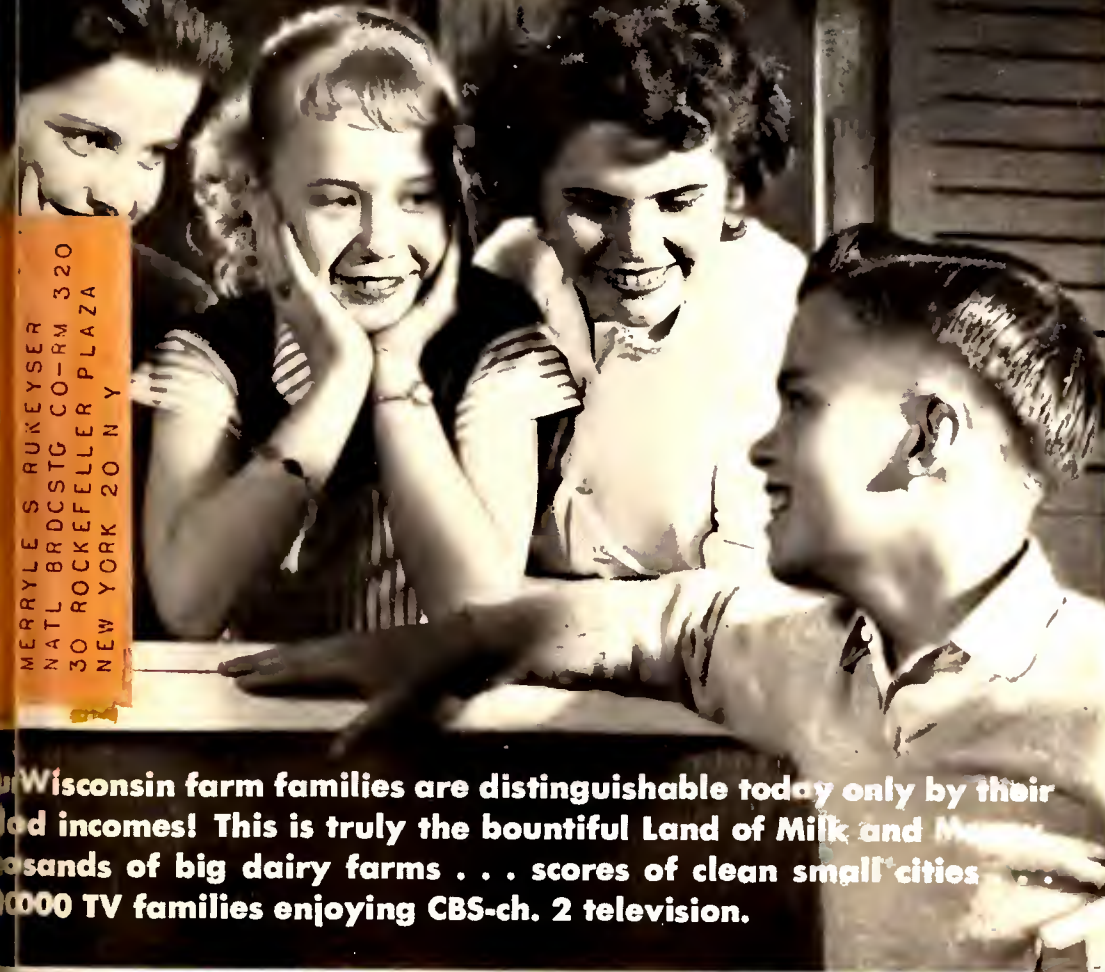


# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

NATIONAL BROADCASTING COMPANY  
GENERAL HEADQUARTERS  
30 ROCKEFELLER PLAZA NEW YORK

## FARM LAD MAKES HAY WHILE SUN SHINES ... in the Land of Milk and Money!



Wisconsin farm families are distinguishable today only by their  
and incomes! This is truly the bountiful Land of Milk and Money.  
Thousands of big dairy farms . . . scores of clean small cities . . .  
10,000 TV families enjoying CBS-ch. 2 television.

### NET TV EDGES IN ON SPOT TIME

Big shakeup in net pat-  
terns this fall could  
give rise to station, rep  
and timebuyer revolt

Page 33

### Why local sports are challenging net advertisers

Page 36

### Alemite sales peak with new radio strategy

Page 39

### Early morning tv a prime time for some products

Page 44



# WBAY 2 GREEN BAY

# NEW IN THE NORTHWEST... EXCLUSIVE WITH KSTP!

## “Feature Drugs Merchandising” added to famous Feature Foods Service by KSTP Radio and Television

Beginning September 1, 1959, KSTP Radio and TV, Minneapolis-St. Paul, brings another outstanding and exclusive merchandising service to the vital Northwest market.

On that date, FEATURE DRUGS MERCHANDISING SERVICE becomes available—*free of charge*—to all qualifying KSTP Radio and TV advertisers! \*

In *sixty* high-volume drug outlets, the full-time KSTP FEATURE DRUGS staff will maintain continuing service including placing of display material, improving visibility, facings and position, checking on distribution,

stock conditions, popularity of special deals and collecting competitive information. These activities will be reported to participating advertisers twice during each 13-week cycle. This is similar to the famous KSTP FEATURE FOODS MERCHANDISING SERVICE which provides special displays, Bargain Bars and store calls in 200 key supermarkets.

Your nearest Edward Petry office or a KSTP representative will be happy to give you all the details on this, the most complete, most effective merchandising service in the Northwest.

**Radio**  
50,000 WATTS

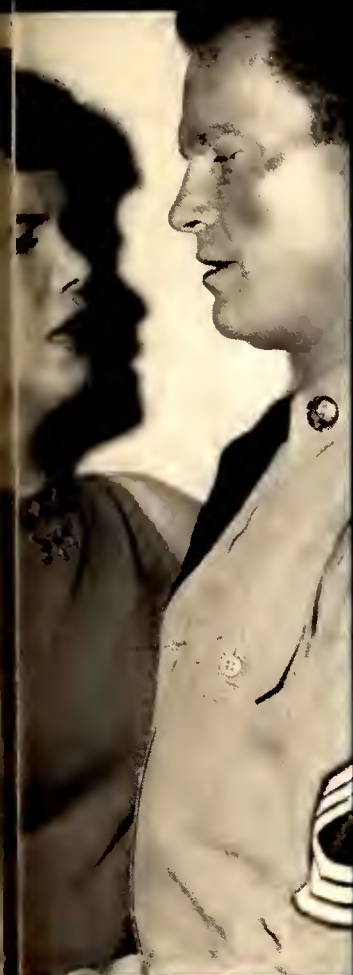
# KSTP

**Television**  
100,000 WATTS

**MINNEAPOLIS · ST. PAUL Basic NBC Affiliate**

*“The Northwest's Leading Station”*

**Represented by Edward Petry & Co., Inc.**



# NOT FOR HIRE



# RALPH MEEKER



THOSE VIEWERS IN YOUR MARKET WHO MISS RALPH MEEKER IN THE FIRST EPISODE OF "NOT FOR HIRE" WILL BE SORRY. THOSE WHO MISS HIM IN ANY OTHER EPISODE WILL BE FEW.



NBC TELEVISION FILMS—A DIVISION OF

# CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

## A BIG NEW MARKET IN THE GROWING SOUTH!




# MERIDIAN MISSISSIPPI


This fast-growing, changing market has now mushroomed into one of the South's new metropolitan areas. A highly diversified economy makes the Meridian, Mississippi area a stable, steady market.

Covering 29 key counties in Mississippi and Alabama, plus a surprisingly low cost, makes WTOK-TV one of the nation's most efficient media buys.

- \$427,311,000 RETAIL SALES
- \$601,297,000 EFFECTIVE BUYING INCOME
- OVER 100,000 TV HOMES
- \$200,000,000 CONSTRUCTION PROGRAM



**WTOK-TV**  
MERIDIAN,  
MISSISSIPPI



**CHANNEL 11**  
CBS PRIMARY AFFILIATE  
NBC-ABC  
HEADLEY REED  
REPRESENTATIVES

Maximum power 316,000 watts

© Vol. 13, No. 34 • 22 AUGUST 1959

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

- Net tv schedules are changing spot buys**
- 33** Big shakeup in net patterns this fall cuts chainbreaks, station hours, increases spot carriers; but, so far, no counter from stations, reps
- Four out of 10 look like this**
- 35** RAB releases new figures which show four in 10 groups in recreational areas carry portable radios with 75% tune-in, audience of four per set
- Local sports challenges net audiences**
- 36** Second of two-part SPONSOR series looks into question of local vs. net coverage of sports, controversy over radio rights, new sports packages
- Community Club brings grins**
- 38** How Community Club Awards merchandising plan boosted sales in Baltimore, reaping profits for local radio station and its sponsors
- Alemite puts all in radio—wins in sales**
- 39** Three automotive products of Alemite div. spend about \$1 million annually on network and spot radio with long commercials, short programs
- \$210,000 for tv's 7 a.m. audience**
- 44** Insurance Co. of North America needed a male audience, female interest and a vehicle for promoting to dealers, so it turned to early-a.m. tv
- Radio only, fills Florida theaters**
- 45** Theater Party promotion, pioneered at WCKR, Miami, packs 2,123-seat house at 8 a.m. movie. Plan spreads to other Florida cities; may go NBC
- How radio gets big audiences**
- 46** Charts from *Air Media Basics* dramatize power of am outlets in amassing large audiences quickly from relatively small per-broadcast ratings

## FEATURES

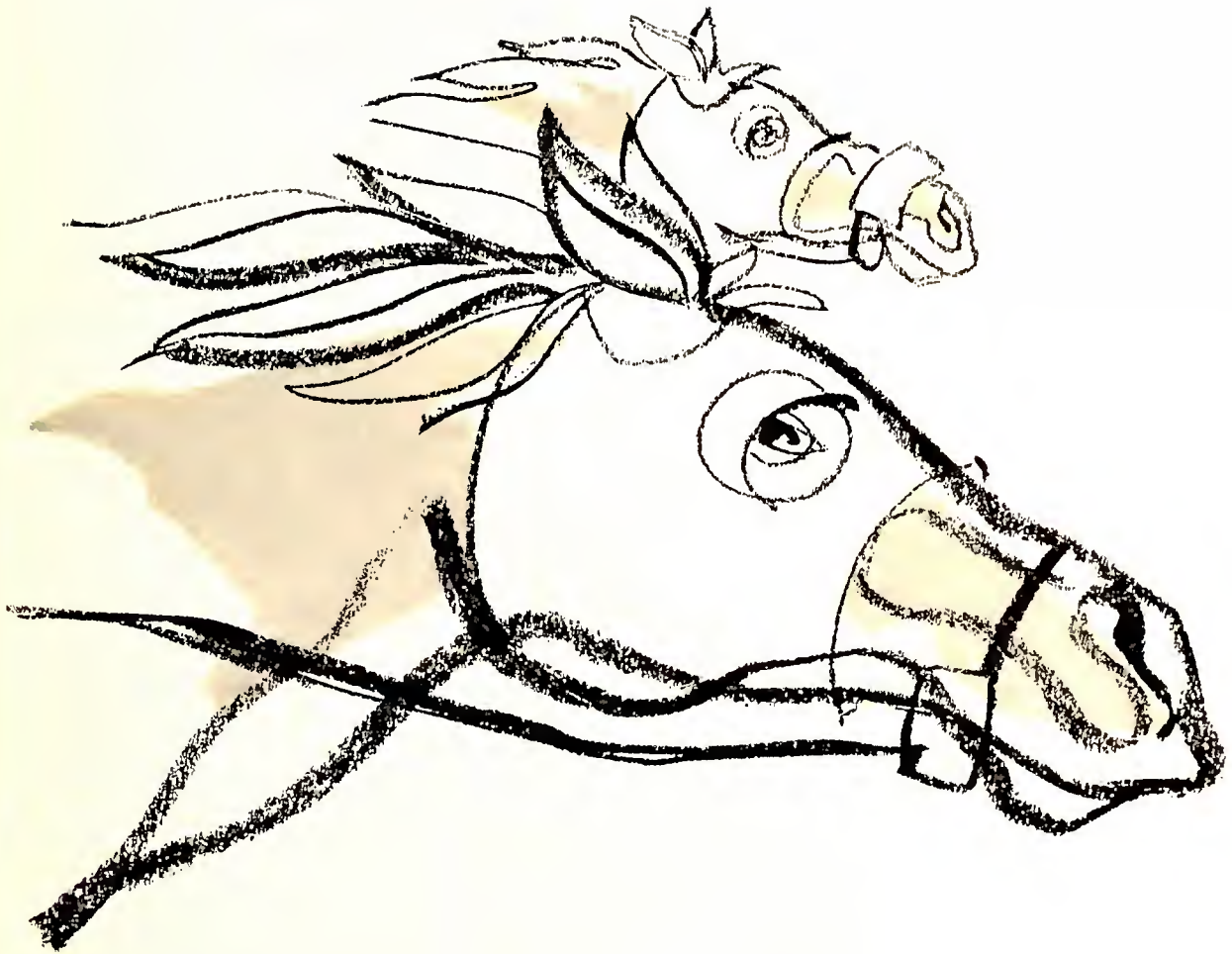
- |                                |                                   |
|--------------------------------|-----------------------------------|
| <b>62</b> Film-Scope           | <b>64</b> Sponsor Hears           |
| <b>29</b> 49th and Madison     | <b>13</b> Sponsor-Scope           |
| <b>70</b> News & Idea Wrap-Up  | <b>88</b> Sponsor Speaks          |
| <b>4</b> Newsmaker of the Week | <b>59</b> Spot Buys               |
| <b>70</b> Picture Wrap-Up      | <b>88</b> Ten-Second Spots        |
| <b>68</b> Radio Results        | <b>86</b> Tv and Radio Newsmakers |
| <b>52</b> Sponsor Asks         | <b>61</b> Washington Week         |
| <b>22</b> Sponsor Backstage    |                                   |

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THE DIFFERENCE  
BETWEEN GOOD & GREAT  
IN TWIN CITY TELEVISION IS ...

*All television is good in Minneapolis-St. Paul. But the difference between good and great in this mature TV market goes much deeper than the Top 10 programs. Everyone can't buy the Top 10, or Top 10*

\*Nielsen Station Total Audience, March-April, 1959



*adjacencies. In the Minneapolis-St. Paul Area, WCCO Television has 10 of the Top 10. Of the Top 20, WCCO Television has 17. And of the Top 40, the score for WCCO Television is 29.\** 

Represented by Peters, Griffin, Woodward, Inc.

## CLUB 21

..... a teen-age  
DANCE SHOW

with a **72%**  
ADULT AUDIENCE

February and May ARB rates  
WPTA's Club 21 (Sat. 10:30)  
consistently a top adult inter-  
est program. COST PER THOU-  
SAND \$1.94 (1 × CLASS B  
NAT'L. RATE)

## WPTA

Fort Wayne with  
Unique Programming  
that SELL\$

### PROMENADE 21

Tues. 10:30—The new adult  
square dance show

### FUN N' STUFF

Mon.-Fri. 6:00 — Top rated  
children's show featuring Pop-  
eye (Feb. ARB)

### TOM ATKINS REPORTING

Mon.-Fri. 7:15 — Number 1  
early evening news (Feb. ARB)

Ask the man from  
YOUNG TV CORP.

**WPTA** Channel 21

## NEWSMAKER of the week

*For the first time in network tv history, a top program planner has been drawn from a background heavy in research. The pace-setter is CBS TV, which has named Oscar Katz v.p. in charge of network programs. Previously v.p. for daytime programming, Katz will now concentrate on development of new programing from outside rather than inside the network.*

**The newsmaker:** Oscar Katz has worked for Columbia for 21 years. He's held many responsible positions with the network, but this newest one, as v.p. in charge of all daytime and nighttime programs, puts him in the vanguard of show business at its most competitive.

His appointment is regarded by industry observers as a move by the network to build a strong administrative program unit—in contrast with a purely creative one under the recent aegis of Hubbell Robinson—and to concentrate on the acquisition of program properties and name-value stars from sources outside the network.

This theory is backed by the appointment late last week of Robert M. Weitman as v.p. for independent productions. His job: to handle negotiations with outside packagers and performers. Heretofore, CBS TV has developed more of its own program product than either of the other networks.

The CBS TV stamp will still be affixed to shows, but it appears the basic ideas will be developed by independent producers.

Mr. Katz, since his assumption of the daytime tv vice presidency in 1956, has worked in the development of many network program concepts. Among them: *The Verdict Is Yours*, commended by the American Bar Assn.; the *Woman!* series which started in April; *On the Go*, an innovation in the use of mobile tape equipment; development of daytime specials with the production and pacing of nighttime specials.

Louis G. Cowan, president of the network, said, in commenting on Mr. Katz' appointment, that his immediate work will concern development of the coming season's schedule, but that he will also "implement projects put on the drawing board for 1960, 1961 and beyond."

Mr. Katz has been a member of the CBS TV network executive program plans board since 1951, the year in which he was promoted from director of the research department. He is a member of the Market Research Council, the Friars and the Players Clubs. A native New Yorker, he is a graduate of the College of the City of New York. ▀



Oscar Katz

# Interview: *Helen Jarvis*

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.



"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."



"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."



Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati



Crosley Broadcasting Corporation a division of *Arco*



# "MIZ" THE

# NO. 1



**39 THRILLING FIRST-RUN  
FILMED HALF-HOURS BASED ON  
SAN DIEGO POLICE DEPARTMENT FILMS**



# INTROUNT

STARRING

**VICTOR JORY**

CO-STARRING

**PATRICK McVEY**

ALREADY SOLD IN 96 MARKETS  
TO MAJOR ADVERTISERS INCLUDING...

**ALKA-SELTZER**

Los Angeles  
San Francisco  
San Diego  
Tucson

**GENESEE BEER**

Buffalo  
Syracuse  
Utica  
Rochester  
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Schenectady  
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**COORS BEER**

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Yuma  
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**DREWRY'S BEER**

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Detroit  
Indianapolis  
Lansing  
Davenport  
Toledo  
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**KROGER STORES**

Atlanta  
Birmingham  
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**JAX BEER**

New Orleans  
Dallas — Fort Worth  
Houston  
Oklahoma City  
Baton Rouge  
Shreveport  
Amarillo  
Austin  
Beaumont — Port Arthur  
Corpus Christi  
Midland — Odessa  
San Antonio  
Alexandria  
Mobile

**AND TOP STATIONS INCLUDING...**

WCKT — Miami  
WBTV — Charlotte  
WTVI — St. Louis  
WLW-D — Dayton  
WLW-C — Columbus  
WLW-T — Cincinnati  
WATE-TV — Knoxville  
WCSC-TV — Charleston  
KERO-TV — Bakersfield  
WFLA-TV — Tampa  
KING-TV — Seattle  
WTAR-TV — Norfolk

**SYNDICATED BUY of the Year!**

FOR DETAILS, CONTACT

**SCREEN  GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.  
NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO

# Your INDEX to GREATER SALES in the Rocky Mountain Market!

## STARR YELLAND KLZ

"Mr. Radio" to Denver and the Rocky Mountain Area. Starr's "Beep-phone" public opinion show "Party Line" has attracted over 10,000 calls since its inception and it's still going strong.  
PARTY LINE. . . . . 8:05-9:00 P.M.



## PAT GAY KLZ

Denver housewives speak right up on the Pat Gay show and their conversations are heard and heeded. Pat's two-way phone conversations are top listening in the Rocky Mountain market.



THE PAT GAY SHOW 12:10-12:45 P.M.

## ART GOW KLZ

Denver's favorite songs are as close as the telephone because of Art Gow's unusual request show. People by the thousands have talked to Art on the air and through his beep-phone arrangement, their requests are played immediately, live on piano or organ.



THE ART GOW SHOW . 10:05-11:00 A.M.

SALES THROUGH SHOWMANSHIP!

**560**

ON YOUR DIAL

CALL YOUR KATZ MAN or LEE FONDREN, DENVER

# KLZ RADIO

CBS for the ROCKY MOUNTAIN AREA

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# BIGGEST

SHARE  
OF  
AUDIENCE!\*

**WTVT** station on the move in the market on the move...

## TAMPA - ST. PETERSBURG!

\***TOTAL SHARE OF AUDIENCE WTVT 48.6%**... *Latest ARB*

GET YOUR SHARE OF AUDIENCE IN  
THIS FABULOUS MARKET ON THE MOVE  
WITH THE STATION ON THE MOVE...

Check the top 50 shows!

**WTVT . . . 37**

Station B . . . 9

Station C . . . 4

# WTVT



**Channel 13**

**TAMPA - ST. PETERSBURG**

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City

WSFA-TV Montgomery

Represented by the Katz Agency

A black and white close-up photograph of a woman's face and upper torso. She has dark, wavy hair and is looking slightly to the right with a soft expression. Her hand is visible near her chin, resting on a light-colored, textured fabric. The entire image is framed by a thick red border with rounded corners.

*For the Picture of Pictures...*

**TAPE IT RCA!**

**GIVE YOUR TAPES**

**A TOUCH OF**

**RCA GENIUS!**

The same genius and craftsmanship that pioneered in the development of television . . . from cameras to transmitters . . . has now conceived an advanced TV Tape Recorder. This is equipment that's compatible in every respect—you would hardly expect anything less from the leader in television. With the most precise adjustments possible on any tape recorder, recording and playback of tapes is inherently superior. Even tapes recorded on improperly aligned machines can be "optimized" in a few seconds while the tape is on the air. Newest arrival on the TV Tape scene, the RCA recorder offers many improvements over older designs . . . ingenious features which make it easy to get and keep pictures of superb quality . . . features such as *electronic quadrature adjustment, sync regeneration, four-channel playback equalization, built-in test equipment*. Don't settle for less than the best! See your RCA Representative. Or write to RCA, Dept. TR-3, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS



Tmk(s) ®

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

• LONG PLAY IN NASHVILLE

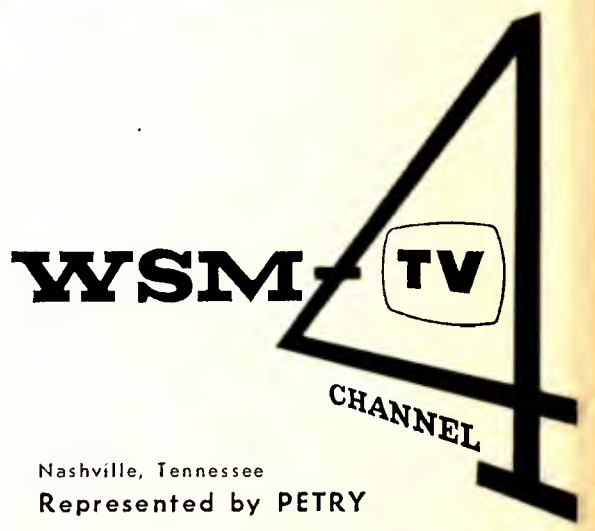
**WSM-TV**  
SUPERIORITY  
Series  
2. Special Events Coverage

# Music For Building Bigger Audiences



No matter what or how far away the occasion may be, if it is of interest to the WSM-TV audience, the ubiquitous WSM-TV remote cameras are there. Above, the event is a Steeplechase. It could easily have been a football game, a military maneuver, or a Governor's Inauguration . . .

Constant on-the-spot coverage of Special Events is just one movement in the WSM-TV selling symphony. For the full concert see Hi Bramham or any Petry man.



Nashville, Tennessee  
Represented by PETRY

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

# SPONSOR-SCOPE

22 AUGUST 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

Don't confuse the status of the medium's efficiency with the audience leveling that's going on among the three tv networks. For the fact is that the average cost-per-thousand-homes-per-commercial-minute at night is still downward.

In other words, the efficiency factor among the networks continues to fluctuate, but the risk as a whole is getting smaller.

For example, take this March CPMPM comparison:

NETWORK	MARCH 1959	MARCH 1958	MARCH 1957
ABC TV	\$3.27	\$3.79	\$4.56
CBS TV	3.48	3.28	2.92
NBC TV	3.93	3.62	3.79
Average	3.53	3.54	3.68

Spot radio continued to elbow into the national fall buying game strongly this week.

The richest source of the business by a long shot was Esty, which started buying long market lists for both National Carbon (Eveready and Prestone) and Leeming (Pacquin, Bengay, Silk 'n Satin). The National Carbon business will run for eight weeks, starting September, and the Leeming group for at least 20 weeks.

Out of Detroit: General Motors' Guardian Maintenance campaign (D. P. Brother) in 68 markets for five weeks, starting 7 September.

Out of Atlanta: Creomulsion cough remedy (Wayne, Tucker), 16 spots a week for 25 weeks, beginning 5 October.

What may be a numerical record for spot radio saturation is the campaign that Donahue & Coe has mapped out in connection with a Squibb test product: 400 to 500 announcements a week for two weeks in September.

The markets: Providence, Portland, Ore., Atlanta, Cincinnati, Omaha, and Phoenix.

The buy consists of 10-second spots on the hour from early morning to 11 p.m., urging listeners to look for a Sunday supplement ad for the new product or to get a copy of the ad at their druggists.

Looks like S. C. Johnson will return its Bravo (FCB) to the laboratory to give the product more of the color and scent that women have come to associate with all-purpose liquid detergents.

A Pittsburgh test disclosed that: (1) while the mild floral scent was okay, it psychologically didn't convey the impression of something used for heavy cleaning, (2) the blue wasn't identified with a cleansing product, and (3) the name Bravo itself didn't impart a product image such as Mr. Clean, Genie, or Handy Andy might.

There'll be more money than ever for beer advertising this fall. It's been a record sales summer, and agency experts on the industry see brewers plowing some of the difference into advertising regardless of pre-set budgets.

January-June comparisons from the U.S. Brewers Foundation: 42 million barrels in 1959 vs. 40.7 million barrels in 1958.

The big spot tv break of the week in the New York sector came from Standard Brands through its recently designated agency, JWT.

It called for availabilities in behalf of Chase & Sanborn coffee (both instant and regular) involving 14 announcements a week over 13 weeks, starting 21 September, in a hefty list of markets.

Other weighty New York activity in spot tv included Sal Hepatica (DFS) and Bufferin (Y&R). Meanwhile, Norman, Craig & Kummel is readying a spot tv campaign for Vitalis with an October starting date.

Spot tv action out of Chicago included: Tea Council (Burnett), I.D.'s in 20 markets; Hoover (Burnett), minutes in 40 markets for 10 weeks; National Presto (KM&J), eight weeks in 14 top markets and six weeks in lesser markets, starting in October; Hodge Products' weight-reducer Twill, quarter-hour film, It's Fun to Reduce, starting with Chicago, Detroit, Cincinnati, and New York.

Reassuring note: Bosco was asked by its agency, Donahue & Coe, to take a look at participation in ABC TV's kid strip, but the account rejoined: "Let's stick with spot." Hence it'll be another season of spot tv for the product in 50-odd markets.

The media director for one of the top agencies in spot tv told SPONSOR-SCOPE this week that tv stations ought to take advantage of the medium's crest status to reconstruct their ratecards from stem to stern.

The nub of his thesis: Tv stations would get a much more logical setup if they did away with all plans and repriced their rates according to the homes reached at specific hours.

In his view, this system would be more in keeping with the unique character of the medium, prove more equitable for the advertiser, and most likely bring more revenue for the stations.

This should be of interest to those tv stations that are wrestling with the problem of revising their rate structure to avoid giving up to 50% in corporate discounts:

P&G, it was learned from an authoritative source this week, would be agreeable to the stations jettisoning their manifold plans and going back to just annual frequency discounts.

The core of the stations' discontent: When business was ailing last year, stations went hogwild with numerical plans. After buying maximum plans, P&G reminded the stations that it was entitled also to a corporate discount covering all plan buys. This reduced the station's net to around 50%. Now—with spot facing a sold-out market—these same tv stations would like to garner more of the rates.

Noted a P&G agency: "We didn't invent the plans. All we're asking for is what the ratecard says we're entitled to."

A rep consulted by his stations on the dilemma opined they had one of two escape hatches: (1) make 10 spots the maximum plan, or (2) cut out all plans.

Marketers are finding it wise to continue their probing in test markets even after the product has been launched nationally.

By extending such operations in test markets it is often possible to come upon wrong turns that might make it advisable to pull the product before the company gets in too deep on distribution, etc.

Cited as a classic case of more recent vintage where this procedure was ignored: A hair-curling brand put out by a manufacturing giant.

Esso (McCann-Erickson) has put itself down for about \$2.5-million worth of the NCAA football games on NBC TV this fall.

For that money it gets half sponsorship of the 10 collegiate events.



