)

DETROIT'S MOST POWERFUL TWIN SIGHT and SOUND ADVERTISING BUYS



50,000
watts

325,000
watts

C
K
L
W
RADIO

C
K
L
W
TV

GUARDIAN BLDG. DETROIT

ADAM YOUNG, INC.
National Representative

J. E. Campeau
President

how to keep
top giveaway shows
on top

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist.

The S. Jay Reiner Company is a nation-wide merchandising organization providing ideas, free prizes and a completely coordinated service for Radio and TV stations, agencies and sponsors of audience-participation shows.

One such client, Station WCPO-TV of Cincinnati, Ohio, writes:

"After you have done this tremendous job, I really want to thank you. I really can say no company can deliver like your company does."

S. Jay Reiner
Company, Inc.

155 Mineola Blvd, Mineola, N.Y.
TELEPHONE: Pioneer 7-5300

Eleven Years in Business •
Eleven Years of Dependability

2nd consecutive AP AWARD

For the second consecutive year WIS Radio has received the South Carolina Associated Press Superior Award for outstanding news coverage.

Let WIS, an NBC affiliate for 27 of its 28 years, carry your sales message to the growing, diversified, industrial and agricultural market it covers.

WIS
COLUMBIA, S.C.
NBC • 560 KC • 5000 WATTS

G. Richard Shaffo, Exec. Vice President
W. Frank Harden, Managing Director

Represented Nationally
by Peters, Griffin, Woodward, Inc.

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

General Foods Corp., White Plains, is planning a campaign in major markets to promote its Tang orange concentrate. The schedules start in December for three weeks. Minutes during nighttime segments are being lined up. Frequencies vary from market to market. The buyer is Jim Scala; the agency is Young & Rubicam, Inc., N. Y.

J. A. Falger & Co., Kansas City, is kicking off a campaign for its coffees. Schedules run for six weeks. Minutes, 20's and I.D.'s are being used, both daytime and nighttime segments. Frequencies depend upon the market. The buyer is Al Randall; the agency is Cunningham & Walsh, Inc., New York.

The Barden Co., Inc., New York, is going into selected top markets for its Instant Potatoes. The schedules are for 13 weeks; minutes and 20's during both daytime and nighttime slots are being slotted. The buyer is Chips Barrabee; the agency is Lennen & Newell, Inc., New York.

Lever Bros. Co., New York, is testing schedules in various markets for its Lifebuoy Soap, the first time it has been in spot tv for this product in several years. Initial schedule is for four weeks in about 15 markets. Minutes during nighttime periods are being used. Frequencies vary from market to market. The buyer is Ed Fonte; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

RADIO BUYS

Tetley Tea Co., Inc., New York, is preparing a campaign in top markets for its teas. The schedules start 5 January for 10 to 13 weeks, depending upon the market. Minutes during daytime periods are being placed. Frequencies vary from market to market. The buyer is Bob Karlan; the agency is Agilvy, Benson & Mather, Inc., New York.

K.L.M. Royal Dutch Airlines, North American Div., is planning a campaign in major markets to promote its travel. The markets are New York, Chicago, Washington, D. C., Philadelphia, Miami, San Francisco, Los Angeles and Houston. The schedules are short term: one through 13 December and five through 24 January. Minute announcements during daytime periods are being slotted. Frequency depends upon the market. The buyer is Vincent De Luca; the agency is Erwin, Wasey, Ruthrauff & Ryan, Inc., New York.

Kelvinator Div., American Motors Corp., Detroit, is going into top markets to advertise its Kelvinator electrical equipment line. The schedules start 12 January for 10 alternate weeks; this is the second half of the campaign that started 3 November. Minute during daytime segments are being aired. Frequency varies from market to market. The buyer is Betty Powell; the agency is Geyer Advtg., N. Y.



Now! 50,000 watts*



*5,000 nighttime

Represented nationally by the
Henry I. Christal Co., Inc.





best
splice
ever
made!

MEET U.A.A.

(United Artists Associated, Inc.)

As the lawyers phrase it, "the assets and business of Associated Artists Productions, Inc. have been acquired by United Artists Associated, Inc."

Translated this means that the same management, the same sales staff that bring you the finest A.A.P. films will now also handle the great feature motion pictures of United Artists.

This is important news to our friends.

U.A.A. will provide you with

a wide choice of outstanding films

from a single source . . . films

that will hold audiences and sell

themselves. PLUS the kind of industry

service that can add up to

increased profits.

Now that you've met us, let

us get together!

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK
345 Madison Ave., Murray Hill
CHICAGO
75 E. Wacker Dr., Dearborn
DALLAS
1511 Bryan St., Riverfront
LOS ANGELES
9110 Sunset Blvd., Century City

FILM-SCOPE

29 NOVEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

A 1958-59 season interim report on syndication sales and programing points up these two factors:

1. A striking increase in spending among regional and national advertisers who are new to syndication.

2. A new vitality for syndication has sprung up among the smaller companies, marked by brisk and aggressive production plans.

Here is the sales/programing picture, company-by-company:

ABC Films: Closing renewals of 26 Men.

AAP: Although part of United Artists Associated, still using AAP name.

CBS Films: Making an all-out bid to lure new coin into the syndication purse . . . Sold U. S. Border Patrol to Amoco and Rendezvous to Humble Oil . . . Renewed Whirlybirds to Conoco and Annie Oakley to Continental Oil.

CNP: Sold Flight to Schlitz and moving off-network shows, including Matinee Theater.

GAC: Trying to break into films with eight shows in planning.

GKS: Revitalized with five new programs in production.

Guild: Its Syndi-Tape division is making a bid for dominance of station sales of tape syndication.

Flamingo: Increasingly active, especially in handling re-runs.

ITC: In production with Tom Swift, Four Just Men and a Saturday Evening Post series, all of which may be offered to network buyers first. Also a factor in sale of off-network programs.

MCA-TV: Will produce a second year of Mike Hammer series despite absence of any major regional business.

MGM: Not yet in syndication programing.

NTA: Sold U. S. Marshal to Budweiser and will put into syndication William Tell, George Jessel and Walter Winchell File.

Official: Will offer Counter Thrust and several re-runs.

Screen Gems: Selling Rescue 8 and will produce Stakeout plus one other show.

Telestar: Will produce and syndicate Counterspy.

United Artists Tv: Has five shows planned which might go into syndication if network deals are not closed.

Ziv: The leading syndication producer with six shows so far in calendar 1958 . . . Bal-lantine buying both fourth year of Highway Patrol and the new show, Bold Venture . . . Standard Oil of California renewed Sea Hunt for a second year . . . Other major regionals being Brown and Williamson on Mackenzie's Raiders, Olympia on Target and Pillsbury's on Dial 999.

There may be a strong connection in the logistics of programing between the drying up of feature film stockpiles and the introduction of tape syndication.

Note how station film buyers are watching tape closely to see how its appeal compares with other program sources such as off-network shows and the remaining feature film libraries.

The flow of new national money into syndication continued last week with Dow Chemical's buy of CBS Films' Colonel Flack.

Recently Dow used only participations on NBC TV and occasional local weathercasts.

The revival of interest in promotion this season was evinced by the large turnout of syndicators at the BPA at St. Louis—more than twice as many syndication people answered the roll as at last year's meetings.

The new role of promotion is clearly two-sided:

1. On the local scene promotion men have more status than they've enjoyed in years, with promotion pressure often spelling station supremacy in tightly competitive cities.
2. Promotional weight in the form of advantages and/or concessions is playing an increasing role in film sales.

Note these major companies present at St. Louis this year: ABC, CBS, CNP, MGM, NTA and Ziv.

