

# SPONSOR

THE MAGAZINE RADIO/TV ADVERTISERS USE

## ANNOUNCING... McLendon Radio Jingles

Now, for the first time, the highly successful  
McLendon Stations are offering custom-made

McLendon jingles to stations *and* sponsors.

Packages one and two are already available.

For radio stations with rating problems —  
and for the agency with a hard-to-please client —  
McLendon Radio Jingles are just what the doctor ordered.

WRITE, WIRE, OR CALL: JAMES H. FOSTER, *Executive Director*  
2008 JACKSON STREET, DALLAS, TEXAS, Riverside 7-9311

B. R. McLENDON  
Chairman of the Board

GORDON B. McLENDON  
President

JAMES H. FOSTER  
Executive Director

PETE PEDERSEN  
Music Director



### 1959 — YEAR THAT EXPLODED!

Fast-paced summary of  
the things you will  
remember about the  
year that is passing

Page 27

TV: Scandals couldn't  
dim its success

Page 28

RADIO: Spot set record;  
net retrenched

Page 30

AGENCIES: Mergers  
ADVERTISERS: Big \$\$\$

Page 32

FILM: No answer yet

Page 36

Radio results —  
Sponsor's choice  
of best campaigns

Page 37

DIGEST ON PAGE 4







# WIIC channel 11 IN PITTSBURGH

*expresses its thanks to  
the distinguished board  
of judges who honored  
this television station  
by selecting it as*

## FIRST PLACE WINNER

*in the*

## SECOND ANNUAL PROMOTION MANAGERS' CONTEST

*conducted by the*

## NATIONAL BROADCASTING COMPANY

### JUDGES

LEWIS TITTERTON  
COMPTON ADVERTISING  
JAMES BEALLE  
KENYON & ECKHARDT  
HERMINIO TRAVIASAS  
BATTEN, BARTON, DURSTINE & OSBORN  
MITCHELL JOHNSON  
WILLIAM ESTY AGENCY  
LEE RICH  
BENTON & BOWLES  
PAUL LOUIS  
LEO BURNETT  
AL HOLLANDER  
GREY ADVERTISING  
GEORGE FREY  
SULLIVAN, STAUFFER, COLWELL & BAYLES  
DORIS WILLENS  
NEW YORK JOURNAL-AMERICAN  
CARL SPIELVOGEL  
NEW YORK TIMES



Mark this market  
on your list!

# CENTRAL and SOUTH ALABAMA



## WHY WSFA-TV IS DOMINANT IN CENTRAL AND SOUTH ALABAMA!

WSFA-TV has the TOP SHOWS in an area of over one million population. The April '59 ARB survey proves the dominance of WSFA-TV . . .

Top 10 Shows		
WSFA-TV	9	90%
Station "C"	1	10%
Top 15 Shows		
WSFA-TV	13	86%
Station "C"	2	14%

WSFA-TV placed five syndicated shows in the Top 30 while Station "C" placed none in the Top 50. A further indication of WSFA-TV's acceptance.

### OVER A MILLION VIEWERS IN 35 ALABAMA COUNTIES\*

Population	1,106,000
Effective Buying Income	\$1,201,510,000
Retail Sales	799,440,000
Food Store Sales	217,402,000
Drug Store Sales	23,964,000
Automotive Sales	157,280,000
Gasoline Service Station Sales	74,867,000

Mark Central and South Alabama on your list . . . buy it with WSFA-TV!

\* Market area defined by Television Magazine, plus 6 counties consistently proving regular reception. Does not include 3 Georgia and 3 Florida bonus counties.  
(Data from Sales Management Survey of Buying Power)

## WSFA-TV MONTGOMERY

Chonnel 12 NBC/ABC

The BROADCASTING COMPANY of the SOUTH  
WIS-TV and WIS-COLUMBIA, S. C.  
WIST-CHARLOTTE, N. C.

Represented by the Katz Agency

© Vol. 13, No. 52 • 26 DECEMBER 1959

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

Farewell to 1959—report on an explosive year!

- 27 SPONSOR reviews the passing years—the names and issues that made the news, the major developments that took place within the industry, the ups, the downs—these were the things to remember in the year 1959
- 28 **Television** was bloody but unbowed. It showed a healthy prosperous state in both net and spot in spite of the quiz show scandals
- 29 **Newsmakers of the Year.** Twenty-eight men whose names made the headlines of the broadcasting industry during year just closing
- 30 **Spot and net radio.** For spot a record year; for net a year of retrenchment and new affiliate plans. Local played a strong part
- 32 **Agencies and advertisers.** A year of mergers and re-evaluation. As 1960 approached, the eyes of the industry were on Washington
- 34 **Top 50 radio tv agencies.** Detailed billing figures for 1959 on the top ad houses and what they invest in the media, both spot and net
- 36 **Film and tape.** New developments in tv syndication and commercials rewarded Air Media's search for a practical role for video tape

Radio results—an annual feature

- 37 SPONSOR reviews the year's most successful radio campaigns, presents 32 capsule case histories, arranged alphabetically by category for easy use

## FEATURES

- 56 Film-Scope
- 24 49th and Madison
- 60 News & Idea Wrap-Up
- 6 Newsmaker of the Week
- 60 Picture Wrap-Up
- 68 Seller's Viewpoint
- 52 Sponsor Asks
- 14 Sponsor Backstage
- 58 Sponsor Hears
- 19 Sponsor-Scope
- 70 Sponsor Speaks
- 50 Spot Buys
- 70 Ten-Second Spots
- 12 Timehuyers at Work
- 66 Tv and Radio Newsmakers
- 55 Washington Week

Member of Business Publications  
Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUperior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLlywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada & other Western Hemisphere Countries \$9 a year. Other Foreign countries \$11 per year. Single copies 40c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MUrray Hill 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1959 Sponsor Publications Inc.

# EXPERIENCE

**EXPERIENCE** Ten solid years of it this month. Since 1949 times have changed, but so have we. New news concepts, the culling and corralling of fresh program ideas, applauded public service, and the great CBS Network, account for WJW-TV's present acceptance in Northeastern Ohio.

*YOU KNOW WHERE YOU'RE GOING WITH*

**WJW-TV**  
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

*This Is The Piedmont*  
**Industrial Crescent**



A Vast  
 Urban Complex  
 Where Millions of  
 Your Customers  
**WORK, EARN**  
 and **SPEND.**

and it's dominated by

**wfmy-tv**

GREENSBORO, N. C.



Basic Since 1949

Represented by  
 Harrington, Righter & Parsons, Inc.

New York • Chicago • San Francisco • Atlanta • Boston

**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.

# NEWSMAKER of the week

*The reawakened interest of government, the general public and the broadcast industry in public service programing with broader program appeal for minority audiences, has sparked the creation of an important new post at CBS TV. Last week, John Karol became v.p. and director of special projects in the network's tv sales department, a position which portends the blazing of new and difficult sales trails leading to sponsors.*

**The newsmaker:** John Karol has a broad knowledge of and wide acquaintanceship with the broadcast industry. He's worked at CBS and in radio for 29 years, moving to television only last September after a career as a research, administrative and sales executive.

After four months with the CBS TV network as director of special projects for the sales department, he becomes v.p. in charge of sales for three major program areas: special affairs, sports and specials.

New interest in the scheduling of special programing has prompted CBS TV to blueprint for the '60-'61 season double the number of public affairs, documentary, specials and sports shows being telecast this season.

John Karol's job: to heighten advertiser interest in these off-beat programs, all of which will be



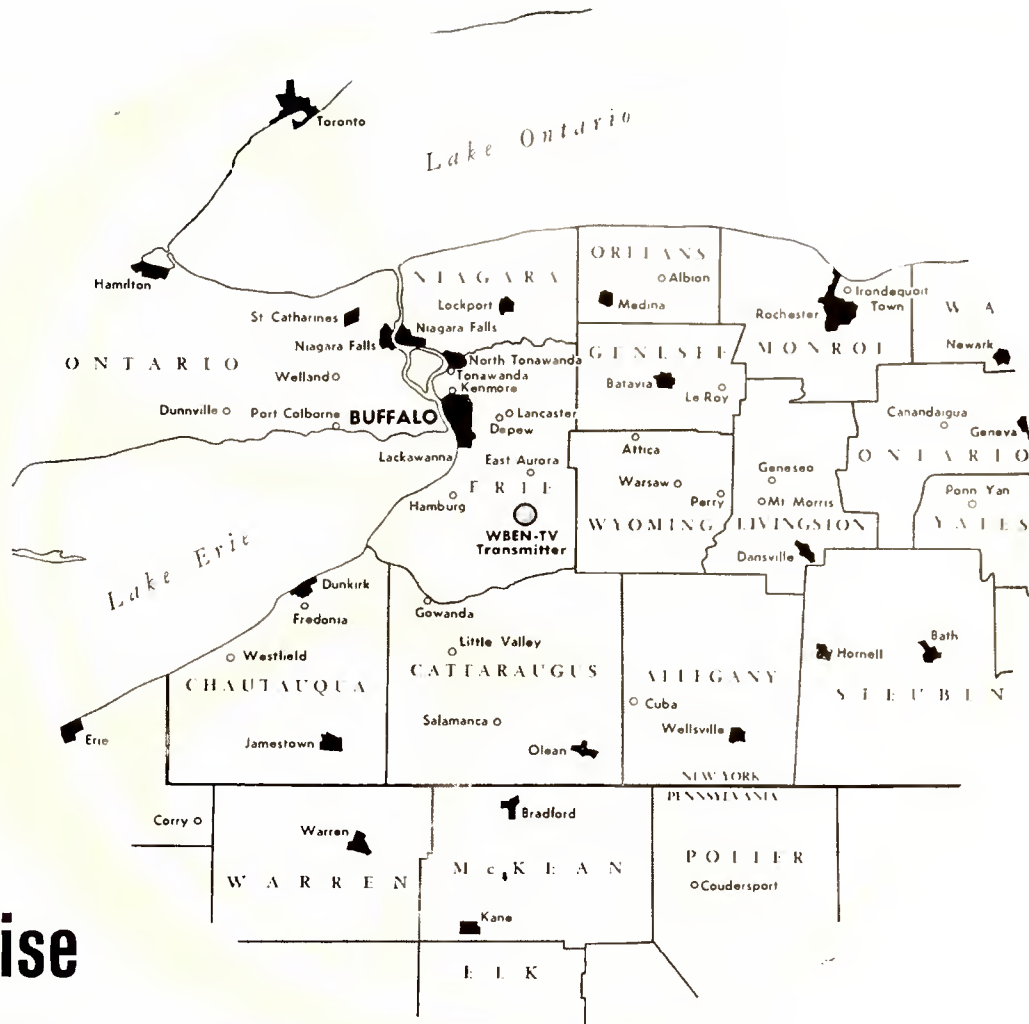
*John Karol*

aired during prime nighttime periods, and to bring in advertisers new to the medium or to this type of programing. The hour-long shows are now being blueprinted in terms of content as well as sponsorship. They range the spectrum of show types from a Massachusetts Institute of Technology Series through exclusive of the Olympics to specials with "names" like Arthur Godfrey, Sid Caesar.

One of John Karol's fortes has long been effective association with top-level planners—board chairmen and presidents. His talents as v.p. for network radio sales are being switched into different gear hut with the same objective. He's planning however, to pinpoint his special program sales approaches more specifically—"a rifle rather than a shotgun tactic. And we're going to work closely at all levels with clients and prospects so they know what we're doing as much in advance as possible." He believes most of these specially developed programs demand as much imagination in selling and matching a marketing need as in the program planning and production.

He and his wife live in suburban Chappaqua. A daughter, Kitty, is married to Paul Ross of SSC&B. John, Jr., is doing graduate work in both law and chemistry at Yale. His father, a Harvard graduate, earned a Master's Degree from the U. of California, where he received a Carnegie Research Fellowship.





for  
moving  
merchandise  
in Western  
New York

**WBEN-TV is the BIG WHEEL**

Certainly we can talk quality programming and production, for as Western New York's first television station we have the experience and know-how since 1948. But advertisers like to talk coverage and sales. No station in the area dominates this rich, productive market with perfect pictures and perfect sound as does WBEN-TV. Into Western New York, northwestern Pennsylvania and the Canadian Niagara Peninsula we consistently bring your message before the most people, most of the time. This moves merchandise, rolls up sales gains, levels sales resistance. To WBEN-TV buyers it's the greatest invention since the wheel. It takes them farther faster along the road to sales dominance. Contact us and learn how your TV dollars count for more on Ch. 4.

Represented nationally by  
HARRINGTON, RIGHTER and PARSONS

**WBEN-TV**

A SERVICE OF THE BUFFALO EVENING NEWS



CH.  
CBS in Buffalo

**4**

*Small measure*



1-8.125  
1-4.250  
3-8.375  
1-2.500  
5-8.625  
3-4.750  
7-8.875  
16THS.




To the five CBS Owned television stations, dollar measure is but *small measure* of the value of their community service activities.