ABC TV this week turned to **something new in network strategy** to serve a dual purpose: **showing a sample episode of a new sponsored series to stations to (1) obtain clearance in uncommitted two-station markets and (2) spark greater promotional activity among stations that are set to carry the show.**

First to be given this closed circuit treatment — it took place Thursday — was **P&G's Captain of Detectives**. Next in line: **P&G's The Rebel**.

**Here's a new sales dodge that NBC TV is pitching to last-minute shoppers that sellers of spot might adopt for their own uses.**

With the choice of convenient half-hours being quite narrow, the network has resorted to a mutual fund analogy to sell the late lookers on the idea of **buying into a pattern of nighttime minute participations.**

Substance of this new gambit: Like a mutual fund, a participation pattern gives you a **chance to average out on the hits and misses and avoid the possibility of not getting a worthwhile audience reach out of a single program.**

By the way, **of the 702 nighttime minute participations ABC TV had available for sale for the fourth quarter, only 22 were left unsponsored as of this midweek.**

For a line on what **NBC TV is asking for minute participations in its nighttime fall programing, here are the prices combining time and talent:**

PROGRAM	MINIMUM ADVERTISER	MAXIMUM ADVERTISER
Five Fingers	\$26,200	\$21,700
Laramie	34,000	29,800
Richard Diamond	29,600	24,120
Tales of the Plainsmen	29,600	24,120

(See page 33 for an analysis of the network spot carrier situation and its implications for the entire national spot picture.)

**Watch for the upper echelons at the tv networks to focus more of their attention on daytime programing and sales promotion.**

Daytime business for the fall, all the networks will agree, has fallen away off the pace of nighttime, and there's a **big job of pulmotoring to be done.**

Among the things you can expect in the daytime area from the networks:

- 1) **Speeding up changes in the program schedules** (NBC TV this week chucked the A. J. Alexander live strip and replaced it for the time being with Blondie reruns).
- 2) **Putting pressure on P&G to put back some of its reduced 1959 daytime budget** (20% less as compared to the year before).
- 3) **A reappraisal of the price structure by NBC TV and possibly CBS TV.**

If you're on the lookout for **up-to-the-minute data on the effectiveness of daytime tv, you might find useful some figures that NBC TV pitched to Pond's Cream** in quest of a contract renewal.

The figures were culled from a survey among 3,143 women just completed for the network, and the questions and answers affecting Pond's were these:

1) **Q. When you think of cold cream what brands come to mind?** A. 55% of those who hadn't seen Pond's daytime programs on NBC named Pond's as against 62% who had seen the Pond shows.

2) **Q. Which of the cold creams on this list do you favor most?** A. 45% of the non-viewers said Pond, as compared to 50% among Pond program viewers.

3) **Q. What cold cream have you actually at home?** A. 22% of the non-viewers answered Pond's, whereas the segment among Pond program viewers was 27%.

P.S.: NBC got the renewal for four quarter-hours a week (\$55,000 net).

## SPONSOR-SCOPE *continued*

The prevailing shortage of open time on local tv kid shows has started a trek of what were perennial spot advertisers to ABC TV's 5:30-6 p.m. EST strip.

The network is asking \$22,835 gross per quarter-hour, which comes out to \$7,600 a minute, time and talent, with a quoted \$1.10 CPMPM. Hookup: 100 stations, with a coverage factor of 90.6%.

Wheaties, once the kingpin of the General Mills cereal empire, seems to be staging a big sales comeback as the result of making Bob Richards, pole-vaulting champ, the pitchman on the brand's sports programs.

Wheaties (Knox-Reeves) now is garnering 5% of the cold cereal market, topped only by Kellogg's Cornflakes, 12%, and General Mills' Cheerios (DFS), 9%.

You can look for NBC TV affiliates to protect their syndication or other local commitments whenever the Ford Tuesday night show laps over into the 10:30-11 p.m. EST period during the coming season.

Here's what's expected to happen: Some network show earlier in the evening will be cancelled out and the vacated half hour will be assigned to the syndicated show bumped out of the 10:30-11 slot.

Looks like P&G's Dreft (DFS) may next turn its copy accent on the special value of the product as germicide for diapers.

Statistical note: With the baby population at three million and the average change eight diapers a day, there's a mighty big potential market for this bacteria slant.

Other side of the coin: Admen say that motivational research has shown that the germicidal appeal for consumers is negligible unless faced with a positive threat like a flu epidemic.

ABC TV's stations relations was vague this week on whether the alternate sponsors of the Donna Reed show (Campbell Soup and Johnson & Johnson) would extend spot privileges for the 1959-60 season.

BBDO, acting for Campbell, last fall bought time for the series on a spot basis in 45 markets where the network couldn't clear time. About 30 of these dropped the show this spring when Shulton discontinued as the other sponsor.

Meantime the network has on tap an order for the delivery of 141 stations from the show's latest sponsor entente.

Hep marketingmen observe that the ratio of impulse buying has become so overwhelming that agencies still living in the era where the "planned purchase" was dominant may sooner or later find themselves in the ranks of the dodo.

TV, because of its superior ability to establish a built-in product image, these marketers say, has influenced the shift to impulse buying tremendously.

The breed that's seriously affected by the drift from planned buying are the copywriters addicted to stating reasons in logical, step-by-step prose, or stressing minutely the difference between one brand or another.

Add such marketers: The medium that plants the image that triggers the impulse to buy has a big advantage over the medium that argues the virtues or distinctions.

**For other news coverage in this issue,** see Newsmaker of the Week, page 4; Spot Buys, page 59; News and Idea Wrap-Up, page 70; Washington Week, page 61; SPONSOR Hears, page 64; Tv and Radio Newsmakers, page 86; and Film-Scope, page 62.

**Good sight on a dark night**



COURTESY OF THE GULF OIL CORPORATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

SPONSOR • 22 AUGUST 1959



55AD777      55AD777      55AD777      55AD777

**I WANT YOU**

**ENLIST NOW**

**ALL AMERICA WANTS SERGEANT BILKOT!** And now — for the very first time — Bilk, Colonel Holt, Daberman, and all the others require plus! — brass guest stars are available for off-network duty, as **THE PHIL SILVERS SHOW** becomes the biggest comedy series ever to enter first-run syndication.

The most valuable goods in this side of Fort Knox, Bilk, in a smoldering four-episode saga on the CBS Television Network. During that time, television's top-rated top star, his supporting cast, his director and his writers — one of the funniest, most original in all television — have won honors by the truckload... including a total of 2 Emmy awards!

Carlton Brewing Co. (through Heageny, Barton & Sewell) has drafted Sergeant Bilk for a three-year hitch in 62 major U.S. markets. To join up, wire or call on the double...

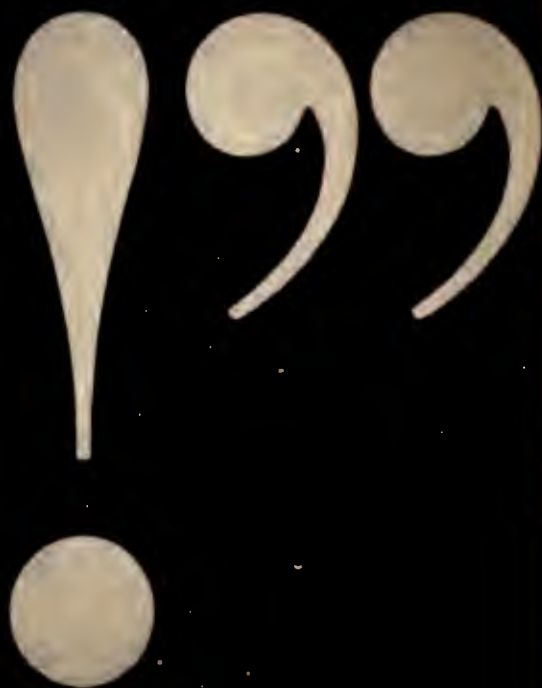
**CBS FILMS** ©  
An Equal Opportunity Employer  
We have many other top quality  
properties for syndication. All have  
received a rating of "A" by Nielsen.

...as we were saying, the two hottest film properties in all of first-run syndication are available from CBS Films. Recently, *The Phil Silvers Show* and *Trackdown* were offered for off-network sales. Since then, advertisers have flocked to syndication's top new comedy show and top new Western... to the tune of *more than 2 million dollars!* Big, big markets such as New York, Chicago, Los Angeles, Detroit are signed



CAN'T MISS!

**TRACKDOWN**  
 One of network television's most famous Westerns has just become available for syndicated sale... and it's a sure-fire hit. Because...  
 ...TRACKDOWN is the biggest, most important Western ever to enter first-run syndication, at a time when Westerns are at the very peak of audience popularity...  
 ...TRACKDOWN is produced on location by Dick Powell's famous Four Star Productions, and has a well-known star, Robert Culp...  
 ...TRACKDOWN is based on one historic topic from the files of the fabulous Texas Rangers, and is the only television show ever to win official endorsement from the Rangers and the state of Texas...  
 ...And TRACKDOWN has proven a huge audience winner, averaging a 23.0 local Nielsen rating in its run on the CBS Television Network (October 1957-April 1959), against the stiffest competition.  
 Tired of long shots? TRACKDOWN (71 crack half hours) can't miss!  
 THE SHORT FILM PROGRAMS FOR ALL STATIONS ARE THE BEST... THE ONLY ONE OF ITS KIND... THE ONLY ONE OF ITS KIND... THE ONLY ONE OF ITS KIND...  
**CBS FILMS**



for one, or both. And so are Pittsburgh, Milwaukee, Washington, Minneapolis, Miami, Ft. Worth, Charleston and Salt Lake City... to mention but a few. Like we said, if you want to sign either of these smash hits for your sales area, *better act fast*. Because, in the words of *Variety*, "sales are piling up."

"... the best film programs for all stations." Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta, Canada: S. W. Caldwell, Ltd.

**CBS FILMS** 

# WPTF

Raleigh-Durham



## has Greater Food SALES than the 12th Metropolitan Market

28th Radio Market - WPTF  
\$541,043,000

28th Metropolitan Market  
\$193,673,000

12th Metropolitan Market  
\$479,519,000

NATION'S  
28th RADIO  
MARKET  
NIELSEN #2



# WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham  
and Eastern North Carolina

R. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.  
National Representatives

## Timebuyers at work

Joy Harper, Donahue & Coe, Los Angeles, feels one of the greatest handicaps in buying is the tendency for the client, and in some instances the timebuyer, to be influenced by personal preferences. "The only time sheer opinion should enter into the situation," Joy says, "is when the ingredients are so similar, and that is very rare. That a personal choice comes into play. The incident of the client who surveyed his employees and was influenced by their listening habits in his buying, is a perfect example of undisciplined buying." Joy points out the importance of the buyer, and agency properly analyzing availabilities (so that the client can clearly see the advantages and disadvantages of a schedule) and, once a recommendation is made, standing firmly behind it. "An agency which does not have the courage of its convictions hurts both the advertiser and itself," Joy says. "It undermines its own creativity, gives the advertiser an inferior campaign and more often than not, eventually loses the client. The client is paying for the agency's experience and knowledge; it's smart business to give him honest guidance, and reflects itself in sales."



Jack Blomstrom, Campbell-Ewald Co., New York, says, "Of course, we look for high ratings in selecting stations for specific markets—the higher the better. But we also know the highest ratings don't always constitute the most effective buy for our client's purposes. A sudden surge ahead in ratings is always duly considered in our



decisions, but more important to us is the make-up of this increased audience. We would like to see stations and reps give us more encompassing, authoritative make-up data." Jack feels that while the cry for more audience composition information is an old one, and difficult to produce, because of the regional market-by-market merchandising of the larger companies today, it is necessary to know how many potential buyers will hear the client's message. "Often a station that ranks second or even third is a better buy in terms of possible customers for us than the one with highest ratings," Jack says. "Stations that can prepare and document this kind of information get first consideration."

# FIRST IN MERCHANDISING in Richmond & Central Virginia

## 1. COMMUNITY CLUB AWARDS

Thousands of clubwomen compete for big cash prizes by solving proof-of-purchase of your product.

## 2. IN-STORE FOOD DISPLAYS

Drap, end-of-aisle and shelf extender displays.

## 3. IN-STORE DRUG DISPLAYS

Special WXEX-TV displays featuring your product in key drug stores throughout the area.

## 4. GROCERY BAR PROMOTIONS

In-store food demonstrations, sampling, couponing.

## 5. STORE WINDOW DISPLAYS

Colorful WXEX-TV streamers featuring your product.

## 6. PERSONAL FOLLOW-UPS

Regular calls on jobbers, wholesalers, retailers.

## 7. SPECIAL BULLETINS

Mailed regularly to retailers, chain store buyers.

## 8. REPORTS TO ADVERTISERS

Give a complete picture of own and competitors' stock, sales and displays at retail level.

## 9. PROMOTIONAL TV SPOTS

Telecast at frequent intervals to keep your program fresh in customer's mind at all times.

## 10. NEWSPAPER ADS

Appearing in leading Richmond newspapers.

# WXEX-TV

Tom Tinsley, *President*

**NBC-TV BASIC**

Irvin Abeloff, *Vice Pres.*

National Representatives: Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington

Marke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans;

Daren F. McGavren Co. in Chicago, St. Louis, Detroit and on West Coast

# k-TOP

IN THE

# CAPITOL

OF KANSAS

# NEWS

# NO. 1

**BIGGEST SHARE OF AUDIENCE**



**in the rich 22 county Northeast Kansas Market**

**LOWEST COST per 1000 homes 64¢ (avg.)**

**40.4 MORNING**

**42.3 EVENING**

Latest Hooper

**41 QUARTER HOURS 1STS**

**MORE THAN**

**ALL OTHER STATIONS COMBINED**

Latest Pulse

# ON k-TOP YOU'RE ON TOP!

**1490 ON THE DIAL**

by Joe Csida

## Sponsor backstage

### Who said radio's dead?

Even if you only pay casual attention to the conversation of the broadcasters (tv and radio), the advertisers and agency men you encounter, you can't help being hit right between the eyes with the glowing good health of the media. And if you consume whole shakersful of salt while scanning the press releases which hit your desk, you still come away with a clear-cut conviction that sponsors are finding radio and television more potent sales makers than ever before, and that this condition is likely to prevail and grow for years to come.



The single possible exception to this rosy view is network radio, which the most recently released *Printers' Ink* index shows to be some 9% down under last year's figures. Network television, on the other hand, is 9% up over a year ago. It is, of course, still to be hoped that the untiring and zealous efforts of such men as NBC Radio's Matthew (Joe) Culligan, CBS Radio's Arthur Hull Hayes, ABC Radio's Ed De Gray and their co-workers will somehow meet and solve the audio web dilemma. But as this corner has stated previously, we believe it's a valiant but losing struggle.

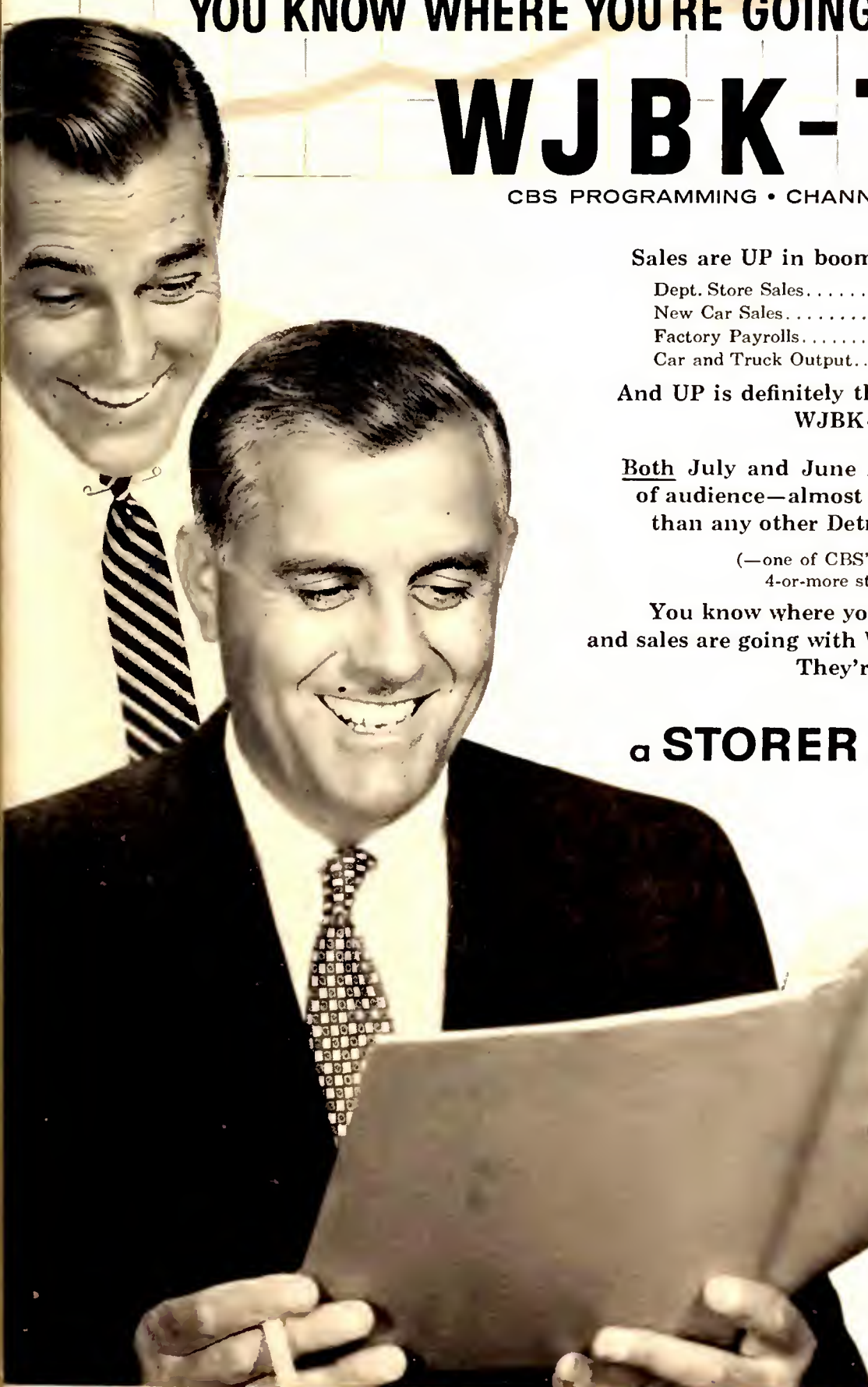
### Beats tv in July

Radio over-all, however, and particularly radio on the independent local station level, is booming as never before. All kinds of recent developments and newsbreaks demonstrate this. The Albert Sindlinger report on the leisure activities of the American people indicated that for the weeks of 9, 16 and 23 July more people listened to radio than watched television. The relative numbers aren't too important, in my opinion, but here they are: During the week ending 9 July, 79,400,000 people aged 12 and older listened to radio, while 78,600,000 viewed television; 16 July, 79,100,000 listened to radio and 77,900,000 watched tv; and 23 July, 79,300,000 tuned in radio, and 77,100,000 their tv sets. This, according to Sindlinger, is the first time in two years that radio listening has exceeded tv viewing.

Paralleling this success on the station side was the news that the Radio Advertising Bureau membership has grown to 1041 stations, with a record number of broadcasters, 39, joining in the month of July. Kevin Sweeney and his RABoys, including ex-SPONSOR editor Miles David, are doing a fine job for the broadcasting industry. Among other interesting recent promotional highlights developed by the broadcasting promotion bureau was the fact that more than 70% of the over 7,000,000 pleasure boats on the waters of the nation today have radio sets. The sea-going radio audience is estimated at some 37,000,000 people.

There are plain indications, too, that both tv and radio audiences will continue to grow. One of these, of course, is the recent an-





# IN DETROIT YOU KNOW WHERE YOU'RE GOING WITH **WJBK-TV**

CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales.....UP 17.5%  
New Car Sales.....UP 76.5%  
Factory Payrolls.....UP 26.3%  
Car and Truck Output.....UP 66.7%

And UP is definitely the word for  
WJBK-TV viewers

Both July and June ARB 35.2%  
of audience—almost 20% higher  
than any other Detroit station.

(—one of CBS' highest in any  
4-or-more station market.)

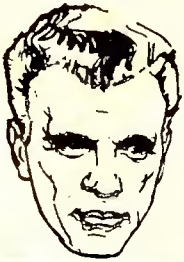
You know where your audience  
and sales are going with WJBK-TV—  
They're going UP!

a **STORER** station

**CALL KATZ**

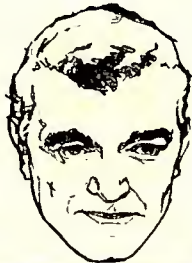
OR  
STORER NAT'L SALES OFFICES  
625 Madison Ave., N. Y. 22

•  
230 N. Michigan Ave.  
Chicago 1



**DAN DAILEY**

**THE FOUR JUST MEN**



**JACK HAWKINS**

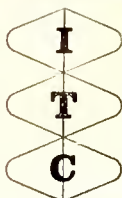


**RICHARD CONTE**



**VITTORIO DE SICA**

CHECK YOUR MARKET TODAY!



**INDEPENDENT TELEVISION CORPORATION**

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

nouncement by P. J. Casella, executive vice president of the Consumer Products Division of the Radio Corporation of America, that tv set sales are 65% ahead of last year, and that transistor radio set sales are a full 60% ahead of a year ago. It's my guess that the 1959-1960 period will see the first really big step for color television, too. For one thing, Admiral is joining the drive to sell color tv sets this fall. Till now, of course, RCA Victor has attempted to do the color selling job singlehandedly, insofar as set manufacturers are concerned. If Admiral does fairly well, and I think they will, other manufacturers will soon fall into line. And each manufacturer will speed the progress of color by just that much.

RCA itself, as the 16-page special section run in last Sunday's *New York Times* by the N. Y. metropolitan area distributor, Bruno-New York clearly stated, is giving bigger trade-in allowances on black-and-white sets to those buying color receivers than ever before. The RCA distributor is giving buyers up to \$200 per set. And distributors across the country, working co-op with the manufacturer are offering similar inducements to color buyers.

Tv's continuing progress, black-and-white and/or color is no surprise to observers. But local radio's remarkable progress must be stunning news to those who were writing the medium off not too many years ago. Again as we've often stated previously, this continuing progress is largely due to the aggressive, hard-working independent operators. One of this group, the Bartell Family, took another step last week to further develop what they refer to as "modern" local radio. They set about organizing an association of "modern" independent broadcasters in the larger markets. The purposes of the Association are simple: To win dollars for "modern" independent radio away from "old-image" and network radio and television, as well as other media, by solid research and documented sales material; to exchange programing and sales information among members.

**New phase of competition**

I'm sure the association will become a reality, and I believe the new phase of competition they develop through the association will be tough, but clean and effective.

And while they're pounding away at continuing their spectacular radio successes, the independent broadcasters are simultaneously extending their influence in television. Many of them, of course, own television stations in this country, and last week it was announced that the Bartells and Elroy McCaw of slugging, "modern" independent WINS, New York, were getting a tv station in Port au Prince, Haiti, ready to go on the air this winter. And the Bartells also closed deals for television stations in Curaçao and Aruba. They sure get around, these hard-driving broadcasters. And wherever they go, they build sales-producing media for sponsors.

**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.*



# WLUK\* is **POPPING** in Green Bay Packerland and the Fox River Valley!

## MORE TOWER

50 feet above average terrain, going up.

## MORE POWER

kw E.R.P.

## MORE COVERAGE

Serving 53 counties in Wisconsin and Michigan

## MARKET DATA

TOTAL RETAIL SALES  
\$1,798,902,000

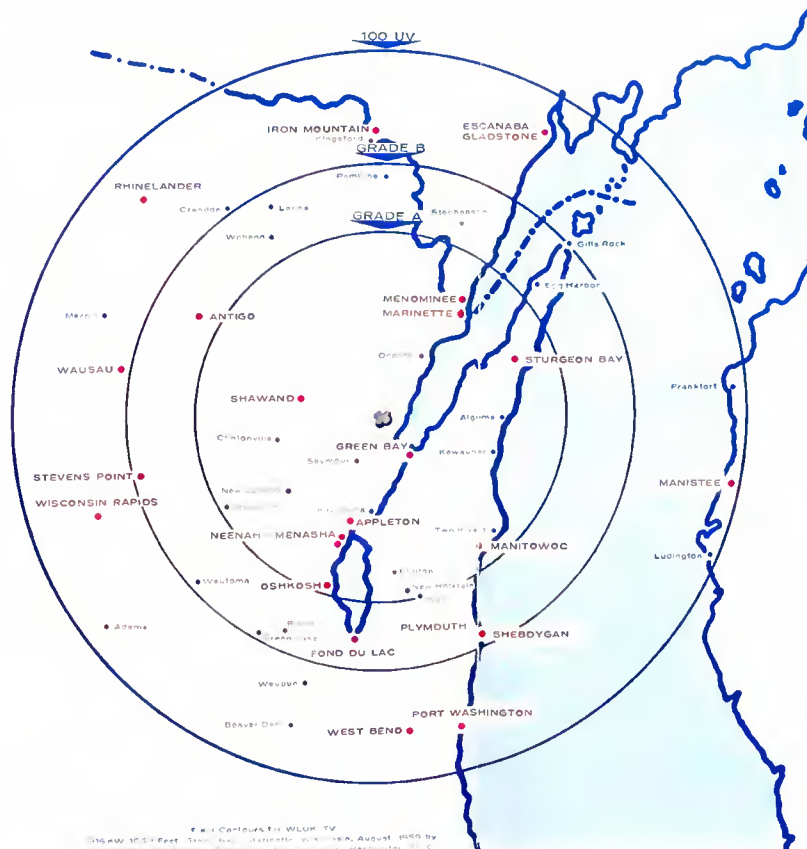
FOOD SALES  
\$461,671,000

DRUGS  
\$46,305,000

AUTOMOTIVE  
\$294,710,000

GAS & OIL  
\$155,955,000

\* Formerly WMBV-TV



## CHECK THESE FACTS\*

COUNTY POPULA. TV TOTAL RE. FOOD DRUGS AUTO. GASO-  
TION HOMES TAIL SALES (000) (000) (000) (000) (000)

### WISCONSIN

COUNTY	POPULA.	TV	TOTAL RE.	FOOD	DRUGS	AUTO.	GASO-
			(000)	(000)	(000)	(000)	(000)
1 Adams	7,000	1,270	6,118	1,159	144	1,324	412
2 Brown	116,429	29,710	153,211	40,855	3,417	21,712	6,988
3 Calumet	12,780	2,640	11,730	2,814	300	2,414	1,100
4 Columbia	48,880	9,930	30,710	5,817	1,437	10,718	3,100
5 Dodge	61,450	17,140	30,710	6,125	1,538	11,410	3,000
6 Dells	20,410	4,100	10,000	2,075	400	1,000	1,100
7 Florence	3,410	600	7,100	1,410	142	900	300
8 Fond du Lac	74,810	15,000	40,000	12,000	1,000	10,000	3,000
9 Forest	1,500	1,000	1,000	1,000	1,000	1,000	1,000
10 Green Lake	18,700	3,800	10,000	1,000	307	1,071	1,100
11 Juneau	17,700	4,170	11,111	1,074	441	1,000	1,000
12 Kewaunee	16,700	4,200	14,114	1,071	574	1,104	1,000
13 Langlade	21,900	10,000	10,718	1,100	100	1,004	1,000
14 Lincoln	1,500	1,000	1,000	1,000	1,000	1,000	1,000
15 Manitowish	10,000	1,000	1,000	1,000	1,000	1,000	1,000
16 Marquette	9,110	1,000	1,000	1,000	1,000	1,000	1,000
17 Menominee	31,000	10,000	10,000	1,000	1,000	1,000	1,000
18 Milwaukee	1,000	1,000	1,000	1,000	1,000	1,000	1,000
19 Oconto	10,000	1,000	1,000	1,000	1,000	1,000	1,000
20 Oconto	10,000	1,000	1,000	1,000	1,000	1,000	1,000
21 Outagamie	94,410	1,000	1,000	1,000	1,000	1,000	1,000
22 Ozaukee	10,000	1,000	1,000	1,000	1,000	1,000	1,000
23 Portage	10,000	1,000	1,000	1,000	1,000	1,000	1,000
24 Sheboygan	10,000	1,000	1,000	1,000	1,000	1,000	1,000
25 Sheboygan	10,000	1,000	1,000	1,000	1,000	1,000	1,000
26 Vilas	1,000	1,000	1,000	1,000	1,000	1,000	1,000
27 Washington	1,000	1,000	1,000	1,000	1,000	1,000	1,000
28 Waupesa	10,000	1,000	1,000	1,000	1,000	1,000	1,000
29 Waushara	1,000	1,000	1,000	1,000	1,000	1,000	1,000
30 Winnebago	10,000	1,000	1,000	1,000	1,000	1,000	1,000
31 World	7,200	1,000	1,000	1,000	1,000	1,000	1,000

### MICHIGAN

COUNTY	POPULA.	TV	TOTAL RE.	FOOD	DRUGS	AUTO.	GASO-
			(000)	(000)	(000)	(000)	(000)
1 Alcona	1,100	1,370	2,312	3,324	—	1,100	1,141
2 Benzie	1,000	1,000	1,000	1,000	—	1,000	1,000
3 Benzie	1,100	1,370	2,312	3,324	—	1,100	1,141
4 Charlevoix	1,100	1,370	2,312	3,324	—	1,100	1,141
5 Cheboygan	1,100	1,370	2,312	3,324	—	1,100	1,141
6 Charlevoix	1,100	1,370	2,312	3,324	—	1,100	1,141
7 Cheboygan	1,100	1,370	2,312	3,324	—	1,100	1,141
8 Emmet	1,100	1,370	2,312	3,324	—	1,100	1,141
9 Grand Haven	1,100	1,370	2,312	3,324	—	1,100	1,141
10 Houghton	1,100	1,370	2,312	3,324	—	1,100	1,141
11 Ionia	1,100	1,370	2,312	3,324	—	1,100	1,141
12 Keweenaw	1,100	1,370	2,312	3,324	—	1,100	1,141
13 Leelanaw	1,100	1,370	2,312	3,324	—	1,100	1,141
14 Lake	1,100	1,370	2,312	3,324	—	1,100	1,141
15 Mackinac	1,100	1,370	2,312	3,324	—	1,100	1,141
16 Manistee	1,100	1,370	2,312	3,324	—	1,100	1,141
17 Mackinac	1,100	1,370	2,312	3,324	—	1,100	1,141
18 Mason	1,100	1,370	2,312	3,324	—	1,100	1,141
19 Menominee	1,100	1,370	2,312	3,324	—	1,100	1,141
20 Oshtemo	1,100	1,370	2,312	3,324	—	1,100	1,141
21 Schoolcraft	1,100	1,370	2,312	3,324	—	1,100	1,141
22 Westland	1,100	1,370	2,312	3,324	—	1,100	1,141

\* Sale Figures for WLUK-TV, August 1959 by  
WLUK-TV, Green Bay, Wis., and WLUK-TV, West Bend, Wis.