A radical promotion formula, linking promotion and sales, is being taken out from under the wraps by NTA.

Here's how it works:

1. NTA sponsors will get a promotional bonus amounting to 10% of the dollar volume of all film buys.
2. Half of the amount will be spent by NTA to hire local promotion and exploitation men to push the show.
3. The remaining 5% will be spent by NTA in promotion materials—posters, premiums and a wide variety of p-o-p items.

The thinking behind the NTA plan is this: when all other things are equal, the program with the most promotional advantages has the best sales chance.

Also, NTA for the first time will recruit many professional exploitation men throughout the country available to work on special campaigns.

COMMERCIALS: American commercials are talky, complicated and ineffectual, according to French film producer Andre Sarrut.

In an exclusive FILM-SCOPE interview, Sarrut acknowledged the technical supremacy of U. S. commercials, but blasted a number of agency practices, such as these:

- Ad execs, usually men, failing to understand the viewpoint of women, who control buying power.
- Too much reliance on statistics and not enough confidence in the creative instinct of commercials planners.
- When a commercial is designed by a committee, the compromise that results misses many of the aims it set out to achieve.

Sarrut, one of France's largest commercials and features producers, thinks commercials should be emotional, suggestive and entertaining rather than logical, explicit and informative.

His visit to the U. S. was to set up a subsidiary here, Telefrance of Chicago. (See FILM-SCOPE, 22 November.)

Major corporations are exploring new ways of using music in commercials this season to get identification for their industry and products.

Both U. S. Steel and DuPont, for example, have gone into large-scale musical productions, the former company to promote steel in general and the latter, to move its synthetic fabrics. (Both accounts are at BBDO.)

Incidentally, the producer of both these commercials, Robert Swanson, last week formed his own company in New York to make musical commercials for both television and radio.

WASHINGTON WEEK

Have you noticed on several occasions WASHINGTON WEEK calling attention to a movement within the FCC toward more and more serious involvement in the field of station programing responsibilities?

This finger-pointing was based on off-the-record chats, hut now there's plenty of confirmation on the public record. To wit:

The FCC this week adopted a "notice of proposed rule making" looking toward simplifying but not greatly changing tv, am and fm application forms. There was one dissenter, Commissioner T. A. M. Craven.

In his dissent, Craven laid bare the intentions of the FCC along these lines: he said the **Commission is getting deep into censorship**, a field forbidden it under the Communications Act.

He noted that the majority denies any intention to censor, hut added that **"the Commission has successfully sought to bring recalcitrant licensees into line with its concept of what constitutes programing in the public interest through the adoption of the ex post facto judicial method of condemnatory action in connection with their applications for license renewals."**

This was a reference to the holdup of license renewals for independent radio stations in Atlanta and a radio station in Virginia. All of these promised to do better in the future. The Virginia station had its license renewed and it is expected that renewals will follow for those in Atlanta.

It is this tactic which the Commission majority expects to follow in future cases.

Craven took the position that the FCC is not qualified to set up any set of programing standards for such a broad range of stations. Big city, small town, rural, one-in-a-market, many-in-a-market, etc. He said the FCC is exceeding its authority in even asking programing questions in original contests for frequencies and channels, because it is **not qualified to judge which proposal is most in the public interest.**

He acknowledged that he had been unable to convert the other six commissioners to his point of view. Commissioner Craven made it clear he was not dissenting to the actual move to cut the paperwork in license applications, but merely to the FCC's **"refusal to recognize and eradicate the freedom of expression problem which plagues the broadcast industry."**

Office of Civil and Defense Mobilization director Leo A. Hoegh, acting on behalf of the President, has set up a Special Advisory Committee on Telecommunications.

The Committee will "review the role of the Federal Government in the management of U. S. Telecommunications, including the allocation of the radio spectrum."

Hoegh said the committee will not be concerned with existing regulatory powers or procedures of the FCC, nor will it make studies of the detailed **problems of radio frequency usage.**

He noted the development of satellites and space vehicles as among the problems putting pressure on spectrum space.

Thus broadcast industry lobbying against a Senate probe on this issue during the closing days of the 85th Congress may have proven a boomerang.

Now the President has beaten Congress to the punch with a 5-man committee **notably for the lack of members familiar with broadcasting.** The same sort of study will now be made by a government group, responsible to the military, and less likely to find it advisable that the military give up VHF space to television.

But much more likely to find wasted spectrum space in commercial broadcasting that a non-government committee would have been.

SPONSOR HEARS

29 NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

A piece of the \$5-6-million Charles Pfizer & Co. account seems to be up for grabs.

Among Pfizer's six agencies are Dowd, Redfield & Johnstone (which has the proprietaries), and Leo Burnett (which handles agricultural sales).

Despite the enormous tv spot prosperity, individual account mortality continues to mount.

Reps anticipate renewals from only 40-50% of the advertisers whose contracts are due to expire at the end of December.

The latest merger rumor involves Carter and Lorillard.

If it happens, though, it will be a reverse of the R. J. Reynolds-Warner-Hudnut alliance, where the tobacco giant absorbed the drug-toiletries company.

An agency whose plans board is not particularly sacrosanct is D-F-S.

Account groups, like General Mills, P&G, and Sterling, operate—with the aid of service departments, of course—as small autonomies. Each figures that it knows its own problems a little more thoroughly than a plans board would.

Merely to correct an old-standing impression: P&G was not the progenitor or the pioneer of the soap opera.

It acquired its first "smash" in that field, Ma Perkins, when it bought Chipso.

Ma Perkins, the record book shows, carried the Oxydol banner for many years.

Agencies occasionally still poll dealers to get their "feel" about the choice of a program or personality.

But a top-rank agency years ago learned to its regret not to put much store by the prophecies of dealers. Twice they thumbed down personalities—one a crooner and the other a comedian—who rose to quick stardom.

An interesting postscript to William Paley's recollections at the Pioneers' luncheon last week of his early days as a talent scout for CBS:

His acquisition of Bing Crosby gave the radio columnists their first chance to fire up readership over network personality rivalry.

They called it the "battle of the baritones," with the late Russ Columbo as NBC contender.

Not generally known is the fact that grocery chains never really use up the co-op money they get from manufacturers.

In fact, in some cases the money is treated as normal profits.

One of the chainstore giants is reported to have wound up last year with a surplus of \$7 million from this source.

The same chain, it might also be noted, makes a habit of telling smaller manufacturers with new products what media they should use.

This ad ran as a full page in The Jacksonville Journal and The Florida Times-Union on November 2

THANK YOU JACKSONVILLE!



In one short month you've put

WMBR FIRST

in radio audience!

*according to studies made by the Market Research Dept. of the Western Union Telegraph Co. in September and October, 1958.

Here are the voices of WMBR

as shown above, left to right

DON SMITH

WMBR News Director
LARRY PATRICK
 WMBR News Editor
ARTHUR GODFREY
 Mon. thru Fri. 10 to 11 AM
TOM LOGUE
 WMBR Editorial Research Director

ROBERT G. LEWIS
 Mon. thru Fri. 8 to 8:30 PM
CHARLES SCNON
 WMBR Newscaster
DOUG EDWARDS
 Mon. thru Fri. 7:25 PM
DICK STRATTON
 WMBR Sports Director

PAUL MILLS
 WMBR Newscaster
LOWELL THOMAS
 Mon. thru Fri. 6:45 to 7 PM
JIMMIE HARPER
 Mon. thru Sat. 6 to 10 AM
EDWARD R. MURROW
 Mon. thru Fri. 7:45 to 8 PM

JACK MOCK
 Mon. thru Fri. 11:05 to 12 Noon
TOMMY HARPER
 Mon. thru Fri. 3:30 to 6 PM
ROBERT TROUT
 Sundays 10 AM, 12 Noon, 5 PM
RICK HOLLISTER
 Mon. thru Sat. 8:35 to 10:45 PM

Here's why we're 23% ahead* of our nearest competitor!