The fact that in 1959 these local stations devoted better than *eleven million dollars* in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the *limitless* amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated

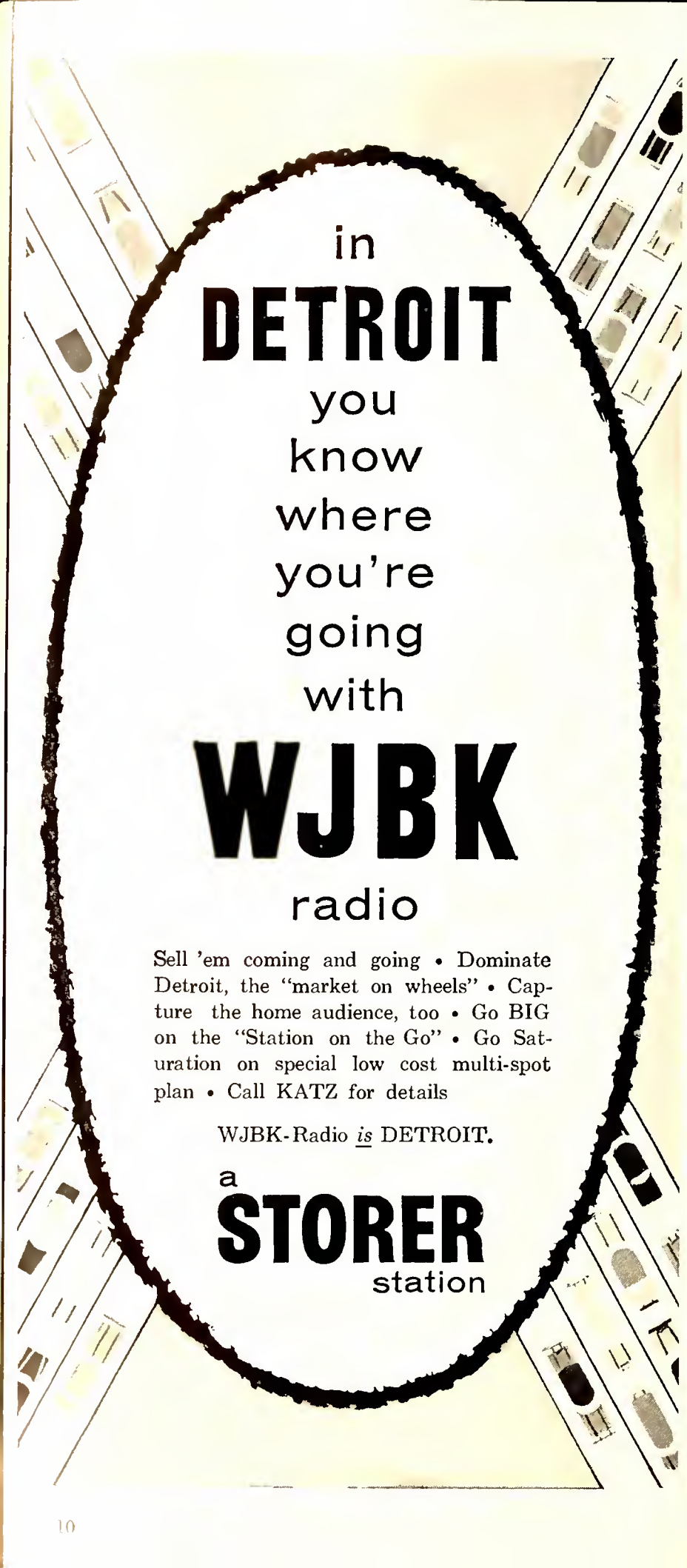
programs in the most varied, widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which this year won for the CBS Owned stations more than *45 awards and citations* for public affairs programming. And which provides an indication of the immeasurable contribution to the communities they serve made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

**CBS TELEVISION STATIONS**



32 NDS.  
1 .0312  
3 .0937  
5 .1562  
7 .2187  
9 .2812  
11 .3437  
13 .4062  
15 .4687



in  
**DETROIT**  
you  
know  
where  
you're  
going  
with  
**WJBK**  
radio

Sell 'em coming and going • Dominate Detroit, the "market on wheels" • Capture the home audience, too • Go BIG on the "Station on the Go" • Go Saturation on special low cost multi-spot plan • Call KATZ for details

WJBK-Radio *is* DETROIT.

a  
**STORER**  
station

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

### Editor and Publisher

Norman R. Glenn

### Secretary-Treasurer

Elaine Couper Glenn

### VP-Assistant Publisher

Bernard Platt

### EDITORIAL DEPARTMENT

#### Executive Editor

John E. McMillin

#### News Editor

Ben Bodec

#### Managing Editor

Florence B. Hamsher

#### Special Projects Editor

Alfred J. Jaffe

#### Senior Editors

Jane Pinkerton

W. F. Miksch

#### Midwest Editor (Chicago)

Gwen Smart

#### Film Editor

Heyward Ehrlich

#### Associate Editors

Pete Rankin

Jack Lindrup

Gloria F. Pilot

Ben Seff

#### Contributing Editor

Joe Csida

#### Art Editor

Maury Kurtz

#### Production Editor

Lee St. John

#### Readers' Service

Lloyd Kaplan

#### Editorial Research

Barbara Wiggins; Elaine Mann

### ADVERTISING DEPARTMENT

#### VP-Eastern Manager

Bernard Platt

Jack Ansell, Sales Development Mgr.

Robert Brokaw, Eastern Sales

#### VP-Western Manager

Edwin D. Cooper

#### Southern Manager

Herb Martin

#### Midwest Manager

Roy Meachum

#### Production Manager

Jane E. Perry

### CIRCULATION DEPARTMENT

Allen M. Greenberg, Manager

Bill Oefelein

### ADMINISTRATIVE DEPT.

S. T. Massimino, Office Manager

Laura Oken, Accounting Manager

George Becker; Rita Browning;

Charles Eckert; Wilke Rich; Irene Sulzbach;

Flora Tomadelli; Betty Tyler



# *The Confidence Factor in radio*

*New Pulse studies show  
McClatchy stations KMJ and KFBK  
lead in acceptance*

New Pulse qualitative studies in Sacramento and Fresno, California show the McClatchy stations, KFBK and KMJ, substantially ahead in public confidence and acceptance.

Briefly, respondents were asked which radio station:

1. gave most complete and accurate news
2. gave the greatest feeling of confidence in advertised products
3. gave the best programming variety

In each case, KFBK and KMJ ran substantially ahead of competition. In fact, in every instance, they topped the next two stations combined in listener favor.

Get what you want in your radio buy — listener confidence, ratings, coverage and economy — from KFBK and KMJ. Any Raymer man can give you details.



*McClatchy Broadcasting Company*

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

...eign ministers time to con-  
...out with the governments.

# TOPEKA AREA & Central Kansas Gathers Bumper Wheat Harvest

3rd Year of Excellent Crops  
Boosts Bank Deposits to  
New Record Heights

TOPEKA — (Special) —  
Prosperity extends through-  
out all Central Kansas and  
the Topeka area as 1959's  
near-record wheat crop

# TOPEKA Has 1 TV Station WIBW-TV Is It!

**All Day-Every Day**  
Survey-Proved  
**WIBW-TV**  
**Tops Competition**  
...serving a total of  
**38 Kansas Counties**

**As A Bonus**  
**WIBW-TV**  
Is The **ONLY**  
TV Station Available  
to 100,000  
**WHEAT-RICH**  
**TV HOMES**  
in Central Kansas

**WIBW-TV**  
**CBS • NBC • ABC**  
**Channel 13**  
**TOPEKA, KANSAS**  
(Division Stouffer-Copper Publications)  
Represented by Avery-Knodel, Inc.

# Timebuyers at work

**Daniel Siesel**, Harold J. Siesel Company, Inc., New York, points out that "the timebuyer at a small agency has certain problems which are not readily evident to the larger agency personnel. For instance, we in the smaller agencies haven't the wealth of research material to draw upon, nor do we have a large research staff that can analyze and elaborate upon the figures that are available. Therefore, we have to be more dependent on the station representative. In these days of rating contentions and media claims and counter claims, I feel that the representative is becoming more and more important. Timebuyers, at all agencies, ought to make the best use of reps, but should be aware they are salesmen, for the most part selling but a single property." Dan is always pleased to hear from representatives and station men as he finds that personal contact aids immeasurably in evaluating the information that he receives. "This is the human side of buying time. It involves restoring a balance, checking information to make sure that it is completely unbiased and selecting the particular station."



**Doug Humm**, Charles W. Hoyt, Inc., New York, feels that the word "saturation" needs redefinition. "Saturation refers to the frequency with which product commercials are aired during a campaign. There is generally conceded to be some special, though unfixed, point when a high frequency schedule becomes a saturation



schedule, simply because of the weight of numbers. The word pleases everyone. It sounds effective. However, saturation really has no meaning in this context. For saturation is actually determined by the product itself, and not by the number of announcements. Those products with a high degree of turnover on the shelves of retailers rate a higher frequency than those with a slower retail turnover. What may be a saturation schedule for a slow-moving product will not be one for products with rapid turnover." Doug points out that the converse is also true, and that "it can be a waste of money to buy an impressive 'saturation' schedule for the slow product when the same money could be spent wisely to extend the duration of the campaign."



*The difference between good  
and great in Minneapolis-  
St. Paul Television is . . .*

# LEADERSHIP

4  
WCCO

A station must serve the community well  
to gain the acceptance of its viewers.  
As the leader in the Twin City Market,  
WCCO Television recognizes the  
obligation which leadership implies.



CBS in the Northwest



Represented by Peters, Griffin, Woodward, Inc.

# Sponsor backstage

## Amid the tumult—some facts

You may recall that on several occasions I did pieces on shows using popular music and records both on radio and television. And that in connection with one or two of these I mentioned that I was conducting a study in depth of the so-called television bandstand or pop music-record dance shows. When I said depth, I did not mean just a few fathoms. I meant deep, deep depth.



As witness the fact that I sent out a three-page (legal size sheets of paper), three-part questionnaire to television stations. Part One dealt with "General Data Re Your Tv Shows Featuring Popular Music, Records and/or Record Artists," and contained 12 questions. Part Two covered the advertising aspects of these shows and contained seven questions dealing with ratings, local, regional and national advertisers and their agencies. And Part Three embraced the record and recording Artists aspects of such shows in another nine questions.

## In-depth questions for in-depth answers

I should make clear that the questions I asked were definitely not of the "yes" or "no" type, but required considerable thought, and in many cases quite a bit of research and digging on the part of the person replying to them. In short it was a difficult and discouraging kind of questionnaire to ask busy people to fill out. I prepared such a questionnaire deliberately, because I felt that unless I got exhaustive information about the greatest possible number of these shows I could not accomplish my objective. That objective was simply to produce several SPONSOR columns, and eventually a brief but meaty book on television shows of this kind.

I realized that the oppressive length and the nature of the questionnaire would make it extremely difficult to pull answers with a single mailing. And I was never more correct. The first questionnaire and a most polite, pleading, friendly letter didn't pull more than a dozen returns. I sent out three more letters, each with fresh copies of the questionnaire. The tone ranged from begging to demanding. I sent scores of wires and made additional scores of long-distance telephone calls all around the country. The mailings, the calls, the wires went to the station managers, the program directors, the stars of the show, to publicity departments promotion departments. In brief, I went way down deep after this story.

And now several months later, I'm happy to say that I have accumulated more important and pertinent information on these interesting popular and sales-producing television shows on both a local and national (*American Bandstand* and the *Dick Clark Show* are the only national examples) than has ever been accumulated before. I have the most complete story on every show of this kind in

YOU  
can  
reach

of Mississippi  
Retail Sales...

\$918,000,000

IN THE SOUTH'S  
FASTEST GROWING  
TV MARKET

Jackson, Miss.\*

with these Jackson  
stations

WJTV 12  
KATZ

WLBT 3  
HOLLINGBERY

\* Nation's business gains leader



every one of the major markets in the country, plus literally scores of shows in lesser markets.

Among other information I learned, for example, that at least 275 local, regional and national advertisers use programs of the bandstand or pop music variety. That's the specific number listed on the questionnaires I got back. To take just one category (the most obvious one at that), 30 soft drink bottlers use local pop music-record-dance shows. Coca-Cola bottlers buy time on the following 13 local shows: *The Milt Grant Show*, WTTG-TV, Washington, D. C.; *Hoosier Favorite* on WSBT-TV, South Bend, Ind.; *For Teenagers Only* on WGAN-TV, Portland, Me.; *Teen Hop*, KODE-TV, Joplin, Mo.; *Kilo's Kanteen* on WSOC-TV, Charlotte, N. C.; *Bob Braun's Bandstand* on WLW-TV, Cincinnati; *Teen Time* on WSIV, Steubenville, O.; *6 O'Clock Hop*, Pittsburgh, Pa.; *The Big Ten Record Hop* on WIS-TV, Columbia, S. C.; the *4:30 Hop* on KTSM-TV, El Paso, Texas; *Let's Dance* on WTAR-TV, Norfolk, Va.; *Platter Party* on WTAP-TV, Parkersburg, W. Va.; *Live at Five* on KPAC-TV, Port Arthur, Texas.

### Pepsi gets results, too

Pepsi-Cola bottlers get fine action on these six bandstand style stanzas: *Dixon on Disc* on WALA-TV, Mobile, Ala.; *Columbus Bandstand* on WTVM, Columbus, Ga.; *Harris Hop* on WHO, Des Moines, Iowa; *Jump Town* on WNOK-TV, Columbia, S. C.; *Teen Age Party* on WRVA, Richmond, Va. Seven Up bottlers use Channel 9 *Bandstand* on WLOF, Orlando, Fla.; *Record Hop* on WBKB-TV, Chicago; and *High Time* on KPTV, Portland, Oregon, while Dr. Pepper bottlers buy *Bandstand 28* on WSJV, South Bend; *Top Ten Dance Party* on KOTV in Tulsa, Okla. and the *Top Ten Dance Party* on WSLS-TV, Roanoke, Va. Royal Crown Cola, Canada Dry, Whistle Yess and 3-V Cola also buy these music-record dance shows.

Others of the 204 local advertisers on whom I have data include drive-in theaters, restaurants, jewelry shops, men's and women's apparel shops, various food products with a seeming slight emphasis on such items as potato chips, record shops, shoe stores, cleaners, drug stores, car dealers, dance studios, body and paint shops, bakeries, etc.

The diversification of products, in short, seems as great as on the only national network shows of this kind (*American Bandstand*, which of course stars Dick Clark, and is one of the highest rated shows in daytime television, and the Saturday night *Dick Clark Show*, both on ABC TV). To give you an idea of this diversification, Clark's sponsors on the *American Bandstand* Monday through Friday show include Carter Products, Eastco, Inc., E. I. Dupont, Elgin, Gaylord Products, General Mills, Gillette (Toni division), Harold F. Ritchie, Hollywood Brand, Inc., Lever Bros., Mennen, Luden's, Northam Warren, Old London, Polk Miller, Pond's, Seven Up, Shulton, Speidel, Sterling Silversmiths, Vick Chemical, Welch's, Coty and Best Foods. And of course Beech-Nut through Young and Rubicam sponsors the Saturday show.