# Meet Lady WLUK

the "W" is silent

*The Gal with the Billion Dollar Figure!*



CHANNEL

a

## Vital Statistics

1,644,000  
POPULATION

423,760  
TV HOMES

\$1,798,902,000  
RETAIL SALES

CHANNEL



*Green Bay Packers  
and the Fox River Valley  
are in Love with*

## Lady WLUK

She's a real sweetheart who packs plenty of punch, power, and personality ... and all in the right place!

Local programs have a new refreshing sparkle, and there's ABC's "hottest" network going.

Check the facts when you buy an important market.

You gotta have **WLUK**

Joseph D. Mackin  
General Manager  
Represented Nationally  
by Geo. P. Hollingberry  
In Minneapolis  
See Bill Hurley  
Tip To Timebuyers

Hollingberry men  
are ready to talk  
now on "top" net-  
work and local ad-  
jancies.

abc affiliate

# WLUK

126 NORTH MADISON STREET, GREEN BAY, WISCONSIN AND 400 WELLS STREET, MARINETTE, WISCONSIN

Serving Green Bay Packerland and the Fox River Valley

## 49th and Madison

### A nice job

got a real kick out of your story on my radio/tv views as reported in the *World-Telegram & Sun*. I don't particularly seek personal publicity but I do like to be defended when I am misquoted!

Incidentally, the Nielsen rating on *Summer on Ice* was even higher than you gave it. NTI for June shows that the program had a rating of 31.5 and a 61.2 share of audience.

Philip Liebmann, *pres.*  
*Liebmann Breweries, Inc.*  
*Brooklyn, N. Y.*

### Young a bit old

Your story on the Adam Young study ("Indies rate high in top markets." 8 August) shows clearly the important position of independent radio stations. But, the Young figures for the St. Louis market are not the latest available. The May-June Pulse report shows WFIL (Ind.) with an average rating of 5.4 and KMOX (CBS) with 5.0.

Stanley M. Kaplan  
*asst. to the v.p., WFIL*  
*St. Louis*

### Air Media Basics

Your timely and informative 13th *Air Media Basics* arrived this morning. By closing time it had worked three hours for this agency. Timely, indeed, since the first problem of the morning was the gathering of information on three other midwest cities for a client wishing to expand his radio and tv advertising. Informative, naturally, since the information required was all there in your A.M.B.. Indexed the way a "thinking man" would do it.

Your new book has had a busy day here. It's filed now, alongside the good companionship of SPONSOR's 11th Annual *Tv/Radio Basics* and your 1958 *Fall Facts* edition. I'm certain it

won't be filed long enough to gather dust.

George L. Ackors  
*Ackors Adv. Agency*  
*Indianapolis*

\* \* \*

In regard to the 13th *Air Media Basics* which I have just received today, you can quote me: It is the UNIVAC for the small agencies.

William G. Mors  
*Durk, Inc.*  
*Las Vegas*

\* \* \*

I have only just begun to use *Air Media Basics* and already it has proved a most useful tool. Here under one cover a broadcast media buyer can become an expert in all phases of broadcast media, and also obtain valuable facts to meet the ever increasing demands of marketing knowledge on the part of media buyers.

I would most definitely recommend *Air Media Basics* to all media buyers and account people who are directly or indirectly connected with the broadcast media. Needless to say it could serve as a valuable tool in agency training programs.

Robert F. Bruno  
*Reach, McClinton & Co., Inc.*  
*N. Y. C.*

### Permission

The article in the 11 July issue of SPONSOR about the new Katz study is wonderfully interesting and I want to ask your permission to have it reproduced by offset so that I may distribute it to all television stations in the eleven western states and possibly also to radio and other media.

Warwick S. Carpenter  
*Pacific coast mgr.*  
*Sales Management*  
*Santa Barbara, Calif.*

• Note: SPONSOR is usually happy to grant such requests for reprinting privileges. Two provisions accompany this permission:  
1. Requests must be in writing.  
2. Credit must be given to SPONSOR.  
SPONSOR reprints many of its articles and has back files on a large number of them.

## "MR. TIMEBUYER!

Have you heard of  
Puget's latest sound?

Have you seen the latest  
**HOOPER** (July)  
in Seattle?

- **Cutie (KQDE) NOW OUTRATES ALL THREE 50,000 watt stations... and is practically tied for 2nd place. (July, HOOPER, 7 a.m.-6 p.m.**
- **KQDE has one rate—locally and nationally.**
- **KQDE gives you the lowest cost per M in greater Seattle.**
- **Its 1000 watts, full-time on 910 kc, covers all of Seattle's 400,000 radio homes.**
- **KQDE is affiliated with KQTY-Everett, Wash., the #1 station in a wealthy 250,000 market.**



- **Ask FORJOE & CO. or WALLY NELSKOG, President, (Alpine 5-8245) for the latest availabilities.**

ORR

## WRCA-TV'S NEW ROTATION PLAN WITH A GUARANTEED RETURN

WRCA-TV'S unprecedented, prime-time spot rotation plan assures you of net audiences as much as 25% bigger than those delivered by fixed-position announcements —at no increase in cost.


ORBIT guarantees every advertiser in the new season powerful adjacencies to established hits like Tennessee Ernie Ford, Bat Masterson and Groucho Marx. Your message will also benefit from the excitement of brand new NBC Television Network attractions like Riverboat, Sunday Showcase and Bonanza!

ORBIT is available in either one, or both, of two dimensions. In Horizontal Orbit, your message is spotted in the 8 p.m. time period. On successive weeks, it rotates through Sunday, Monday, Tuesday, Friday and Saturday nights. In Vertical Orbit, your message rotates through consecutive half-hour breaks from 8 to 10:30 p.m. on successive Thursday nights.

There's no time like the present to invest in this sales plan of the future. Call for details today.

**WRCA-TV CHANNEL 4 IN NEW YORK**  
NBC OWNED • SOLD BY NBC SPOT SALES





your  
first  
and biggest  
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**TO TELEVISION COVERAGE  
IN THE ENTIRE SOUTHEAST  
IS CHARLOTTE-WBTV**

Make your own comparison!

NCS #3 gives CHARLOTTE-WBTV 632,070 TV homes. Atlanta has 579,090. Louisville 509,480. Birmingham 587,800. Memphis 453,240. CHARLOTTE STATION "B" 442,690. Miami 434,800. New Orleans 380,020. Nashville 366,560. Norfolk-Portsmouth 337,580. Richmond 311,680.

Take the biggest step first—enjoy Charlotte's invigorating sales climate. Contact WBTV or CBS Television Spot Sales for the complete market story.



JEFFERSON STANDARD  
BROADCASTING COMPAN



## SPOT CARRIERS ON THE TV NETS FALL 1959-60

Many more net tv programs are being sold on the basis of one-minute participations this year. Here is the list of "spot carrier" programs, many of which are sold out.

Program & length                      Comm'l mins.

ABC TV—54 min./wk.

Sugarfoot/Bronco 1 hr. 6

The Untouchables 1 hr. 6

The Alaskans 1 hr. 4½

Cheyenne 1 hr. 6

Bourbon Street 1 hr. 6

Adv. in Paradise 1 hr. 4½

Hawaiian Eye 1 hr. 6

77 Sunset Strip 1 hr. 6

Jubilee USA 1 hr.\* 3

Leave It to Beaver ½ hr. 3

Man With Camera ½ hr. 3

CBS TV—13 min./wk.

The Line-Up 1 hr.\*\* 4

Rawhide 1 hr. 6

Perry Mason 1 hr.\* 3

NBC TV—18 min./wk.

Laramie 1 hr. 6

Five Fingers 1 hr. 6

Rich. Diamond ½ hr.\*\*\* 3

Tales of Plainsmen ½ hr. 3

\*Alt. weeks only

\*\*First 20 mins. are station sold

\*\*\*Had been on CBS TV

## NET TV SHAKES SPOT

Big shakeup in net patterns this fall cuts chain-breaks, station hours, and increases spot carriers

Problems multiply for agency buyers but so far there's no evidence of a revolt by the stations or reps

This week, with both net and spot tv zooming toward their biggest sales in history, SPONSOR took time out to examine some of the changes that are creeping in to network schedule patterns.

These changes are coming gradually. They have not been heavily publicized. Many admen and even stations are still unaware of what's been happening.

But SPONSOR believes they ought to be brought out into the light. For they may have a profound effect on the future of tv buying, both net and spot. And they are bound to influ-

ence the relationships of advertisers, agencies, networks and stations to each other and to the tv medium.

At the present time SPONSOR has been able to detect little dissatisfaction or grumbling about present trends. Perhaps it is too early for stations or station representatives to become excited over the implications of certain recent developments.

But several questions are rapidly emerging as important and significant. Among them are:

1. What's going to happen with nighttime chain breaks? The network is compelled, by FCC regula-

tion, to cut away to the station on the half-hour. But: this season there are nine more hour-long shows than last year (32 vs. 23). There are, by one count, 270 "specials" scheduled. What will these—what *have* these—program changes done to the mid-program break?

2. Network short-announcement carriers—the multiple-sponsored show—what transformation do these programs, now for the first season unabashedly being offered in quantity by the networks, bode for spot business, and to advertisers generally? This season (see box), 18 such multiple-sponsored shows are offered. Many are already sold out, but by format, an advertiser could buy as

little as one 20-minute segment (two commercial minutes) on them.

3. The total amount of pre-sold evening programming that networks are feeding to stations: in what direction is it moving? The biggest change comes from ABC TV, which this season adds a half hour each week-night to its schedule, and is feeding many time segments this year on a "sold" basis, that were open for local sponsorship a year ago. For the upcoming season, NBC TV is programming two additional half hours (10:30 to 11 p.m. on both Monday and Wednesday, plus a dozen occasions when *Ford Specials* on Tuesday night will run over their 10:30 limit to an 11 p.m. ending). CBS TV will also feed

two additional half hours (Tues., 8:30 p.m.—unsold last year—an Weds., 7:30-8 p.m.). The result, of course, is reduced prime time spot tv availabilities.

Concern over the obliteration of station breaks has a real basis. The rising popularity of the one-hour format has already eliminated a number of chainbreaks. This season, NBC will have three fewer chainbreaks per week, due to single sponsorship of three shows: *Steve Allen*, *Perry Como*, and the *Ford Specials*. CBS TV will reduce chainbreaks by one every other week, when Colgate is sole sponsor of the hour-long *Perry Mason* show.

More comfort is found at ABC where the network states it has written provisions into its contracts with sponsors of hour-long shows, providing that on shows where there is dual sponsorship, the network reserves the right to include a mid-hour cut-away. Several ABC TV shows that last year eliminated the chainbreak—including *77 Sunset Strip* and *Cheyenne*—will this season have it restored, and contractual provision has been made in virtually all of ABC TV's new programs. However, whether the network will exercise its right to use chain-breaks in all shows, remains to be seen.

Even more acute than the concern over chainbreaks, is the attention with which alert broadcasters and advertisers are watching the network spot carriers. As the accompanying table shows, ABC TV put 54 minutes per week of commercial time on sale in this type of show, NBC TV 18 minutes, and CBS TV 13 minutes. At present, the ABC TV nighttime availabilities are said to be 95% sold. CBS TV has only *The Line-up* left, of three programs in prime time it was offering for multiple sponsorship. NBC TV is almost equally well but, toned up.

Why then hasn't there been more outcry and distress from the stations, and the sales reps? "Prosperity" is one answer—the spot sellers have been doing well enough on their own hook to mute any real anguish in their complaints.

Frank Pellegrin, vice president of H-R Television and an active figure in the Station Representatives Assn., says: "I would hate to see us stir up  
(Please turn to page 50)

## SIX POINTS BEAR WATCHING IN THE NET-SPOT TV SCENE

● *Network programming will fill more evening hours this season. CBS TV adds at least an hour of commercial time, NBC TV is 2 hours stronger, and ABC will feed at least 2½ more hours.*

● *Chainbreaks will occur in a new pattern. On NBC, single sponsorship of hour-long programs will erase 3 breaks. CBS stations will lose one alt.-week break. ABC TV, though, plans more breaks.*

● *The demand for one-min. spots is forcing prices up. A substantial number of stations no longer price 60-sec. at the same cost as 20's, whereas virtual parity between the two formerly existed.*

● *20-sec. spots are still in good supply, but frustrated timebuyers, denied scarce 60-sec. availabilities, are likely to gobble the 20's up fast. Many sponsors are caught short with no 20-sec. films readied.*

● *The sellers of spot time are countering the "network spot" carriers with renewed claims for spot's unique capabilities: "We can deliver—via other time segments—any audience wanted."*

● *No up-in-arms attitude leading to specific action can be discerned among stations and reps over the growing "network spot." But such protests are very likely to spurt if current spot billings falter.*



FIGURES in Pulse-RAB study, show 40% of those having "fun in sun," as this couple on a Long Island, N.Y., beach, have portable radios

## FOUR OUT OF 10 LOOK LIKE THIS

- ▶ New RAB research reveals 40% of groups at beaches, parks and picnic areas now take along portable radios
- ▶ Huge sale of transistors (4.4 million in past year) boosts radio's out-of-home listening to a record high

Whether they're on vacation, away for the weekend, at the beach or lolling in the backyard, a whopping number of Americans are tuned to portable radios. Radio Advertising Bureau reminds advertisers and agencies of this significant selling fact this week in reporting some new out-of-home listening figures.

A survey conducted in 10 major cities by The Pulse at such tune-in spots as beaches, parks and picnic grounds shows that more than four in 10 (40.8%) pleasure-seeking groups carried portable radios with them, and more than seven in 10

(75.3%) of the radios were tuned in. The groups tended to be large, with an average of 42.2 persons per group.

Outdoor and non-home tune-in keeps attracting significantly larger audiences, especially important to advertisers who want to retain a year-round impact despite mobility of their listeners. Sindlinger & Co., for example, reports that daily radio listenership exceeded tv viewing during three consecutive weeks in July, with 12.5% of this listening attributed to portable tune-in and 30% to auto listening. The company anticipates a continuing high rate of non-home

radio listening for August because "more people are outdoors this summer, and more are turning from tv to radio."

Weekend portable listening, of course, rises in comparison with weekday radio tune-in, RAB notes. On weekends, 43.2% of groups in recreational areas have portables with a tune-in of 79.3% at the time of the interview. Mid-week figures, respectively, are 39.7% and 73.3%.

The trade association points out that on the average summer day one family in 10 visits a recreational area. Transistor portables have boosted this non-home tune-in. RAB reports that almost 4.4 million were sold last year, more than 1.6 million imported from Japan.

It reports this radio circulation penetration for non-home areas: 70% of all pleasure boats, 76% of business establishments, 30% of trucks, more than 70% of all cars. ■

# LOCAL SPORTS ON TV/RADIO CHALLENGES NET AUDIENCES



- ❖ Battle rages over network vs. local sports; American Tobacco supports its local strategy with rating data
- ❖ Another scrimmage: between broadcasters and colleges over costs for radio rights, deemed "unrealistic"

**T**wo weeks ago, some 90,000 portable radios turned up on the banks of Seattle's Lake Washington. With negligible exceptions, all were tuned to the ninth annual running of the Gold Cup hydroplane race on the lake. Tv sets in Seattle (which hover around a 9.6% summer Sunday average) jumped to an unprecedented 73.5%.

All this points up one inescapable fact: the hottest and heaviest impact of air media sports is at the local level. This is where advertisers are getting their big payoffs in audiences, merchandising and sales.

Four years ago, American Tobacco's experiments with regional coverage of college basketball on tv were a trial-and-error proposition. Today's pattern: a tight interlocking of markets where excitement for the "local team" is guaranteed to be at fever pitch. Coverage and merchandising of Big Ten, Southwest and Middle Atlantic Conference basketball games by American Tobacco has been on the increase in spite of a network de-

cline in college basketball coverage. (NBC TV, as pointed out last week, has doubled its basketball coverage this year, but at the same time has switched to pro games.)

BBDO supports its contention that sports programing has a bigger impact on the local level with these rating comparisons:

- Item: During the 1954-55 season, CBS TV's network coverage of Big Ten games pulled an average Nielsen rating of 7.8. In '57-'58, American Tobacco's Big Ten regional network had an average rating of 13.

- Item: Last year, NBC televised a series of college basketball games which pulled an average Nielsen of 6. Again American Tobacco's regional coverage hit around 13.

American Tobacco co-sponsors these games. Big Ten contests, for example, are shared with a regional advertiser, Standard Oil of Indiana in 40 markets.

Regional advertisers key local sports programing to market expan-

sion. Says B. A. Schloemer, Hudepohl Beer a.e. at Stockton-West-Burkhardt in Cincinnati, "Dominant sport programing is helpful in maintainin entrenched markets as well as developin new or relatively weaker markets." Hudepohl pays \$250,000 for rights alone (total cost: \$750,000 to Cincinnati Redlegs on a five-station network; in winter switches to pro and college basketball on both radio and tv.

Beers lead in the sports advertise ranks on the regional and local level. As one example, the U. S. Brewer Foundation notes that in major league baseball, beers sponsor 28 separate radio and tv broadcasts; gas and oil companies, 17; tobaccos, 16. (For complete rundown on baseball sponsors, costs and rights, see "\$20 million grand slam," SPONSOR, 21 March 1959.)

Looming bigger than ever before is the increasing problem of charges for rights on the local level. It has become particularly acute among colleges and hits radio hardest. While tv rights to college games are controlled by the NCAA, radio broadcasters and advertisers must still negotiate directly with the schools.

As one station manager put it to SPONSOR, "Colleges are charging prices which are completely unrealistic today. These rights were set

ears ago when games were not tele-  
vised, and yet they still stand. Obvi-  
ously, these costs must be passed on  
to the advertiser who, in many cases,  
is just not willing to pay them any-  
more."

Here are some rights structures as  
they exist today for radio:

- *Big Ten.* Cited by most observ-  
ers as unrealistic. Michigan charges  
two and a half times a station's hour-  
ly rate for a single game (or about  
\$1,000); Minnesota, Michigan State  
and Ohio, two times; Illinois, North-  
western, Wisconsin and Iowa, one and  
a half times; Indiana and Purdue,  
equal to the hourly rate.

- *Southwestern Conference.* Hum-  
ble Oil Co., which handles the rights  
to most of these games, pays approxi-  
mately one and a half times the high-

est hourly rate for the radio rights.

- *West Coast Conference.* Schools  
on the West Coast charge from 200-  
300% more than schools in other  
areas.

- *Big Eight.* These fees are con-  
sidered more realistic—\$100 in the  
case of all schools except Oklahoma  
(which charges \$200).

- *Southeastern.* Mississippi, Mis-  
sissippi State, Kentucky, etc. also  
charge a flat \$100.

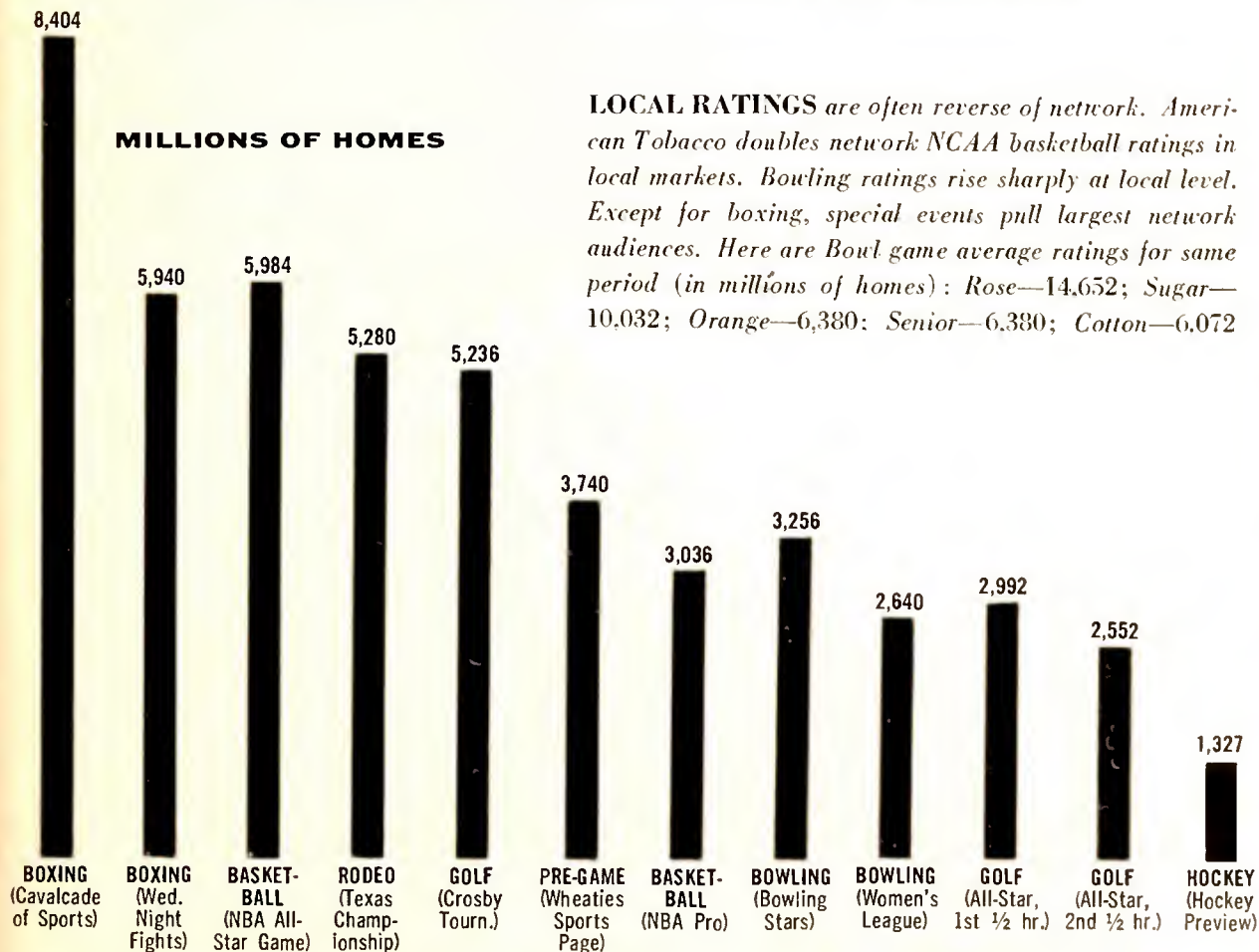
Both networks and local tv stations  
continue to chafe under the NCAA  
ban on all but 10 nationally televised  
football games (and a limit of three  
regional dates for each area). NBC  
TV, of course, which televises the na-  
tional games (at a total cost of \$5  
million) thus loses a golden oppor-  
tunity to showcase its color to the

fullest where it does the most good  
and could cause the most excitement.

The wide variety of advertisers  
profiting from sports programming is  
probably nowhere better illustrated  
than on the local level. Running  
through local advertiser lists for its  
*Game of the Day* baseball broadcasts,  
Mutual notes banks, insurance com-  
panies, home-building organizations,  
loan firms, a pest control unit, three  
commercial refrigeration companies,  
a junk yard, a cement block manu-  
facturer and auto accessory outlets.  
The network also points to an Okla-  
homa sheriff who campaigned for re-  
election and a religious committee  
that plugged for church attendance  
via *Game* broadcasts.

Pointing out that "ladies like base-  
(Please turn to page 50)

## NETWORK AUDIENCE TREND IN SPORTS



**LOCAL RATINGS** are often reverse of network. *American Tobacco* doubles network NCAA basketball ratings in local markets. Bowling ratings rise sharply at local level. Except for boxing, special events pull largest network audiences. Here are Bowl game average ratings for same period (in millions of homes): Rose—14.652; Sugar—10.032; Orange—6.380; Senior—6.380; Cotton—6.072

Source: A. C. Nielsen, Jan.-Feb, 1959.

# COMMUNITY CLUB GETS GRINS

▼ Here's a case history of how the Community plan, now used by over 300 stations, worked in Baltimore

▼ In 4½ years WITH, scheduling 3 cycles a year, has had 13 million responses, paid out \$130,000 in awards

**A** nationwide system of promotional merchandising has produced a landslide of packages and profit for a Baltimore radio station and its sponsors. The Community Club Awards, an independent promotional plan used by over 300 stations, has recorded better than 13 million responses for Baltimore's WITH and has given over \$130,000 to local women's clubs for charitable use.

The idea, conceived four and a half years ago in Norfolk, is aimed at America's 20 million organized ladies. The plan involves the purchase, by listeners, of CCA sponsors' products. The buyer then sends in her wrapping, label, purchase slip or

other proof-of-purchase to the station on behalf of her club. At the end of each 13-week cycle the club with the most dollar value in proofs-of-purchase wins a \$1,000 grand prize. (There is also a modification to benefit the smaller sized clubs.) In addition, \$8,000 in runner-up prizes are awarded.

Each CCA sponsor contracts for 15 spots a week for the cycle. Competitive brands within one cycle are not allowed. WITH runs three CCA cycles a year and is now completing its fourteenth cycle since adopting the plan as a charter member.

At the beginning of each cycle CCA circulates 100,000 copies of a booklet

containing one-page ads for each of WITH's advertisers (at no extra cost to the sponsor) to Baltimore housewives. This serves as a guide to the value of each proof-of-purchase. The regular commercial air time provides the big push which sends housewives streaming to the stores.

WITH's part of the plan is a big one. Each 13-week cycle brings in a million proofs-of-purchase to the station. To handle this load, the station has its own Community Club Awards department headed by Mary Koh and a full-time staff. The department receives and tabulates the proofs-of-purchase for the end-of-cycle banquet at which the prizes are awarded. The operation is conducted along lines laid out by one of CCA's 13 men in the field at the inception of the program.

WITH was the second of what are now over 300 CCA stations. Since it started its first cycle in 1955, the station estimates that it has grossed close to a million dollars through CCA alone or better than \$80,000 per cycle. Prizes cost \$10,000 per cycle and there is a fee for CCA service.

R. C. Embry, v.p. and gen. mgr. of WITH, attributes a great part of the success with CCA to the fact that, "we use newspapers, transit cards, billboards and newsletters, as well as intensive on-the-air promotion. As a result, we believe that the Baltimore housewife is more aware of CCA than of any other similar merchandising system."