- ★ WMBR has Florida's most complete radio news bureau ... geared to bring you all the local news *when it happens* plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.
- ★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at mid-day and on weekends.
- ★ WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.
- ★ WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from \$50 to \$1000 from "WMBR Dollars"!
- ★ WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!
- ★ WMBR brings you the best in radio entertainment ... all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Starting January 1
WMBR radio
 will be represented
 nationally by
JOHN BLAIR & COMPANY

ADVERTISERS

Revlon has gained control of Schick, Inc.

By purchasing 242,000 shares of Schick's capital stock, Revlon now has four directors on the 7-member Schick board.

Following the sale of his family-owned stock, Kenneth C. Grifford has resigned as chairman and president of Schick.

RAB honored the eight agencies producing "the most effective radio commercials of 1958" last week.

Gold records of these commercials were presented at a luncheon during RAB's Clinic in New York.

The top commercials and agencies, in alphabetical order:

Budweiser Beer; D'Arcy Advertising
Contadina Tomato Paste; C&W
Dodge; Grant Advertising
Newport Cigarette; Lennen & Newell
Northwest Orient Airlines; C-M
Pepsi-Cola; K&E
Tetley Tea; Ogilvy, B&M
Winston Cigarette; Esty

On the television front:

Piel's Beer copped the lead over Hamm's in ARB's October listing of favorite tv commercials. Other favorites, in rank order:

- 3) Alka Seltzer
- 4) Maypo
- 5) Dodge
- 6) Falstaff Beer
- 7) Burgermeister, Gillette

- 9) Chevrolet, Ford, Post Cereal
- 12) Chesterfield
- 13) Seven-Up
- 14) Plymouth, Pontiac, Winston.

Campaign: Lanolin Plus, Inc. will launch a \$1 million saturation campaign early next year for its new 'Liquid.' Plans include a "consumer-kickoff" via nation-wide spot tv in all major markets, supported by radio spots and print. Agency: EWR&R, Chicago.

Strictly personnel: William H. Lewis, Jr. has been appointed executive v.p. of 5 Day Laboratories, division of Associated Products . . . **Donald M. Smith**, named advertising manager for Burroughs Corp. . . . **Robert Y. Nemes**, appointed manager of chain stores sales for Whitehall Labs. . . . **Willis Kitchin**, division supervisor (Frozen Foods) for the Southeast division of Campbell Sales Co. . . . **Henry A. Correa**, elected

WRAP-UP

NEWS & IDEAS

PICTURES

Dedication ceremonies for the new studios of WPTR, Albany-Schenectady-Troy attract station heads and advertisers around huge celebration cake. Standing (l to r) Bob Eastman, president, Robert E. Eastman, station's rep; Harry Feathers of Feathers Furniture Co., Troy, -station advertiser; G. David Shine, president, Shine Enterprises (owners of WPTR); Duncan Mounsey, exec. v.p., gen. mgr., WPTD; John Fitzgerald, v.p., Fitzgerald Brewing Co., Troy



Just old fashioned: Kroger Supermarkets donated replica 1901 Olds to KDKA-TV. Pittsburgh's "Cracker Barrel" promotion. Winner, Helen Forster, joins Kroger ad mgr. Ben Anslow. Standing, John Silli (l), sales mgr., KDKA-TV; Paul Palangi, a.e.

v.p. of marketing for ACF Industries, Inc.

AGENCIES

Grant Advertising has set up a three-man executive committee to manage its New York office.

The office's previous general manager and v.p., Carl L. Bradley, resigned last week.

The new committee:

John H. Pinton, v.p. and creative director of the New York office will also be chairman.

Ahrott Kimball, v.p. and chairman of the New York plans board. He was head of his own agency until its merger with Grant in March.

Lawrence D. Reedy, to administrative v.p. of Grant New York.

While no explanation was given by Grant, the impression along Madison Ave. is that this may have something to do with the fact that the local New York office lost out to Wexton in its bid

for the \$1 million Dodde New York Retail Selling Association account.

Agency appointments: The Dodge New York Retail Selling Association, Inc., to **The Wexton Co.** . . . The American Tobacco Co., for its cigarette advertising abroad, to **Gotham-Vladimir** . . . **George A. Hormel & Co.**, **William Underwood Co.**, **The Cream of Wheat Corp.**, **McIlhenny Co.**, **Diamond Crystal Salt Co.**, and **Bon Ami Co.**, all for international advertising, to **MacManus, John & Adams** . . . **Curtiss Candy Co.**, with a budget in excess of \$1 million, to **Clinton E. Frank, Inc.**, Chicago . . . **Monsieur Henri Wines, Ltd.**, New York, to **Product Services, Inc.**, with plans for a campaign in New York via spot tv . . . **Thayer Laboratories**, pharmaceutical division of **Revlon**, to **Shaller-Ruhin Co.**, New York . . . **H. C. Cole Milling Co.**, Chester, Ill., and **Cushman Food Co.**, Aiken, S. C., to **Tucker Wayne & Co.**, Atlanta . . . **Swanee Paper Corp.**,

to **Cohen & Aleshire, Inc.** . . . **Alva Laboratories**, Chicago, with billings at \$400,000, to **Olian and Brenner**, Chicago.

This and Data: For the fifth consecutive year, **Bryan Houston, Inc.**, held its "Man Bites Dog" party last week to "thank all media men who work with us throughout the year for their continuous help and cooperation." Some 500-600 guests attended.

On the personnel front: **M. E. Carlock**, elected a director and chairman of the board at **Burke Dowling Adams, Ind.** . . . **Howard Shank**, appointed v.p. and creative director of **Grey Advertising** . . . **Edward Karthaus**, promoted to v.p. at **EW&R** . . . **Christy Walsh**, to head the new Hollywood office of **Ogilvy, Benson & Mather** . . . **David Skylar**, elected v.p. of the **Griswold-Eshleman Co.**, Cleveland . . . **Charles Fleischmann**, v.p., named manager of the contact department of the Chicago office of **Y&R**.

Watching the plays on the field and on the screen, Ike Armstrong, athletic director, University of Minnesota, uses WCCO-TV, Minneapolis-St. Paul monitor to spot errors



To promote *MacKenzie's Raiders* on WHTN-TV, Huntington-Charleston, models toured the shopping areas, distributing tabloid newspapers. Also, a premier party was held for show's sponsors Canada Dry and Vietti Foods



ABC TV affiliate meeting in New York last week attracted more than 125 primary affiliate executives. Here, briefing the press, are (l to r) **Joe Drilling**, vice president and general manager of **KJEO**, Fresno, Cal., and chairman of the ABC TV Affiliate Association; **Ollie Treyz**, president of ABC TV; and **Donald W. Coyle**, vice president and general manager of ABC TV. In on the story, **John E. McMillin** (extreme right), executive editor of **SPONSOR**

You're headed in
the right direction with
Plough, Inc., Stations!