### It's a strange coincidence

The ratings on the local shows around the country are very substantial, and there is no doubt that the shows are producing excellent results for advertisers in a multitude of fields. It is a strange coincidence that just at a point when these shows seem to have reached a high degree of popularity, and are establishing themselves as an integral part of successful television programming, the so-called "payola" stories are breaking. It would indeed be a crying shame if the shows were hurt by the situation. The great, great majority of the shows and their stars are beyond reproach. ▀



## MONEY LISTENING

The buying ADULTS of a huge trade area are listening closely, and loving what they hear. You'll love the jangle of their money, as it pours into your coffers. Ask Hollingberry.

REACH MORE, REACH FURTHER

# WJBO

NBC in BATON ROUGE

## \$18 Billion!

Consumer income of the  
766 county WSMpire  
is \$18,117,823.00  
annually. How are  
your sales in the  
Central South?



# WSM

NASHVILLE  
CLEAR CHANNEL

50,000 Watts

Represented by  
John Blair & Company



# cause:

The struggle against drug addiction. To explore one of the most serious problems facing the nation, the illegal sale and use of narcotics, KNXT's Public Affairs Department devoted months to the production of a hard-hitting film report on addiction. Finally, on Wednesday evening, November 18, 1959, between the hours of ten and eleven o'clock, KNXT presented "Hell Flower," an unflinching look at a tragic subject...





# effect:

Overwhelming! A special ARB survey gave "Hell Flower" a 20.0 rating, *more than the other network competition combined*. Thousands of congratulatory wires, letters and phone calls were received (and they're still pouring in). *Daily Variety* praised "a job well done"... the *Los Angeles Times* called it "remarkable"...the *Los Angeles Examiner* cited "an excellent illustration of television's ability to fulfill its loftiest purpose." And a special Resolution of Commendation voted by the City Council of the City of Los Angeles saluted the program as "*an outstanding public service in the highest tradition of the broadcasting industry.*"

A landmark in Los Angeles community service programming, "Hell Flower" is one more example of a vital cause effectively served by Southern California's leading television station...

**KNXT**

CBS Owned  
Channel 2, Los Angeles

Geller

**The SEATTLE results are in!!!**  
**KOMO-TV AND ABC-TV**  
**FIRST in popularity for Seattle-Tacoma and Western Washington!**

The surveys agree on KOMO-TV and ABC-TV:

	American Research Bureau*	Nielsen Station Index*
<b>KOMO-TV</b>	<b>41.3%</b>	<b>40.3%</b>
Station <b>B</b>	<b>34.5%</b>	<b>34.9%</b>
Station <b>C</b>	<b>18.8%</b>	<b>19.8%</b>
Station <b>D</b>	<b>4.8%</b>	<b>4.9%</b>
Station <b>E</b>	<b>.6%</b>	<b>.1%</b>

Share of total homes reached

As a matter of fact, both Nielsen and ARB put us on top in total homes reached sign-on to sign-off Sunday through Saturday. For fascinating details and specific availabilities, ask your Katz man.

**KOMO-TV 4** 

Seattle, Washington

The Katz Represented Station

\*Sources: share of total homes reached, Sun. thru Sat., 6 p. m. thru midnight, ARB Television Audience Report, 4 weeks ending Oct. 24, 1959. Nielsen Station Index, 4 weeks ending Oct. 18, 1959



# SPONSOR-SCOPE

26 DECEMBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

That spot radio campaign Mennen (Warwick & Legler) had this summer worked out so successfully that it has decided to use that medium throughout 1960.

The radio list—with a mid-January start—will consist of 76 markets at the rate of six to 15 spots a week. Schedules will be appreciably increased in the summer.

Mennen's spot tv campaign, which begins the third week of January, will run in about 100 markets.

Incidentally, Esty this week starts unlimbering its barrage of spot radio extensions, with the station lists and budgets matching what they were in 1959.

Ted Bates this year replaced BBDO as the No. 4 agency in terms of air billings. The rankings this year for the first five agencies as compared to 1958 as estimated by SPONSOR (see page 34 for first 50 air agencies):

AGENCY	1959 BILLINGS (RANK)	1958 BILLINGS (RANK)
J. Walter Thompson	\$135,500,000 (1)	\$125,800,000 (1)
McCann-Erickson	108,000,000 (2)	102,000,000 (2)
Young & Rubicam	105,000,000 (3)	95,000,000 (3)
Ted Bates	95,000,000 (4)	84,400,000 (5)
BBDO	88,000,000 (5)	88,000,000 (4)
Total	\$531,500,000	\$495,200,000

Leave it to P&G to sugarcoat a pill and at the same time make it hard for the recipient to say anything but thanks.

The week's example: the three-week hiatus asked of tv stations for Oxydol (DFS) because of overspending.

The sugarcoating: stations were given the option of applying the hiatus in January or May in toto or spreading the three weeks among those two months.

Sum effect of the stratagem: the spots themselves are not cancelled out of schedule by the stations.

The ill wind out of Washington may wind up blowing some good for local radio.

Bob Ohleyer, manager of Corinthian's WISH, Indianapolis, reported this week that agencies in his market are evincing an interest in latching clients onto their programs, instead of just thinking of spot announcements.

Noted Ohleyer: acceptance of the concept of individually sponsored programs on a wide scale would give local radio not only a big hypo as a national medium but added merchandising values.

The trend of renewal for spot tv the past week has been quite encouraging.

Major reps report that as of the end of last week they've had renewal action for 1960 on about 35% of the national account expirations—a good quotient for that point on the calendar.

Among the renewing accounts: Colgate Toothpaste, Wildroot and Vam, Standard Brands and Grocery Store Products plus Continental Baking.

On the debit side: American Chicle (Bates) has thrown its tv lot for 1960 with nighttime network participations. Looks like Carter is heading the same way.

**A good omen for fun:** Chicago's bellwether agency, **Burnett**, has nudged its Commonwealth Edison account into a weekly hour of music on WFMT, Chicago.

The pitch is central home heating and the target: high income families, a typical fm audience, according to Burnett research.

**National spot can count on JWT to deliver in 1960 even more business than came out of the agency in 1959, which was a record year.**

The increase will go for both tv and radio.

For 1959 the agency's spot expenditure figures were close to \$10 million in tv and over \$3.5 million in radio.

**If the sellers of spot tv think the competition from the nighttime network minute carriers has been rough, wait until they see what ABC TV has in store for 1960.**

You know that you can buy a daytime quarter-hour on that network and spread your three commercial minutes over three different days of the week.

**Well, ABC TV has a variation of this stratagem on the backburner for nighttime.**

**It's a zig-zag pattern, whereby an advertiser can spot his announcement in four different half-hours on four different days of the week.**

For example, it can be 7:30-8 Monday, 8-8:30 Tuesday, 8:30-9 Wednesday and 9-9:30 Thursday. **The spots would be rotated so that over a period of four weeks the advertiser's commercial would enjoy 16 different time positions.**

Evidently, ABC TV figures on going all out with the magazine concept—that is, without at the same time locking out a prospect, like General Foods, that's wedded to the doctrine of birddogging and controlling its own nighttime fare.

**Lever thinks it's got a promising growth potential in the liquid version of all and hence plans to give it heavy tv market expansion in the fore part of 1960.**

NL&B has been testing the new product in a number of markets.

**Looks like BBDO will soon be pitching U.S. Steel some sort of alternate to the Theatre Guild, of which the sponsor, it's reported, is tiring.**

Five different substitute plans have been put together at the agency, but it hasn't yet been decided which of these plans will be presented to Steel by agency president Charles Brower.

Incidentally, BBDO's executive v.p., **Bob Foreman**, this week unveiled before the American Marketing Association a study purporting to show the superior commercial effectiveness of an exclusively sponsored tv show over participation programs.

**Pertussin via Compton this week started placing an eight-week campaign of daytime tv minutes in northern markets, scheduled to start 4 January.**

They'll run at the rate of five a week, preferably after or before the news.

**Whitehall (Bates) has finally found the live personality show it's been looking for to take over the CBS TV Monday 7:30-8 p.m. niche: it's one headed up by Kate Smith.**

Loaded as it is with westerns and other types of action shows, the drug account wanted something that would appeal especially to the older age groups.

It'll be La Smith's first regular tv commercial series since her matinee run on NBC TV five years ago. The Whitehall item starts in late January.



## SPONSOR-SCOPE *continued*

The daytime schedule at NBC TV this week was put through another rugged reshuffling.

Obvious reason: NBC afternoon programing has been taking a clobbering in ratings from ABC TV's lineup.

Watch for NBC to meet the competition also with a somewhat revised sales policy.

If you take Nielsen's last tv rating report as an index here's what the odds are this season for the various types of regularly scheduled shows to make the top 40:

**Westerns:** better than one out of two.

**Suspense:** slightly better than one out of three.

**Situation comedy:** three out of four.

**Adventure:** one out of 10.

**Variety:** almost one out of three.

**Quizzes, panels:** one out of two.

**General drama:** one out of five.

The latter part of December is when ABC TV goes on its stewardship report kick.

Like advising almost every client how it's doing statistically with its money on that network: (1) the accumulated audience, (2) the unduplicated audience and (3) how all this compares with the tv characteristics of the client's competitors.

CBS TV had a point to make about action shows and it's this: It may not have as many shows of this type as ABC TV but what it does have averages out higher than the kaboodle (western, suspense and adventure shows) at ABC TV.

Using Nielsen's first November report as a base, CBS TV tosses forth this average ratings comparison for regularly scheduled nighttime fare:

SHOW GROUP	ABC TV	CBS TV	NBC TV
Action	20.4	24.0	18.5
Non-action	14.8	19.8	18.3
Average	18.0	21.1	18.4

Note: The range covered in this comparison is from 7:30 to 11 p.m. ABC TV usually confines similar average rating comparisons to the 7:30-10:30 span.

Renault (Kudner) this week committed itself for \$539,000 worth of special events on CBS TV: \$439,000 (27 commercial minutes) for a quarter of the Winter Olympics and the remaining for a quarter of the Orange Bowl.

So far that's all the network has committed for the international event, while the Orange Bowl has only another quarter sold, and that's to R. J. Reynolds.

CBS has some "deals" offered it for the Olympics, which go on in February, but it's hesitant about accepting them because of the favored nations clause in the Renault contract.

International Business Machines is in the market for a tv series.

TvB had been working for nine months on this giant, showing them how the medium can do both an image and product selling job for it.

NBC TV has found a way to give Plymouth the relief it seeks from its obligation in connection with the Steve Allen series.

It plans to reduce Allen's quota to three shows a month and offer the fourth hour along with a series titled Shubert's Alley and starring Andy Williams. The price for the latter musical: \$200,000 gross, time and talent.

Take it on the observation of SPONSOR-SCOPE's midwest trend-spotter, lots of agencies in that region are getting away from the rating consideration in their buying of radio.

Notes the correspondent: Radio choice now seems to depend more on the application of rather than on the significance of number.

Among the cases in point cited: (1) American Bakeries (Y&R) and its use of the 2½-minute pop music commercial; (2) Elgin Watch (JWT) leans toward strong local personalities and (3) International Harvester (AFM&H) buys the farm director first and then the time.

Brown & Williamson (Bates), which likes to juggle its tv money around, has called for the time being its investments in late evening minutes.

Affected in this withdrawal from feature films are 23 markets.

The tv industry and the advertising trade might find a twig for rumination in one investment house's commentary on what the current Washington rumble will mean to the magazine industry's prospects in 1960.

An excerpt from the latest issue of Bernhard & Co.'s fortnightly outlook:

"An expected decline in the growth rate of the television industry, the publishing industry's fiercest competitor, together with a tightening of advertising standards imposed by the FCC as well as some networks, notably CBS, should channel further advertising revenue to publishers."

Talk to veteran commercial writers about what they think of radio commercials and their critiques will run something along this line:

- The young newcomers to the trade are trying to write light commercials without being the least adept at humor.
- Getting over the brand name clearly seems to be a secondary objective.
- Projecting a distinct image of the product is sadly neglected.
- A lot of Broadway writers are trying to get into the jingle game and most of those who have got in treat the commercial as something they're trying to sell over the foot-lights and not over the air.

A merchandising gimmick that seems to be running rampant: Send in the labels of six items of a product and get a certificate entitling you to six items of the same product free.

The main objective: Assure the product's position on the supermarket shelf, and, coincidentally, drive the competitive brand into the store's oblivion.

Secondary motive: Minimize as much as possible the chance of the consumer breaking the chain of continuous use.

Why the shelf insurance, especially for a new product, is so important: Because of the complex ways the store chains have of buying by committee, it sometimes takes as much as four to six months to get shelf admission.

ABC TV's Operation Daybreak has apparently passed muster for the second year of its career: seven of its charter members have renewed for 1960.

The stayers: General Foods (an increase from four to five quarter-hours a week); Beech Nut, Drackett, Johnson & Johnson (all these five accounts out of Y&R); Gillette-Toni (North); Lever (JWT) and Armour (FCB).

**For other news coverage in this issue,** see Newsmaker of the Week, page 6; Spot Buys, page 50; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 66; and Film-Scope, page 56.



# 100% FRESH



COURTESY OF UNITED MOTORS SERVICE

If all stations were as fresh as this little rascal you could buy 'em blindfolded. But, they aren't! That's why smart buyers always ask for KPRC-TV. You see the station add its own personality, so you know it has to be fresh—100% fresh. Makes sense, doesn't it? You're always sure with KPRC-TV, the low charge Houston TV station with everything—quality, dependability, long life . . . extra sales at no extra cost.