Merchandising of this sort is especially popular with the advertiser, says WITH, and provides good public relations and charitable community interest.

In late fall, SPONSOR will run a depth coverage story of CCA so that our readers may have a closer look at this rapidly expanding merchandising idea.

CCA taps the potential of the 20,000,000 clubwomen in 1959. The potential exists because a woman's "club activity" is her medium of expression, be it church, PTA, social, civic or charitable—and to her it is important. It's her major contribution to her society.

**SMILING FACES** surrounding WITH's vice-president and general manager R. C. Embry are Baltimore clubwomen who have received the end-of-cycle prizes in the CCA merchandising plan



**SPONSOR'S  
BLUE  
RIBBON  
RADIO  
SERIES**



## Alemite puts all in radio — wins sales leadership

- ▶ Stewart-Warner's 3 automotive items allot total consumer ad budget of \$1 million to net, spot radio
- ▶ Successful sales format: five-minute news and sports shows with long commercial copy aimed at men drivers

The story of how three new products in the highly competitive field of automotive accessories achieved their highest sales results in a recession year is also the story of radio. For this is the basic medium and the only consumer advertising medium purchased by the Stewart-Warner Corp., Chicago, to push its Alemite CD-2, Klean Treet and Alemite Cooling System Conditioner. More than \$1 million invested in radio last year netted the company more sales than in any previous year despite "a rather severe recession in the automotive and petroleum industries."

This is the assertion of Fred R. Cross, director of advertising for Stewart-Warner and its various divisions. And these results, plus earlier

sales gains for the company on the basis of extensive radio experience, have led to his conclusion that radio is a basic rather than a supplementary medium. He uses it in pin-pointed fashion: to reach men and only men. He contends radio "is strong enough to carry the full responsibility for building consumer demand for a product" for three major reasons.

1. "I know of no region in the U. S., with a few freak exceptions, that isn't covered by radio signals."

2. "The circulation figures for radio are still going up. According to the latest RAB figures, there are 116.2 million working order radio sets in the country today, 37.9 million of which are in cars."

3. "Radio is reasonably enough

priced to enable one to buy a lot of frequency of exposure in his message without a colossal budget. And since an oral commercial is a fleeting message that you can't go back and read again, frequent repetition is vitally important."

These precepts for the use of radio form the buying base of the Alemite advertising tactic. The company's strategy this year is to combine network and spot in some 250 markets with a five-minute program format which allows for the use of a live personality in combination with live and transcribed commercials.

The bulk of the radio budget during the first half of this year went to a daily series of four five-minute programs aired by CBS Radio on its 200-plus affiliated stations. For 26 weeks, these national personalities—Rusty Draper, Ned Calmer, Phil Rizuto and Eric Severeid—conducted wide-appeal news, sports and music vignettes which reached a wide segment of the network's listening audience with frequency and personal identification. Spot programming in some 25 markets supplemented this

# ALEMITE AND CBS RADIO NETWORK SPAN THE NATION

WITH GREATEST CAMPAIGN IN AUTOMOTIVE ADDITIVE HISTORY

## SPONSOR POINTS TO FOUR STAR PROGRAMS AS EVEN BIGGER, MORE CONCENTRATED EFFORT THAN "OPERATION ALEMITE RADIO '58"!

NEW YORK—The most intensive radio advertising campaign in automotive-additive history is now under way for Alemite. This new campaign even stronger than Alemite's radio push in 1958. Features four daily CBS network shows of 30- to 60-second spots and more.

Centered in the entire CBS network of over 350 stations, the shows feature four of the network's top stars, and will give Alemite's new CD-2 line of chemicals broader, more setup and more intensive, than ever before being for Alemite dealers in a vast audience of more than 17,000,000 loyal listeners a week will be Erik S. Varad, Chief Washington Correspondent, CBS News; Ned Calmer, veteran war correspondent and CBS commentator; Phil Rizzuto, popular CBS sports announcer and former baseball great; and Rowdy Dwyer, widely heard CBS

significance and impact to the Alemite commercials that will be heard in hundreds of markets 24 times a week.

"Alemite's growth stopped up radio campaign for 20 years with powerful in terms of consistency and concentration coverage," the sponsor said. "This advertising program will reach millions of our prospects everywhere, at a time when they are most aware of the need for our products—while driving their cars."

### New Shows Aimed at More Than 7 Million Motorists Every Week!

Alemite's four new CBS shows are aimed to coincide with the heaviest hours of driving and driving hours. A total of 7,125,000 car listeners will hear Alemite commercials every week, on these cases!

"Add to this the fact that Alemite will cover 97% of all radio listeners in America, over the network that has proven itself appeal class after class," continued Alemite's spokesman. "And you have by far the strongest advertising support ever offered by Alemite, or any other automotive additive maker."

### 21 Alemite Shows to Blanket Nation Weekly!

Offering timely and world news in the morning, sports news in the afternoon, and news commentary in the early evening, these four Alemite "star salesmen" add special selling



ALEMITE'S "ERIK SEVAREID AND THE HORACE HEIDT CBS CORRESPONDENT FOR THE SPORTS DEPARTMENT OF THE WORLD'S MOST TRUSTED AND MOST INFLUENTIAL RADIO NETWORK THROUGHOUT 1958, ON THEIR OWN JOURNALS THROUGHOUT THE NATION, AND THEIR OWN JOURNALS THROUGHOUT THE NATION, AND THEIR OWN JOURNALS THROUGHOUT THE NATION.

**ALEMITE PRODUCTS BIG PROFIT YEAR IN 1959!**

According to all indications, there are a number of important factors that can help Alemite's radio campaign for 1959 be the most profitable for dealers in Alemite history. 7 years of experience has shown that in 1959, Highway expansion, as well as high, and millions of more cars will be America's top road network that year.

To meet the ever-growing demand for automobiles among the owners of today's high-performance cars, Alemite offers a line of additives made in America, like with Phosphorated, new, complete Alemite Motor Oil, new, complete Alemite Motor Oil, and complete Alemite Cooling System Conditioner.

### FAMED CBS PERSONALITIES HELP SELL ALEMITE!



**Erik S. Varad, Chief Washington Correspondent, CBS News**—Member of the committee that selected the 1958-59 season's top 100 radio personalities in the United States. He is the only radio personality to be named twice in the past 10 years.



**Ned Calmer, CBS News Correspondent**—Veteran war correspondent, author and all-around CBS broadcaster. He has covered the war in Europe, Africa, and Asia, and has been a member of the CBS 60th Anniversary Committee.



**Phil Rizzuto, CBS Sports Announcer**—Member of the CBS Sports Hall of Fame. He has been a member of the CBS Sports Hall of Fame for 10 years.



**Rowdy Dwyer, CBS Sports Announcer**—Member of the CBS Sports Hall of Fame. He has been a member of the CBS Sports Hall of Fame for 10 years.



**DEALER PROMOTION includes (1) Operation Alemite Radio with sales aids for Alemite CD-2, Kleen Treet and Cooling System Conditioner. Trade ads (r), like this in Gasoline Retailer, plugged radio**

portion of the advertising strategy.

During the second half of this year, Alemite is re-scheduling its radio commercials and placing most of its money in spot newscasts and sport-casts with local personalities in some 50 major market areas. Its sports feature on CBS continues, however, because Stewart-Warner has found Phil Rizzuto highly merchandisable with its dealers, wholesalers and jobbers. The spot schedule calls for straight announcements in some markets, but the predominant pattern is the five-minute program.

In Mr. Cross' opinion, "The five-minute newscast forms an ideal framework for a one-minute commercial, but it also puts the commercial somewhat on the spot. It must not be trite or commonplace or it will seem entirely out of place in its setting. It must be as crisp and newsy and factual as the news itself, and couched in simple, lucid language or the listener won't understand our story or be convinced that he should give our product a trial."

The five-minute program format continues because Mr. Cross and his advertising associates at the company and at the agency, MacFarland, Aveyard in Chicago, agree that long copy is a "must" for the products which Stewart-Warner is selling.

CD-2, the motor oil additive which set out six years ago to buck long-entrenched competition, set the pattern for detailed radio descriptions of its value. As Mr. Cross says, "We knew if we hoped to sell CD-2 against competition, we had to explain clearly what our product will do and what makes it different. That simply cannot be done in 10 or 20 seconds."

This same need is reflected in the copy points used for the other products which were added to the line two years ago—Kleen Treet, a gasoline additive, and Alemite Cooling System Conditioner—and to a new one which is currently being test-marketed, Hi-Po, an additive for automatic transmissions to rejuvenate fluid.

Alemite established a series of new radio guideposts after the initial ra-

dio introduction of its CD-2, even though the company had been a steady radio sponsor since 1937. In that early year it pulled its money from magazines and put it into network radio with the highly successful "Horace Heidt for Alemite" campaign. Even in those days, the entire consumer budget went to radio. Some of the lessons learned then carried over to the much later era of introducing CD-2.

The company late in 1953 isolated the nature of its distribution problem with its 35 Alemite distributors who, in turn, sold the product to automotive jobbers (who resold the product to garages, service stations and car dealers). After experimenting with some spot radio for the new item, it bought a specially packaged show offered by NBC Radio with John Cameron Swayze in a nighttime five-minute newscast.

Printed promotion of this national network radio effort went to 200,000 service stations and car dealers, with the program extending over two seasons. During this time the head-



quarters advertising operation worked closely with distributors and the following year the shift of ad emphasis went from national to local. Distributors asked for advertising support for media they themselves preferred and handled their ad program locally. The end result of this two-year effort was "a rather chaotic state for our advertising and patience was tried to the breaking point!" says Mr. Cross.

This is what he told other members of the Automotive Advertisers Council at their annual meeting last May. His solution to the dilemma: organize and conduct campaigns from headquarters. And, "believe it or not, a lot of our distributors got tired of being advertising experts and gladly turned the whole job back to us! They decided there was just too much work connected with it . . . and too

much risk," Cross told the AAC.

This is when the real radio concentration started—the final push which put CD-2 over the top and which led to the introduction and sales success of the other items in the line. In 1957, Stewart-Warner formed four blitz crews of four men each and sent them into the field to work on weak distribution problems with jobber salesmen in calling on and selling the retail trade. During and after their visits, saturation radio backed their efforts locally and dealers' names and addresses were mentioned in tags.

By 1958, Mr. Cross—combining his lessons learned in earlier network sponsorship and in the CD-2 push and experimentation—had developed these five guideposts for his radio advertising.

1. Continuity of advertising had

proved to be all important. Automotive packaged products like ours must have frequent, consistent, year-round advertising support to maintain jobber and dealer enthusiasm and customer demand."

2. "We decided, from experience, that radio was the most productive medium for us. It got quick action from customers and was highly merchandisable to dealers. Television could deliver excellent results also, but it was too expensive for us to buy on a sustained basis."

3. "Our advertising should be directed as much as possible to an all-male audience. Women simply do not buy this type of product."

4. "Our radio advertising seemed to work best when we talked to a man while he was driving his car. Therefore, whenever we bought radio time, it had become our standard practice



**NETWORK RADIO** sparked first half of 1959, with four five-minute shows daily on 200 CBS stations. Contract signers (l to r): W. E. Adams, acct. supvr., MacFarland, Aveyard agency, Chic.; Charles Adell, CBS sales; R. K. Byers, exec v.p., M-A; Roger Houston, CBS mgr. net radio sales; F. R. Cross, dir of adv., Stewart-Warner; E. N. Robinson, mgr., mktg. div. (seated) W. A. Brown, v.p.-gen. mgr., Alemite-Instrument div.

## HOW 3 OTHER AUTO PRODUCTS USE RADIO

F. R. Cross, director of advertising for the Stewart-Warner Corp., asked colleagues in Automotive Advertisers Council to tell how they have used radio and what they've learned from it. Here are three answers:

### 1. AUTOMOTIVE DIV., ELECTRIC STORAGE BATTERY CO., PHILA.

**G. W. Linn, advertising manager:** *Our last experience with radio was a limited spot radio program for Exide running from August, 1957, to January, 1958. We used 18 50,000 watt stations in major markets across the country, our basic plan being to run four 10-second and one one-minute spots a week. The 10-second recorded spots were light and humorous, the voice being patterned after well-known people such as Humphrey Bogart, Basil Rathbone, Edward G. Robinson.*

*The program was very well received by our distributors and salesmen, and generated considerably more comment both within and outside the com-*

*pany than any other advertising we ever used. Even though we used only 18 stations, the area covered was big enough to persuade us to announce the program to all distributors and dealers. The cost for time was approximately \$10,000 per month.*

*Here is what I can recall of the "lessons learned":*

*1. Start to buy time as early as possible; good time during heavy traffic hours is hard to obtain.*

*3. To get good coverage of car sets, buy time from 7 to 9 a.m.*

*3. The type of commercials you use will contribute a lot to your success.*

*4. Get merchandising assistance from stations.*

### 2. OLIN MATHIESON CHEMICAL CO., BALTIMORE

**Richard Carr, advertising manager:** *Anti-freeze is our major automotive product. This is divided into two areas; private and our own Pyro brand. In volume, private label is much the larger.*

*Naturally we do not advertise our customers' brands; our promotion is fundamentally for anti-freeze in general. This promotion is focused on draining and cleaning the radiators in the spring and fall, and installing anti-freeze early in the fall, with an adequate service job. Last year we used recorded Peter Lorre spots on Monitor (NBC Radio) in the spring to warn car owners of the dangers of leaving anti-freeze in. The preceding year we used Miss Monitor, who was then in vogue,*

*to tie-in early anti-freeze buying with her temperature reports.*

*We hope our radio advertising did persuade some car owners to take the desired action. But the real benefit we derived was from intriguing our private-label customers. Both promotions were well received and our customers made generous use of our point-of-sale tie-in material. Some of our sales success is credited to our ability to provide good promotion.*

*Our radio advertising for our own brand has consisted of buying spots in those markets where our distribution seemed to justify it. Its usefulness to us is basically as a sales tool with our jobbers.*

### 3. CHAMPION SPARK PLUG CO., TOLEDO

**E. F. R. Horner, sales promotion manager:** *We are buying one-minute spots in approximately 40 major markets between 7 and 9 a.m. and 5 and 7 p.m. We hope to reach prospects in their cars when they are likely to be thinking about them. We are also hoping to influence dealers who will probably hear our messages, because many keep the radio on at all times.*

*Our tests showed a definite awareness of both motorists and dealers of the sales messages we delivered. They have also proved to us that it is*

*necessary to keep the message simple and to the point to have it click.*

*Radio has great flexibility, which is ideal for us in that we can hit spots within a couple of days after a race victory, or schedule it to tie in with any special merchandising requirement.*

*We have made a sincere effort to keep our own people aware of our program by giving them a complete listing of the stations carrying our messages, time schedules, transcripts of the commercials and, if desired, platters to be used at sales meetings.*

when possible to buy between 6:30 and 8:30 a.m. and 4:30 to 6:30 p.m. to catch men going to and from work."

5. "The ideal vehicle and unit of time, for our kind of product and our budget, seemed to be a five-minute newscast. It gave us an opportunity to establish a pattern that would be recognizable all over the country, with a characteristic opening and close that would build strong Stewart-Warner and Alemite Corporation prestige and identity."

These lessons predicated allocation of the entire ad budget to radio on behalf of the chemical products in 1958. In Mr. Cross' opinion, "radio is a fine advertising vehicle for a consumer item which is sold in the automotive after-market, especially if it is handled by a service station." Much of this conviction was spurred by special Radio Advertising Bureau research material, which he discussed in the speech before the Automotive Advertisers Council. Some of the highlights of the RAB survey which he extracted for his colleagues appear below.

The survey was made with 9,041 car drivers who bought gas or some other product from 30 service stations in Baltimore, Detroit, Dallas and San Francisco during a one-week period.

On the day the drivers drove in and made a purchase, before buying 54.2% had listened to radio, 44.5% had seen a newspaper, 14.6% had watched tv and 9.8% had looked at a magazine. When asked if they had been exposed to the medium for 16 minutes or more, 42.5% said yes for radio, 28.7% for newspapers, 12.8% for tv and 6.1% for magazines. Of all the customers who had been reached by these media 30 minutes before the purchase, 33.6% had been reached by radio, 5.1% by newspapers, 3.6% by tv and 1.1% by magazines.

In a special new analysis of this survey, RAB last week released listening figures for the men interviewed before making a purchase at the gasoline stations.

Radio accounted for 63.4% of the total time men spent with all ad media on the day of the purchase before they bought anything. Other conclusions: more than half (55.4%) of the men listen to radio the day they buy before they buy: 42.8%

listen to radio within two hours before the purchase, and 35.4% hear radio within 30 minutes of the buying transaction.

It's this loyal audience of men which Alemite is buying.

To take maximum advantage of this male audience on wheels, Mr. Cross sticks to his long-copy concept and a straight sell rather than entertainment. In reporting to his automotive colleagues, he cautioned them to use light and semi-humorous announcements with restraint, even though some are needed to add variety and avoid monotony. "But it

isn't your province to entertain; you are on radio to sell," Cross reminded.

"You can work out a good musical commercial or some distinguishing mark. But don't ever believe that you can't make a lot of sales by a straightforward, sincere message about what your product can do for the listener. We've used a lot of straight, down-to-earth sales talks and I know they work!"

His final counsel: "You've got to have enough time to tell the advantages that make your product different from the others, or you won't  
(Please turn to page 51)



NETWORK AND SPOT RADIO get heavy merchandising support from stations. Campaign is integrated at Chicago headquarters by (l to r) W. E. Adams and W. C. Power of the agency; Fred Cross, Stewart-Warner ad director; R. F. Burke, Alemite div. adv. mgr.

## RAB's KEVIN SWEENEY SAYS . . .

"As with the advertising of any special-appeal product, Alemite must target a specific audience with accuracy and economy. To reach its potential customers—men—Alemite relies almost exclusively on radio. Literally hundreds of other advertisers also are taking advantage of radio's ability to pinpoint the prospects—whether they are men, working women, young marrieds, suburban home-owners or housewives. Whatever the consumer target, radio can select it—and sell it. As Alemite's Mr. Cross puts it, radio gets 'quick action from customers'—the kind of action that built Alemite CD-2 to first place among all products of its type and the highest sales in its history."

# \$210,000 for tv's 7 a.m. audience

- Insurance Company of North America needs male prospects, female interest, dealer enthusiasm and tie-ins
- So this fall's campaign concentrates in early-morning net tv to get males, intrigue women, spur dealers



MALE IDENTIFICATION is aim of cartoons, with light theme designed to intrigue women

A supposedly conservative company is counting on cartoons like the one on this page to intrigue an adult audience in a 7 a.m. tv show. You might figure it would take a brave agency and an understanding client.

Yet N. W. Ayer is taking just this course for Insurance Co. of North America in NBC TV's *Today* show. Moreover, both agency and sponsor expect results from the campaign (spotted opposite kiddie- and mother-oriented *Captain Kangaroo* on CBS TV) to be just wonderful.

Three commercials (keyed to Whitney Darrow drawings) are rotated in 23 one-minute participations from 13 July to 24 November. Cost, by SPONSOR estimate: \$210,000. In this buy (now in its fourth year) the company is after more than merely duplicating nighttime audience conditions. Here, in a nutshell, is what INA gets, according to ad manager Frank Harrington:

- *Housewives* (who are not easily excited by the subject of insurance).
- *Males*, who make most such decisions (and account for 30% of the audience North America gets at that time, according to ARB).
- *A dealer pepper-upper*, not only a bracer for the day's work but a set-up for local agent tie-ins and a vehicle for merchandising to them.

• *A certain number of peripatetic businessmen* (as well as agents) whose traveling takes them away from home but not from home influences. (Advertest reports that nine out of 10 business executives have tv sets in their hotel rooms while on business trips, that four out of 10 watch *Today*.)

To make this whole audience mix respond and interact has involved trial and error, experimentation, change of pace. Where the entire thing stands or falls is in commercial approach, dealer promotions, tie-in advertising.

Total emphasis in North America's tv copy is on a package policy for homeowners and tenants. Though introduced state by state in 1950, the concept was still something of a novelty in 1956 when the company brought it to tv to solve the dealer and consumer problems outlined

## THEY SELL MALES IN DAYTIME\*

Advertiser	Participations	Gross outlays
Evinrude (Outboard Marine)	120 (5 years)	\$840,000
Ins. Co. of No. America	104 (4 years)	705,000
Niagara (Therapeutic Chairs)	65 (2 years)	390,000
Barclay (plastic garden panels)	31 (1 year)	186,000
Amer. Petroleum Inst.	30 (1 year)	234,000
Rolling Green Ridge (real estate)	13 (1 year)	78,000
Alliance Mfg. (garage openers)	10 (2 years)	75,000
Maremont Mufflers	10 (1 year)	75,000

\*On NBC TV's *Today*.

above. At the time, straight nuts-and-bolts copy was deemed necessary.

"In moving into our fourth year on tv, a little more leeway not only seemed possible but actually desirable," says Bob Murphey, account executive at Ayer. "The cartoon approach is not new for insurance companies. Travelers, for example, has used it extensively. But, for us, it solves certain basic problems." Here, according to Murphey, is what the new copy approach provides:

(1) A talking point for agents. The Darrow cartoons are a conversation opener, a reason to talk about the commercials (and the commercials' message). In addition, they are something to link local tie-in spots to.

(2) A way of drawing women into the copy. This has always been a big problem because of the lack of female interest in the subject.

(3) An improvement on the standard "family appeal" of insurance advertising, "which tries to pull everyone in with pictures of everything from the whole family piled into the family car to roasting hot dogs in the backyard." Murphey feels people are mentally blocking out this kind of "sweetness and light" approach, but will accept a switch to the same subject in a lighter vein.

Biggest stumbling block to making a switch to humor is cost. Any ad-man knows that humor is expensive. Settling on the cartoon approach by a well-known artist ruled out the necessity of having to go to animation, but it involved projection problems.

The usual method, rear screen projection, was considered too static. "Merely popping one drawing on after another," says Jerry Siref, Ayer tv/radio producer, "wouldn't give us the continuity, flow and emphasis that we were after. So we went to Cello-matic. This is a process that closely resembles rear projection, but the mounting technique (black-and-white positive mounted on clear acetate, then on frame) makes it possible to achieve such 'opticals' as round and square irises, wipes, dissolves, crawls and supers."

"Going hog wild with opticals," says Siref, "would have impeded rather than enhanced the flow of copy which, on the average, calls for 10 frame changes in 60 seconds. We use roughly two per commercial, prin-

(Please turn to page 55)

## RADIO, AND RADIO ONLY, FILLS FLORIDA THEATERS


**A**n idea which originated two years ago in a conference between former NBC pres. Niles Trancell, now president of Biscayne Television Corp., owners of WCKR, Miami, and officials of Florida State Theaters, seems bound to influence future use of radio advertising by movie theater operators throughout the country.

WCKR, which held its third "Theater Party" promotion on 22 May, filled Miami's 2,123-seat Olympia to capacity and had to turn away hundreds of ticket requests.

Florida State Theaters, delighted with the "Theater Party" success, have arranged similar functions throughout the state. Walter Tremor of the theater chain wires, "This is probably the finest cooperative venture we have ever done. Theater Parties tremendously successful in every instance. Tampa station WFLA and Tampa Theater manager Joe Taylor delighted with near capacity turnout. Equally happy were Daytona station WMFJ and manager Daytona Theater Ted Chapin. Also Gainesville WRUF and Florida Theater manager Ed Roberts. Orlando station WABR and Peacham manager Walter Coby

report that they had great success."

Here is how the "Theater Party" has been working at WCKR. Sponsor (Florida State) selects a top grade movie that, despite its merit, is hard to sell (i.e., *Home Before Dark*, *The Young Philadelphians*), and turns over the Olympia Theater to the station for an early morning show, previewing the picture. WCKR airs spot announcements two weeks in advance inviting listeners to the preview, and offering tickets to those writing to the station (no other promotion in other media is used). Announcements also feature door prizes and souvenirs are donated by theater.

At its last theater party, requests for tickets exceeded theater capacity 2½ days before show time. Audience, numbering 2,123, was 90% adult (early morning time excluded school kids). Following the preview, the station recorded audience reactions in a lobby interview, and commercials for the picture were made from these tapes. Smash hit character of the promotion has generated plans for a fourth party in the near future, and NBC is reported interested in a country-wide adaptation. 

WCKR listeners began lining up at 7:30 a.m. for 8:30 Theater Party showing the *The Young Philadelphians*. 15 minutes before curtain the line was a block long on Miami's main street



# How radio gets big audiences

- ▼ Charts from *Air Media Basics* dramatize power of an outlets in amassing large audiences in a short time
- ▼ Average station reaches about half its market and about 90% of its total listening audience within a week

**T**here's one thing about radio you have to understand, and if you don't understand it, you don't understand radio.

It's this: It doesn't mean anything to measure the audience to one announcement or one broadcast. Radio must be looked at as a medium whose audiences are piled up for the advertiser—time period by time period, spot by spot. With the saturation techniques in use, the audiences accumulated can mount up to hefty totals.

There's not much argument about radio's ability to build an audience. The really important question is: how

fast can radio build this audience?

Some answers to these questions can be found in SPONSOR's *Air Media Basics*, published at the end of last month. Two charts from the section on "Spot radio's cumulative audience" are reproduced on these two pages.

The chart below, couched in terms of total coverage, provides a good idea of the speed with which a station can reach its total audience. The chart at right shows what percent of a defined market area stations can reach daily and weekly.

The first chart, taken from NCS No. 2, shows some consistent patterns.

On the basis of this it is safe to generalize that:

- A station reaches its total audience in a month. (Nielsen 12-week figures show only slight additions to the monthly total.)
- A station reaches about 90% of its total audience in a week.
- A station's daytime daily audience is about half of its total audience.

In other words, a station reaches close to its total audience damn quick.

The other chart also shows some consistent patterns. Measuring the metropolitan areas of nine representative markets scattered around the country, Pulse shows:

- The average station reaches about one out of four homes in a market daily.
- The average station reaches about one out of two homes in a market weekly.

The Pulse figures, however, show the range of market penetration to be

## HOW STATION AUDIENCES MOUNT IN A MONTH

Station circulation (homes reached) in six markets

Market	Rank	Daily		Weekly	Monthly
		Day	Night		
New York	Top station	1,287,530	763,830	1,840,200	1,966,580
	Median station	614,090	432,220	948,540	1,003,270
Chicago	Top station	826,580	465,440	1,497,710	1,663,050
	Median station	521,170	307,490	935,190	1,031,100
Houston	Top station	125,960	59,420	214,730	234,140
	Median station	45,610	21,010	94,330	104,750
New Orleans	Top station	249,120	241,750	525,700	596,110
	Median station	45,970	21,700	84,590	91,700
San Diego	Top station	46,150	22,950	81,600	94,350
	Median station	36,970	11,730	72,680	81,350
Dayton	Top station	87,750	29,710	151,410	170,640
	Median station	42,620	19,260	83,190	95,400

Data above come from NCS No. 2 (Spring, 1956), show different homes reached over various periods of time. Stations are ranked according to weekly circulation. Note that weekly figures range about 90% of monthly reach. Nielsen 12-week figures indicate slight additions but for all practical purposes stations generally reach total audience in a week

## STATIONS CAN REACH 80% OF MARKET WEEKLY

Daily, weekly penetration of radio stations in nine markets

	Albany-Troy-Schenectady (7 Stations)		Buffalo (8 Stations)		Baltimore (10 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	27.77	52.65	27.66	49.78	21.48	41.52
HIGH	45.7	75.7	58.3	80.3	41.7	72.9
LOW	7.1	16.8	9.6	21.3	3.0	8.1

	Chattanooga (6 Stations)		Cleveland (8 Stations)		Columbus (7 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	30.7	48.33	27.48	52.0	15.6	30.2
HIGH	44.2	86.2	45.9	78.6	29.72	55.07
LOW	15.6	30.2	8.1	19.7	9.8	25.9

	Dallas (8 Stations)		Denver (11 Stations)		Sacramento (6 Stations)	
	DAILY	WEEKLY	DAILY	WEEKLY	DAILY	WEEKLY
AVERAGE	28.95	49.7	24.07	48.33	32.55	62.38
HIGH	67.9	85.2	50.3	77.2	43.7	77.4
LOW	3.8	8.2	6.9	15.8	20.3	37.6

These Pulse figures, taken from surveys during the October, 1958 through January, 1959 period, show percent of homes reached in market area surveyed during average day and week. Stations can hit 80% of homes weekly

considerable among the stations. In the nine markets measured weekly reach goes from less than 10% to more than 80%.