Radio Memphis
WMPS

Radio Baltimore
WEAQ

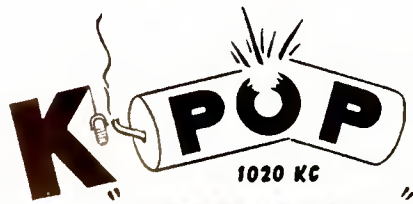
Radio Boston
WCOP

Radio Chicago
WJJD

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

In Southern California

**A
BONUS
MILLION*
AT
NO
EXTRA
COST**



5,000 watts Los Angeles

*For Proof, Contact
BROADCAST TIME SALES
New York • Chicago • Detroit • San Francisco

DORA - CLAYTON
Atlanta

ASSOCIATIONS

TvB's fourth annual meeting in New York last week highlighted these events:

- Roger Clipp, of Triangle Stations, was elected chairman of the board. Other new officers: Payson Hall, of Meredith, treasurer, and Otto Brandt, KING-TV, Seattle, secretary. New directors: Don Davis, KMBC-TV, Kansas City and Louis Read, WDSU-TV, New Orleans.

- The 1959 budget was estimated at "just under \$1 million."

- Plans were approved to establish a branch office in Chicago, to complement the activity of the San Francisco office.

(For commentary on the TvB meeting, see SPONSOR-SCOPE.)

The Missouri Broadcasters Association concluded its two-day meeting in St. Louis last week with this resolution:

To take a stand against "hard liquor" advertising, urging members of the MBA to refrain from accepting such clients.

New officers: president, Ed Dahl, KLIX, Jefferson City; v.p., Clarence Breazeale, KCMO, Kansas City; secretary-treasurer, Harold Douglas, KMMO, Marshall, Mo.

Broadcast Pioneers at a luncheon in New York last week kudoed William S. Paley (CBS), William S. Hodges (NBC) and Carl Haverlin (BMI) for their contributions to the broadcast industry.

Paley acknowledged the tribute by reminiscing about the early years of CBS when he did his own talent scouting.

The Broadcaster's Promotion Association's third annual convention in St. Louis this year welcomed about twice as many members as in 1957, when the rally was held in Chicago.

Some highlights of the proceedings:

- Charles A. Wilson, sales promotion and advertising manager of WGN, Inc., Chicago, elected president for 1959; Gene Godt, of WCCO-TV, Minneapolis, 1st v.p. and Burt Toppan, WTVJ, Miami, 2nd v.p.

- Philadelphia was selected as the site for the 1959 convention — to be

held 1-4 November.

- Don McGannon, president of WBC, called upon the members to undertake an active campaign using radio and tv to promote themselves with advertisers, listeners and viewers.

- For the first time in BPA's three year history, agencies were taking an active interest, especially agencies and their clients from the St. Louis area—i.e., D'Arcy and Budweiser and Gardner with Busch Bavarian. Both threw parties for members and the press.

- St. Louis broadcasters also got into the act, attending most of the BPA activities in a hosting capacity. They were also in charge of the entertainment at the banquet, where some of the top deejays m.c.'d the event.

- The BPA seminars this year were not concerned with air media as much as with other media and their place in the overall advertising picture.

A thought that emerged at the National Radio Advertising Clinic—sponsored by RAB—in New York last week:

"What goes into decisions to buy radio time—and why."

The topic was explored at the closing event of the roundtable discussions at the Waldorf.

In discussing the type of promotion a station should undertake, these ideas came to the fore:

- 1) The prime function of the station looking for national business is to sell the market while the job of selling individual stations should be left to the rep.

- 2) Stations could help by keeping market, station and rating data up-to-date.

- 3) Audience size was the single most important factor in making market and individual station decisions, but that rates, local personalities, campaigns and merchandising facilities also were important.

FILM

International activity by the film companies continued last week with a number of sales and organizational moves.

These included:

- CBS has formed two new units: CBS Europe in Zurich, Switzerland, and CBS Limited with Michael Burke as Managing Director of both arms

and Anthony C. Bartley as sales director of CBS Limited. The companies will be involved in film production, licensing and sales.

- ABC Films sold a total of five programs to telecasters in Japan and South America; *26 Men* to six Japanese markets plus Caracas, Venezuela and Lima. Peru . . . *The People's Choice* to three Japanese markets . . . and *Sheena* and *Three Musketeers* to South American cities.

- Screen Gems closed with five Japanese cities for *Rescue 8*.

Re Japanese television: This week's sales involve four Japanese television firms: Nippon, Fuji, Tokai and Nagoya.

Another sale: Dr. Christian features were sold in Tokyo by Atlantic television.

Domestic sales: Screen Gems reports *Rescue 8* buys in a total of 127 marts with sales last week to WGN-TV, Chicago; WXYZ-TV, Detroit; WLW-TV, Cincinnati; the Pate Oil Co. on WTMJ-TV, Milwaukee; WSB-TV, Atlanta; WNHC-TV, New Haven; KZTV, Corpus Christi, and WTVW, Evansville . . . MCA's Paramount features sold to KVAR-TV, Phoenix . . . ABC Films sold *Meet McGraw* to ABC TV, its third network sale of the season, and these new sales on *26 Men*: KGBT-TV, Harlingen; KLFY-TV, Lafayette; KITV, Sioux City; KBMB-TV, Bismark; WIS-TV, Columbia; WDAY-TV, Fargo; KARD-TV, Wichita; KFBB-TV, Great Falls, and KCPP-TV, St. Louis.

Renewals: Conoco's 60 market third-year renewal of CBS Films' *Whirlybirds* will involve \$700 thousand in time and talent. There will be 33 new episodes produced; there was an error in the earlier FILMSCOPE report that only 13 would be made . . . Second year renewals of ABC Films' *26 Men* include WLW-C, Columbus; KVII-TV, Amarillo; KOMU-TV, Columbus, Mo.; Jonovan Coffee, WBRC-TV, Birmingham; Bunny Bread, WPSD-TV, Paducah; Standard Oil of Indiana, WGLO-TV, Mason City; Molson's Brewery, WCNY-TV, Watertown; Carp Furniture, WHBF-TV, Rock Island; Foremost Dairy, KTTS-TV, Springfield, Mo., and Reich Brewing, WICS-TV, Springfield, Ill.

Production: The *Saturday Evening Post* and Robert Enders productions made a three-way deal to produce 39 films budgeted at \$2 million.

Ethical note: The Medical Society of the County of New York warned doctors last week not in any way to endorse products on the air.

Commercial frames: Telestudios moving to larger quarters at 1481 Broadway in New York . . . Robert Swanson Productions formed at 1 E.

54th St. . . . Transfilm produced Chemstrand nylon commercials for Doyle Dane Bernbach . . . Permafilm awarded franchises to Laboratorios Alex of Buenos Aires, Argentina and Color Service Incorporated, New York.


NETWORKS

Don Durgin, v.p., national sales manager of NBC TV discussed why advertisers are not more confused than they are about relative

**NOW WWTV IS A FETZER STATION—
SERVING THE**

"Solid Gold Cadillac"

MARKET!




NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

YOU need only WWTV, Cadillac, for effective, low cost coverage of 36 rich counties in Northern Michigan. Even to approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

NCS No. 3 verifies WWTV's unmatched coverage. Pulse rates WWTV tops in popularity, too, with 152 quarter hours out of 168 surveyed.

Check now about WWTV and the "Solid Gold Cadillac" Market! Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of Michigan worth having!

The Fetzer Stations

- WKZO TV — GRAND RAPIDS-KALAMAZOO
 - WKZO RADIO — KALAMAZOO-BATTLE CREEK
 - WJEF RADIO — GRAND RAPIDS
 - WJEF FM — GRAND RAPIDS-KALAMAZOO
 - WWTV — CADILLAC, MICHIGAN
 - KOIN-TV — LINCOLN, NEBRASKA
- Associated with
 WMED RADIO — PEORIA, ILLINOIS
 WMED TV — PEORIA, ILLINOIS



WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
 CBS and ABC in CADILLAC
 Serving Northern Lower Michigan

the new force in



Southeastern TV

You get the only unduplicated network coverage of the two billion dollar Asheville-Greenville-Spartanburg market when you buy WLOS-TV. And you get coverage of a vast market from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

To these formidable advantages, now add new management, new programming, new promotion. Use WLOS-TV—the new force in Southeastern TV!