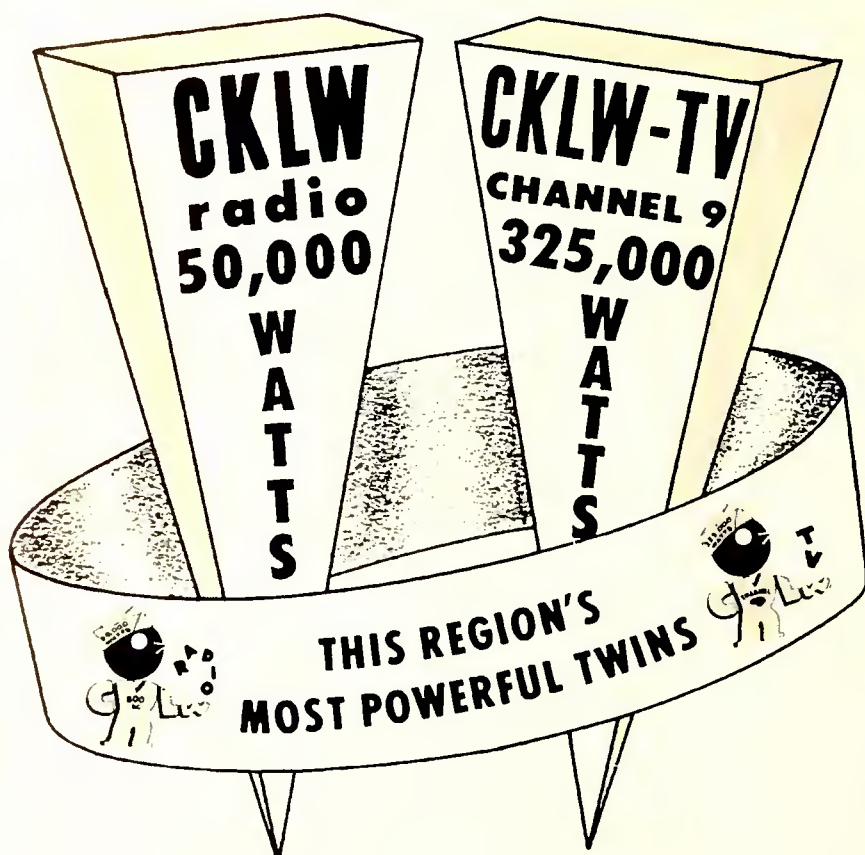
SPOT AND PROGRAM AVAILABILITIES FOR ALL PRODUCTS . . . PRICES GOOD ALL OVER THE UNITED STATES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.





SUCCESSFUL ADVERTISING STARTS WITH KPRC-TV, HOUSTON

**POWER**... your most  
potent selling wedge!



**-and in the Detroit Area  
you get either or both  
at the Lowest Rates of  
any other Major Station.**

<b>GENERAL OFFICES</b>		
GUARDIAN BLDG. • DETROIT 26, MICH.		
 ROBERT E. EASTMAN & CO. Nat'l Radio Rep	J. E. CAMPEAU President	 YOUNG TELEVISION CORP. Nat'l TV Rep

**49th and  
Madison**

**All the difference in the world!**

Thank you for the article on me as Newsmaker of the Week in the 5 December issue of SPONSOR, and while I very much appreciated your write-up on our 15th anniversary, I want to call to your attention a serious error in this.

It is important to point to statement Number Two of our philosophy which obviously left out one word which reverses the meaning of the sentence. It is our belief that every station on our list should represent sufficient income so that one station is not paying for the servicing of another. Your write-up, because it left out one small word, would give the impression that just the reverse is true.

Adam Young  
Adam Young, Inc.  
N.Y.C.

• SPONSOR regrets omission of the small, but highly important word, "no."

**Good, but could be better**

Just a note to tell you how much I enjoy reading Repts and Timebuyers At Work.

Those two columns give the people who deal directly with the buying in the industry the opportunity to sound off in their own way about the problems that develop in their field.

One suggestion though. How about a change in format? Perhaps each week have one timebuyer and one rep give their views on the same industry problem. Might be interesting.

Marie Coleman  
Donahue & Coe, Inc.  
N.Y.C.

**Love that Xmas cheer!**

The 19 December issue of SPONSOR sure was full of seasonal cheer—right from the cover, which was a pleasure to see on a trade magazine.

For the first time, though, I felt almost guilty reading SPONSOR in the



office. That spoof by Bill Miksch. Wow! I mean it was funny, like cool.  
 Ralph C. Conner  
*Daren F. McGavren Co.*  
 N.Y.C.

**Looking up roses**

It's about time that someone went out and dug up the facts on color tv. ("Color Tv Faces a Bright '60." SPONSOR, 19 Dec.)

The picture on page 29 is certainly a graphic representative of the new horizon for color tv. Also found it coincidentally interesting to note the ad J. Walter Thompson placed on p. 25 of the same issue, announcing that it had scheduled 600 minutes of color tv commercials for '59-60. Looks like a rosy year for color.

Phil Dean  
*Phil Dean Assoc.*  
 N.Y.C.

**Spanking, indeed!**

I read with great interest your special editorial on pages 32 and 33 of the current issue (5 December). As one who has long smarted from the perpetual spanking by the press (for radio used to be the whipping log—before tv). I was pleased indeed with your approach to the problem.

As a matter of interest. I enclose press clippings from recent issues of daily newspapers in the area. In reading them one gets the impression that all is not as it should be in the newspaper world. If, as the Pope says, the press is being used for "the morbid fire of certain passions" the press has been at great pains to hide the ugly fact from us. Inasmuch as the United Nations has been working for so many years to draft a charter for the freedom of information, it would appear that a great many people are deeply concerned about the "daily intrusions of the press against the religious and moral health of mankind."

Who was it said "those who live in glass houses shouldn't throw stones"? I heartily agree that newspapers should be warned, and if warnings fall on deaf ears then radio and television should, for the sake of the preservation of our concept of freedom of information, take steps to wage war against newspapers printing "poison which is being so generously and nonchalantly fed."

Howard C. Caine  
*pres. and gen. mgr.*  
*CHWO Radio Ltd.*

# How Come **CHANNEL 10** Stays Perennially On Top in the Rich Rochester N. Y. Area?

**COULD BE BECAUSE:—**

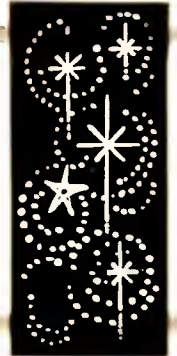
## we have the **POWER**

Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!



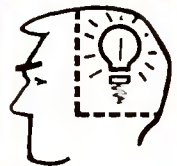
## we have the **SHOWS**

We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.



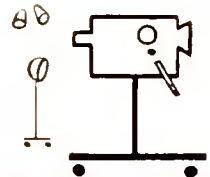
## we have the **KNOW-HOW**

Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.



## we have the **FACILITIES**

Our facilities, both in personnel and in equipment leave little to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.



## we have the **WILL**

Perhaps our **BEST** quality is our ceaseless will to *please!* We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!



Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

# CHANNEL 10

(WVET-TV • WHEG-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.

# Crêpes Suzette Soufflées

... OLD NEW ORLEANS FAVORITE



As served at Broussard's by Felix Savoy. Napoleon approves!

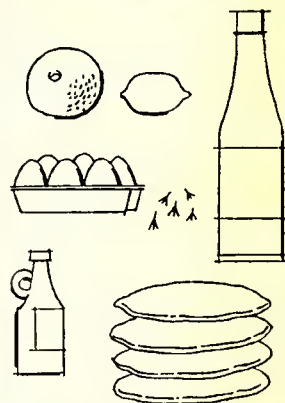
## WWL-TV... New New Orleans Favorite

Among New Orleans' favorite shows are the ones they see *live* on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

*Ask Katz about the local popularity  
of WWL-TV's live programs*

**WWL-TV**   
NEW ORLEANS

Here's how  
to make it!



There are three steps in the Crêpes ritual at Broussard's—o sossy sauce, o light egg batter and a determined meringue.

Make sauce ond store until needed. Cream  $\frac{1}{4}$  cup sweet butter with 1 cup sifted confectioner's sugar. Flavar with rum or o few drops pure rum extract. Grate rinds of 1 medium aronge and 1 lemon; extract juice & pulp. Combine with sauce and heat just o little to blend it. Add 2-3 whale cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Fallaw your own favorite recipe, but use o light egg batter.

Fill the centers with 4-5 heaping tbsp. very firm vanillo-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour souce into boking dish, orronge folded Crêpes in it. Set in pre-heated 325-degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

Carry to table at once. Pour  $1\frac{1}{2}$  oz. good brandy and  $\frac{1}{2}$  oz. Grand Marnier over each. Touch match to the dish and flome-boste Crêpes a minute or so. Serve ot once on heated plates covered with brondy souce. Mokes 4 gourmets hoppy.



# FAREWELL TO

# 1959

# REPORT ON AN EXPLOSIVE YEAR!

**T**welve months ago, when the editors of SPONSOR sat down to write our Annual Report to Readers, we called 1958 (in our innocence) a “rough year.”

Rough? Well maybe it was for a few faint hearts who saw bleak Depression just around the corner.

But by comparison with what we have all been through since 1 Jan. 1959, those halcyon 1958 days were placid as a mill-pond, smooth as baby’s skin.

Never before in the history of the air media has one year seen such violent criticism of radio/tv practices; never so much clamor about radio/tv advertising, never so many gleeful, self-righteous attacks by magazine and newspaper competitors.

1959 has been a year when nearly all of us have had to take it on the chin from friends and acquaintances outside the business.

And yet, despite the hue and cry, it has been a year of great accomplishments too. Here, in this fast seven-part wrap-up, SPONSOR presents a summary of “What you should remember about 1959.”

Read it and here’s wishing you—a happier 1960.

## A seven-part wrap-up of the year

- 1. NET AND SPOT TV.** *A round-up of significant developments in the No. 1 ad medium.* **P. 28**
- 2. NEWSMAKERS OF THE YEAR.** *22 individuals whose names made '59 news.* *Starts* **P. 29**
- 3. NET AND SPOT RADIO.** *Why radio as a whole had the biggest year in its history.* **P. 30**
- 4. AGENCIES AND ADVERTISERS.** *Shifts changes, new strategies, marketing ideas.* **P. 32**
- 5. AGENCY BILLINGS — 1959.** *The 12-month record of the 50 leaders, by media.* **P. 34**
- 6. FILM AND TAPE.** *What happened in the last moving fields of syndication, videotape.* **P. 36**
- 7. 1959 RADIO RESULTS.** *Case histories of 32 successful net and spot radio campaigns.* **P. 37**

# TV: BLOODY BUT UNBOWED

Of 1959, it might be said that television came in like a lion and went out like a goat, caught up in a wave of hysteria started by politicians and spread to the public by a gleeful press. It is to tv's credit that it admitted its errors and immediately took steps to remedy them. And so, having been cleansed in the sacrificial fires, television goes into 1960 as probably the most hygienic industry in the land.

Unfortunately, the tv quiz hearings will be the "best-remembered highlight" of television's year. But there were many other highlights on the bright side of the ledger, in both spot and network television, in the year of 1959.

**Quiz show hearings:** In August, newspaper headlines already were promising a probe by the House Committee on Legislative Oversight of television quiz shows. The boom wasn't lowered, however, until early October, and then things really broke loose. Quiz show directors and pro-

ducers were dropped from networks along with quiz shows. Contestants, including nation's favorite "brain" Carl Van Doren, admitted they had been fed answers. "Rig" or "fix" became words that made broadcasters, advertisers, clients tremble. NAB, ANA, 4A's and networks raced feverishly to clean up the tv household and set up insurances against it ever happening again.

Print media lost no time taking advantage of the debacle. Columnists, television critics kept fanning the "Reign of Terror." Politicos had a field day too, for here was a built-in "whipping giant." The public was quick to indulge in soul-searching and in morality debates. Hysteria mounted to such a peak that it may be many months until the nation gets back a sense of perspective.

As the year draws to a close, there is one hopeful note: that most of those conducting the investigation and who have the power to regulate have come to the conclusion that self-regulation

within the broadcasting industry beats government regulation all hollow.

**Network business:** Things really boomed in 1959 for network television. Latest figures from Television Bureau of Advertising for the first nine months of the year show network gross time billings at \$451,013,340. This is a 10.5% increase over the comparable period in 1958.

Food products, soaps, tobaccos, and automobiles are among the big blue-chip investors in net tv.

One of the most exciting net tv buys of the year was by Ford Motor Co. through JWT. It included 39 weekly shows on NBC TV, some one hour, some 90 minutes, some two hours. Dramas and variety shows make up the package, and the tab has been estimated in the neighborhood of \$17 million. GM's Chevrolet division last spring picked up its *Dinah Shore Show* again for another 52 weeks. Investments by just these two automobiles in net tv are running

## TV PAID A HIGH PENALTY FOR QUIZ SHOW DECEPTION



**THE NEWS WAS BAD.** *The last quarter of 1959 found the nation shocked by news that all was not what it had seemed in tv quiz shows. At House Committee hearings, Charles Van Doren (l), beloved "brain" of millions, admitted along with others that they had been fed answers, that when contestants stepped into isolation booths like one at right, their hemmings and hawings were really histrionics. All tv has suffered because of such few deceivers.*





around \$30 million. With 1959 a revolutionary year for Detroit with Ford, Chevrolet and Chrysler each bringing out a new compact car, the impact of tv advertising was considered important.

**Spot tv business:** If network, with its 10.5% gain over 1958, had it good this year—spot tv had it even better. According to TvB, the first nine months of 1959 put spot tv at the \$448,904,000 mark—23.8% ahead of the first three quarters of 1958. As usual, top spender was food products. Other heavy spot investors: soaps, drugs, cosmetics, tobaccos.