Except for the Nielsen breakdown of daily day and night audiences, these figures cover the entire broadcast day. Most advertisers concentrate campaigns within certain time blocks.

Some hints about station reach during three-hour day-parts are given in another *Air Media Basics* chart (see bottom of page 52 in that issue).

In this study, taken from a special Nielsen analysis for SPONSOR, four stations in as many markets were looked at. A different day-part was chosen for each station. Though the stations were picked at random, each one reached about 10% of the market in a week's time. The four-week cume showed a greater variation, with market penetration going from 17 to 25%.

The difference in market penetration is not necessarily indicative of a station's ratings. Which brings us to another important measure of a station's ability to reach people: frequency.

In the day-part study cited above, a New York network station reached a four-week cume of 18.4% while the station's average listening home was hit by 34.6 broadcasts during that period.

A Columbus, O. indie, with the same average per-broadcast rating, boasted a four-week cume of 25.2. But the number of broadcasts per home was only 25.

The explanation: The New York station had less turnover in audience, hence, each home in its audience was reached more times than in the case of the Columbus outlet. In other words, the New York station had a more loyal audience.


A loyal audience is neither good

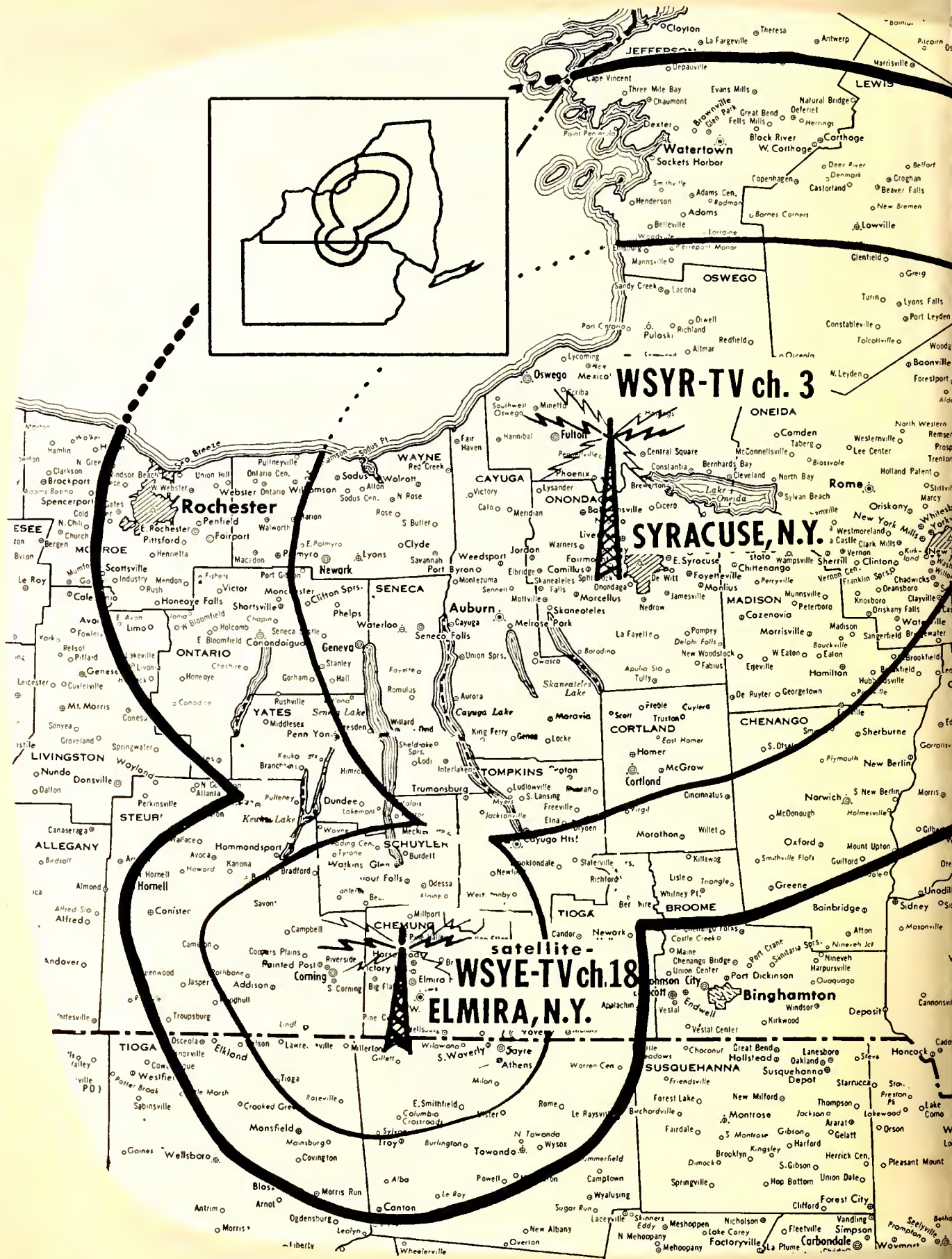
nor bad. It depends on what the advertiser wants—audience turnover or frequency.

In actual practice, most radio advertisers want both. Which is why clients buy more than one station per market if they can afford it.

This brings up one more important question about cume radio audiences: How many stations in a market do you have to buy to reach a given percent of the homes in that market?

The answer, of course, varies. You can take a look at figures, such as those in the charts on these two pages, and get a rough idea. For further clues on gaining audience over a period of time see *Get more reach from prime time radio buys*, SPONSOR, 7 March 1959, p. 44.

Clients can also get special tabulations of unduplicated homes reached by specific campaigns on specific stations—which are among the services supplied by the A. C. Nielsen Co. 



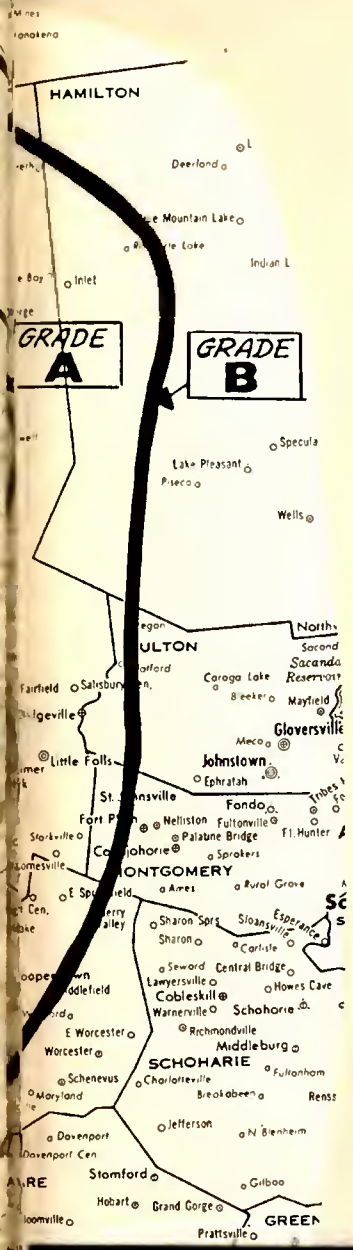
**WSYR-TV ch. 3**

**SYRACUSE, N.Y.**

satellite-  
**WSYE-TV ch. 18**

**ELMIRA, N.Y.**





# WSYR-TV PLUS! WSYE-TV

## DOMINATES CENTRAL NEW YORK

•  
**WSYR-TV ALONE DELIVERS 44,287  
MORE HOMES THAN ITS COMPETITOR**

•  
**WSYR-TV AND ITS SATELLITE,  
WSYE-TV, DELIVER 73,089 MORE  
HOMES THAN ITS COMPETITOR**

\*All figures NCS No. 3, weekly circulation.

# WSYR • TV

**NBC  
Affiliate**



*Channel 3* • **SYRACUSE, N. Y.** • *100 KW*  
**Plus WSYE-TV channel 18 ELMIRA, N. Y.**

*Get the Full Story from* HARRINGTON, RIGHTER & PARSONS

## NET TV

(Continued from page 34)

the feeling that spot is so tight that advertisers will go away and use some other medium."

Likewise, an important station operator, even while registering his discontent with the growing tide of spot carriers, says: "From the standpoint of the network and some advertisers, I can well understand it—and it is, in ways, a good thing for tv." But he adds that one reason there hasn't been more protest from station people is that they don't seem fully aware of the growth and scope of the net spot carriers.

Paul H. Raymer, president of the rep firm of his own name, says: "There's unquestionably less time available for us to sell. So far as steps to combat the networks, it is a long contest—and I have long felt we need a national bureau fighting solely for spot. However, the difficulty is *defining* what is spot and what is network. You can't blame the networks if they can make money selling short announcements."

Quiescence on the part of the station reps is due partly to the fact that

it has already proposed its Station Reserved Time plan to the FCC, in the course of that body's option-time hearings; a plan that would forbid stations to give, or networks to use, one "reserved" station hour per quarter-day. Frank Pellegrin says: "We'll see how we do with that. But we're not exactly helpless—we have remedies if the situation gets desperate."

The situation obviously won't get desperate while individual stations are doing their present land-office business. The dearth of good nighttime spots has forced many advertisers into daytime and other periods they would otherwise never had tried, and more than a trickle of stations have already increased their one-minute spot announcement rates.

What local stations will have to guard against is the burgeoning attitude as expressed by one timebuyer: "Sure, they tell you you can do as well—accumulate the same audience as a nighttime viewership—by taking odds and ends of spots. And the more you move into unknown areas—areas least documented by research, the less you know. And consequently, you are pulled toward other media. ❖

## SPORTS

(Continued from page 37)

ball, too," Mutual even lists women's clothing stores, drug chains, hakeries, beauty salons, dry cleaning establishments, grocery and supermarket chains, hotels, motels and jewelers. Minor League advertisers report similar advertisers in tv, though the bulk of these sponsorships are regional beers.

Perhaps the most rapidly multiplying type of sports programming on the local tv level is bowling. Reasons for the bumper crop of howling shows springing up are: (1) growing popularity of the sport, (2) increasing number of women howlers, (3) low production costs, ranging from \$800 (see SPONSOR, p. 34, 25 April 1959).

(Ironically, the advertiser who gave network bowling its highest impetus—American Machine & Foundry—probably will not sponsor *Bowling Stars*, its vehicle of two years, on ABC TV this fall. Feeling it has worked on the bowling public long enough with its filmed show, the howling equipment manufacturer now aims at drawing non-howlers to the sport. Instead, it will sponsor tv

# TRANSCONTINENT...

*Servicing and Selling*



**TRANSCONTINENT TELEVISION CORPORATION**


Offices: 15 East 47th Street, New York City, PLaza 1-3030 • 70 Niagara Street, Buffalo, MOhawk 2800

OF SERVICE  
**CTE**

shows of a general nature and continue its spot radio campaign.

Off-beat advertisers are balanced by an increasing number of off-beat sports contests, some completely foreign to the U. S. Take, for example, the jai alai package taped in Tijuana which is now being run by several stations (including New York's WNTA-TV), a cricket match recently televised by KTTV in Los Angeles' Griffith Park.

Another innovation on the sports horizon: baseball in the winter. Two video-tape packages are now making the rounds. Already set in 20 markets (including New York, Los Angeles, Chicago) is a Cuban League baseball series, *Winter League Baseball*. Vying with this package will be Pete De Met's hour-long edited version of baseball games from the season just ended.

Such developments on the sports scene indicate the sky's the limit where innovations are concerned. With more and more dollars rolling into sports programming, the coming year will unquestionably see sports getting its biggest push to date from air media. 

## ALEMITE

(Continued from page 43)

sell. Just repeating the name and a slogan isn't enough unless you've got a Coca-Cola or a Salerno Butter Cooky."


Live commercials are used exclusively on network programming, but at the local level the client prefers to have the local newscaster handle the commercial copy from a script supplied by the advertising agency. Whenever possible, the news or sports show opens and closes with a transcribed musical jingle. The sign-off copy: *Get a bright drive, a right drive, feel that power come alive! Your car runs smoother and your car runs right, or get your money back from Alemite, a division of Stewart-Warner Corporation.*

All radio advertising aimed at the company's customers is promoted to retailers, wholesalers and jobbers in a variety of ways. Bulletins and promotion kits with suggested ad materials and displays go out frequently; supporting ads in trade papers are used to reach Alemite customers.

Stations cooperate in the company's merchandising program, us-

ually limiting their efforts to mailing, occasional meetings and sales sessions. One of the company's star "salesmen" is Phil Rizzuto, who attends automotive conventions, autographs baseballs at public events and serves as a company spokesman. Company-sponsored local personalities at the local level do the same.

Ad director Cross, concluding that radio is a basic medium with certain characteristics which makes it especially attractive to automotive advertisers," says the "best way to use radio is the way that fits in best with your over-all objective." He and his colleagues think they've found the answer for the Alemite products.

But to help round out his own checkpoints for radio success he queried other advertising managers of automotive companies to see how they are using the medium. His summary of how three companies and their spokesmen—E. F. R. Horner of Champion Spark Plug, Richard Carr of Olin Mathieson Chemical and G. W. Linn of the Automotive Div. of the Electric Storage Battery Co.—regard and use radio appears in the box on page 42. 

# COAST TO COAST

## *The Markets of America*

Buffalo, N. Y. WGR-TV, WGR • Rochester, N. Y. WROC-TV

Scranton-Wilkes-Barre, Pa. WNEP-TV • Harrisonburg, Va. WSVA-TV, WWSA

San Diego, Calif. KFMB-TV, KFMB • Bakersfield, Calif. KERO-TV



REPRESENTED BY EDWARD PETRY & CO., INC.

# How can broadcast attract more co-op

**Station and promotion men discuss means of more effectively selling broadcast to manufacturers and retailers who do co-op advertising**

**Robert Hyland**, v.p., CBS radio and general manager, KMOX, St. Louis

Radio can play an increasing role in national and local co-op advertising by two means: aggressively presenting its story to advertisers whose co-op plans are traditionally based on print, and streamlining traffic and billing procedures to serve those advertisers efficiently once the accounts are on the air.



*Through dealer contacts and merchandising follow-through*

At KMOX, we have attracted co-op dollars in the hard goods, appliances, furniture, food, and drugs fields through making clear how much of the market these advertisers are missing by confining their plans to newspapers. "The Voice of St. Louis" continually works to arouse interest in the impact of our stations at the local retail and regional distributorship level. Selling the men who sell the consumer in your home market is the primary step in this effort.

These local retailers and regional distributors must be shown, both through research and working example, how impact and readership of newspaper advertising is declining, as they become larger and larger with crowded multiple sections.

The die-hard must be convinced that splitting co-op effort between print and broadcast media multiplies impact far more than a concentrated newspaper approach.

KMOX radio points out how newspaper circulation dropped in St.

Louis's growing suburbs—a vital area for hard goods sales particularly.

If enough enthusiasm is generated at the local level, traditional co-op plans can frequently be shaken.

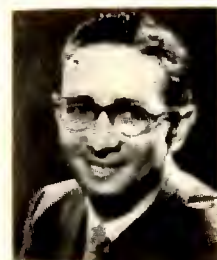
Once co-op accounts are on the air, we at KMOX radio continue to stimulate retailer and distributor enthusiasm for radio advertising through dealer contacts and merchandising follow-through. A steady flow of information about the campaign in the market to the agency and co-op advertiser at the national level keeps the ball rolling.

The administration of co-op accounts is as vital as this "depth" sales effort. A tightened traffic procedure with accurate follow-through is essential, convincing co-op advertisers of the ease of buying radio.

Radio can, and should, fit into the co-op picture more and more as our busy mobile population devotes less and less time to any single page, section, or ad in a newspaper. Radio can "close the sale" that was initiated by co-op print effort.

**Lester Krugman**, v.p., advertising & public relations, National Telefilm Associates, Inc., New York

Advertising revenue stemming from co-op funds represents a prime source of additional income from stations. The bulk of this revenue ends up in newspapers. More aggressive activity by the sales organizations of stations is required before the broad-



*Give manufacturers better proof of performance*

cast industry can hope to get a more equitable share of this annual two-billion-dollar melon. This activity falls into four broad areas.

First, stations *must* develop a more

acceptable form of proof of performance. Newspapers present tear sheets—physical proof of performance. Stations present documents which *profess* to certify proof of performance. These documents are viewed with jaundiced eyes. Until stations develop *physical* proof of performance (storyboard, etc.) executives who dole out co-op funds will continue to preclude air media from their co-op programs.

Second, rate cards must be simplified. Complex rate cards, in addition to program costs which are not measurable, discourage those who are responsible for co-op programs. They never know whether they are getting full value for their co-op dollars. Since they have to account to management for their expenditures, they tend to eliminate air media, following the line of least resistance.

Third, stations receive carloads of information from their respective associations about co-op activities, including lists of manufacturers who make co-op funds available to their retailers and/or distributors. Proper use of this information will produce revenue. The smart station salesman will call on all retailers carrying the products of manufacturers who make co-op funds available and will sell those retailers time to be paid largely or entirely by his co-op funds. Surveys reveal the fact that each year tens of millions of dollars allocated to retailers for co-op advertising are never utilized. Many retailers aren't even conscious of the funds at their disposal. Stations can make them conscious of these funds and can help them spend the dollars effectively in air media. And the retailers will consider it a favor.

Fourth, stations must develop more creative selling patterns. For example, a rug manufacturer offers co-op funds to his retailers. The allocation for each retailer may be too small for broadcast advertising. A creative salesman will call on all the rug dealers, sell them on pooling their funds,

# money?

and develop a program in which retailer credits can be rotated. In cases where the total is still insufficient, the distributor may allocate additional funds from his co-op kitty. Furthermore, when a manufacturer is informed that a number of retailers carrying his products are willing to pool their funds to finance a respectable program, seldom will he refuse to make an additional contribution. Several aggressive stations have had much success with this formula in the sewing machine and outboard motor industries.

To paraphrase a cliché, sales can absorb as much additional revenue as moving feet can endure.

**Bill Rozan**, general manager, KXYZ, Houston

As we all know, the majority of national co-op money is expended in print, and particularly in newspapers; this seems to be the traditional thing to do when a retailer places national advertising dollars. Therefore, obviously, we must attack the problem at the local and regional level. The fault cannot be laid at the retailer's door. There has never been any concerted effort on the industry's part to attract more co-op money, nor



*Provide  
retailers with  
more  
information*

any organized attempt to swing the business to radio or tv.

There is no doubt in our minds that broadcast is the strongest of all advertising media. It has become increasingly difficult for newspapers to reach outlying market areas with any degree of consistency, and if a regional distributor wants other

*(Please turn to page 54)*

SPONSOR • 22 AUGUST 1959



**FRESH AIR** from Radio Catalina gives radio advertising extra impact. This refreshingly distinctive format of individual music programs provides a perfect opening for a powerful sales punch. Your message on KBIG hits a receptive, adult audience everywhere in Southern California... with the force of conviction and clarity. Heavy fan mail and the biggest billings in years prove the effectiveness of the new KBIG programming concept. And the cost of this profitable coverage is 71% lower than stations with comparable reach.

Surround your product advertising with **FRESH AIR**...  
good copy deserves nothing less!

Radio Catalina... 740kc/10,000 watts

# KBIG

JOHN POOLE BROADCASTING COMPANY, INC.,  
6540 Sunset Blvd., Los Angeles 28, Calif. • HOLLYWOOD 3-3205  
National Representative: Weed Radio Corporation



**SO NICE  
TO COME HOME TO . . .  
KOBY—San Francisco**



KOBY's got the record for being "at home" with San Franciscans. And they come home *with* KOBY, too—because this loyal audience keeps its car radios tuned to KOBY day and night. That's why your products and services offered in San Francisco via KOBY get big audiences and sell fast! See Petry—and drive your sales story home on K O B Y!

**KOBY** / 10,000 Watts  
in  
San Francisco

For Greenville, Miss.—WGVM

(When you're in Denver, stay at the Imperial Motel, 1728 Sherman, downtown)

Mid-American Broadcasting Co.

**CHECK ✓ and  
DOUBLE CHECK ✓✓**

✓  
WTHI-TV offers the  
lowest cost per thousand  
of all Indiana TV  
stations!

✓✓  
One hundred and eleven  
national and regional  
spot advertisers know that  
the Terre Haute market is  
not covered effectively  
by outside TV.

**WTHI-TV**

CHANNEL 10 • CBS—ABC

**TERRE  
HAUTE  
INDIANA**

Represented Nationally  
by Bolling Co.



than metro penetration, which, of course, he does, he has to buy broadcast.

Much of the national co-op money comes with recommendations on where to spend it; so the dealer accepts the recommendations without due consideration of air media's value. Therefore, the station must make the first move. KXYZ has attracted a goodly sum of national monies by selling the retailer, distributor, etc., before national money is allocated, and national recommendations are met with a watchful eye.

Because of the fact that so few co-op dealers are spent in air media, there is a problem of education. By continually supplying local outlets with information on our industry, case histories of successful campaigns, research figures demonstrating the influence of radio, tv and reports from service organizations such as RAB and TvB, it is possible to wear down this age-old habit of placing co-op dollars in newspapers.

Sales efforts should not be limited to a pitch after co-op money has been allocated, but regular sales calls will work wonders. And if we really want to be aggressive, we can pitch for additional co-op money. We at KXYZ have had several successes in securing extra co-op dollars for local dealers.

Hundreds of millions of dollars are spent annually by co-op dealers. Radio and tv, with a little effort and more imagination, can turn the tide. But the question of co-op money is just one area where, unfortunately, radio takes a back seat to print media. It is amazing in the year 1959 of our electronic age that many local advertisers still think of a newspaper page when they visualize advertising. One of the reasons is that radio, unlike newspapers, has rarely sold and promoted itself as a medium. I'm the last person in the world to belittle hard, competitive selling, but there must be a place in our sales repertoire to implant a positive, favorable impression for the radio medium itself. The plain truth is that radio is being short-changed in favor of less cost-efficient and effective media, and each one of us bears a share of the blame. Now is the time to take a cue from our newspaper competitors and all pull together for a common cause against a common adversary. ▀

**YOU CAN'T MISS**



with the  
**"BIG CHEESE" in Wisconsin**

Not only ¾ million people  
but 2 million cows.

**WEAU-TV**  
EAU CLAIRE, WISCONSIN

**THE OLD WEST LIVES AGAIN . . .**

**AT**

**EL RANCHO VEGAS**



Las Vegas, Nev.—Dudley 2-1300

INDIVIDUAL BUNGALOWS ON 66 SPACIOUS  
ACRES DEDICATED TO YOUR MODERN COMFORT  
BUT STRESSING WESTERN ATMOSPHERE.

... the world famous OPERA HOUSE THEATRE  
RESTAURANT presents nightly the greatest names  
in show business in lavish productions reminis-  
cent of the exuberant Frontier Days.

Phone Direct for Reservations

New York San Francisco Los Angel  
Longacre 3-6149 YUkon 2-7105 Bradshaw 2-3366  
Beverly Hills Chicago Miami Beach  
Bradshaw 2-3366 MOhawk 4-0111 Jefferson 8-0595

SPONSOR • 22 AUGUST 1959

(Continued from page 45)

cipally to underscore or dramatize a point. In one case, we used a wipe to point up the parallel between a drawing of a woman buying all her groceries in one place and her husband getting all his home protection in one policy. In all three commercials, we use an iris to pull attention to the company's shield."

Lifblood of INA's operation is enthusiasm among its agents. Explains ad manager Harrington, "Our advertising vehicle has to encourage local advertising by agents as well as a strong sales push. The net show gives us something agents can tie their announcements to. For the most part, they buy in the hour following the show on the local NBC station."

Promotional stunts are a big sales exciter among agents. INA's first large-scale stunt tied to tv was a "Thanks, Dave" promotion which still stands as a peak among its successful "pepper-uppers."

Says Harrington, "We knew from sales rises our first month on tv that dealers applauded our use of television. In fact, we added 40 stations to the original list, putting us in 97 major markets, to cash in on this initial spurt. The missing ingredient, however, was a 'motivator.' We decided on a three-week concentrated sales period in which every agent who sold a homeowners or tenants policy would post card Garway with a simple word of 'thanks.' A drawing of these post cards would pick six agents who, with their wives, would be given a New York whirl."

The promotion topped INA's expectations. "In fact," says Boggs, "we wound up the year with premiums for this package policy amounting to over \$19 million—a 37% increase over the 1955 record of nearly \$14 million."

Saleswise, INA boosted income from the package policy another 51% in 1957, to \$28,862,387; in 1958 another 38%, to \$39,748,861. In all, INA's assets surpass the billion dollar mark.



## our news is HOTTEST

Hottest news in WBT's oreo is the success of WBT's news programs.

They outdraw the so-called "music and news" stations' news-costs by 98% more listeners mornings, 91% more afternoons and 137% more at night.\*

Seven news gotherers cruising in seven two-way rodio equipped cors join with CBS' honored news stoff to provide Corolinions with the most complete rodio news service in the notion's 24th largest rodio market.\*\*

Let us moke soles news for your product. Coll CBS Rodio Spot Soles for o WBT news schedule.

Pulse 25 county area 1959 (March)  
A. C. Nielsen Co.

# WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES  
JEFFERSON STANDARD BROADCASTING COMPANY

**WNJR**  
negro radio for  
metro new york





# St. Louis!

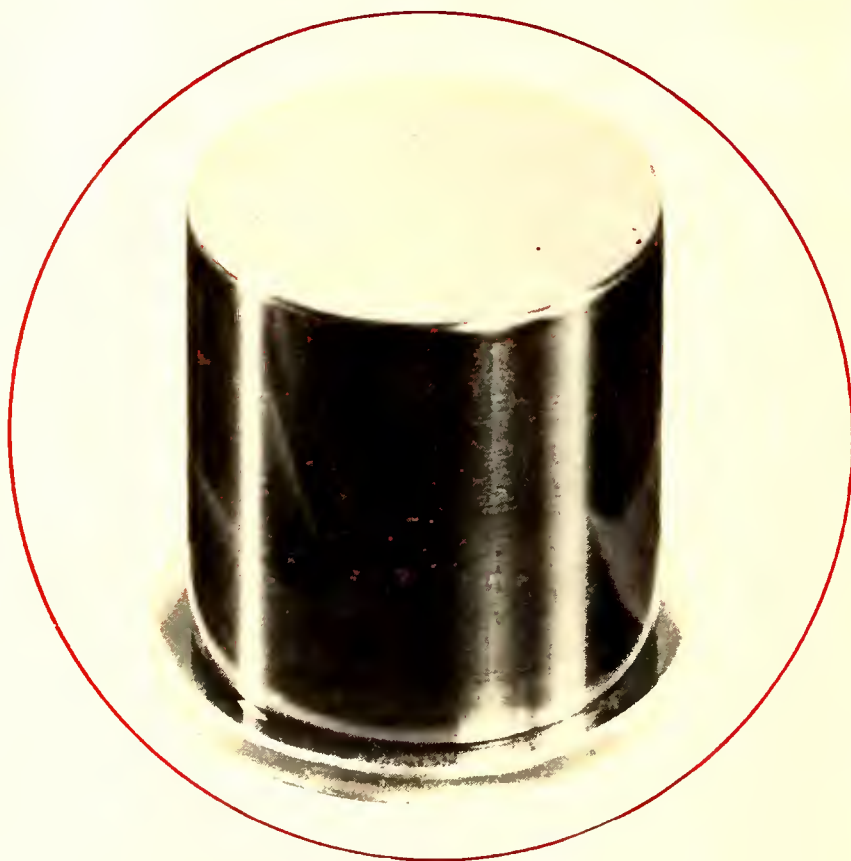
***This month. Last month. Month before. For fourteen consecutive months, Nielsen has shown CBS Owned KMOX-TV solidly in first place. With an average share of audience that has grown steadily to its present 42%—bigger than before the advent of St. Louis' fourth station!***

***ARB, too, confirms that Channel 4's margin of leadership is bigger now than it was before...with a 16% lead over the second station, a 91% lead over the third station and a 149% lead over the fourth station!***

***Ditto Telepulse. And on top of everything else, KMOX-TV currently commands 9 of the 10 top multi-weekly programs and 10 of the top 15 once-weekly programs enjoyed throughout Mid-America.***

***Whichever rating service you rely on, whatever yardstick you apply, the story is the same: KMOX-TV is clearly, indisputably the leader in the St. Louis market. Contact CBS Television Spot Sales or KMOX-TV to make your product...***

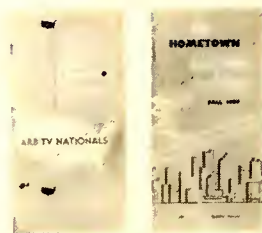
# ***ditto!***



**T**his is the national standard of mass for the United States . . . a platinum iridium cylinder known as Prototype Kilogram No. 20. Kept at the United States National Bureau of Standards in Washington, it is an accurate copy of the international standard kept at the International Bureau of Weights and Measures, at Sèvres, France. It is exactly 39 mm in diameter and 39 mm high. The last recomparison with its international prototype in 1948 showed that the United States standard has remained constant within one part in 50 million during approximately 60 years.