425,360 TV HOMES

... in WLOS-TV's tremendous coverage area of 62 counties in six states! Consider this great market for your product... use WLOS-TV to sell it! (Data from NCS #3)



WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.

Southeastern Representative: James S. Ayers Co.

value of different media before the Seminar luncheon in New York last week.

Highlights of Durgin's talk:

- The biggest need modern marketers have today is to get back to basic advertising fundamentals. Our very progress to media research has contributed more to our confusion than to our better command of the fundamentals.

- These are the two fundamentals of advertising: the power of the mass audience (the representatives of media) and the power of the advertising idea (the creators of the advertising).

The trend of network tv audiences continues to rise, according to TvB's report for the first 10 months of 1958.

Average evening program audiences are up 8% over last year's comparative report, and average daytime viewing shows a 9% jump.

William H. Hylan, v.p. of sales administration for CBS TV is mailing a progress-report type letter to clients, agencies and prospects.

Basing itself on Nielsen's October reports, Hylan's note states: "Our nighttime sponsors are averaging a million more viewers per minute than they were a year ago.

"Our weekday daytime sponsors also lead their competitors on other networks. In the period beginning 12 October, CBS TV reached 14% more families than the second network; 116% more than the third."

Network tv business: Revlon (W&L), to share weeks with Lorillard on CBS TV's *Person to Person* . . . Quaker Oats (Lynn Baker), for ABC TV's *Tournament of Roses* on New Year's Day . . . Lever Bros. (JWT) joins Lorillard on CBS TV's new panel show *Keep Talking* . . . Whitehall (Bates) for participations in *Jubilee U.S.A.* and A. C. Gilbert Co. (Banning Repplier) in *The Lone Ranger*, both via ABC TV . . . Gillette Safety Razor (Maxon), for the Blue-Gray Football Game, 27 December and the Rose Bowl New Year's Day Game, on both NBC TV and Radio.

Network radio sales: The fourth annual *Christmas Sing With Bing*, to be aired 21 December via CBS for the

Insurance Company of North America (Ayer).

Financial report: Consolidated net income of CBS, Inc., for the first nine months, 1958, was \$16,522,462, compared with \$13,898,171 for the same period last year. Net revenues and sales for the first nine months, 1958, totaled \$300,738,926 as compared to \$275,276,269 for last year's period . . . **AB-PT** net operating profit for the first nine months, 1958: \$4,142,000 compared with \$4,033,000 for the same period last year.

According to Leonard Goldenson, president, the ABC TV network is showing improvement over last year with the start of the 1958-59 tv season in October. Gross time billings reflect greater expenditures by advertisers.

This and Data: NBC Radio's *Grand Ole Opry* celebrates its 33rd anniversary this week . . . ABC TV's *Dick Clark Beech-Nut Show* is holding a name the "Nameless Puppet" contest with 50 top prizes of trips to New York for two . . . CBS TV's *Have Gun—Will Travel* moves to radio this week via KXN-CBS, Los Angeles.

On the personnel front: Harper Carraine, director of research, Aliee Santti, manager of sales research; and Philip Levinson, assistant supervisor of technical operations—all at CBS Radio, to be inducted into the CBS 20-year club . . . Vincent Murray and John Fendley, named account executives at ABC TV's central sales division.

RADIO STATIONS

Ray Morris, product advertising manager of the Pet Milk Co. told country western d.j.'s that they have "one of the hottest advertising tools in the business."

Morris spoke in Nashville to about 2,500 d.j.'s and station managers at WSM seventh annual Country and Disk Jockey Festival.

"Keep up the good work," Morris told the country-western disks, "and give your sponsors the kind of commercial sell that is in keeping with the local audience you have and you, yourselves, will be helping to prove that country-western music has what it takes to move merchandise."

James A. Byron, news director of WBAP, Ft. Worth. has been elected president of Sigma Delta Chi, professional fraternity.

This marks the first time a radio man has been elected to this post.

Ideas at work:

- Merchandising the show: **KYW, Cleveland**, is providing 329 advertising cards for husses and 190 to be posted in key Gulf stations throughout the city in connection with Gulf's week-day sponsorship of the news—to run 52 weeks.

- Mort Wagner, general manager of **KYA, San Francisco**, is looking for help in planning for the station's 32nd anniversary celebration in December. He is seeking letters, tapes or disks of greetings from prominent station alumni. The Bartell station has also inaugurated a "KY-A Plus Award" for the Bay Area's outstanding teenager of the month.

- **WETU, Wetumpka, Ala.**, is boasting "the world's largest clock radio." Device is hitched onto a truck, and measures 12 feet long, eight feet, six inches high, and six feet, eight inches wide, to promote the station's wake-up music and sign-on time of 4:00 a.m.

- **WMBR, Jacksonville**, now employs a new CBS-Carrier Bird Service, via a homing pigeon. It flies to clients, agencies and various city businessmen with the purpose of bringing orders back to the station.

Asking the listeners: **KADY, St. Charles, Mo.**, is now asking its audience for comment on the controversial liquor advertising question, via six spot announcements per day. Station decided to get listener's views after it received a query from an agency asking whether it would accept liquor advertising. (For more on liquor on the air, see page 38 and article in 8 November SPONSOR.)

Thisa 'n' data: Less than two hours after a series of tornadoes hit **Wichita Falls**, and knocked all radio stations off the air, **KWFT** resumed broadcasting, with civil defense instructions and news of the disaster . . . **WWDC, Washington**, is distributing a brochure dubbed "Personality Profile of a Radio Station" . . . **WCHB, Detroit**.

raised \$1.700 to rebuild the dynamited Clinton (Tenn.) High School. About 4,000 persons answered the station's plea . . . Dan Franklin, d.j. on **WCKR, Miami**, won first prize in American Trucking Association's National Truck Road-ee.

Station staffers: **James A. Jordan**, formerly with Plough, Inc., Chicago, named sales manager of **WOKY, Milwaukee** . . . **F. Sibley Moore** elected v.p. and secretary and **Richard M. Thomas**, treasurer of **WJR, Detroit** . . . **Edwin Pancoast, Jr.**, executive v.p. at **WCFR, Springfield, Vt.**

Other appointments: **Chandler Meloy**, named national spot sales manager for **KGO, San Francisco** . . . **Dewey Drum**, operational manager at **WSOC, Charlotte** . . . **Bill Allred**, general sales manager, **KIOA, Des Moines** . . . **Robert McAndrews**, to station and commercial manager, and **Alan Lisser**, to operations manager and program director of **KBIG, Catalina** . . . **David Ring**, to the merchandising staff, **KMOX, St. Louis** . . . **Bob Franklin**, to head the promotion department at **KGW, Portland**, and **Don Porter**, named program director of the station.

TV STATIONS

Nielsen is planning extra service to local tv markets by expanding it's NSI to at least 100 markets by the Fall of 1959.

In line with local market expansion plans, Nielsen has these developments up its sleeve:

- Instantaneous tv service (see SPONSOR, 1 November).
- Increased reporting frequency in many markets.
- A fast multi-city service in eight, 12 or 24 markets.
- Increased across-the-border data.

Saul Rosenzweig, national sales manager for **WLOS-TV, Asheville, N.C.**, and general manager Theodore Eiland made a film presentation to timebuyers at PGW's New York office last week.

Theme: The Carolina Triad, a survey of the station's coverage area.

Research and basic concept was supplied by PGW.