Starting right in at the beginning of 1959 with a year under its belt that was ahead of 1957 by \$511.7 million vs. 448.7 million, spot tv continued to ride high, wide and handsome. But it had its troubles too (as did network tv at the hands of FCC and almost everybody else). Among the rough spots encountered by spot tv was the situation triggered by the charges of Y&R last March that it found about a 22% violation of commercial placements, including triple-spotting. A report following right on the heels of the Y&R pronouncement by BAR brought to light still more evidence of triple-, quadruple- and even quintuple-spotting of commercials. At that point, a number of agencies handed together to crack down on culprit stations, and spot tv rushed in to clean up its house.

By midsummer, spot tv was the profitable battleground for a whole new bevy of products—the household cleansers. Spurred on by the success of Lestoil and its huge spot commitments and further success of Tex-size in the southern U. S., the giant soap companies jumped on the bandwagon: P&G brought out Mr. Clean. Lever Bros. introduced Handy Andy, while Colgate-Palmolive began marketing Genie.

As year drew in, a rash of heavy spot buying took place—many of the buyers coming out of the midwest: Helene Curtis, Renault cars, Pillsbury's Best, Revere cameras. Big Christmas buys from all over came in at year's end. Spot tv enters 1960 in extremely healthy state.

**Color tv:** In March, color tv celebrated its fifth anniversary; five  
(Please turn to page 51)

# NEWSMAKERS OF THE YEAR

*Among those who figured prominently in radio/television news during 1959 are the 22 individuals whose pictures appear on this and following pages. Each helped make industry history.*



**AGENCYMAN OF THE YEAR**

Norman H. Strouse, pres. JWT, which not only widened its billing gap over other agencies to improve its No. 1 position, but proved its resiliency by retrieving both Chase & Sanborn and RCA accounts, formerly at Thompson



**BROADCASTER OF THE YEAR**

Clair McCollough, pres. Steinman Stations, selected by NAB for its Distinguished Achievement Award. McCollough, a leader in many industry causes, served as chairman of the Tv Information Committee which set up the TIO



**PERFORMER OF THE YEAR**

Nikita Khrushchev, Soviet premier whose face and voice became familiar to millions of Americans during his U. S. trip, and earlier in the year when his famous "Supermarket hassle" with Nixon was caught on video tape in Moscow



**INVESTIGATOR OF THE YEAR**

Chairman Oren Harris (Dem., Ark.) of the House Commerce Legislative Oversight Subcommittee, whose quiz show hearings broke open a major tv scandal and touched off a chain reaction of investigations and anti-industry publicity

## 1959 Year-end report

# RADIO: NEW RECORD FOR SPOT

**F**or spot and local radio it was a record year: for network radio, a year of retrenchment.

With final figures yet to be toted up, Station Representatives Assn. looks for a national-regional spot time sales take of approximately \$185 million—about 7% ahead of last year's \$172 million.

Spot's new high was achieved despite a delayed recession reaction during the year's first quarter, steel strike-engendered cutbacks in the fourth.

A trend toward longer flights contributed to the rise. Thirteen-week campaigns increased in popularity.

There was some whittling away at

**FOOD CHAINS** shed old prejudices, took radio seriously during 1959. Though chiefly at the local level, three of the chains went national



so-called "fringe time." The 6-7 a.m. and 6-8 p.m. slots drew more business. Round-the-clock patterns of spot buying gained favor.

**Many top-50 advertisers** heaved their investments in spot. RAB estimated that some had either exceeded their entire '58 figure by the midway point in '59, or at least nearly equaled it, indicating considerably higher totals by year-end. Among the spenders: Schlitz Brewing; P. Lorillard; Liggett & Myers; Campbell Soup; Anheuser-Busch; Thomas Leeming; Bristol-Myers; American and Trans World Airlines, and Standard Oil.

This was the year of "better music," in radio commercials.

**Other prevalent creativity factors** were humor, which frequently took a poke at the product, and a softer selling approach. Loud voices were on the wane, and echo-chamber was limited to subtle, non-irritating application, for the most part.

**An indication of the widespread optimism** for spot radio next year came from RAB President Kevin Sweeney who said, "We're setting our sights on 1960 as not only a record year, but a record growth year."

**Local radio** likewise showed about a 7% upward spurt, and reached an RAB-estimated \$394 million including production, beating the previous record of \$370 million established last year.

Retailers, chain grocers and smaller manufacturers and distributors demonstrated further breaks with traditional pro-newspaper prejudices. No longer could they ignore radio's impact and flexibility coupled with its continued usurpation of newspaper's prime function, news reporting and editorializing.

(Latest evidence of radio's growing stature as a news source: Of those who told Fact Finders Assoc. they'd turn either to radio or newspapers for verification of a sudden rumor of war, 70.5% singled out radio.)

New and better station merchandising was a strong factor in establish-

ing the local stations as a powerful community force. Constant reappraisal of programing format was the watchword among local stations.

As D-Day for the Payola hearings in Washington drew closer, there was speculation as to what future lay ahead for the d.j.

For network radio this was a year of reorganization.

**SPONSOR** puts the four national networks' net at \$37 million, a drop of more than 13% from the '58 figure, \$42.8 million. At this point individual network net business for the year seems to shape as follows: NBC—\$14 million; CBS—\$12 million; ABC—\$6 million, and Mutual—\$5 million.

**As the year opened, CBS,** which formerly had some 90 hours of programing weekly, was off on its Program Consolidation Plan, which totals about 54 hours. Under the Plan, CBS receives all revenue on 30 hours, compensating its affiliates for this time with eight hours of news and two and one-half of public affairs, which they sell locally.

The remaining hours of news, public affairs, sports and entertainment are available to affiliates in return for a fee or via a variety of co-op arrangements.

Some affiliates were discontented enough to withdraw, but CBS reports that it finished the year with four more affiliates than before PCP, and turned in a profitable fourth quarter.

**NBC** went through '59 with a weekly programing slate 57.5 hours long, then at year's end presented its affiliates with a new version of the curtailment trend.

The plan, which got quick approval by nearly all affiliates, will amount to 36.5 hours of programing, for which 100% clearance is required. Stations are to be compensated in the conventional manner for carrying these programs, which include weekend *Monitor*, news on the hour, the *Image* documentary series, a new commentary series called *Emphasis*,



# NEWSMAKERS OF THE YEAR

half-hour world news on week-nights and certain sports events.

As evidence of advertiser acceptance of the new plan, NBC cites \$4.25 million in net sales during the two-week period following its introduction.

**ABC Radio**, which had cut back in 1958, began gradually to rebuild this year. At year's end, its programming total had reached 29.6 hours per average week, exclusive of "specials," with new additions in the works for next year. News, public affairs coverage were hyped and news programming is reportedly almost a sell-out.

**Mutual** underwent a tumultuous year, to say the least. Despite severe buffeting in the courts and seemingly endless financial crises, the network evoked optimism as 1959 drew to a close. Under the leadership of president Robert F. Hurleigh, MBS reorganized and was relieved of its "debtor in possession" status.

The network reportedly has chalked up some \$2.5 million of net business since last July, involving 17 new clients, four of them in network radio for the first time. Further, though a platoon of affiliates fell by the wayside during the storm, Mutual announced it plugged all gaps, added new markets and emerged with 453 stations, 30 more than at the start of the trouble.

**New audience measurements** sparked new optimism for all phases of radio. Among the highlights:

- The housewife, according to *McCall's* magazine, responsible for 82% of purchasing power, was found to be a radio listener for an average of 4.6 hours per weekday, or nearly 30% of her waking hours, in a survey conducted by H-R Representatives and Market Planning Corp.

- Out-of-home listening studies by RAB revealed that radio reached seven out of 10 autos, 70% of pleasure boats, 76% of business establishments and 30% of trucks.

- Radio listening exceeded tv viewing for several weeks during the summer, thanks largely to this out-of-home audience, according to the Sindlinger Co.

- Total radio sets in use was computed by RAB at 116.2 million, with set sales expected to reach 16 million for '59.



**DONALD S. FRDST**

v.p. Bristol Myers, and new chairman of ANA, made news at Hot Springs with strong speech urging advertisers to improve tv practices. "Clean up or get out," he said



**LEO BURNETT**

startled magazine publishers with complaints that mass magazines are "blind to their mission." Burnett attacked use of advertising gimmicks, costs, editorial sterility



**HENRY M. SCHACHTE**

made the big jump in Lever's corporate structure from ad v.p. to exec. v.p. Schachte, with heavy agency background, is now bossing three consumer marketing divisions



**JOHN C. ODERFER**

chairman of the FCC, had a spectacularly lively year as quiz show hearings raised questions of FCC laxity. At year's end FCC was conducting industry-wide hearings of its own



**WALTER D. SCOTT**

21-year NBC veteran, became exec. v.p. of NBC TV in January. Like John Karol, who moved up to v.p. of CBS-TV, he proved that the industry's veterans need not "hibernate"



**DONALD W. COYLE**

became v.p. in charge of AB-PT's new international division, established after Goldenson and Treyz of AB-PT made a trip to the Far East, decided time was ripe for expansion



**EDWARD J. DeGRAY**

became president of ABC's Radio Network, moved to build facilities by acquiring newscasts, takeover contracts, time clearances on all Don Lee stations RKO-Teleradio



**FRANK HEADLEY**

president, of H-R, pushed his firm to third place among station representatives by getting appointments to represent all Corinthian Broadcasting travel radio properties



**FRANK STANTON**

of CBS, drew wide praise for his conduct at quiz hearings, instituted many management and program changes at the network, including high-level reorganization of personnel

# For Agencies: Year of mergers For Clients: Year of spending

It was a tense year generally for admen, reflected in many unlooked-for account shifts and surprise mergers.

The quiz hearings, which primarily affected networks and packagers, carried with them a building problem for advertisers. While relatively few advertisers and agencies were involved in events leading to the hearings, charges of client interference and control in quiz programing had a profound effect on advertisers generally.

The latter part of the year saw a lot of soul-searching on the part of men who pay the bills for tv entertainment. One result of this: strong, cogent replies to detractors claiming that advertisers should relinquish a hand in tv programing.

**Advertiser responsibility** in the manipulation of quiz shows led to a series of charges and counter-charges.

Executives of Entertainment Productions, packager of \$64,000 *Question* and *Challenge*, charged that "controls" were exercised in order to achieve the results the sponsor, Revlon, wanted in terms of ratings, newspaper publicity, etc.

Martin Revson, former Revlon executive v.p., called this charge a "bunch of hogwash." George Abrams, former Revlon advertising v.p., testified that to Revlon's knowledge controls used by the producer consisted only of questions ranging from "tough" to "easy," not the out-and-out supplying of answers.

As the dust settled, it appeared that advertisers and agencies would feel the repercussions of the hearings as hard or harder than independent packagers and broadcasters.

**Rep. Oren Harris**, Congressional subcommittee chairman said that the industry might be heading for "the kind of control which it does not want, and which none of us wants." But chances of any law's being enacted seemed slim.

**FCC Chairman John Doerfer** indicated that the commission did not want to police broadcasters and independent programers, that such a step risked crossing the line into outright censorship.

**FTC chairman Earl Kintner** said his agency has authority only over misleading advertising claims.

not over misleading entertainment.

Moreover, at the very height of the exposures, the networks had taken dramatic steps to prove their intention of policing and eliminating "deceptions of all kinds" in broadcast material and presentation.

Where this left the advertiser became clear from developments quite apart from the quiz investigations, but nevertheless directly attributable to them.

**"Deceptive" commercials:** At the height of the quiz show hearings, FTC chairman Kintner put the wheels in motion for a sweeping program of monitoring tv commercials. Conceding that the drive was sparked by the quiz scandals, he ordered all tv network ad continuities monitored from 15 November to 15 December. At present, Kintner has 53 different probes of broadcast commercials in progress.

**"Payola" for plugs:** At year's end, the disk jockey payola probe, another outgrowth of the quiz hearings, was hanging over the industry's head. A side issue which loomed even more explosively: payments to

**SECRECY AND GUARDED PLANNING** typified most client-agency conferences, decisions during year. One example: The cloak-and-dagger atmosphere which surrounded Chevrolet's introduction of its new Corvair. Agency for the Corvair is Campbell-Ewald, a Top 50 agency spender





get plugs on shows sponsored by somebody else, with no on-the-air notification that such payments have been made, as required by law. The hearings will probably get underway around mid-January.

**Co-op scrutiny:** Another headache for advertisers was the FTC's probing of co-op ad deals for evidence of discrimination in favor of some customers and against others. Under scrutiny as 1959 drew to a close were 63 big advertisers who give ad allowances on a large scale.

**Big-money shops:** During FCC hearings in New York on program control and influence, examiners learned that four agencies have investments of \$400 million in television. They are J. Walter Thompson, spending \$150 million of its \$300 million billing in tv; Young & Rubicam, \$100 million in \$230 million; McCann-Erickson, \$85 million out of a total of \$200 million; BBDO, \$75 million in its \$200 million; Ted Bates, \$85 million from a total of \$105 million.

**Agency mergers, acquisitions and "arrangements"** really went into high gear in 1959.

Large agencies affiliated with smaller ones to make branch city offices; medium agencies merged with each other to make a billing size more formidable on the national front; small agencies joined forces to maximize the worth of their limited task forces.

**Among the mergers:** The Zakin Co. and Irving R. Blumenthal, New York. . . . Cahn, Miller & Strouse, Baltimore, from Strouse & Co. and Cahn-Miller. . . . Paris & Peart with Gardner Adv., St. Louis, for a billing total of \$35 million. . . . Fletcher D. Richards and Calkins & Holden with \$35 million billing for the new corporation, Fletcher Richards, Calkins & Holden. Richards had earlier merged with Harris, Harlan Wood on the West Coast and the Tandy Agency in Canada. Its final corporate step of the year: acquisition of the Bryan Houston agency, New York.

Frank B. Sawdon agency, New York, acquired F. B. Stanley Adv. Co. . . . H. E. Beekman Co. and Wilbur-Ciangio, New York, merged into Wilbur-Ciangio, Beekman & Packard. . . .