Unaided by such precise gauges, the measurements of mass audiences in television is a difficult business. American Research Bureau, pioneer in the field, is nonetheless regarded as the ultimate in precision (within its own strictly defined limits) in measuring this volatile mass, assessing its preferences, and reporting them to ARB clients with Accuracy . . . Reliability . . . Believability.

## The standard by which others are judged



The important gauge of television's worth as an advertising medium is the amount and type of audience it can attract and hold. In measuring both dimensions of television's audience, accuracy, reliability and believability are the important criteria.

ARB measures these dimensions . . . by program, by station, by time period . . . both nationally and in every major TV market . . . with the utmost in

*Accuracy . . . Reliability . . . Believability*



**AMERICAN  
RESEARCH  
BUREAU, INC.**

WASHINGTON    ○ NEW YORK    ○ CHICAGO  
LOS ANGELES

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Welch Grape Juice Co.**, Westfield, N. Y.: Getting off the fall campaign for its various beverages, with day and fringe night minutes beginning in September. Initial schedules are for six weeks in about 75-80 markets; also being set are 52-week schedules in roughly the top 25 markets. Buyer: Stan Newman. Agency: Richard K. Manoff, Inc., New York.

**Colgate-Palmolive Co.**, New York: Fall schedules for Super Suds starts 1 September in about 25 southern markets, followed in October with flights throughout rest of country. Schedules are for 13 weeks using minutes, 20's, chainbreaks and I.D.'s. Average frequency: five to seven per week per market. Buyer: Delores Carbone. Agency: Street & Finney, Inc., New York.

**Brown & Williamson Corp.**, Louisville, Ky.: Schedules in West Coast markets for Life cigarettes begin late August and late September. Nighttime minutes, 20's and 10's are being placed for 52 weeks. Buyer: Bill Warner. Agency: Ted Bates & Co., New York.

**Maytag Co.**, Newton, Ia.: Buying day and night minutes and a few choice chainbreaks in their own top 30 distribution markets. Eight-week schedules start 1 September. Buyer: Mary Lou Ruxton. Agency: Leo Burnett Co., Chicago.

**Bissell Carpet Sweeper Co.**, Grand Rapids: Campaign in about 36 markets for Shampoo Master starts 6 September for 13 weeks. Placement: day and night minutes and 20's, frequencies varying. Buyer: Helen Davis. Agency: Clinton E. Frank, Inc., Chicago.

**Swift & Co.**, Chicago: A good budget has been allocated for Pard dog food for a medium saturation campaign. Schedules start in September; minutes and 20's in top markets. Buyer: Barbara Lumas. Agency: Daneer-Fitzgerald-Sample, Chicago.

**American Tobacco Co.**, New York: Lining up with Lucky Strike 30-minute slots for sponsorship of the Loek Up film series. 13- and 26-week schedules kick-off in September in about 60 markets. Buyer: Hope Martinez. Agency: BBDO, New York.

### RADIO BUYS

**Esso Standard Oil Co.**, New York: Fall campaign being readied for its gasolines and oils, with four-week flights of traffic minutes. Schedules for the Carolinas begin in September; all other markets in October. Buyer: Joe Granda. Agency: McCann-Erickson, New York.

**Bristol-Myers Co.**, New York: Going into about 35 markets for Trig men's deodorant in mid-September for six weeks. Daytime and nighttime breaks and I.D.'s are being bought, frequencies depending on market. Buyer: Hal Davis. Agency: BBDO, New York.

**Campbell Soup Co.**, New York: Preparing its fall and winter campaigns in top markets. Daytime schedules of minutes, breaks and I.D.'s start 8 September for 10 weeks, 4 January for 12 weeks. Buyer: Hal Davis. Agency: BBDO, New York.

# KONO

SAN ANTONIO



## BALANCED Programming Sells to Everyone!

Family listening is at its best in the vast San Antonio market on KONO Radio. With top ratings throughout the day, KONO delivers MORE men, MORE women, MORE teens, MORE kids — and at less cost per 1000.

To check ratings, check audience composition... and to check availabilities — call your

**KATZ AGENCY**  
REPRESENTATIVE

5000 Watts • 860 KC

**KONO**  
Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS

# overwhelming admission

"Judging from the crowds attending our shows, it is very obvious that the 'Sound of Quality' on WRC is doing an excellent selling job for our pictures at all of Loew's theatres in Washington." (signed)

Orville Crouch, Eastern Division Mgr., Loew's Theatres.

Further evidence that nothing has the power to *move* audiences in Washington, D. C., like the "*Sound of Quality.*"

## WRC

NBC Owned

980 in Washington, D. C.

Sold by NBC Spot Sales



# WASHINGTON WEEK

22 AUGUST 1959

Copyright 1959

SPONSOR  
PUBLICATIONS INC.

**Amendment of the equal times rules to correct the FCC's Lar Daly ruling continues a slow week-by-week progress through Congress.**

**This week's cliff-hanger** consists of the Senate-House conference on differences between the two measures.

**Even this slow, measured pace was faster than originally planned** by Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee. The decision of Congressional leaders to **try for adjournment about Labor Day** forced a speedup in his plans.

**Broadcasting lost a strong advocate** this week in its fight against *carte blanche* authority by sports enterprises to ban tv coverage. **Sen. Estes Kefauver took off in the direction of compromise.**

At issue are various proposals to exempt professional sports from the antitrust laws. The provision **opposed by broadcasters** would permit teams to act in concert to **ban telecasting of games within 75 miles of a city** in which a home team is scheduled to play.

Sen. Kefauver last year almost single-handedly blocked passage of a bill approved by the House. He now has agreed with **Sen. Everett Dirksen (R., Ill.), Senate minority leader, and Sen. Thomas Hennings (D., Mo.)** on a bill less sweeping than the proposals backed then.

**The compromise measure, however, contains that 75-mile permission** which the Justice Dept. and FCC last year testified would permit a **blackout of sports broadcasting for most of the nation's population.** The bill applies only to football, basketball, and hockey. (The Supreme Court has already established antitrust immunity for baseball.)

Kefauver wants to push for passage this session; but over in the other chamber, **Rep. Emanuel Celler (D., N.Y.), chairman of the House Judiciary Committee, is in no hurry.** He may not even begin hearings before the adjournment of Congress.

**In 1958, total broadcast revenues of the tv industry (sale of time, talent, and program material to advertisers) for the first time exceeded \$1 billion—\$1,030 million** was the figure. The 1957 figure was \$943.2 million, or 9.2% less.

Expenses rose 9.6% from \$783.2 million in 1957 to \$858.1 million in 1958, so that **profits before Federal taxes rose 7.4%** from \$160 million in 1957 to \$171.9 million in 1958.

**The networks and their o-o's reaped \$516.7 million, up 10.4%;** saw their expenses rising 10.7% to \$439.7 million; **profits went up 8.9%** to \$77 million. The 94 pre-freeze vhf's grossed \$263.6 million and netted \$75.8 million. The 322 post-freeze vhf's grossed \$223.6 million and netted \$21.3 million. The 79 ulf's grossed \$26.1 million and had an **aggregate loss during 1958 of \$2.2 million.**

**Total time sales of \$951 million, before agency and rep commissions, were divided up: \$424.5 million sale of web time to national advertisers, \$345.2 million sale of non-web time to national and regional advertisers, and \$181.3 million sale of time to local advertisers.**

# FILM-SCOPE

22 AUGUST 1959

Copyright 1959

SPONSOR  
PUBLICATIONS INC

Foreign auto advertisers are touching off an unexpected syndication boom that could have wide repercussions among Detroit admen.

Volkswagen, for example, in its first regional buy, signed last week for ITC's Four Just Men in six Pacific markets: San Francisco, Sacramento, Fresno, Seattle, Portland and Salt Lake City, and the Los Angeles market might also be added to the list. Agency is Fuller and Smith and Ross.

Beer advertisers making decisions on fall tv plans have spearheaded regional syndication buying of the summer selling season.

Of 17 regional deals closed in recent weeks, nine involve beer advertisers.

They are: Carling, Budweiser, Schlitz, Schaefer, Ballantine, Falstaff, plus two regional deals each for Jax, Drewrys and Genessee.

Note that three of these are national ad spenders, refuting the argument that beer advertisers use syndication only because they have regional distribution and can't use other media.

Note also that national brands in other product categories have been pacing syndication buying this summer: Lucky Strike and Alka-Seltzer both served themselves a repeat helping of syndication.

Product types other than beer especially active in regional syndication right now are foods, cigarettes, gasolines and drugs.

If you've been looking for ratings and audience composition data on the top 20 shows in syndication this past season, here's a special chart prepared for FILM-SCOPE by Telepulse giving four-month weighted averages.

The data below is January-to-April, 1959, reflecting winter viewing levels:

RANK	PROGRAM (DISTRIBUTOR)	4 MO. WEIGHTED AVERAGE RATING	AUDIENCE COMPOSITION				
			M	W	T	C	TOTAL
1.	Sea Hunt (Ziv)	19.6	83	89	15	21	208
2.	Highway Patrol (Ziv)	17.0	83	87	16	25	211
3.	Death Valley Days (U.S. Borax)	15.9	76	82	17	53	228
4.	Mike Hammer (MCA)	15.9	86	94	16	27	223
5.	S. A. 7 (MCA)	14.7	79	82	12	9	182
6.	U. S. Marshal (NTA)	14.4	69	74	17	64	224
7.	26 Men (ABC Films)	14.1	76	87	15	46	224
8.	MacKenzie's Raiders (Ziv)	14.0	79	84	14	26	203
9.	Popeye (UAA)	13.9	78	83	16	34	211
10.	Rescue 8 (Screen Gems)	13.9	78	83	16	34	211
11.	Bold Venture (Ziv)	12.9	78	83	15	33	209
12.	Huckleberry Hound (Screen Gems)	12.8	65	73	16	78	232
13.	State Trooper (MCA)	12.8	79	84	17	32	212
14.	Silent Service (CNP)	12.6	74	81	17	48	220
15.	Superman (Flamingo)	12.2	65	72	16	83	236
16.	Whirlybirds (CBS Films)	12.2	63	67	17	87	234
17.	If You Had A Million (MCA)	12.1	83	89	15	29	216
18.	Boots and Saddles (CNP)	12.0	71	78	17	56	222
19.	Cisco Kid (Ziv)	11.9	58	62	15	79	214
20.	San Francisco Beat (CBS Films)	11.5	84	93	14	23	214

Quaker Oats (JWT) has bought the Screen Gems package of Alcoa-Goodyear Theater reruns in 27 western markets for 39 weeks, starting in October.

The plot: Sponsor the series exclusively for the first 13 weeks and alternating the brands between Aunt Jemima and Ken-L Ration, and for the remaining 26 weeks alternate the sponsorship with another advertiser.

Purpose: **Greater product identification and added weight against stiff competition.**

The programing trend of the current crop of new shows in syndication is heavily in the direction of mystery-detective programs and dramatic series.

Here's the breakdown of some 20 shows that have come out since 1 May: Mystery-detective, 6; drama, 5; action-adventure, 3; westerns, 3; comedy, 2; and children's, 1.

More careful scrutiny of the new availabilities gives the weight even more heavily to mystery-detective shows and dramatic programs since two of the three westerns and both of the new comedy shows are actually off-network re-runs rather than fresh production for this season.

## COMMERCIALS

Don't look for any widespread kill-off of film companies in the commercials field as a result of video-tape's growth.

The initial impression that the rise of tape would badly hurt film men has turned out to be largely erroneous. The biggest reason is that video-tape grosses in commercials are largely billings the film producers never had to begin with: live network commercials.

Producers with film reputations are just as eager to prove themselves with video-tape commercials as anyone else; the only obstacles are questions of financing, facilities and technical know-how.

Two groups of film men in most jeopardy from tape are studio owners and processors, and both these groups are vigorously moving towards ways of serving as facilities and duplicating functions with video-tape.

There are already more than a dozen independent producers active in producing video-tape commercials and programs in addition to the network and stations that provide this service.

Here's a who's who of independents now rolling with tape:

PRODUCER	DESCRIPTION OF FACILITIES
Intercontinental TV, Camden, N. J.	Two recorders, mobile unit
Peter DeMet, Chicago	Two recorders
Giantview TV, Flat Rock, Mich.	Mobile unit
John Guedel, Los Angeles	Two recorders, mobile unit
Mobile Video Tape Service, Los Angeles	Mobile unit
NTA-Telestudios, N. Y.	Three recorders
Elliot, Unger & Elliot, N. Y.	Two recorders
Filmways, N. Y.	One recorder
Videotape Productions of N. Y.	Two recorders
Termini Video Tape, N. Y.	Mobile unit
Sports Network, N. Y.	Two recorders, mobile unit
Mel Wheeler, Pensacola	Mobile unit
TvAR, N. Y.	Westinghouse station representatives
Acme Film Labs, Hollywood	Two recorders; duplicating services
Meridian Films, Toronto, Canada	Two recorders

# SPONSOR HEARS

22 AUGUST 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

The only tv name with a steel-riveted two-year contract from an advertiser on the coming network schedules is Jack Benny.

That's the deal he wanted and got from Lever. He gets \$70,000 for each original.

Again those rumors that Milton Biow will return to the agency field simmered in the haze of Madison Avenue this week.

Says Biow: It's getting monotonous denying them (the rumors). It's much too late to start all over again, and he's content with just taking care of his investments.

Some of the earlier Hollywood stars in tv film have found that their anticipation of residuals as a retirement fund is pretty much a delusion.

Noted one male star recently: "The money out of subsequent runs is split up so many ways that a participating performer is lucky to wind up even. I would have been better off if I had sold my share outright."

To give you an idea how tough the networks are finding the task of station clearance for fall nighttime, here's an anecdote related this week by the media director of a leading Madison Avenue agency:

He got a call from a network asking that the agency please use its spot buying weight to help clear time in certain markets.

If you measure time by the longevity of tv program, here's one for the books: The Lone Ranger (General Mills—DFS) will be on its sixth network re-run this fall.

There hasn't been a new episode shown in years. Incidentally, when Jack Wrather took control of the Lone Ranger property, he had a batch of episodes made up in color and is keeping them in a vault awaiting the day of industry-wide tint telecasting.

When an agency checked this week to find out how it had come to overspend on a big midwest station, it made this startling discovery:

The station had put out three successive ratecards without posting them where the agency's buyers could see the changes.

The agency's recourse: It has notified the station that no further rate changes will be acceptable unless the agency is notified by registered mail.

A network sales executive has discovered, ruefully, that you can't be an Indian giver while competing for a piece of business.

To sweeten his offer involving a couple half-hours a week, the executive tossed in (as a bonus) 26 one-minute participations in an untested show.

At the behest of a company higher-up, the network official later tried to withdraw the whole proposition; but the advertiser retorted that a decision had already been made on the buy and the network would be held to the original offer.



*In  
Oklahoma City  
the station  
with by far  
the  
Largest Audience  
is also  
the  
Prestige  
Station*

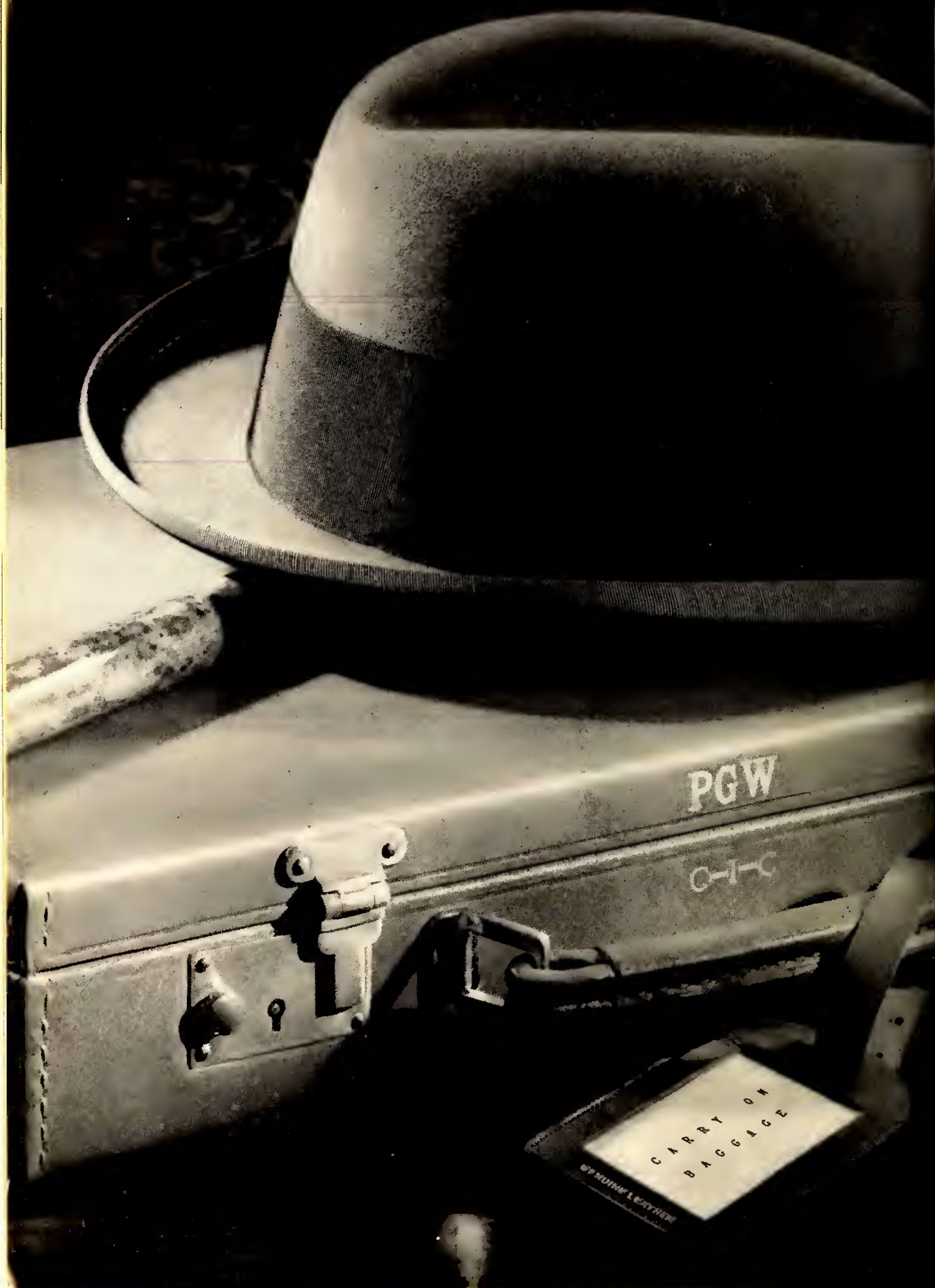
Call your  
Katz Man for the  
Audience & Coverage figures



*For  
39 YEARS  
the  
Undisputed Leader  
in  
Oklahoma City  
Radio*

930 K.C.  
Independent Modern Programming

Owned and operated by  
The WKY Television System, Inc.  
WKY-TV, Oklahoma City  
WTVT, Tampa-St. Petersburg, Fla.  
WSFA-TV, Montgomery, Ala.  
Represented by the Katz Agency



PGW

C-1-C

CARRY ON  
BAGGAGE

PRUDEN & SUTHER

THE PGW COLONEL SAYS:

*“The C.I.C.*

*is a V.I.P.*

*at PGW”*

Every station represented by **PGW** has a C.I.C. . . . a “Colonel-in-Charge” who is that station’s special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don’t you?

PETERS,

GRIFFIN,



WOODWARD, INC.

*Pioneer Station Representatives Since 1932*

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

# RADIO RESULTS

## APPLIANCES

SPONSOR: Hynes Brothers

AGENCY: Direct

**Capsule case history:** Selling appliances in Washington, D. C., is highly competitive, but Hynes Brothers, the area's distributors of Gibson refrigerators, had little difficulty after purchasing a spot campaign on WMAL. It was the first time radio had been used by the firm, and no other advertising was used. Although Washington has about the highest percentage of working women in the country, Hynes went ahead and scheduled 40 spots a day in the daytime hours, a time when most women are at work in the Washington area. "We used spot radio on WMAL for four weeks in June and Gibson had the biggest sales month in the history of the company," said John Hynes. "Those 40 spots really did a selling job for us; 498 refrigerator sales resulted and can only be attributed to WMAL." The saturation run paid off many times over the cost of the schedule for the distributor, and Hynes Brothers plans to use radio now in all its campaigns, with heavy concentration on WMAL in particular.

WMAL, Washington, D. C.

Announcements

## RESTAURANT

SPONSOR: Pub Restaurant

AGENCY: Direct

**Capsule case history:** The Pub Restaurant had been using WSKP, Miami, off and on for over two years. Their first schedule came three weeks after WSKP went on the air in 1957. At that time George Bacher, restaurateur and part owner of the Pub restaurant, sold out and purchased another establishment, and WSKP advertising was cut. In the spring of 1959, Bacher returned and bought out the Pub Restaurant and at the same time purchased a schedule of 41 15-second announcements a week on WSKP. Results were so good that shortly after Bacher doubled his schedule using 30-second announcements. Cost to Bacher was \$180 per week. Bacher reported that "business for the summer of 1959 is about 100% higher than the same period last year." Approximately 90% of all Bacher's advertising dollars is spent on WSKP. He feels that his success has been mainly due to the quality programming and the high-income group that listens regularly to WSKP in the Miami area.

WSKP, Miami

Announcements

## TRAVEL

SPONSOR: Province of Ontario

AGENCY: The F. H. Hayhurst Co., Limited

**Capsule case history:** A Canadian province promoting vacations found that radio furnished the most leads at the lowest costs. The province of Ontario embarked on a multi-market radio campaign urging listeners to "Vacation in Ontario." The schedule ran in 48 United States markets from April, 1959 through May, 1959. Stations were used in major markets in Indiana, Illinois, Ohio, North Dakota, New York, Pennsylvania, Wisconsin, Michigan, Minnesota and West Virginia. The F. H. Hayhurst Co., Limited, of Toronto, Canada, agency for the province, was extremely gratified with the results obtained by WSAN, Allentown. The station's cost-per-inquiry (37¢) was lowest in all the Pennsylvania markets of Pittsburgh, Philadelphia, Wilkes-Barre and Allentown, and next lowest in the country, although almost all stations used produced highly creditable results. The excellent response to Toronto's radio advertising has been duplicated by other travel advertisers using similar campaigns.

WSAN, Allentown, Pa.

Announcements

## PRINTING

SPONSOR: Wiggins Printing Co., Inc.

AGENCY: Direct

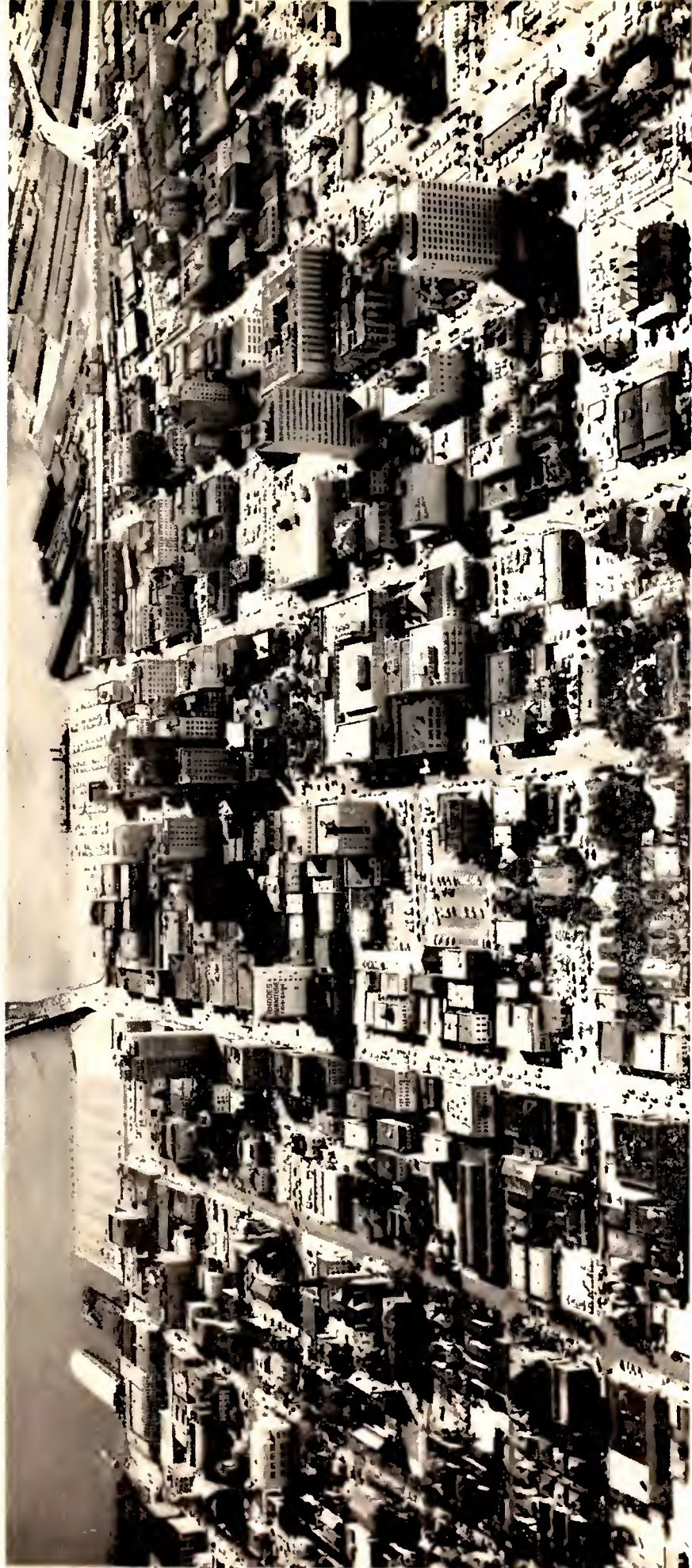
**Capsule case history:** It isn't often that a printing company uses broadcast media to advertise its services, because its product is not a mass-marketed one. However, the Wiggins company felt that, as selective as its market was, there would still be a large enough audience which uses printing services. The firm decided that KXYZ, Houston, could deliver the kind of audience it needed, and placed a schedule for a two-month period of three announcements per day. Total cost: \$2,600. Results were immediate and Edward E. Wiggins, its president, told the station, "Summer sales are usually slack, but sales have continued to rise since we started our broadcast campaign." A survey of the firm's staff has indicated that the schedule produced much of the new business that has come to the firm in the last few months and, as one example, sales for legal forms have more than doubled, proving that the company's broadcast budget is well justified. "We are well satisfied with results," said Wiggins.

KXYZ, Houston

Announcements

# MEMPHIS

*One of the truly solid growth markets in the entire Southeast—thanks to a uniquely favorable location and an ever-expanding, enterprising population*



*No other radio station can help give you dominance in this market as effectively as*

# WABC

*Represented nationally by John Blair & Co.*

# NEWS & IDEA WRAP-UP

**MEANWHILE, BACK AT THE TEPEE:** Howard Burke, *Ranger Ed* on KODE-TV, Joplin, Mo., interviews Quapaw Indians celebrating 160th year of Quapaw Pow Wow at Devil's Promenade



**HIM TARZAN, THEM JANES?** No, they're the winner (Joseph Parra) and runners-up (Gerry Besta and Roselyn Lachel) in WINS, New York's "sun tattoo" contest at Palisades Amusement Park. About to award winner 110 silver dollars is d.j. Murray Kaufman (r)

## ADVERTISERS

U. S. Steel, for the sixth consecutive year, is ready with its 'Operation Snowflake' campaign to promote major appliances at Christmas gifts.

Set to begin 16 November, the campaign will include:

- Nighttime and daytime network via two CBS TV shows: *The U. S. Steel Hour* and the *Sam Levenson Show*.

- Tie-in kits for radio and tv stations to help develop special holiday advertising by local appliance dealers. Last year, 731 radio and 65 tv stations participated in Operation Snowflake.

Agency: BBDO, Pittsburgh.

The unprecedented number of new products introduced last year came in for special mention at a board meeting of General Mills last week.