Another presentation: **KABC-TV, Los Angeles**, staged its theme at the recent ABC TV affiliates meeting in New York: "Going Places." The presentation was attended by more than 350 agency and station reps executives.

Ideas at work:

• Tv's answer to print: **WTVJ, Miami**, published a documented report in response to a recent *Miami Herald* brochure which claimed that the newspaper delivered 87% more customers per advertising dollar than the area's top tv station. The station goes on to prove that its advantage is actually 236% over the newspaper's.

• **KETV, Omaha**, is treating its viewers to an evening snack: A local drive-in restaurant has its drivers call on area homes. If the tv sets are tuned to **KETV**, each household member is presented with a pizza and malted milk.

This 'n' data: **Triangle Publications**, which operates tv and radio stations, has acquired *Television Digest*. The new owner is thinking about converting the newsletter from a weekly to a daily . . . **WOW, Omaha**, plans to consolidate its radio and tv station operations with the construction of a new building at the site of its present tv offices.

Business note: A heavy flurry of pre-Christmas buying has brought \$745,238 in new billings to **WPIX, New York**, this week. Some new clients include: Chesebrough-Ponds, P. Lorillard, Corning Glass and General Mills.

Station purchase: **KBET-TV, Sacramento**, to **J. H. Whitney & Co.** for \$4.55 million. Whitney, known as the **Corinthian Stations**, also owns **KOTV, Tulsa**; **KGUL-TV, Houston**; **WANE-TV-AM, Ft. Wayne**; and **WISH-TV-AM, Indianapolis**.

On the personnel front: **Howard Maschmeier**, named general manager of **WNHC-TV, Hartford-New Haven** . . . **Charles Marshall**, director of merchandising and research, **WSOC-TV, Charlotte** . . . **Robert Hagan**, local sales manager, **WTRF-TV, Wheeling** . . . **Don Henry**, to the commercial department, **WBAP-TV, Ft. Worth** . . . **John Albert**, to the sales staff of **WWJ-TV, Detroit**.

KOBY shows a BEAUTIFUL FIGURE in San Francisco



September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows **KOBY** with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both **KOBY** and **KOSI**.



KOBY 10,000 watts
San Francisco

Sit in with your **PETRY Man**
In Denver it's **KOSI**—
in Greenville, Miss.—**WGVM**
Mid-America Broadcasting Co.



IN WISCONSIN

- The area with the **HIGHEST** industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the **RICHEST** farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of ¾ million people and two million cows.

WEAU-TV Eau Claire, Wisconsin
See your Hollingbery Man
in Minneapolis, see Bill Hurley

THIS



MEL
HARRIS

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

MR. SELLDIEPLY

"My product is different", says Mr. Selldieply. "Its uses and advantages must be explained in great detail."

Spot Television soon showed him, however, that repetition is the best teacher, the best way to make different things seem familiar—and desirable.

In Spot Television you can repeat your product's "points of difference" day-after-day and night-after-night... or you can pack them all into a program of your own. In short, you can sell your way in Spot Television.

We'd like to send you a copy of "A LOCAL AFFAIR" which will show you how many ways Spot Television can sell your product.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST

KBDI-TV	Boise	2	CBS
KBTY	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRDN-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHD-TV	Des Moines	13	NBC
WDC-TV	Davenport	6	NBC
WDWM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCD-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WRDC-TV	Rochester	5	NBC

SOUTHEAST

WLDS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTWJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS



PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

SPONSOR ASKS

(Cont'd from page 57)

say. "Be nouchalant—light up a Murad." When the slogans and stock copy are essential, it's better to couple star and announcer—let the celebrity do a celebrity's work and an announcer announce the slogans.

When the star can actually *do* something with the product, believability goes up. When this can be done in a natural and integrated setting, so much the better. Then, if you can keep it completely in character, you've got it made. Remember the Burns and Allen commercials for Carnation? Gracie used the product in her own kitchen, the same kitchen set shown occasionally in the body of the show, and she talked about the recipes in her own language. Harry von Zell did the selling and left you with an apt commercial impression: "It's so easy, even Gracie can do it." Involvement, characterization, setting and situation all contribute to effectiveness.

Other examples: Steve Allen's Polaroid shots of his guests; Dinah Shore and Pat Boone making Chevvie commercials really sing; Phil Silvers and his troops smoking up a storm with Camels.

One further consideration—top billing should go to the product and not to the star.

RAB

(Cont'd from page 41)

folders, covering everything from radio listening data on the advertiser's prime prospects to success story folders showing how others use radio.

RAB began setting up a close liaison with advertisers about four years ago when Kevin Sweeney became president. Sweeney found himself faced with several problems, not the least of which was radio's own morale. Radio station operators had watched their advertisers fleeing to tv and had done little, as a group, to stem the tide.

Even worse, says Sweeney, was the tremendous "wall of apathy" which advertisers and agencies demonstrated toward radio. They knew little about radio, and they cared less.

One reason for the situation, according to Sweeney, is that so many admen had never really been close to radio. They had come out of the service at a time when television was beginning to mushroom, and they quickly became enamoured with this new medium.

This left radio, and RAB, with a whole generation of advertising men and women to educate on radio, Sweeney explains. And the education job was a vast one. "You wouldn't believe some of the fantastic questions they used to ask us," says Sweeney.

After only four years, Sweeney is convinced that RAB has succeeded in making the majority of advertising men well informed on radio. "Today, you won't find one advertising agency that presents that 'black wall of ignorance' that confronted us in 1954. But there are still many advertising men who have no first-hand knowledge of radio, and that's the job that faces us."

RAB's biggest single problem today, Sweeney continues, is to combat what advertisers think of as radio's lack of glamour. "We can tell radio's story to an agencyman with an analytical mind, and he will listen to the statistics and understand them. But so many agencymen today are show business-minded; they can't see any glamour in radio—although it *is* there—and they tend to fall asleep if you start giving them statistics.

Sweeney thinks that RAB's major service to advertisers and agencies breaks down into three areas:

1) *Keeping the advertiser "educated" on radio.* While television may make more headlines, Sweeney points out, radio is still growing in both coverage and effectiveness. The advertiser may not be aware of this growth, and RAB considers it a primary job to keep him aware and informed.

2) *Showing advertisers how to use radio.* This means, says Sweeney, pointing out to advertisers how radio can solve their specific problems. As an example, Sweeney recently returned from New Orleans where he spoke to a group of motel operators on what radio can do for them.

3) *Demonstrating how other advertisers are using the medium.* This involves two aspects. First, which advertisers are using the medium, how much they're using, how they relate it to total media strategy, and how effective it's been. And second, what—in terms of the actual commercial message—radio advertisers are saying to the public.

RAB's educational effort is aimed toward both national and regional advertisers. Among the national advertisers (and their agencies), RAB has a master file of more than 300, all with advertising budgets in excess of \$150,000; RAB will hit each of these nation-

al advertisers several times a year.

RAB's effort to reach regional advertisers is equally extensive. Out of the 52 weeks in the year, RAB salesmen will spend about 40 of them on the road, hitting city after city. They will visit every company spending \$75,000 or more a year on advertising, from bakeries and banks to supermarket chains and men's wear retailers. During the course of a week, the team of two to four men will make about 50 separate and personalized presentations; the RAB rule is at least four a day, and they're usually held at 9:30 a.m., 11 a.m., 2 p.m. and 3:30 p.m.

Before he ever sees an advertiser or an agencyman, every RAB salesman undergoes an elaborate training program, usually lasting three months. Working under RAB v.p. and general manager Jack Hardesty, the new salesman is thoroughly grounded in every aspect of radio and RAB's program.