(Please turn to page 48)

## NEWSMAKERS OF THE YEAR



JAMES T. AUBREY

became president of CBS TV following resignation of Louis Cowan. Aubrey, who joined CBS in 1958, had been named executive vice president on 1 June 1959



JEROME HYAMS

stepped in as general manager of Screen Gems, following the death of Ralph Cohn. Announced he would follow policies which made Columbia first major in television



EDWARD R. MURROW

rocked the radio world with his documentary "The Business of Sex" in January, and stirred industry speculation when he began a "leave of absence" from CBS in June



LOUIS HAUSMAN

moved from his post of v.p. for advertising and promotion of CBS Radio to job of director of newly formed Television Information Office, set up to build tv's public image



JOHN W. KLUGE

became president of Metropolitan Broadcasting Corp. in March, and began aggressive expansion of station group. Acquired WIP, Philadelphia, Foster-Kleiser outdoor group



DONALD H. MCGANNON

as chairman of the NAB's Tv Code Review Board, had eventful year which included removing of Code Seal from stations carrying hemorrhoid copy and FCC appearances



ROBERT W. SARNOFF

proved sturdy tv defender during the year with strong speech at Chicago meeting of NAB which led to formation of TIO, and brisk counterattacks criticism by magazines



FREDERIC W. ZIV

startled industry circles in June with sale of a substantial interest in Ziv company to Wall Street firms. Ziv films continued syndicated success, gained on networks



ADAM YOUNG

called the "youngest of the old reps," celebrated his firm's 15th anniversary by healthy additions to his station list. Like many a notable, Young started as an NBC page

# TOP 50 AIR AGENCIES IN 1959

AGENCY	RANK 1959	RANK 1958	TOTAL AIR \$ 1959	TOTAL AIR \$ 1958	TOTAL 1959 AGENCY	% AIR OF TOTAL 1959	\$ IN TV NET	\$ IN TV SPOT	\$ IN RADIO NET	\$ IN RADIO SPOT
<i>JWT</i>	1	1	\$135.5	125.8	275	49	\$120	\$11	\$1	\$ 3.5
<i>McCANN</i>	2	2	108	102	220	49	69	21	2	16
<i>Y&amp;R*</i>	3	3	105	95	220	47.7	70	21	3	11
<i>BATES</i>	4	5	95	84.4	120	80	43	47	2	3
<i>BBDO*</i>	5	4	88	88	210	42	47	26	2	13
<i>B&amp;B</i>	6	6	75.1	66.5	109	69	40.5	33.2	0.2	1.2
<i>COMPTON</i>	7	10	64	47.25	78	56	43.8	17.9	1.5	0.8
<i>BURNETT</i>	8	7	58.6	54.3	113	51.8	19.5	36.2	0.4	2.5
<i>D-F-S*</i>	9	8	57.0	52	88	65	37	11	1.0	8.0
<i>AYER*</i>	10	9	55	48	130	42	21	19	4	11
<i>K&amp;E*</i>	11	12	47	40.5	90	52	31	9.0	1.0	6.0
<i>ESTY</i>	12	11	47.6	47	68	70	23.8	10.2	2.04	11.56
<i>L&amp;N</i>	13	14	42	35.4	83	50.6	29.4	8.8	0.1	3.7
<i>FC&amp;B*</i>	14	13	40	35.5	90	44	29	7.0	1.0	4.0
<i>C&amp;W</i>	15	19	33.5	17	65	52	11	14	3.0	5.5
<i>SSCB</i>	16	15	32	28.35	53	60	17.2	8.4	---	6.4
<i>CAMPBELL-EWALD</i>	17	16	27.7	25	82	33.7	19.5	2.0	6.2	2.5
<i>GREY</i>	18	21	22.1	16.5	45.5	49	11.1	4.3	1.25	5.45
<i>D'ARCY*</i>	19	24	22	15.5	75	29	8	9	-----	5
<i>WADE</i>	20	18	21.6	18.6	24.3	88.8	13.4	7.1	-----	1.1
<i>TATHAM-LAIRD</i>	21	30	20.2	11.0	30.4	66.4	8.5	9.5	0.6	1.6
<i>EWRR</i>	22	21	20	16.5	70	28.5	7.5	5.2	3.8	3.5
<i>NEEDHAM, L&amp;B</i>	23	20	19.2	16.8	38.1	50.6	13	3.2	0.1	2.9
<i>PARKSON</i>	24	23	16.9	15.8	18	93.8	16	0.6	---	0.3
<i>GARDNER</i>	25	29	16.3	11.5	36.1	45	6.3	5.9	0.6	3.5

Total and air media billings figures cover 1959 domestic estimates only. (\*) indicates SPONSOR estimate for all or part of figures. (†) agency was not in top 50 in '58.



# AND THEIR RADIO/TV BILLINGS

AGENCY	RANK 1959	RANK 1958	TOTAL AIR \$ 1959	TOTAL AIR \$ 1958	TOTAL 1959 AGENCY	% AIR OF TOTAL 1959	\$ IN TV NET	\$ IN TV SPOT	\$ IN RADIO NET	\$ IN RADIO SPOT
CAMPBELL-MITHUN	26	24	16	15.5	39	41	8	1		1
OGILVY, B&M*	27	32	15	10.1	24.1	62	9	1	0.5	1.5
WARWICK & LEGLER	27	12	15	7	25	60	5	2.5	3.75	3.75
GRANT*	29	17	14.65	21	11.4	33	8.5	3.5	0.15	2.5
NC&K	30	26	14.5	14.6	31.3	46	6.1	7.3		1
MAXON	31	28	13.95	13	26.75	52	11.9	0.5	0.3	1.2
DCSS	32	27	13.5	13.5	25.2	53.5	9.9	2.1	0.5	1.9
W. B. DONER	33	†	11.7	†	20	58.5	6.3	5.2	0.57	2.17
F&S&R	34	33	11.0	9.0	14	25	9.6	0.65	0.75	
GUILD, B&B	35	37	10.6	8.33	13.5	78.5	4.9	3.8		1.9
F. RICHARDS, C&H	36	†	10.1	†	31.0	32.9	2.81	1.56	0.1	2.6
KEYES, M&J	37	39	9.8	7.71	20.0	49	2.4	6.0	0.3	1.0
DOYLE, DANE, & B.	38	38	9.75	7.8	29.0	33.6	5.3	3.3	0.05	1.1
GEYER	39	47	9.6	6.0	30	32	2.6	2.5	2.0	2.5
MOGUL	39	40	9.6	7.6	19.25	50	2.7	1.7		2.2
NORTH	41	36	9.45	8.4		63	7.35	1.9		0.2
D. P. BROTHER*	42	33	9.0	9.0	36.0	25	7.5	0.5	0.3	0.7
LAMBERT & FEASLEY	43	†	8.7	†	18.6	46.7	2.2	6.0		0.5
COHEN, D&A*	44	12	8	7	16	50	1.0	3.0	1.0	3.0
LaROCHE	45	49	7.65	5.3	18.5	41	3.0	1.3		.35
REACH-McCLINTON	46	41	7.5	6.9	22.5	33.3	1.0	3.0		0.5
E. H. WEISS	47	48	7.5	5.7	15.0	50	5.6	1.5	0.3	0.1
HONIG-COOPER, H&M	48	41	7.2	6.9	16.5	44		6.07		1.2
McMANUS, J&A	49	35	7.0	8.5	39	16.4	2.8	1.5	0.6	1.1
BOZELL & JACOBS	50	†	6.15	†	19	32	2.5	2.2	0.75	0.7

\* No billings. All figures for calendar 1959 except K&E, which covers year ending 30 September 1959 and EWRR showing estimates at current rate of billing.

## FILM & TAPE: NO ANSWER YET

One theme that stood out in syndication and commercials during 1959 was the industry's attempt to find a practical role for video tape. It ran through everything like a red thread, weaving together the year's mergers, consolidations, programing experiments, and financing and budgeting.

In syndication programing, tape's progress was limited. In commercials, tape grew in use, but its production savings were still offset at year's end by high handling costs. Yet in syndication and commercials, tape was of great importance this year, even if for its potentials rather than for existing accomplishments.

These were but some of the year's highlights in film, tape, syndication and commercials:

**Mergers.** Three major affiliation moves in the commercials field brought together Warner Bros. and Filmways, Screen Gems and Elliot-Unger-Elliott, and Buckeye Corp. and Transfilm. There were also three merger moves of note in syndication: United Artists took over Associated Artists Productions and Ziv Television Programs; National Theaters bought out NTA; and Guild Films merged with Vic Tanney.

**Syndication regionals.** Some of the major regional syndication buys

of the year were Lucky Strike (BBDO); MCA's *Special Agent 7*, and Ziv's *Lock-Up*; Ballantine (Esty); Ziv's *Bold Venture* and MCA's *Shotgun Slade* and *Johnny Midnight*; Nestle (McCann-Erickson): *Roy Rogers*; Falstaff (D-F-S); MCA's *Coronado 9*; Carling (B&B); CBS Films' *Phil Silvers*; Jax Beer (Fitzgerald); Screen Gems' *Manhunt* and MCA's *Shotgun Slade*; and D-X Sunray Potts-Woodbury: NTA's *Grand Jury*.

**Commercials trends.** Main creative vogue of the year was the visual-squeeze commercial, a contribution identified with Transfilm. A mid-year surprise was the excellent showing of U. S. commercials at the Cannes festival; later Wally Ross announced plans for an American festival in 1960. Two end-of-year bombshells: Compton's disclosures that tape could cost 47% more than film because of handling charges, and a new attitude by many advertisers who decided to re-make commercials rather than expose themselves to direct Federal investigation.

**Programing.** The past 12 months did not see any drastic developments in programing. The action-adventure program was still king. Attempts early in the year to start science-fic-

tion and mystery-detective trends ended in more unsold pilots than successful shows. There were some new programing wrinkles, however. CBS Films pioneered in tape with its *Robert Herridge* series. Ziv took *Tombstone Territory* off the networks and kept right on shooting new episodes for it in syndication. ITC revived *Ding Dong School*. Westinghouse came up with a Civil War show based on Matthew Brady photographs.

**Video tape facilities.** There were important moves ahead in tape coverage. More markets got tape recorders, more stations got them in each market, and more recorders appeared at each station. Leaders in the mobile tape field began feeding news and program materials from home and abroad. Ampex scored a newsbeat by flying a tape of the Nixon-Khrushchev argument back for U. S. television.

**Network sales.** Syndicators made major efforts to either break into network programing or to expand their network business. Some examples of syndicators with a network concern were CNP and UA, which made their first network sales, and Ziv, which increased its supply to the networks. However other syndicators that did not land a network buyer still continued to behave as though they hoped to, and some policies were understandable only in terms of this continuing aspiration. Only Screen Gems divorced its network and syndication departments entirely, with separate program units for each.

**People on-the-move.** The year 1959 had its share of shifting hats. Henry Plitt became president of ABC Films. Les Harris moved from CBS Films to ITC. Jerry Hyams as general manager succeeded the late president of Screen Gems, Ralph Cohn. Robert F. Lewine moved from NBC TV to CBS Films.

**National spending.** National brands took over a larger share of the syndication market last year. Kellogg's (Leo Burnett) went heavily into national spot cartoon shows, taking  
(Please turn to page 66)

TAPE made big headlines all year . . . but it also raised new headaches as agency men came face-to-face with the realities of high tv costs in handling tape programs and commercials

Photo: Minnesota Mining and Manufacturing Co.





**A SPONSOR  
ANNUAL SECTION**

---

**1959**

**RADIO  
RESULTS**

---

✔ *32 capsule case histories of successful radio campaigns in 1959, covering 18 categories, various products and industries*

✔ *A valuable fact book for busy account men and ad managers who are planning to use spot, local or network radio in marketing*

✔ *Here is documentation of how hard radio works and how much merchandise it can sell. Look for Tv Results in next week's issue*

---

**RADIO  
RESULTS**

**1959**

---



## APPLIANCES

SPONSOR: Doubleday Hill Electric Co.

AGENCY: Direct

**Capsule case history:** Doubleday Hill Electric Co. of Washington, D. C., purchased a test campaign on WMAL to advertise Sunbeam electric appliances. One of Washington's leading husband-and-wife shows, *Jerry and Jimma Strong* carried the campaign. Since the majority of the housewives in that area live outside the city and must come many miles to make a purchase, selling such a highly competitive product presented a problem. The program is aired from 10 a.m. to 3 p.m., Monday through Friday and is aimed exclusively at housewives. The campaign ran for four weeks exclusively on WMAL using minute announcements. At the conclusion of the schedule Doubleday counted 623 Sunbeam Electric Mowers and 261 gasoline powered Sunbeams sold. "This represents considerable volume on just two items," stated a Doubleday executive. "And it proves to us that daytime radio, though lower in price can be very effective in getting us the sales reaction we want."

WMAL, Washington, D. C.

Announcements

## APPLIANCES

SPONSOR: Pete Moore Discount House

AGENCY: Direct

**Capsule case history:** Bob Kennedy, half-owner and general manager of the Pete Moore Discount House of Staunton, Va., selected a three-day period for a special push to move their electrical appliances. He decided to purchase a campaign on WWSA Radio, Harrisonburg, Va., some 30 miles from Staunton. In addition, he purchased a one-time only half-page advertisement in his hometown newspaper. In the first two days of the campaign, he sold 75 major appliances. This was outstanding, Kennedy felt, but on the third day he sold an additional 25 or more appliances to bring the total over 100. Kennedy, who wanted to know the how, why, when, where and who of his advertising dollar, made it a point to ask every customer where they had heard about the Pete Moore sale. Nearly all answers pointed to WWSA. Only a few said the Staunton newspaper, which was of primary significance since this was the store's hometown. "WWSA personalities have really sold our store," said Kennedy.

WWSA, Harrisonburg, Va.