Also highlighted at the meeting

**COLD CUBES FOR HOT HANDS:** During heat wave, WKRC-TV, Cincinnati had these models distribute ice cubes to passersby at busy corner. Cubes bore "keep cool and relax by watching refreshing WKRC-TV" message



**MINX-MASTER:** Homer Groening, of Portland, Ore. agency, takes Hillman, as top prize in KGW-TV, Portland contest, from (l to r) Bill Montgomery, sta's agcy; Walter Wagstaff, sta mgr.; Joe Fisher, car dist



advertising expenditures were increased to a new high of \$33.2 million—a 30% increase over the previous year.

#### Campaigns:

• **Hodge Products' Twill**, a soybean powder weight reducer to be mixed with milk or fruit juice and taken morning and noon in place of breakfast and lunch, is a relative newcomer to spot tv. It's now in four markets (Cincinnati, Detroit, New York and Pittsburgh) via a quarter-hour filmed show, *It's Fun To Reduce*, which they're placing on week-day a.m. strips. Twill is planning a big push in Chicago next, and it already has a foothold in Marshall Field & Co. Their current problem: some stations have been skeptical about accepting the business because of the current stigma attached to the so-called reducing remedies. Twill, however, is backed by Food and Drug Act approval and other endorsements. Agency: Ettinger Advertising, Cedar Rapids.

• **Southern Bell Telephone & Telegraph Co.** jumped into the football picture last week via its plans to sponsor Sunday hour film replays of all 1959 Auburn football games on a six-city Alabama tv network (WSFA-TV, Montgomery; WAPI-TV, Birmingham; WKRC-TV, Mobile; WOWL-TV, Florence; WMSL-TV, Decatur and WAFG-TV, Huntsville). Agency: Robert Lucky & Co., Birmingham.

• **Erloom Ribbons** has purchased (via Adam Young, Robert Eastman and Blair) *The World of Fashion* in 20 major markets to begin 12 October. The radio campaign will be coordinated with the Kresge Stores in each market.

• **Simpson-Miller**, Indianapolis specialty store, kicked-off its five-week push for Allied Chemical's carpets via a 14 hour long radio "spectacular" on WFBM. Station moved its entire operation and personalities to store for a day of on-the-spot broadcasting.

**Marketing note:** Coca-Cola is test-marketing its new 12-ounce flat top can in Brockton and Lynn, Mass. and in Providence, R. I.

**Strictly personnel:** Ed Condon, named advertising director and Warren Mattix, to assistant ad director, Bankers Life & Casualty Co., Chicago . . . John Innes, to manager of Libby, McNeill & Libby's Detroit sales branch.

### AGENCIES

George Mallis of Philadelphia, may turn out to be one of network radio's biggest sources of billings this fall.

This week the agency, for Niagara Therapy, placed an order with CBS Radio for \$600,000 worth of business combining *Arthur Godfrey*, *Garry Moore*, *House Party* and some serials.

A study by JWT, Chicago, on ra-

"MISS CHANNEL 8," shapely Sue Martin, winner of WBTW, Florence, S. C. beauty contest, is flanked by "Tootsie" Dennis, "Miss S.S. 1960" and Dick Taylor, station announcer who m.c.'d the competition



"MY MUMMY LISTENS TO KQEU" is sign carried by youngster parading "mummy" through Albuquerque Streets to promote station



TRADING BROADWAY for tv Scott Brady gladhands Leonard Faupel, adv. mgr., Ballantine Breweries, sponsor of Brady's film series *Shotgun Slade* in 28 markets debuting in Nov.

dio listening habits and attitudes of housewives, came up with this finding: the majority of housewives have a great deal of station loyalty.

The survey, made through the JWT Family Advisory Staff (a panel of some 3,200 housewives all over the country that they keep on tap permanently for just such research) includes responses from 90% of the panel, or 2,874 respondents in all.

Other findings include: (1) housewives like radio best for music and news, with the majority favoring "good music"; (2) they felt commercials are too long, "boring" and "silly"; (3) there are peak periods of listening: one occurring at 8 a.m., another at noon and a third at 6 p.m.

**Agency appointments:** Minute Maid Corp.'s Hi-C Division, to **Dancer-Fitzgerald-Sample** . . . WSAZ, Inc., Huntington, to **Stockton, West, Burkhart**, Cincinnati . . . The Merritt Corp., Jersey City, with plans for a radio/tv spot campaign for its Clarimacin skin cleanser to **V. S. Becker Advertising**, N. Y. . . . Josiah Wedgwood & Sons, makers of fine china, to **Doyle Dane Bernbach** . . . Granco Products, Long Island City, manufacturers of fm radio receivers and hi-fi equipment, to **Weiss & Geller**, New York . . . The National LP-Gas Council, to **Bozell & Jacobs**, Chicago.

**Subsidiary:** Miller, Mackay, Hoeck & Hartung, New York, formed by this Seattle agency to as-

sume all timebuying and account servicing for Bardahl lubricants, Boston, and Bardahl, New York. Joseph Scanlan, formerly of PGW, will manage the New York office, with Jan Stearns as media director.

**Another new organization: Celebrity Endorsements Corp.**, an advertising agency service formed to establish a logical relationship between celebrity and product—to discover which personalities use and prefer certain products for natural and suitable endorsements of them.

**Gatherings: The Mutual Advertising Agency Network** will hold a three-day annual awards meeting 17-19 September at the Hotel Bismark in Chicago, to judge goals, overall concept and achievements of specific advertising campaigns planned and produced by member agencies during the past year.

**This 'n' data:** A series of workshop seminars for agencies was inaugurated, last week, by **Forrell, Thomas & Polack Associates**, New York creators of music and lyrics for commercials. Purpose of these free seminars: to acquaint agencies with the power of the musical word over the spoken word . . . **For the record:** Agency for the Westinghouse-sponsored convention-campaign-election coverage on CBS TV and Radio in 1960 is **Ketchum, MacLeod & Grove**, who will share the responsibility for the commercials with McCann-Erickson and Grey.

**Agency appointments—personnel:** **Robert Pliskin**, to v.p. in charge of art; **Alfred Goldman**, v.p. and associate creative director and **Jean Brown**, v.p. and creative supervisor at B&B . . . **Lloyd Durant**, to v.p., tv/radio director on the East Coast and **Don Blauhut**, to the like position on the West Coast for Parkson Advertising . . . **Home Eastman**, to account supervisor Grant Advertising, Detroit . . . **George Burrows**, named a media director of N. W. Ayer . . . **Robert Leary**, to manage the Boston office of Simonds, Payson Co. . . . **Frederick Brann**, director of merchandising VanSant, Dugdale & Co., Baltimore . . . **Joe Perry**, to the New York office of Tatham-Laird as assistant account supervisor for Whitehall . . . **Stephen Salonites**, sales manager Tv Personal Interviews . . . **Robert Kroll** and **William Crother**, to the copy department of William Estlin . . . **Carroll Pfeifer**, new merchandising executive at K&E . . . **Rudyard McKee**, to JWT . . . **Howard Paul**, to Van Handel Advertising, Milwaukee, as marketing coordinator.

**Gertrude Scanlon**, BBDO executive, is recovering from a heart attack at St. Clare's Hospital.

## FILM

Syndication continues to tap virgin territory this season insofar as leading new brands to make

# WGR-TV *Selling the Buffalo-Niagara Falls market*

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

For best results in Buffalo from America's most powerful selling medium, call your Petry television representative about availabilities on WGR-TV—this year celebrating its fifth anniversary.

NBC • CHANNEL 2





# serving a great state

**MADE IN MICHIGAN**

**BREAKFAST CEREALS**

**DRUGS AND CHEMICALS**

**PAPER PRODUCTS**

**FURNITURE**

**BUSINESS MACHINES**

**TIRES AND TUBES**

**MACHINE TOOLS**

**BOATS**

**BALL BEARINGS**

**-AND MANY OTHER DIVERSIFIED PRODUCTS**

Michigan is marching forward to a booming fall and winter. And WWJ-TV is ready to richly satisfy the wide variety of tastes and interests represented in its coverage area—the business heart of the state. Quality, integrity, believability, as always, will mark the new-season programming—will make WWJ-TV, as always, your number one buy in Michigan.

Detroit, Channel 4 • NBC Television Network

## WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.  
Associate AM-FM Station WWJ  
Owned and Operated by The Detroit News

their first local and regional film buys.

McCormick Co.'s Schilling Division is among the most recent syndication initiators. They will sponsor CBS Films' *Rendezvous* on KRON-TV, San Francisco and KABC-TV, Los Angeles on behalf of their coffee, tea and spices products.

Time periods cleared for this new sponsor in both cities are at 7 p.m.

WBKB, Chicago, has plans for a large venture in cooperation with *Playboy* magazine—another At

**Random** time show for the 11:30 p.m. Saturday time slot.

It's an hour and one-half format, with Hugh Hefner, *Playboy's* publisher, hosting the show. Dubbed *Playboy Penthouse*, the show will be set in a bachelor's apartment. It will also be taped for syndication.

*Playboy* owns the show; WBKB supplies the air time and sponsors, and the magazine and station will split the income.

Sales: ITC's *Four Just Men*, put on sale four weeks ago, has been sold in

74 markets for a gross of \$1 million. Regional sales include a six market deal to Reynold C. Johnson Co. Volkswagen distributor; four regional sales totaling 33 markets to Schaefer Beer, Drewry's Beer, the Crosley station group and Standard Oil of Texas. The Canadian Broadcasting Corp. bought it for a 40-station line up . . . CNP's *Flight* series sold to KHAS-TV, Hastings; KATV, Little Rock; WJTV, Jackson, Miss. WFMY-TV, Greensboro; WIS-TV, Columbia, S. C.; WBRC-TV, Birmingham; KCEN-TV, Temple, Tex. and KPHO-TV, Phoenix.

NTA officially announced its sale of KMSB-TV, Minneapolis, to 20th Century Fox.

Purchase price: \$3.5 million in cash, and the assumption by the station of \$600,000 in forward film commitments.

More sales: ABC Films' *26 Men* to WBTW, Florence; WRVA-TV, Richmond, Va.; WNTA, Jackson, Miss. KALB-TV, Alexandria, La.; KPLC-TV, Lake Charles; KERO-TV, Bakersfield; WFMY-TV, Greensboro; WITN, Washington, N. C.; KXLF-TV, Butte; WVEC-TV, Norfolk; WAFG-TV, Huntsville, Ala.; KFJL-TV, Ft. Worth; KSWB-TV, Rosewell, N. M.; WCCO-TV, Minneapolis; KXMC-TV, Minot, N. D.; WTVV-TV, Tupelo, Miss. and KHAS-TV, Hastings, Neb. . . . MCA TV's Paramount Package to WKRC-TV, Cincinnati . . . Official Films' *Robin Hood*, to the 7-Up Bottling Co. of Santa Barbara, Ventura and San Luis Obispo for 52-weeks via KEY-TV.

New series notes: Bernard I. Schubert to produce and distribute *David Harum*, starring Chill Wilcox . . . Trans-Lux Tv Corp. has extended its new *Animal Parade* series to 39 quarter-hour segments . . . The National Sports Council will release for syndication 39 half-hours of *Live Like A Champion* . . . NTA is filming a new underwater adventure series, as yet untitled, to star Bill Williams . . . Associated Tv Ltd. to star *Whiplash* for distribution globally by ITC . . . Bernard I. Schubert to release for syndication *Way of Life*, 143 half-hour films starring some 50 Hollywood players . . . World-Wide Tv Sales Corp.



... and **WOC-TV**  
**FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET**

(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

POPULATION	1,632,100*
FARM POPULATION	322,300
EFFECTIVE BUYING INCOME	\$2,879,387,000*
GROSS FARM INCOME	\$1,213,506,000
RETAIL SALES	2,042,037,000*



Col. B. J. Palmer  
President  
Ernest C. Sanders  
Resident Manager  
Pax Shaffer  
Sales Manager  
Peters, Griffin, Woodward,  
Inc., Exclusive National  
Representatives

\*Sales Management's "Survey of Buying Power — 1959"

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!



THE QUINCY CLUB  
 DAVENPORT IOWA  
 BETTENDORF I  
 ROCK ISLAND ILL  
 MOLINE I  
 EAST MOLINE I



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

# WINNING POWER PLUS



There is no close second to WTOP in the Pulse 20 county study of the Greater Washington area. In quarter hour wins, WTOP leads the number two station by 73% and takes a thundering 166% lead over the number three station. In fact, all the other stations combined fail to equal WTOP in quarter-hour wins! To listeners and advertisers alike, the IMPORTANT station remains . . .

*wtop radio*

**WASHINGTON, D. C.**

*An affiliate of the CBS Radio Network  
Represented by CBS Radio Spot Sales*

ated by THE WASHINGTON POST BROADCAST DIVISION:

OP Radio, Washington, D.C.

WTOP-TV, Channel 9, Washington, D.C.

WJXT, Channel 4, Jacksonville, Florida

is packaging *Major League Baseball Presents*, the best 26 games, produced by Peter DeMet Productions (See SPONSOR, 1 August, page 64).

**The Broderick Crawford affair:** Reports from London that Crawford would be featured in a British tv series produced by John Nasht brought this reply from Ziv: "Legally impossible."

According to Ziv, Crawford is still under an exclusive contract to them for all tv appearances and is, there-

fore, in no position to enter into any such agreement with Nasht.

**Strictly personnel:** Philip Besser, to production coordinator and Herb Lazarus, sales coordinator of ITC . . . Leon Mirell, named director of business affairs for MGM-TV . . . James O'Rourke, to Chicago as account executive; Gerald Wolfe, to sales promotion research assistant in New York and Robert Stuart, to account executive in Dallas, all for CBS Films . . . Hugh Gollogly, to

account executive in the Great Lakes Division of Wilding, Inc. . . . Frank Smith, v.p. of Cinema-Vue, leaves to open the company's Los Angeles office this week.

## INTERNATIONAL

**Admiral and Goodyear will sponsor the Pan-American Games (in Chicago, 27 August - 7 September) over 85 Latin American shortwave stations.**

The feed will come from WRUL. Gillette will also use WRUL for a daily 15-minute report of the games and provide its own international hookup for covering the meet.

Incidentally, there's no interest as yet in the international sponsorship of the Olympic games.

**Tv facts from Brisbane, Australia:** One commercial tv station should be in operation there by the end of the month, with 12,000 sets expected to be in use when tv starts.

**Agency appointments:** Bristo Myers de Mexico, for Ammen's Talcum and Baby Powders and Quaker Oats de Mexico for Quaker Oats and Aunt Jemima Products, to Kenyon & Eckhardt de Mexico . . . P&G's Gleem and Crisco, in Puerto Rico, to Young & Rubicam, San Juan . . . Mene Grande Oil Co., a subsidiary of Gulf Oil Corp. and P&G's Tide Camay, Duz, Drene Shampoo and Clorox, to Young & Rubicam Caracas, Venezuela.

**Expanding:** Bernard L. Schubert, Inc. has opened five new offices overseas, bringing to eight the number of branches the tv film company now has in operation abroad.

The branches: in Paris, headed by Margaret Jansson; Tokyo, headed by Akira Shimizu; Sydney, Australia with Stanley Eskill; Mexico City with Robert Benjamin, and in Buenos Aires, headed by Isidor Rosenfeld.

**Personnel across the border:** Townsend Griffin, v.p. of B&B, resident director of Lambe & Robinson-B&B, Ltd., London . . . Ren Morrell, to assistant European news bureau chief, headquartered in London for the Westinghouse Broadcasting Co. . . . William Heinlein

## Take another look at the Cadillac market

**WWTV COVERS MORE TV HOMES THAN ARE IN ALL OF VERMONT!**



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

Even after you've covered the Detroit, Kalamazoo and Grand Rapids markets, *Michigan still offers you LOTS of TV opportunities!*

WWTV, Cadillac, reaches more television homes than there are in

the state of Vermont\*, and no other station even approaches WWTV's popularity—Pulse leader in 305 of 332 quarter hours surveyed (Nov. 5-12, 1958)—in the big Northern Lower Michigan market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

\*Vermont has 92,500 television homes. NCS No. 3 gives WWTV a nighttime weekly circulation of 106,130.

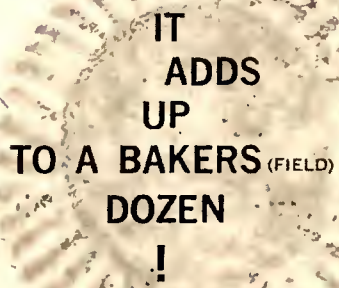
### The Tetzler Stations

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



# WWTV

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



IT  
ADDS  
UP  
TO A BAKERS<sup>(FIELD)</sup>  
DOZEN  
!

ut because the mailing address happens to be Bakersfield, don't let that limit your thinking market-wise. KERO-TV  
s the only single advertising medium that reaches California's Southern San Joaquin Valley, peopled by over a million  
nspenders. It's one of the most fertile spots in all America to plant a good product and watch it grow. And, every  
car you invest in KERO-TV time brings you a bonus of big-time facilities and an alert, professional staff to make every  
e: work overtime for agency and client. Plus, a marketing and merchandising program that forms a bridge between  
screen and customer sales. That's a baker's dozen in any field! Good thing to bear in mind when the Petry man calls.  
Ber still — why not call him?

**KERO-TV CALIFORNIA'S SUPER-market**  
BAKERSFIELD CHANNEL 10 NBC

PRESENTED BY EDWARD PETRY & CO., INC.

# STEP UP TO KJEO-TV RESULTS



Insist your **FRESNO, CALIFORNIA** time buys get **KJEO's** added viewership . . .

—Where nearly 40% of this 3-Station Market's top shows, network and non-network, are **KJEO's!**

—Of the top 16 Syndicated Shows, 10 are **KJEO's!**

—Of the top 10 Movie Shows, 8 are **KJEO's!**

Source: July 1959: Nielsen

And your H-R representative will show you, the results you get on **KJEO** are at rates right with the lowest in the area. See him now for top availabilities.



**THE BUY—  
WHERE  
FRESNO,  
CALIFORNIA  
BUYS—IS**



J. E. O'Neill — President  
Joe Drilling — Vice President  
and General Manager  
W.O. Edholm — Commercial Manager  
See your H-R representative **H-R**

to marketing manager for the international department of B. F. Goodrich Chemical Co. . . **Jaime Taronji**, to media and traffic manager of Robert Otto & Co., Puerto Rico.

## NETWORKS

**Network tv sales:** **Jell-O** (Y&R) for *Hennessey*, on CBS TV, beginning 28 September . . . **Liggett & Meyers** (D-F-S) and **Whitman** (N. W. Ayer) for the *Liberty Bowl* football game, 19 December, on NBC TV . . . Other NBC TV sales include: **Liggett & Myers** (Mc-E) and **Anahist** (Bates) for thirds of *Laramie*, Tuesdays, 7:30-8 p.m.; **Corning Glass** (N. W. Ayer), **Midas** (Edw. H. Weiss) and **Anahist** (Bates) for thirds of *Five Fingers*, Saturdays, 9:30-10:30 p.m., and **Liggett & Myers** (Mc-E) for alternate half-hours of *Bonanza*, Saturdays, 7:30-8:30 p.m.

**New affiliates:** **WINF**, Manchester, Conn., and **WZOK**, Jacksonville, Fla., with **Mutual** . . . **KTRE**, Lufkin, Tex., with **NBC TV**.

**Specials note:** The *Miss America Pageant*, CBS TV, 12 September, 10 p.m.-midnight will be sponsored for the sixth successive year by **Phileo** (BBDO).

**Years of service:** While adding 21 names to those who have been with the company for 10 years or more, **NBC, Chicago**, noted that more than half of its present employees have logged 10 years, 20% have served more than 20 years, and nearly 17% of the staffers are members of the 25 year club.

## RADIO STATIONS

The second quarter of '59 saw an upsurge in the number of radio advertisers, according to RAB Figures.

An RAB tabulation of spot and net-

**WNJR**  
negro radio for  
metro new york

# WHEELING 37<sup>TH</sup> TV MARKET

\* Television Magazine 8/1/58

One Station Sells Big  
Booming Ohio Valley

NO. 13 IN A SERIES:  
**CHEMICALS**



With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful **WTRF-TV** area. Typical is the **Columbia-Southern Chemical Corporation** at Natirum, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride. The more than \$5 million annual payroll dollars help make the **WTRF-TV** 39-county area a super market for alert advertisers.

For complete merchandising service and availabilities, call **Bob Ferguson**, VP and General Mgr., at **CEdar 2-7777**.

National Rep., **George P. Hollingbery Company**

**wtrf tv**  
Wheeling 7, West Va.  
316,000 watts **NBC** network color

# WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

## 7 WAYS BETTER...

Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design...

- *One operator has complete control over all recording and playback functions while standing in one position.*
- *All pushbutton controls are within fingertip reach.*
- *Monitoring is at eye level.*
- *Waist-high tape transport makes changing reels quick and easy.*
- *Splicing is a 30 second operation, right on the recorder.*
- *Desk-top convenience provides space for cue sheets and extra reels — no extra table required.*
- *And it's safe — you can't bump into turning reels.*

There are already more than 410 Ampex Videotape\* Television Recorders in operation throughout the world — in all major networks, in stations and production companies.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.



**AMPEX**  
VIDEOTAPE  
professional  
products division

934 CHARTER ST. • REDWOOD CITY, CALIF. • BR 1011

\*TM AMPEX CORP.

work clients for that period disclosed that 1,448 different brands were advertised via radio—a 17.2% increase over brands advertised during the first three months of the year.

Other RAB reports of the week:

- An analysis by R. H. Bruskin of motorists buying products in service stations showed (1) more than half listened to radio on the day they buy—before buying, (2) 42.8% listen to radio within two hours before purchase and (3) 35.4% hear radio within 30-minutes before buying.

- A survey at beaches, parks and

picnic areas in 10 major markets showed 40.8% of all groups in these locations had portable radios and 75.3% of these radios were tuned in at the time of the interview.

#### Ideas at work:

- **Dog days in Texas:** Lubbock now knows that 100 lbs. of weiners, laid end-to-end, measures some 487 ft. via a contest run by **KDUB**. The idea: Station got long-time advertiser Lubbock Packing Co. to contribute 200 lbs. of franks—100 for measuring and 100 for a prize. Personnel

then strung the “dogs” and hung them from a 20-story building in the downtown area, asking listeners to guess how long they measured.

- **Beaming Latin America:** Beginning this week, **WSM**, Nashville, will begin a new dimension in Inter-American relations via airing brief news summaries in Spanish to listeners in the Caribbean and Central America.

- **Cool contests:** Both **KXOK**, St. Louis, and **KCMO**, Kansas City, erected towers of ice near their studios, asking listeners to guess when those gigantic icebergs would melt.

- **For the distaff employees:** Proving that the working girl is not forgotten, **KOIL**, Omaha, is asking them to write a card to the station telling where and for whom she works. Each day, the station sends a corsage to one of them, and at the end of the week, **KOIL** selects a working girl for an expense-paid “night-on-the-town.”

- **No rock 'n' roll:** “The station that found the melody” is how **KXYZ**, Houston, describes its new music policy. To promote it, they adopted an “Ear Conditioned” title, and conducted a contest utilizing the phrase. The idea: Between 7 a.m. and 7 p.m. each day, a voice said “XYZ is completely ear conditioned.” The person guessing how many times the words are aired wins an air conditioner.

- **For the Russian Premier:** **WNEW**, New York, is conducting a music election to find the songs most typical of American music. The 25 songs receiving the most listener votes will be translated into Russian and presented to Krushchev during his visit to N.Y. In addition, station will feature these songs on the air while the Premier is in the city.

- **On the pole for polio:** To boost the failing March of Dimes' fund in Omaha, d.j. Fritz, of **KBON**, aired his all-night show for two weeks from a shack atop a pole erected at one of Omaha's busiest intersections.

- **A chance for the youngsters:** **WTCN**, Minneapolis-St. Paul, will make some kid's dream of a “great adventure” come true. The idea: Children are asked to send in the adventure they'd like to experience. Station will make it a reality for the winning letter writer.

## McLaughlin's Dollar Buys More on WKOW

“Our radio schedule promoting MANOR HOUSE COFFEE was given even greater strength by the aggressive merchandising support provided by WKOW and WKOW's hard-hitting Merchandising Director, Jim Miller. Personal calls on grocers, window displays at your downtown studio, and merchandising letters to all retailers helped our people sell by keeping them informed of the sales boost they received from ‘Wisconsin's most powerful radio station.’”

Charles Jallings

*Sales Representative*

MANOR HOUSE COFFEE

“Thanks, Marilyn Duff of Earle Ludgin & Co., for the opportunity to demonstrate WKOW's ability to deliver more for the money in Southern Wisconsin.”

Ben Hovel

*General Manager*

WKOW



**WKOW**  
MADISON, WISCONSIN

TV-**abc**

RADIO - 10 KW - 1070



# WRVA-RADIO

Virginia's largest single advertising medium

**BIGGEST SELLING VOICE\* IN VIRGINIA**

Whether you sell autos or weenies, ask your PGW Calanel for details on the terrific sales job being done for advertisers by the powerful \*50,000 Watt Selling Voice of WRVA-RADIO . . . Virginia's largest single advertising medium.

**WRVA-RADIO**

RICHMOND, VIRGINIA • NBC AFFILIATE



REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

• **On the "cold front"**: While the major radio networks were being cut-off from Moscow, **WFTL**, Ft. Lauderdale, pulled off what it terms a "news scoop": Station placed a 37-minute call to a couple Ft. Lauderdale businessmen in Moscow for re-broadcast two days after the Nixon party landed in the U.S.S.R.

**Summer daffodils**: Tom Looney, d.j. on **KICN**, Denver, is literally "swinging." He's hanging 25 feet off the ground suspended from a crane cable at a shopping center until the station "becomes number one in Denver."

**Note-worthy switch**: Murray Cox, farm editor of **WFAA**, Dallas, who has been airing sponsors' products directly related to the farm, is trading in his plows for skirts via a new sponsor. Montgomery Ward Big Town chose his show to premiere on radio their fall line of back-to-school wear.

**Programing note**: **KFMB-FM**, San Diego, will air 1 September with what it describes as "a totally differ-

ent approach to the fm program format": It will be built around the broad field of genuinely great jazz.

**Thisa 'n' data**: **WABC**, New York, is inaugurating a new daytime music policy featuring the best tunes of all time . . . **Winner**: Norman Wain, of Marc Wyse Advertising, Cleveland, came closest to guessing that it would take 131 days for **WHK**, Cleveland, to "become number one" according to C. E. Hooper Audience Survey report. His prize from **WHK**: \$100 . . . "Target" is the new theme **WLEE**, Richmond, is using for its promotion. As a tie-in, the station is giving away a \$1,000 bond to the person locating target that has been placed in a section of the city . . . *Eulogy for Three Non-Adjusted Men*, a 'wax museum' program aired on **WFMT-FM**, Chicago, has been chosen to represent the U.S. in the 11th annual international competition for the Prix Italia.

**Station purchase**: **WWOL**, Buffalo, from the Greater Erie Broadcasting Co. to Grelin Broadcasting, Inc., for \$250,000—brokered by Edwin Tornberg & Co.


**New affiliations to the Keystone Broadcasting System**: **KTOC**, Jonesboro, La.; **WDLB**, Marshfield, Wis.; **WWIZ**, Lorain, O.; **KGRO**, Gresham, Ore.; **WRWH**, Cleveland, Ga.; **KASO**, Minden, La., and **KRMS**, Osage Beach, Mo.

**Station staffers**: **Roy Holmes**, to general sales manager of the Quality Music Stations . . . **Bob Dunn**, to general manager of **KSFA**, Nacogdoches, Tex. . . **WBC** appointments: **Gordon Davis**, to general manager, **WIND**, Chicago; **Carl Vandagriff**, the same, at **KYW**, Cleveland, and **Ed Wallis**, to **WOWO**, Ft. Wayne, as general manager . . . **O. P. Bobbitt**, to v.p. of **LBJ Co.** in charge of sales . . . **Tom Duggan**, sales manager, **KICN**, Denver . . . **Lewis Click**, comptroller, **WSAZ**, Huntington-Charleston . . . **Randy Archer**, local sales manager, **KING**, Seattle . . . **James Fesperman**, general manager, **KFSA**, Ft. Smith, Ark. . . **Edward Newman**, commercial manager, **WWIN**, Baltimore . . . **David Yarnell**, publicity director, **WCBS**, New York.

## REPRESENTATIVES

**Rep appointments**: The Herald Tribune Radio Network, to **The Bolling Co.** . . . **WFPG**, Atlantic City, to **Jack Masla & Co.** for national representation exclusive of Philadelphia . . . **WYNG**, Providence, to **Good Music Broadcasters** . . . **WOPA**, Oak Park-Chicago, to **B-N-B, Inc.** Time Sales for the West Coast.