When the salesman appears to be ready, he—as Hardesty describes it—"runs the gauntlet." He will be asked to prepare a presentation for a specific advertiser, to dig out of RAB's files everything he can learn about the advertiser, his markets and his problems.

SWEET SIX- TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

The next day, with Sweeney and Hardesty posing as the advertiser in question, the salesman will start his presentation. Sweeney and Hardesty will intentionally throw him curves—misinformation about the advertiser's media schedule or sales patterns—to see whether the salesman has boned up sufficiently. If he hasn't, it's back to the files, and another run at the gauntlet. When the salesman has passed this acid test, he's ready for anything that an advertiser can throw at him.

From time to time, RAB will try a "gimmick" approach. For example, when one RAB team wanted to achieve special impact in one market, RAB went out and bought 25 brassieres. The brassieres were cut in half, and 50 advertisers in the city each received half a brassiere. Accompanying it was a message pointing out that half a brassiere isn't much good, just like using only newspapers will only reach half of a market.

A major purpose of all RAB's effort, explains RAB promotion director Miles David, is to get advertisers and agencies to listen. "We have begun to fulfill our function if we open their minds to radio, and in that way give radio a chance to compete for the advertiser's dollar."

FORTUNE

(Cont'd from page 35)

can be made that, as mediocrity pervades the medium, a chain reaction is set up that leads to further debasement of product, and a further strain on tv's financial structure."

According to *Fortune*, tv is in a "cost price squeeze" which, compared to that of other industries, is "something special."

Citing 1957 FCC figures, the magazine maintains that "for the first time in history the industry suffered a profit slump." For this year, says *Fortune*, profits are apt to be "even slimmer" for the networks, costs are up, and the financial outlook is grim, both because of threatened FCC action, and because "tv has become a buyers' market."

This "mounting pressure of costs" in *Fortune's* opinion, falls on "networks and sponsors alike" and has "weakened the will to experiment."

Yet, according to many important tv operators, there is something essentially suspect in *Fortune's* once-overlightly financial analysis.

Leonard H. Goldenson, pres. of ABC, for instance, points to the best profit

picture in ABC history, says both network and stations are making more money than ever before, offers a "Price Waterhouse statement" to prove it.

Other network executives, apparently more deeply aware of the nuances of tv finances than *Fortune's* Mr. Smith, caution that his sweeping conclusions must be taken with a grain of salt.

Tv station operators, with whom SPONSOR talked last week, report generally good business, are cheerful and optimistic about 1959, and, far from fearing a "buyers' market," were, in many cases, so nearly sold out that they were talking of future rate increases.

Obviously the "Light That Failed" is something less than a definitive financial work, in the opinion of most industry observers.

But what it does represent, according to such men as Pete Cash, pres. TvB, Oliver Treyz, pres. ABC TV and others, is a more or less deliberate attempt to discredit the economics of tv as part of an over-all "party line" drive on tv's advertising revenues.

Both tv programs, and tv business methods, the print media are saying, are essentially mediocre.

Moreover, in the opinion of many industry leaders, such attacks must not be underestimated. They are bound to have some effect on both the public, and on advertisers. And they may even tend to weaken the confidence of Wall Street, and of other risk capital in various types of tv investment.

Finally, as many tv men point out, "The Light That Failed" focuses on a third type of propaganda of which the industry will probably hear more in coming months. These are the gloomy, Cassandra-like predictions about the future of commercial vs. pay tv.

Pay tv, of course, if it ever succeeds in overthrowing commercial tv, might release large advertising appropriations to such ad-hungry print media as *Life* and *Time* magazines.

So *Fortune*, gazing into its crystal ball, concludes "The Light That Failed" with this wistfully hopeful prediction, "The restraints imposed on television by its own commercial interests will simply result in the raising of a new empire, the competing one of pay tv, and the crowning of a new set of kings."

It may be silly. It may be wishful thinking. But, say top tv executives, this is the way the print media are fighting, and will fight harder than ever in the coming months.

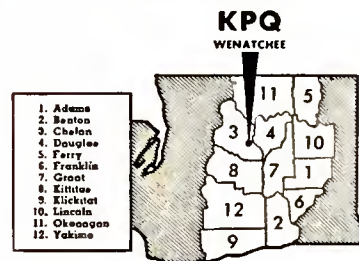
12 COUNTY INLAND WASHINGTON

POPULATION: 439,000*

EFFECTIVE BUYING
INCOME: \$748,540,000*

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.
INLAND WASHINGTON

*Source: Sales Management, May 10
Survey of Buying Power



Nat'l Reps. Farjee & Co. Seattle & Portland Art Moore & Assoc. Nat'l Sales Pat O'Halloran
Phone NO 3-5121 Wenatchee

KPO WENATCHEE
WASHINGTON
5000 W - 560 KC

MORE
radio homes at the
LOWEST
cost per home
of any station in the
Heart of Florida

NCS 2



24-hour service to the Suncoast

WSUN Radio
St. Petersburg-Tampa

Represented by VENARD, RINTOUL & McCONNELL

Southeastern: JAMES S. AYERS

WNAX-570 SERVES YOU SOUTH DAKOTA

(plus profitable side dishes "on the house")




All of South Dakota, parts of 4 other states, 175 counties in all. Over 2 1/4 million people with \$3 1/4 billion to spend. And 80% hear WNAX-570 3 to 7 times a week. See your KATZ man.

WNAX-570 CBS RADIO

Yankton, So. Dak. • Sioux City, Ia.

Programming for Adults of All Ages

Peoples Broadcasting Corporation



Mr. Advertiser:
**DON'T LOOK DOWN
ON SOMETHING YOU
HAVEN'T
LOOKED UP!**

**SPECIALIZED NEGRO
PROGRAMMING**

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 128,357 active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—
John E. Pearson Company

Tv and radio NEWSMAKERS



Donald N. Mann, local sales staffer for WBBM, Chicago, last week completed a sale which made a total of \$1 million he has chalked up for this CBS Radio o&o. A member of the local staff for six years, Mann's sales record represents about four times the average for local radio salesmen. He attributes his track record to this simple formula: Adapting the vehicle to the

client's use. A native Chicagoan, Mann began his broadcasting career as program director at KWWL, Waterloo, Ia. From there he went to WKNK, Muskegon, Mich., where he spent two years as general manager and head of sales. According to his co-workers at WBBM, Mann's outstanding sales are achieved by a "quiet drive."

Fred Nahas has resigned as president of KXYZ, Houston to become a co-owner of the Kamin Advertising Agency, Houston. He joins Lester Kamin and B. L. (Bill) Blumberg at the agency, which will now be known as Kamin-Nahas-Blumberg. Kamin will continue as president and chairman; Nahas assumes the duties of v.p. in charge of sales; and Blumberg, continuing as v.p., will head the agency's operations and administration. Nahas has been president of KXYZ for the past 11 years. His active community accomplishments won him the selection of "Outstanding Man of the Year" by the Houston Junior Chamber of Commerce. Gov. Price Daniel appointed him to the Texas Traffic Safety Council, and he is now on the executive committee of the Highway Safety Comm.



Halsey V. Barrett has been named manager, tv new business development, of the Katz Agency, Inc. He comes to the rep firm after having spent three years with TvB as director of national sales. Barrett's career covers two decades in broadcasting. From 1952-54 he was eastern sales manager of Consolidated Tv Sales.

For three years prior to that, he was spot sales manager at DuMont. From 1947-48, he was promotion manager at CBS TV. Barrett's pre-World War II positions include a stint with *Tide* as a space salesman and sales promotion work with WOR, New York. He was a member of the Eisenhower Tv Plans Board from 1951-52 and co-founder of the American Tv Society, which merged with RTES. Barrett reports to Scott Donohue, v.p., tv sales.