Announcements

## 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

## APPLIANCES

SPONSOR: Turner's TV & Appliance Store

AGENCY: Direct

**Capsule case history:** In a special campaign to promote the sale of appliances, Turner's of Merced, California, broadcast a remote from 9 a.m. to 6 p.m., from their store, via KWIP Radio, also of Merced, California. Disk jockeys Johnny Borba and Jerry O'Neill greeted over 6,000 residents of the San Joaquin Valley who came into the store during the broadcast. The radio station had their KWIP clowns entertaining during the day and also had the radio station's searchlight lighting up the area in the evening. Turner's, in conjunction with this remote broadcast, had a special sale on Hoffman radio and tv sets. KWIP salesmen interviewed customers as they walked around the store and also demonstrated the various appliances. Said one of the store representatives, "This is the greatest public response Turner's has ever had. I'm going to ask Maxwell Hurst, (president of KWIP), to let me borrow O'Neill and Borba as salesman. KWIP made our Hoffman promotion an outstanding success."

KWIP, Merced, Cal.

Program



## **RADIO RESULTS**

### **AUTOMOTIVES**

SPONSOR: Al Abrams Motor Sales, Inc.

AGENCY: Direct

**Capsule case history:** Al Abrams Motor Sales, Inc., Chicago, a Pontiac dealer, wanted to attract new business from a particular segment of the city—Chicago's South side. Abrams Pontiac had done very little advertising until recently, and after studying all the stations in the Chicago area, the agency felt that WBEE could do the best job for them. The dealer signed with the station for a 13-week Sunday religious hour and before the period was up the results broke all records for Chicago car sales in one month. The advertiser has since extended his original program to an hour and a half and has added twice daily news and sports programs. Abrams set a record goal for car sales for himself in 1959 and by the end of the first quarter he had sold 535 cars, more than twice the goal for that period. "Practically all of our advertising continues in radio, with three-fourths of it on WBEE," said Abrams. He is now planning another half hour on WBEE for Saturday and Sunday.

WBEE, Chicago

Programs

### **AUTOMOTIVES**

SPONSOR: Bill Sanders Motor Company

AGENCY: Direct

**Capsule case history:** The Bill Sanders Motor Company of Raleigh, N. C., has been successfully using radio to reach and sell the Raleigh market for almost five years. Sanders is one of the 10 largest Ford dealers in the world, and probably sells more Ford cars, trucks and station wagons than all North Carolina dealers combined. Sanders' campaign consists of a basic five announcements per day six days per week. In addition, Sanders expends dealer co-op money which brings his total schedule to approximately 10 or 12 spots per day. More than 95% of Sanders' total budget is placed on WRAL. A good percentage of Sanders' sales are realized from buyers of cab and truck companies who purchase fleets at a time. "In the years I have been using radio, and especially WRAL, the volume of customers that have come to Sanders for service has more than doubled," said Bill Sanders. "Radio has proven that it can do the job I need here with low cost and high efficiency."

WRAL, Raleigh

Announcements

### **AUTOMOTIVES**

SPONSOR: C. W. Upchurch & Co.

AGENCY: Direct

**Capsule case history:** The boom in foreign cars has not been catapulted by word-of-mouth as most foreign car importers and magazines claim. Radio advertising has played a highly important role and, for C. W. Upchurch & Co. of Charlotte, N. C. importers of Mercedes-Benz, Renault Dauphine and Peugots, radio has been one of the most effective sales media the company has ever used. In the summer Upchurch & Co. purchased a spot schedule in WSOC's Hornet baseball broadcast. Upchurch's commercials were delivered live by Bill Snyder, Charlotte's leading play-by-play sports broadcaster. "We feel that the increase in business is a direct result of Bill Snyder's excellent handling of our spots, as we have not advertised in any other media," wrote v.p. A. McNeil Upchurch. "Our sales have shown outstanding increases over previous months," he continued. "I can most heartily recommend Bill Snyder and Hornet Baseball to any business as a sure-fire sales stimulus."

WSOC, Charlotte

Announcements

### **AUTOMOTIVES**

SPONSOR: Guaranteed Motor Exchange

AGENCY: Direct

**Capsule case history:** Guaranteed Motor Exchange, Norfolk, placed all its advertising on WRAP, Wilmington, when it started in business. Initially, one daily quarter-hour program was scheduled. The immediate response promoted an additional weekly half-hour musical program on Sunday. Business continued to grow, and the schedule was expanded to include another quarter-hour daily music show at the end of the third month. Then, five 5-minute daily newscasts were purchased. The entire schedule currently covers five hours and 35 minutes of GME sponsorship a week and represents 95% of its advertising budget. Owner and manager Bob Ellington told the station, "I knew that WRAP could do the job the first day I opened. As business increased, my budget on the station increased accordingly. From nothing to a \$300,000 business within a year deserves more than acknowledgement. WRAP will always get the major share of my business because it reaches a buying audience."

WRAP, Norfolk

Programs

(Continued page 10)

## **RADIO RESULTS**

### **AUTOMOTIVES**

SPONSOR: United Motor Exchange

AGENCY: Direct

**Capsule case history:** In 1953, the United Motor Exchange in St. Louis decided to place a test schedule on KXLW to reach the Negro market in that area. Since United sells a highly specialized service of overhauling motors and transmissions and selling rebuilt ones at a cost ranging from \$250 to \$450, the advertiser questioned how effective the campaign would be. The test schedule consisted of 24 30-second announcements per week during traffic hours (cost: \$120) for one month; the commercial emphasized immediate service—"We'll come and pull your car in." Results: business jumped to \$10,000 monthly gross. Today, United uses 50-80 announcements per week (cost: \$250), depending upon the number of cars in the shop, and the business has grossed as much as \$30,000 in a month. Most of the current ad budget is in KXLW, with the rest in a non-Negro radio station and in print. "KXLW has proved to us the impact of radio," said Harry Blatt, United's general manager.

KXLW, St. Louis

Announcements

### **BANKS**

SPONSOR: Merchants & Farmers Bank

AGENCY: Direct

**Capsule case history:** The Merchants & Farmers Bank, a medium-sized institution in Portsmouth, Va., traditionally had never used radio as an advertising medium. However, in line with a recent trend, it purchased a schedule on WAVY, Norfolk-Portsmouth, to promote new business in the checking account department. The results of the radio flight were immediately apparent. After the announcements had been running only a short time, the bank experienced the best month in its entire history for opening new checking accounts. "We feel now, without any hesitance, that our radio programs handled through WAVY radio have contributed greatly to the increased number of checking accounts," said C. E. Adams, executive v.p. "Particularly effective has been the portion of our program in which Kirk Webster has plugged our personalized checks. He has done a wonderful job in helping promote our bank on his program." The bank plans to continue using radio indefinitely.

WAVY, Norfolk-Portsmouth

Announcements

### **DAIRY**

SPONSOR: Foremost Dairies, Inc.

AGENCY: Direct

**Capsule case history:** For many years, the Woodlawn Dairy Products Div. of Foremost Dairies, Scranton, Pa. has used local radio as an important component of its advertising effort. In fact, Woodlawn is now in its 24th consecutive year as an advertiser on WGBI, Scranton-Wilkes-Barre, where it runs a large schedule of spot announcements and program sponsorships—a schedule that has regularly increased through the years. That radio advertising has been highly successful for Woodlawn is demonstrated by the fact that the dairy has invested more and more money with WGBI each year and by the steady growth of the dairy products company. Known for years as the Woodlawn Farm Dairy Co., it recently merged with another company to become Foremost Dairies, Inc., and enlarged its product line. In addition to milk and cheese products, the dairy produces Dolly Madison and Foremost Ice Cream, top sellers through WGBI's coverage area of northeastern Pennsylvania.

WGBI, Scranton-Wilkes-Barre

Announcements

### **DEPARTMENT STORES**

SPONSOR: John's Bargain Stores

AGENCY: Direct

**Capsule case history:** John's Bargain Stores bought WMCA, New York, for its first venture into radio in August, 1956. Schedule was for eighteen 10-minute programs weekly to promote daily specials on towels and linens, nylons, men's and women's wear, household furnishings, toys, etc. As with many retailers who have never used New York radio, John's Bargain Stores had been skeptical, but decided to "give it a try." The effectiveness of this 13-week test was immediate and sustained as the announcements brought overwhelming crowds to the store's outlets in the New York area. In Brooklyn, it was necessary to call out the police to direct crowds which were out of hand. John's Bargain Stores were well satisfied with the results and placed a 52-week renewal following the initial run. Today, three years later, the department store is still with WMCA and the budget has been substantially increased. In addition, it now uses other radio stations in both the New York and Philadelphia areas.

WMCA, New York

Programs



## **RADIO RESULTS**

### **FOOD**

SPONSOR: Chicken Delight Store

AGENCY: Direct

**Capsule case history:** To kick off the opening of its 125th store in Springfield, Mass., the Chicken Delight Chain decided to use radio and in particular WACE, Springfield-Holyoke, Mass. The campaign called for two days of concentrated promotion using 24 one-minute announcements daily plus two one-hour live broadcasts from the store. The campaign began at 3 p.m. when Brad Davis of the WACE staff hit the air with an offer from Tom Rousseau, Chicken Delight vice president, of 50 chicken dinners to the first 50 persons to call the store. Before the first one-hour broadcast was concluded more than 240 persons had called the store, and by closing time more than 400 phone calls were received. Needless to say, the store owners, Mr. and Mrs. Rondoletto and their staff, had a profitable night. In a rush phone call to WACE from Rousseau en route to the 126th opening of a store in the South he said, "I was most happy with the opening, rarely have seen such activity even in larger cities."

WACE, Springfield, Mass.

Announcements and programs

### **FOOD**

SPONSOR: Southern Maid Doughnut Co.

AGENCY: Direct

**Capsule case history:** Although doughnut sales usually drop in the Shreveport, La., area during the warm season because of intense heat, the Southern Maid Doughnut Co. has been selling year-round through K-JOE. Doughnut-buying is an impulse purchase, says Johnny Jones, sales mgr., and it is important to reach the customers while they're in their cars. Accordingly, Southern Maid, with three pick-up shops on main traffic arteries for commuter traffic, times weekly traffic spots on K-JOE to catch the home-bound. It uses five announcements daily on the station's Joe Monroe traffic reports: cost is approximately \$1,000 per month. Monroe flies over the city during afternoon rush hours reporting traffic conditions. Ad lib copy merely suggests a stop for doughnuts, and Jones says he "doesn't have to look to know what time it is, because people begin flocking in, asking for 'Joe Monroe doughnuts' right after the announcements are aired on the station."

K-JOE, Shreveport, La.

Announcements

### **FURNITURE**

SPONSOR: Gibson Furniture Co.

AGENCY: Direct

**Capsule case history:** The Gibson Co., Tuscaloosa, Ala., had advertised its furniture and appliance lines in newspapers, and results were only fair. It decided to try radio, but wanted a schedule that would give the best possible advantage in terms of programing, audience and selling. The answer seemed to be a schedule of participations running for six weeks on WJRD's *Homemakers Festival*, a special program featuring booking, home furnishing and fashion items. Results: During the initial schedule business at Gibson's has increased about 10%, and with additional schedules, has sustained itself. L. E. Maze, Gibson's mgr., attributes the success of the advertising to: 1) Pitch and programing are easily integrated. 2) A highly selective audience, with waste circulation kept to a minimum. 3) The show, broadcast from WJRD's auditorium, attracts a large live audience. "No other programing," Maze said, "could give us this kind of results. We feel pinpointing an audience is vital."

WJRD, Tuscaloosa

Program

### **FURNITURE**

SPONSOR: Nebraska City Furniture Co.

AGENCY: Direct

**Capsule case history:** The Nebraska City Furniture Co., a medium-sized retail furniture store located on the Nebraska side of the Nebraska-Iowa border, turned to radio to promote its liquidation sale. The furniture outlet placed its schedule on radio station KFNF, although the facility is located in Shenandoah, Iowa—30 miles away and in another state—because of its area coverage. The liquidation sale was a rousing success, and one of the best in the store's history. People from numerous communities in Nebraska and Iowa came to Nebraska City for the event. "I want to give credit to radio for the success of my sale, because station KFNF was our prime medium of advertising," said William Berger, the furniture store's owner. "This medium was responsible for sales as distant as Clarinda, Iowa, approximately 40 miles away." He added: "I am convinced now of the great selling power of the medium. We would like to renew our contract for 52 weeks."

KFNF, Shenandoah, Ia.

Announcements

(Continued page 42)

## **RADIO RESULTS**

### **FURNITURE**

SPONSOR: Saunders Home Center

AGENCY: Direct

**Capsule case history:** Saunders Home Center, Grabill, Ind., placed a schedule on WOWO that produced the highest sales the store has ever known. Announcements were simple, straight hard sell without sound effects or dialogue. In a three-week period—on a total expenditure of only \$990.70 on WOWO—the store sold \$48,000 in furniture. This highly successful sale proved 33<sup>1</sup>/<sub>3</sub>% better than any other similar period in the store's history; over \$5,000 a week more than any other period. Sales slips showed that WOWO attracted customers from three states. These results are even more significant since Saunders is a furniture dealer in a small community of 350, way off the regular highway. Store appearance, though it sells well-known and quality merchandise, is that of a general store. Saunders, himself, has since reported, "WOWO increased our business 41% over last year's, and last year was a record high for 25 years. Only radio could produce these kind of results for us."

WOWO, Fort Wayne, Ind.

Announcements

### **FURNITURE**

SPONSOR: Stone Bros. Store

AGENCY: Direct

**Capsule case history:** A KWKW Spanish-language weekend promotion hit the jackpot for the Stone Bros. Store, furniture dealers in Los Angeles. The promotion was staged from the store over a three-day period and attracted an estimated 750 persons to Stone Bros. Normally the average number of prospective customers, mostly Latin-Americans, visiting the store on a weekend is about 135. During the three-day period, the station did 10 hours of remote broadcasting from the store featuring its top personalities, and this was supplemented by a series of 50 spot announcements. Cost of the promotion was under \$2,000 including time, talent and spots. Yet total sales, as reported by store manager Lou Butler, amounted to an estimated \$37,000 as compared to an average weekend total of about \$7,500. "This weekend promotion by KWKW was highly successful," Butler told KWKW. "It kept our cash registers ringing and we are already planning another promotion."