**Strictly personnel**: **Lionell Colton**, to Chicago as v.p. in charge of mid-west operations for Walker-Rawalt . . . **Gregory Murphy, Jr.**, manager in charge of the Atlanta office of the Katz Agency . . . **Ted O'Connell**, to Chicago as mid-west sales manager for CBS TV Spot Sales . . . **Dick Cruise**, to the Los Angeles tv sales staff of Edward Petry . . . **Pete Watkins**, to the New York sales staff of Gill-Perna . . . **Robert**




# GENE AUTRY

starring in 56 HOUR FEATURES

# ROY ROGERS

starring in 67 HOUR FEATURES



### REALLY ROUNDIN' UP RENEWALS


	Originally bought	Renewed in 1959
<b>WCCO-TV</b> Minn.-St. Paul	2 runs	5 Year Profit Plan
<b>KPRC-TV</b> Houston	6 runs	5 Year Profit Plan
<b>WHIO-TV</b> Dayton	3 runs	5 Year Profit Plan
<b>WFBM-TV</b> Indianapolis	4 runs	5 Year Profit Plan
<b>WSLS-TV</b> Roanoke	2 runs	5 Year Profit Plan
<b>WTVM</b> Columbus, Ga.	3 runs	5 Year Profit Plan
<b>WATE-TV</b> Knoxville	2 runs	5 Year Profit Plan
<b>KOB-TV</b> Albuquerque	3 runs	5 Year Profit Plan
<b>KVOO-TV</b> Tulsa	4 runs	5 Year Profit Plan
<b>WFLA-TV</b> Tampa	3 runs	5 Year Profit Plan

and many, many more!

**...and really rackin' up raves:**

"Great ratings, highest in the city . . . have signed for five more years." **WTVM**, Columbus, Georgia, April 6, 1959.

"For almost two years now . . . they have been eminently successful." **WCDA-TV**, Albany-Troy.



# WNJR

negro radio for metro new york



*WeeReBeL, Columbus, Ga., and Jackie Moore, time buyer, BBD&O, Inc., New York, reveal a few secrets.*

## Have you heard what the WeeReBeL said to BBD&O?

*"Over a million people can watch WRBL-TV"*

Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERRY for choice availabilities in Georgia's second market.

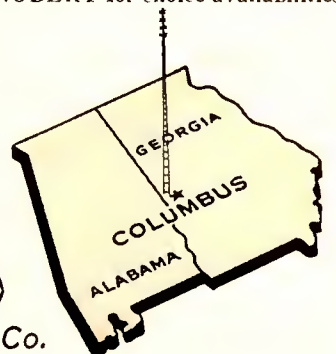


# WRBL

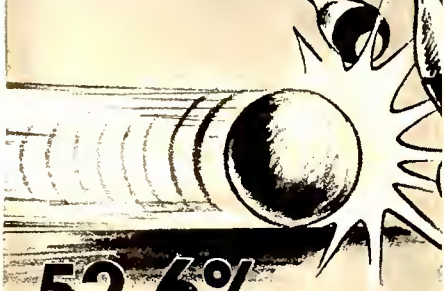
TV-CHANNEL 4 • RADIO-5000 WATTS

**abc COLUMBUS, GA. CBS**

*Represented by George P. Hollingbery Co.*



# IMPACT!



## 52.6%

**SHARE OF AUDIENCE  
IN A COMPETITIVE,  
3-STATION MARKET \***

More audience than all other El Paso stations combined! That's what the latest ARB gives KROD-TV (\*February 1959.) And that's why KROD-TV is the "must" buy to reach the vast West Texas-Southern New Mexico market.



### KROD-TV EL PASO, TEXAS

Darrance D. Roderick, Pres.

Val Lawrence, V.-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

*Just like John Hancock  
and his signature*



people  
REACT  
to the  
voice and vision  
of NBC in  
South Bend - Elkhart  
call Petry today!

**WNDU-TV** CHANNEL 16  
BERNIE BARTH & TOM HAMILTON

McGinnity, to radio salesman, Thomas F. Clark Co.

William Rambeau, the recently-resigned president of Rambeau-Vance-Hopple, has set up an office in New York where he'll become a station consultant.

## TV STATIONS

The plans of WBBM-TV, Chicago, to syndicate a series of Paris fashion programs has become a cropper, besides an embarrassment and financial sticker.

It seems that when the station's crew and top brass got set on location they found that the William Morris agency had all the designers under tv rights contract.

The station had sold the series to Perma-Lift in three markets for \$14,000.

TvB is distributing a pocket-sized promotion piece dubbed "The Top 100 National Advertisers," which summarizes top level media preferences.

These top 100 advertisers in 1958, the TvB summary shows, invested nearly 50% of all expenditures in tv, with 65 of the 100 considering tv their basic medium.

**Promoting tv:** The nation's leading tv set manufacturers are going to boost tv programming via a campaign mapped out by the Consumer Products Division on EIA (Electronics Industries Assn.).

The promotion: Banners carrying the slogan "Coming—The Finest Shows of All on Tv this Fall" are being mailed to 40,000 tv dealers by EIA. In addition, set manufacturers will provide slugs for use in local newspaper advertising incorporating the same theme.

**Ideas at work:**

- A day at the races: W-TEN and WROW, Albany, played host to some 225 ad and broadcasting executives at the Saratoga Race Track in Saratoga Springs, N. Y. Stations chartered planes to fly the guests from New York and Boston to the track, and then to dinner in Albany via air-conditioned busses. To com-

- SPRINGFIELD
- DECATUR
- CHAMPAIGN-URBANA

*"Where Mid America  
Lives and Buys..."*

# NEW 59<sup>th</sup>\*

METROPOLITAN MARKET

## NEW GRADE "A"

Only by →

SPRINGFIELD WICS DECATUR

CHAMPAIGN WCHU URBANA

NBC Exclusive

OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

# BEELINE RADIO

**KOH** • RENO  
**KFBK** • SACRAMENTO

**KBEE** • MODESTO  
**KMJ** • FRESNO

**KERN** • BAKERSFIELD

delivers more for the  
money in California's  
inland valley and  
Western Nevada

Check Paul H. Raymer Co. for the facts

**McCLATCHY BROADCASTING  
COMPANY** SACRAMENTO, CALIFORNIA



your  
extra  
eye  
is

# SPONSOR

Hundreds of extra eyes to be exact — the most restless retinue of retinas — work for you at SPONSOR to help keep you the best informed executive on broadcasting that you can possibly be.

*Experienced eyes that see beneath the surface and beyond the fact. Eyes that bring you not alone news but the most comprehensive analysis of this news in the entire publication field.*

That's why you should read SPONSOR — at home . . . where you can give it your unhurried time — your relaxed imagination. One idea that you can apply might well be worth a lifetime of subscriptions.

Now — for just \$8.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.

Only gift subscriptions for advertisers or agencies are eligible.

SPONSOR  
40 East 49 St., New York 17, N. Y.  
I'll take a year's subscription of SPONSOR.  
You guarantee full refund any time I'm not satisfied.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Bill me       Bill firm

plete the day's activities, the group was transported back to New York by Eastern's Super Constellations.

• **CBS TV affiliates** have begun a search for a woman in each of 51 states (including D.C.) to represent them as guests of the network 11-19 September, during which time she will be the Televisit Week Reporter for the station and a local newspaper. A new innovation this year is that along with the women's visit to CBS TV, New York, they will also be flown to CBS studios in Hollywood.

• **The plan backfired:** To liven-up a western style *Record Hop*, m.c. Frank Darien of KNTV, San Jose, arranged for two men to show up at the studio, argue, and fire blank shots. The hitch: While Darien acted the hero by dashing between them during the "fight" on tv, one of the blanks stung him in the arm and a powder flash burned a hole in his shirt. With "the show must go on" attitude, Darien completed the program, and then was taken to a hospital for wound treatment.

**Thisa 'n' data:** Knodel Tygrett Co., signed for a longterm stint on the 11 p.m. nightly newscast on WCPO-TV, Cincinnati . . . **Pulse** found, during its March survey, that tv attracts an above-average proportion of women who buy home permanents—with the soap operas being particularly effective for that and shampoos . . . **WKJG-TV**, Ft. Wayne, will exclusively present live wrestling from its studios beginning 7 September . . . **Kudo:** KNXT, Los Angeles, winner of the Army's "out-standing public service award."

**Station purchase:** WSFA-TV, Montgomery, Ala., to the Broadcasting Co. of the South for \$2.5 million, from the Oklahoma Publishing Co. and G. Richard Shafto.

**On the personnel front:** Saul Rosenzweig, to v.p. in charge of tv sales, WLOS-TV, Asheville-Greenville-Spartanburg . . . **J. W. Slates**, to general manager of KFSA-TV, Ft. Smith, Ark. . . . **Orville Burda**, commercial manager, KXJB-TV, Valley City, N. D. . . . **Warren Wright**, program manager, WFBM-TV, Indianapolis . . . **Peter Whipple**, sales-traffic manager, WTTG-TV, Washington, D. C.

“ . . . Betty Clarke is a marvelous sales woman to produce the results she did during a short-term campaign. And, three weeks later, we wonder when we will stop getting direct results. ”

Woman-to-woman is the best way to sett women. That's how WFDF's Betty Clarke does it on her daily PARTY LINE show from 2:00 - 2:30 P.M. For proof of suc-

cess, check the quote from Mr. John Cole, Director Radio-TV for THE BUCHEN COMPANY, Chicago. He refers to a FAMO Recipe Booklet offer made during June that continued to



draw mail response almost a month after the schedule ended. He adds, "of course we're delighted" and "slightly amazed."

These "amazing" results are not unusual for Betty's sponsors. They are, in fact, her stock-in-trade. That's why, we say, "if what you sell appeals to women, get on the PARTY LINE for direct sales now."

The Katz Agency can give you a full account of how Betty's listeners use on-the-air phone calls for lively question and answer sessions on household problems. And the Katz man can also tell you about the limited availabilities for Fall. We suggest you call early.

# WFDF

5 KW at 910 on the dial for Flint and all of Northeast Michigan.

Represented nationally by the KATZ Agency.

Hot Springs, Ark.

Pop. 33,800

is larger than

Midland, Texas

Pop. 64,700

in General Merchandise Sales

La Crosse, Wisc.

Pop. 79,700

in Drug Store Sales

Sheboygan, Wisc.

Pop. 91,900

in Apparel Store Sales

Ask Us "Why"

# KBHS

5000 watts at 590 kc

113 Third St., Hot Springs, Ark.

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the newest, fastest way. . . I go by jet.

When I listen to radio, I want the newness, pace, and precision of jet flying. . . so, naturally, I listen to KFWB."



The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other L.A. station.

Buy KFWB . . . first and fast in Los Angeles.



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

ROBERT M. PURCELL, President and Gen. Manager  
JAMES F. SIMONS, Gen. Sales Manager  
Represented nationally by JOHN BLAIR & CO.

## Tv and radio NEWSMAKERS



**John H. White** has been named Eastern sales manager of H-R Tv, Inc. He comes to the rep firm from Chicago, where he was manager of CBS Spot Sales. White's first job was with Prentice-Hall publishing firm. He began his tv sales career with George P. Hollingbery, and in 1948 joined the Katz Agency exclusively as a tv salesman. In 1951 he went to CBS Spot Sales in N. Y. He was subsequently transferred to San Francisco as CBS Spot Sales branch manager, then to Chicago in the same capacity.

**Gordon Davis** is the new general manager of WIND, the Chicago station of Westinghouse. He has been with WBC since 1947, first as producer and program manager and, later, as general manager of KYW, Cleveland (formerly Philadelphia). Earlier, he served KIRO and KVI, Seattle, and WILL, Urbana, Ill., as writer, director and announcer. From 1936 to 1942 Davis was a *Stars and Stripes* correspondent in the Pacific Theater. A U. of Illinois graduate, he lives in Cleveland with his wife and two children.

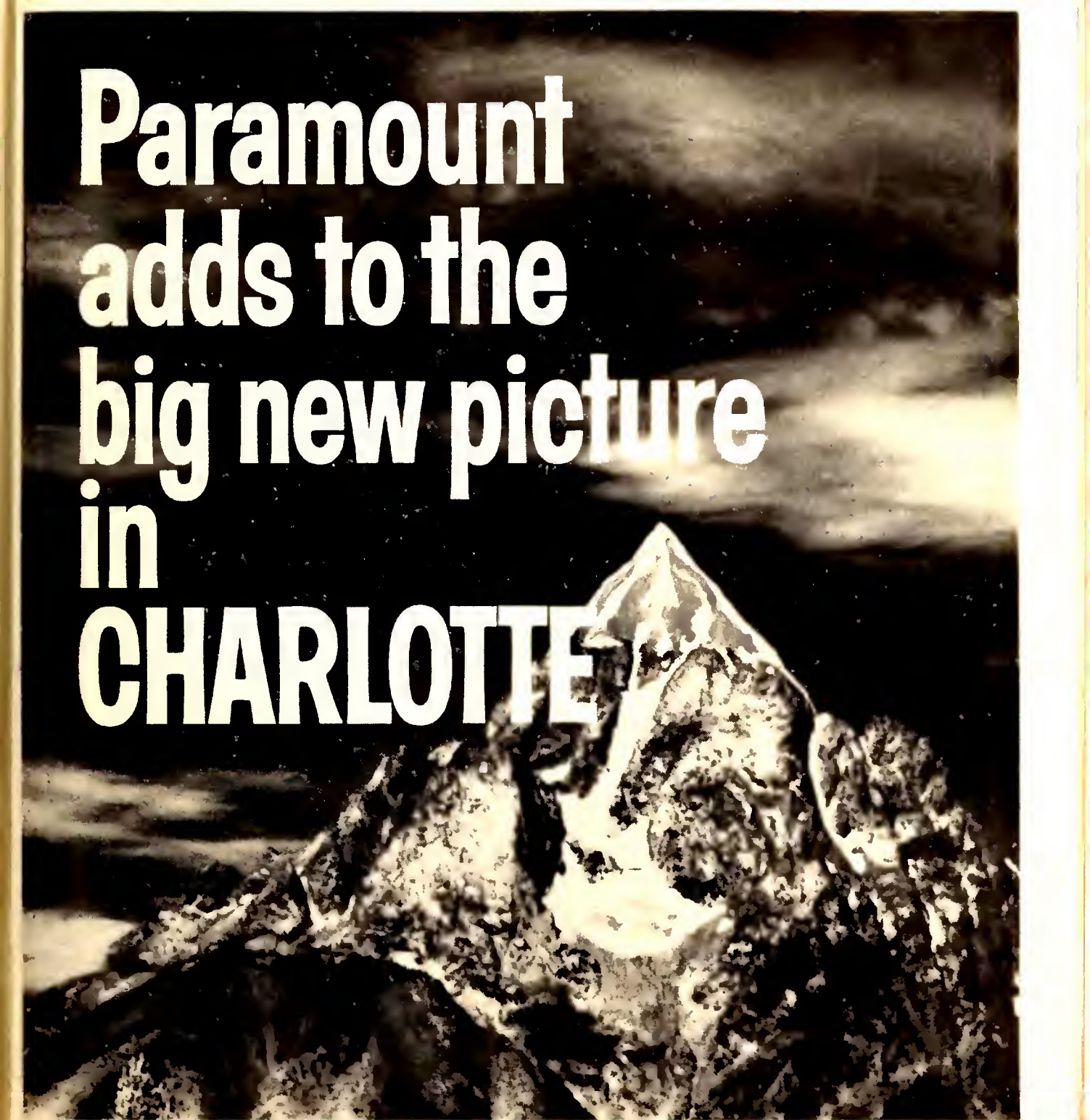


**Jayne Swain** has been promoted to v.p. and general manager of WAKE Broadcasters, Inc., the Bartell stations in Atlanta. She has been with the Bartell Family Group for the past three years, most recently holding the post of station manager. Mrs. Swain began her radio career in 1948 as both broadcaster and saleswoman for her own show via WQXI, Atlanta. She later joined the Rounsaville Chain as an account executive. Mrs. Swain is a member of the Atlanta Advertising Club and AWRT.

**James H. Fuller** has joined the New York sales staff of Robert E. Eastman & Co., radio station reps. He was, for the past year, advertising sales manager for SPONSOR. Prior to this, he spent five years with NBC, CBS and later, ABC, on the radio sales staffs. Earlier, Fuller was with Y&R, *McCall's Magazine* and with the *American Druggist*. He is a graduate of Dartmouth College, and spent five years as a major in the Air Force. Fuller is married; the father of three children, and resides in South Salem, N.Y.



# Paramount adds to the big new picture in CHARLOTTE



NBC, ABC, Warner Brothers—plus Paramount! The best of this major producer now has sweetened the pot for WSOC-TV advertisers. Puts more starch in the formula that's changing viewing habits of Charlotte television! Here in America's 22nd largest tv-homes market you get more for your dollar on Charlotte's expanding WSOC-TV... one of the great area stations of the nation.

# WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

# SPONSOR SPEAKS

## Are admen neglecting programs?

Keen-eyed observers of the air media are beginning to be disturbed over the tendency of many agencies and advertisers to neglect tv and radio programing.

From Chicago comes news that Needham, Louis, and Brorby, reversing a trend, is expanding its radio/tv activities to include more program study, research and planning. NL&B feels that top agency executives must again become program specialists in order to protect client interests.

In New York last week, Edgar Kobak, veteran advertising and broadcasting executive, and now consultant to blue-chip accounts, told SPONSOR that the trend toward participating and alternate sponsorship of tv shows contains elements of real danger.

"In the old days," says Kobak, "when men like G. W. Hill insisted on scrupulous listening by his agency and ad department to all American Tobacco shows, we had a healthy, though sometimes annoying involvement of sponsors with programing. The criticism kept producers on their toes.

"Today, with many advertisers buying minute participations, there's a tendency to forget programs entirely—except at rating time. This isn't healthy, and can lead to trouble."

SPONSOR agrees that it is unrealistic to divorce programing from the total radio/tv advertising picture. We urge agencies and advertisers to re-examine their present systems and procedures, and give proper emphasis to programs.

## Meet Mr. Ziv

Next week, SPONSOR publishes an exclusive story on one of the most successful but least known men in our industry—Frederic W. Ziv, chairman of the board of Ziv Television Programs Inc.

The Ziv name is known to millions, but many people, even in the business, ask, "Is there really a Mr. Ziv?" There certainly is, and we know you will be interested in SPONSOR's report on the dynamic Cincinnati in next week's issue.



**THIS WE FIGHT FOR:** *Greater recognition, by agencies, advertisers and stations of the need for strict self-policing on all matters of programing and commercial announcements.*

## 10-SECOND SPOTS

**Samaritan:** A Madison Avenue secretary returned home to her apartment, did her good deed for the day by assisting a little old lady into the automatic elevator. The little old lady promptly pushed the floor number and "Door Close" button, the door slammed on our girl's dress and the elevator took off. Also taken off in the ride was the girl's dress which may still be lying at the bottom of the elevator shaft.

**Fluffs:** Slippery tongues produced two sterling goofs in Charlotte, N. C. A tv newscaster described a new jet as flying "faster than the sound of speed." And a campaign chairman became a "Champagne careman."—*TV Guide.*

**The promoters:** From Crawley Films, Canada, a promotion piece in the form of a capsule labeled "Dope," which goes on to say "Straight dope from Crawley" . . . From WRCA Radio, N. Y., a record-shaped swatch of Bigelow carpeting as an invitation to a demonstration of the station's "Wall to Wall Music."

**Motivated:** From Earl Wilson's column in the *N. Y. Post*—"Jackie Miles complains that his wife is a pushover for tv pitchmen: 'We own everything in the world that costs \$1.25 a week.'"

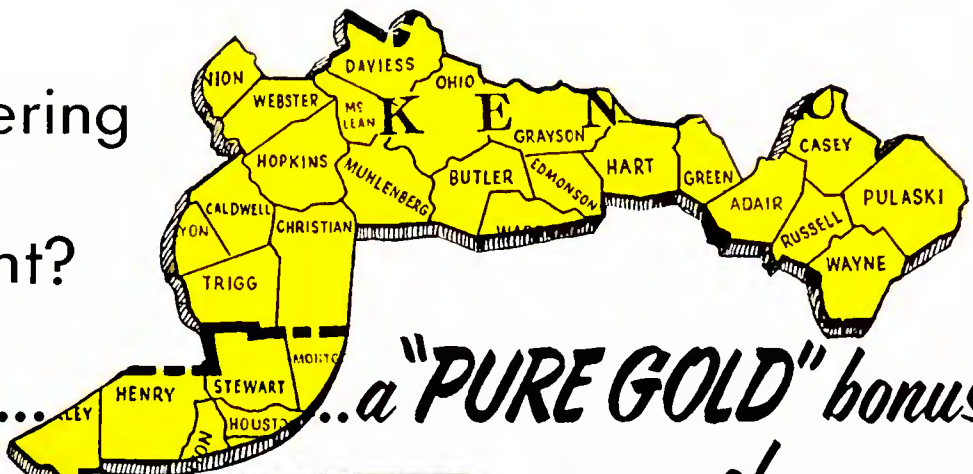
**Stationbreak:** At KQV, Pittsburgh, news director Ken Hildebrand sat down before the mike awaiting his cue. As the "On The Air" sign flashed, he found he had forgotten his news script. *Oh well, no news is good news.*

**True to form:** A New York adman, whose youngsters keep pet rabbits in their Greenwich Village garden apartment, recently entertained a neighboring family, who keep a pet turtle in their garden apartment. After umpteenth rounds of potables, someone suggested a tortoise vs. hare race. The tortoise won.

**Natural:** Phil Stone, CHUM, Toronto, suggests a root beer company sponsor a tv show called *Gun For Hires.*



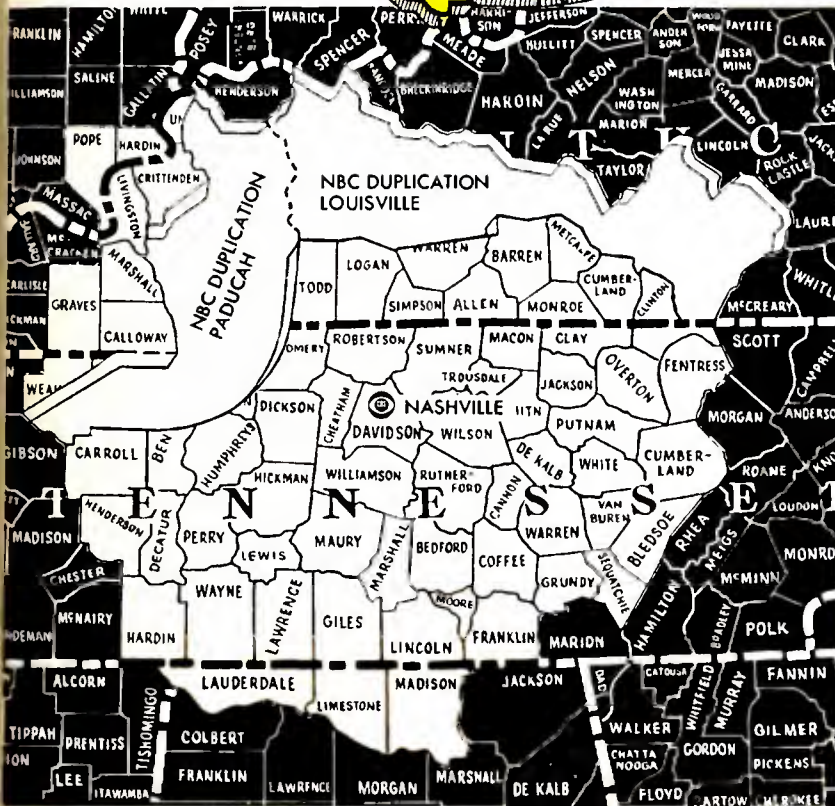
Still wondering  
where the  
yellow went?



*This is it.... a "PURE GOLD" bonus  
of unduplicated  
coverage!*

WLAC-TV's 91-county, 4-state  
coverage area is virtually free  
of duplication by any other  
CBS station.

The difference between CBS  
unduplicated coverage and  
NBC unduplicated coverage is  
documented by NCS #3 area  
survey and published engineer-  
ing maps of NBC stations in  
Paducah and Louisville.



*Always the leader...  
in the things that count!*

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.  
New York Chicago Detroit Kansas City  
Atlanta Dallas Los Angeles San Francisco

Robert M. Reuschle  
General Sales Manager

T. B. Baker, Jr.  
Executive Vice-President  
and General Manager



Buy AREA impact on WLAC-TV, the South's Great MULTI-MARKET <sup>Sales</sup> STATION

# SELL KANSAS CITY



## America's 17<sup>th</sup> Market\*

with the **TOPularity Stations**

## KMBC-TV CHANNEL 9

... reaches 36,316 more homes with Class "A" coverage than does its nearest competitor.

KMBC-TV is the *most powerful station* in its huge coverage area ... 316,000 watts from its "Tall Tower" ... serving 1,674,978 people!

KMBC-TV is the *most popular station* in the Kansas City market. High-rated, station-produced programs are liberally laced with an ever-growing number of sparkling ABC-TV shows destined to capture a *still greater majority* of the area's top network program ratings.

## KMBC-KFRM RADIO

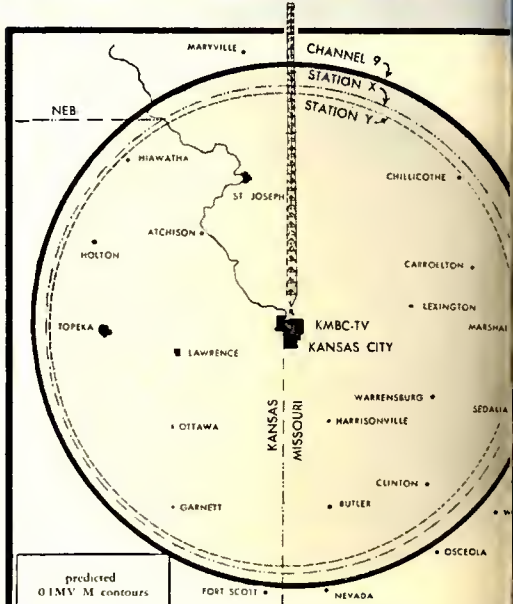
*The Kansas City Trade Area Team*

... serving the Kansas City Trade Area with twin transmitters and 10,000 watts power ... blankets a prosperous area of four million population—western Missouri plus ALL of Kansas as a BONUS. You get KFRM *free* when you buy KMBC! Deftly balanced programing features the Midwest's TOPular broadcasting personalities. Their audience-oriented music, live news and sports,

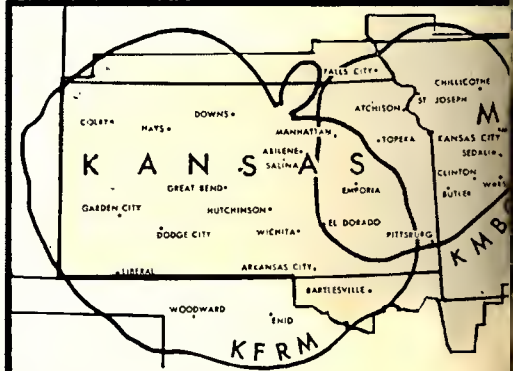


farm service and women's shows deliver terrific listenership and turn advertising impact into sales. Top personalities plus top programing with "the Top 10,000 Tunes" create TOPularity.

\*Kansas City Metropolitan area has risen to 17th in the nation in TOTAL NET EFFECTIVE BUYING INCOME, according to *Sales Management* 1959 "Survey of Buying Power." (Kansas City has recently been rated by a national investment authority as having the *greatest growth potential* of any city in the United States!)



KMBC-TV's 0.1 mv contour covers approximately 25 square miles in rich western Missouri and eastern Kansas. Class "A" coverage from the 316,000-watt "Toll Tower" reaches 36,316 more homes than does its nearest competitor!



Note how closely KMBC-KFRM 0.5 mv coverage fits the Kansas City trade area (shaded) as defined by industrial economists of 10th District Federal Reserve Bank. About 1 1/4 million families (about 4 million persons) possess buying power exceeding \$6 1/2 billion annually!

## In Kansas City the Swing is to KMBC-TV



Kansas City's Most Popular and Most Powerful TV Station



DON DAVIS, President  
JOHN SCHILLING, Executive  
GEORGE HIGGINS, Vice Pres.  
ED DENNIS, Vice President  
MORI GREINER, Television Manager  
DICK SMITH, Radio Manager

and in Radio the Swing Is to  
**KMBC of Kansas City — KFRM for the State of Kansas**

with 10,000 Watts Power from Twin Transmitters