Another big salesmaker on Channel

4

IN
DETROIT



"THE LIFE OF RILEY"

STARRING
WILLIAM BENDIX

6:30-7:00 P.M. Daily • Monday through Friday

- Detroit's choicest nightly strip feature
- Quality showcase for food and drug products
- Hot from long-successful NBC network run
- Participations or full sponsorship available

Also check these other family favorites on Detroit's Channel

4

"I Married Joan" 9:00-9:30 A.M. Monday through Friday

"Amos 'n' Andy" 1:00-1:30 P.M. Monday through Friday

"It's a Great Life" 5:00-5:30 P.M. Monday through Friday

Today—call your
PGW Colonel for complete
information on these
big salesmakers



SPONSOR SPEAKS

The "Corporate Image" of Broadcasting

Donald H. McGannon, president of Westinghouse Broadcasting Company made some very significant points in his speech to the Broadcasters' Promotion Assn. last week.

Noting that, in 1957, the air media accounted for less than 19% of America's total advertising volume, McGannon said that this figure is "far short of the percentage we should be and will be billing."

But he went on to remark, "The question that disturbs me is this: Who is building broadcasting's 'corporate image?'" In his opinion, both radio and tv are trying to accomplish this by "doing what comes naturally" but he seriously questions whether such efforts are adequate in light of today's highly competitive media situation.

"There seems to be," says McGannon, "a concerted press campaign to build a negative image for radio, and especially for tv." And he predicts that this condition will get worse, not better, as broadcasting continues to grow and prosper.

With these opinions and predictions, SPONSOR is in hearty agreement. The *Fortune* Magazine article, "TV—the Light That Failed" reported in our lead article (Page 33) this week, is only one example of the kind of criticism to which the air media are going to be subjected with increasing frequency and force.

Industry programs are needed

To combat these attacks (and for broadcasting they are the "penalties of leadership") we agree with Don McGannon that concerted and vigorous new industry programs are needed to build satisfactory and appealing "corporate images" for both radio and tv.

We believe that such programs must be above and beyond the activities in which the industry is now engaged. We suggest that they will require new thinking, new planning and a new focus. And we strongly recommend to all industry leaders that immediate steps be taken to develop new types of modern "corporate image" selling for each branch of the air media.



THIS WE FIGHT FOR: *A future for radio and tv which is commensurate with the power and the merits of air media, and full development of the advertising potentials and revenues to which the broadcasting industry is entitled.*

10-SECOND SPOTS

Growth: John Sterling, president of Advertising Council, tells this one: An agency president and the exec veep, going to lunch together, got on the elevator along with several pretty young girls who obviously worked for the agency but still were strangers to the admen. "You know," said the president. "our agency's gotten so big we don't even know the people who work for us anymore." "We've got bigger than that," replied the exec veep. "They don't know us."

Lively topic: The National Association of Bedding Manufacturers in Chicago recently heard an address by Dr. Jack N. Peterman, director of psychological research of the Buchen Co., titled, "Mattresses, A Study of Women's Attitudes and Preferences." *Another Kinsey Report?*

Decimals: From *Portland Radio Listening*, a special study by Dr. John Pock of Reed College: "The typical KEX listener is married and lives with 2.61 other people, of whom 1.46 are high school age or below. He is 29.7 years old, has had 10.8 years of schooling and earns \$4478 per year. He owns 2.79 radios. . . ." *Would .86 of those radios be in .58 of an automobile?*

Coverage: Something must have gone wrong in the mailing room at California National Productions because the trade press received office memos from Arthur Perles to the sales department. *Hope the sales department enjoyed the press releases.*

No match? Evangelist Billy Graham, in Charlotte, N. C., crusade, had his nationally televised Saturday night sermon moved from 7:30 back to 6:30 because he didn't want to try to compete with *Have Gun, Will Travel*.

Boo! Zacherly, creepy host for New York's WABC-TV *Shock Theater*, is giving viewer prizes of an ABC-Paramount disk called, "Shock" which includes such numbers as "Gloomy Sunday" and "Haunted House." *Music to have nightmares by?*

Oink: Live commercials for Kroger Stores on WDBJ-TV, Roanoke, Va., call for pigs in the studio. *Bet they're real hams on camera.*

Quote: "What is so rare as a day in June? Parking space in December."—Phil Stone, CHUM, Toronto.

MAJOR MARKET BREAKTHROUGH IN DALLAS, KBOX

KBOX

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY KBOX when you buy Dallas
and you *BUY* the people that *BUY*

WIL

St. Louis

KBOX

Dallas

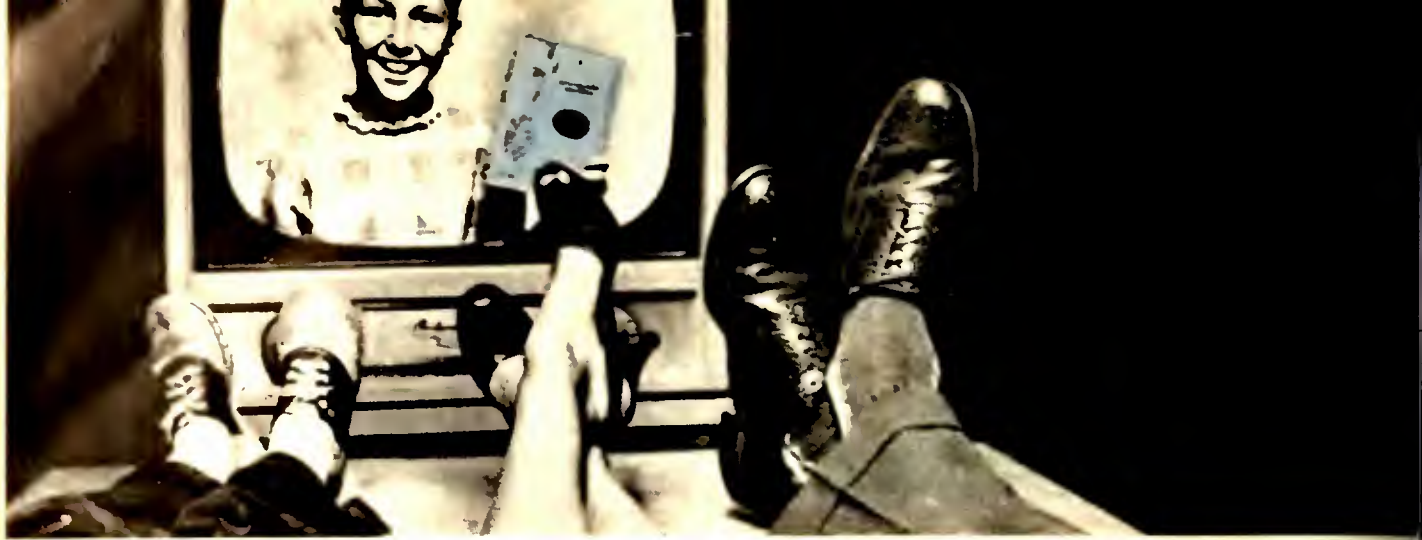
WRIT

Milwaukee

THE BALABAN STATIONS

In tempo with the times

Sold Nationally by Robert E. Eastman



IN
SAN DIEGO
KFMB-TV
MAKES
MORE
PEOPLE
LEAVE
HOME (TO BUY)
THAN
ANYTHING

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen. 129 of the top 30 television shows in San Diego are on KFMB-TV. !

KFMB  **TV**
Edward Petry & Co., Inc. **SAN DIEGO**