KWKW, Pasadena

Announcements and program

### **GENERAL MERCHANDISE**

SPONSOR: W. T. Grant Co.

AGENCY: Direct

**Capsule case history:** A few months ago the W. T. Grant Co., McCook, Nebr., decided to try a package of one-minute announcements on KXXX, Colby, Kansas, a Farm & Home Radio station. McCook is located more than 80 miles from Colby, has its own radio station and daily newspaper. Grant's discontinued its other advertising during its campaign on KXXX in order to pinpoint the cause of any sales increase. For two weeks prior to the KXXX schedule, Grant's had a traffic count of 2,193 and 2,043 respectively. During the week the spot schedule ran, the store's traffic count jumped to 2,842—an increase of 39%. In addition, Grant's showed a 62% gain in volume over the two weeks prior to the schedule. "Even at this distance and under the fire of local competition, KXXX was able to outproduce in a way my other advertising could not do," stated Grant's John Kelley. "I am well pleased with the results of this campaign and am planning to use similar schedules in upcoming promotions."

KXXX, Colby, Kans.

Announcements

### **HOTELS**

SPONSOR: Hotel Sherwyn

AGENCY: Direct

**Capsule case history:** Recently, the Sherwyn Hotel, Pittsburgh, acquired a new manager, J. J. White, and a new maitre d', J. Cassell. In an effort to boost their wedding and reception business, they decided to use one-minute announcements in a special two-week promotion on WWSW. The schedule: seven one-minute announcements per day, Monday through Saturday; they averaged two in the daytime, three in the evening, two between 3 and 6 a.m. White said that, frankly, being newcomers to the city, they were skeptical of radio's ability to pull in hotel business of this type, but they were willing to give it a try. No other station nor other media were used in the promotion. Results: Business almost doubled during that period alone. "Consequently," White told the station, "we have decided to continue the wedding spots as well as other regular announcements throughout the year on WWSW. The station reaches a young audience which spends money in the better places."

WWSW, Pittsburgh

Announcements



## RADIO RESULTS

### HOUSEHOLD FRANCHISES

SPONSOR: Royal Wax

AGENCY: Direct

**Capsule case history:** Royal Wax proved that radio can sell a highly specialized product and line to a mass audience. Equally important, it showed that a high-priced line can be promoted successfully on radio. In this case, Royal decided to sell its floor waxes via franchises to individuals. Each franchise cost \$700 and Royal found a big ready market on WPOP, Hartford. The firm began with 21 spots per week, using an equal budget in other media. The first week alone it realized a \$37,000 profit, and outdrew other media six to one on a dollar basis. Royal then increased the schedule to 48 spots per week and finally to 100. Expansion of Royal's operation was so successful that it tripled staff and office space in a six-week period and at one point had to take a one-week hiatus to catch up on sales. Sam Miller, of Royal Wax, credits WPOP for 72% of its sales, which exceeded \$120,000 the first six weeks of its operation. "It was one of our most successful campaigns," Miller said.

WPOP, Hartford

Announcements

### HOUSES

SPONSOR: Cross States Construction

AGENCY: Scott M. Roberts Inc.

**Capsule case history:** 10,000 people braved a torrential downpour on 19 October to attend opening day ceremonies at Tangelo Park, near Orlando, Fla., in response to Cross States Construction's radio campaign for its new housing development. The firm reported sale of all its 98 homes that weekend and attributed the success entirely to radio. Scott M. Roberts, Inc., of St. Petersburg, its promotion directors, had purchased 35 announcements on each of Orlando's three stations, WLOF, WHOO and WHYY, in a pre-opening drive. Saturation was continuous, using 300 spots per week to promote Tangelo Park. All spots were taped, with a predominantly soft-sell pitch and heavy mood music as background. Theme of "Never before so much house with so many plus features" was the firm's hardest sell. The sponsors thought that the heavy rain would seriously hurt the campaign, but the radio impact was so great that it didn't deter the thousands who flocked to Tangelo Park.

WLOF, WHOO and WHYY, Orlando, Fla.

Announcements

### LINOLEUM

SPONSOR: Acme Floor Finishers, San Antonio, Texas

AGENCY: Direct

**Capsule case history:** Acme Floor Finishers of San Antonio, Texas is a large-sized retail vendor of floor coverings of almost every description and type. Although long a newspaper-only advertiser, co-owner Paul Du Bose was finally persuaded to test radio's effectiveness as a traffic-puller for Acme Floor Finishers. The retail outlet decided on substantial trial, and purchased 36 one-minute announcements on KONO radio spread over a period of six days. The event was Acme's "Annual Linoleum Warehouse Clearance." "The results started coming in immediately," said Du Bose. "Even after the schedule had run its course we continued getting phone calls and orders." Following the KONO schedule, Acme ran two quarter-page newspaper display ads promoting the identical sale—in both San Antonio newspapers—plus a week's run of 2x2 classified ads. Du Bose estimates KONO radio outpulled both papers by 50%. "We'll continue to use KONO radio for promotional advertising," he said.

KONO, San Antonio

Announcements

### RESTAURANTS

SPONSOR: Bimbo's Drive-In Restaurant

AGENCY: Direct

**Capsule case history:** Bimbo's Drive-In Restaurant decided to advertise on WDGY, Minneapolis, for its grand opening. Bimbo's is located in Anoka, a small community about 20 miles north of Minneapolis-St. Paul. The restaurant bought 30 one-minute announcements from Thursday through Sunday. Included in the content of the commercial was the fact that d.j. Dan Daniel, "The Tall Thin Texan," would be at the place 7-9 p.m. Friday. Result: Bimbo's operated at capacity business not only during the hours of the personal appearance, but throughout the entire evening. Business amounted to \$400—a large sum for a place this size in one evening. But even more important to the restaurant the first evening was Bimbo's immediate recognition by the people of Anoka and surrounding communities due to its schedule on WDGY. The momentum of the opening, the manager reported, helped to make Bimbo's Drive-In a very successful operation within a short period of time.

WDGY, Minneapolis

Announcements

(Continued page 11)

## RADIO RESULTS

### RESTAURANTS

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 programing and the high-income group that listens regularly to WSKP in the Miami area.

WSKP, Miami

Announcements

### SEWING MACHINES

SPONSOR: Atlas Sewing Center

AGENCY: Direct

**Capsule case history:** The Atlas Sewing Machine Center, Mobile, decided to try radio in its market. Up until that time only newspapers had been used. Atlas placed a test schedule on WMOZ, Mobile, for one week; the schedule consisted mostly of 60-second announcements during afternoon slots. Copy pitched both the Atlas sewing machines and vacuum cleaners. No special inducement was offered. Reaction to the schedule was immediate: Atlas received some 500 phone calls and over 500 letters in a week's time. These prospects were followed up by the Atlas salesmen and 40% of the leads purchased either sewing machines or vacuum cleaners. Atlas is now using schedules on a regular basis on the station and Frank J. Pellegrino, Atlas Sewing Machine manager, reported: "WMOZ has been a completely successful medium for us and has consistently supplied our sales force with good prospects. Such campaigns have become an integral part of our business."

WMOZ, Mobile

Announcements

### SEWING MACHINES

SPONSOR: Singer Sewing Machines

AGENCY: Direct

**Capsule case history:** A few weeks ago, the area manager for Singer Sewing Machine Co. stopped at KXXX, Colby, Kan., and purchased a three-day spot schedule for one of his stores within the station's coverage area. Results were almost immediate. The day after the campaign started, the store sold \$5,000 worth of sewing machines and assorted appliances. In analyzing the results, the store manager reported that in answer to the question he put to each customer, "How did you know about this sale?" 75% of all the store traffic indicated KXXX. "If it had not been for the area coverage which KXXX delivered, the sale would have been only half as successful." reported the store manager. the farm and home station does, we didn't feel we had a "And since newspapers cannot deliver the penetration that choice." The sewing machine company has subsequently purchased additional schedules and has shown comparable results to the initial campaign over a sustained period.

KXXX, Colby, Kansas

Announcements

### SHOES

SPONSOR: Mary Jane Shoes

AGENCY: Direct

**Capsule case history:** Mary Jane Shoes, a branch of the John Irvin Shoe Co. of Boston, recently opened up in Winston-Salem, North Carolina. It was decided that the only advertising medium to be used would be radio. The company's choice was WAAA. Initial campaign called for 30 spots per week scheduled throughout the day. The minute announcements were to be read live by the WAAA disk jockeys. Results came very soon. Traffic in the store was extremely heavy and customers mentioned hearing the various "specials" plugged on WAAA. Shoppers came from communities such as Greensboro, High Point, Lexington and Thomasville. One week, while the radio station was pitching the store, they had a \$13,000 take. The home office in Boston gave all credit for the store's extraordinary success to WAAA as they used no other advertising in the market. Disk jockeys Bob Roundtree, Oscar Alexander and Larry Williams ad-libbed, which gave the spots additional impact.

WAAA, Winston-Salem, N. C.

Announcements



## RADIO RESULTS

### SPECIALTY SHOPS

SPONSOR: Ethel George

AGENCY: Direct

**Capsule case history:** Ethel George, a San Francisco corset stylist, turned to radio after many years of newspaper advertising. The owner and operator of a medium-sized corset specialty shop, with a modest budget, Mrs. George must do her media buying with a high degree of prudence, and make every advertising dollar count. Recently, Mrs. George purchased several participations in *Emily Barton and Floyd Buick* on KFRC—a program that has a large following among women in the San Francisco Bay Area. The show is programed across the board from 11 to 11:30 a.m. In a letter to Emily Barton, Mrs. George stated: "No advertising in the San Francisco papers can compare with what your commercials have done for me. KFRC has brought me many new customers who, in turn, tell their friends what they hear on your program. A few participations at only \$40 each outpulled the San Francisco newspaper advertisements, costing from three to six times as much. "Radio's sold me."

KFRC, San Francisco

Participations

### SUPERMARKETS

SPONSOR: Seven-Eleven Food Stores

AGENCY: Direct

**Capsule case history:** The Seven-Eleven Food Stores, a supermarket chain operating in Monroe and West Monroe, La., periodically runs special children's shows, in which movies are shown and various advertising and promotional matter of the stores are exhibited. In the experience of Seven-Eleven, the success of these promotions can be directly correlated to the sales results of various items, not to mention good will and the building of future loyal customers. On 25 November, the chain presented its "Seven-Eleven's Kiddy Show" at a local theater. The food stores purchased a schedule on KNOE, Monroe to announce and draw audience to the event—no other form of advertising and no other station was used. On the morning of the show, a record 1,000 youngsters stormed the theater to see the movies. "I have known for years that our radio advertising was effective, but I've never had it brought home so clearly," commented H. R. Brausuell, ad manager of the food chain.

KNOE, Monroe, La.

Announcements

### SUPERMARKETS

SPONSOR: Shell City

AGENCY: Henry Quedneau

**Capsule case history:** Shell City, Miami, world's largest supermarket, bought two one-minute announcements and four I.D.'s per hour and remote broadcast all day Sundays from WAME. This was their only radio buy, with one department being highlighted. Original buy was for 13 weeks. Now in its second renewal, Shell City reports a 300% increase in sales in featured departments and substantial sales increases on all special items used on the air. Shell city manager Lou Buzzell says, "This is the most productive advertising money we ever spent." Future plans call for an expansion by Shell City into broader coverage through the week. Buzzell particularly likes the way WAME's disk jockeys, Bruce Bradley, Ted Clarke, Sid Knight and Pete Connors handled the in-store broadcast. At present, the Quedneau Advertising Agency, WAME and Shell City are conferring with regard to expanding the radio schedule for the coming year, to give wide scope to their advertising.

WAME, Miami

Program

### 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

The space for this message is donated by this publication in cooperation with The Advertising Council.

# She was not alone



Sudden illness, especially mental, often disrupts a family. With the Vasquezes it brought them closer together.

If you had wanted to get in touch with Eva Vasquez three years ago, you would have had to travel some two hundred miles from her home on the outskirts of Bakersfield, California, to Modesto State Hospital for the mentally ill.

She was hospitalized there because she was tired of living and tried dying. Withdrawal, they called it, from reality.

The communists could have made quite a thing out of her story if they had known it.

What about "all men are created equal"? they might have asked. What about "unalienable rights"? ♦

Here she was: Eva. Born



Clean, neat, but cramped, the Vasquez home is located in a mixed Mexican-Negro community near Bakersfield, California.

a Mexican, another victim of pride, prejudice and poverty. Knowing no love in her own home, she escaped into marriage at sixteen.

Now, at twenty-nine, she was the wife of Juan Vasquez, mother of seven children and pregnant again.

Because of recurring bouts of illness, finally diagnosed at Kern General as malnutrition, Juan was only intermittently employed. Came cotton time, the whole family took to the fields—usually earning a total of \$7.50 a day.

Worry over her neglected children and Juan led to Eva's breakdown. The feeling that she, alone, was faced with these problems only exaggerated her anxiety.

It turned out she was not alone. And that's where the Russian script ends and the American story begins.

During Mrs. Vasquez's hospitalization the family received relief and the children were provided milk by



a local school nurse. Juan was encouraged to study English in night school in hopes of finding a better job. To practice English he read comic books and watched TV in the two-room cabin he shared with the children.

One day, and then again, he saw a TV message sponsored by The Advertising Council, urging people to send for a booklet entitled "How to Deal With Your Tensions," published by The National Association for Mental Health. Free.

He sent away for it and spent the next two months laboriously translating it with the aid of his comic books and a Spanish-American dictionary.

Among other things, he learned that Eva was not alone in her affliction. One in ten Americans suffers from mental illness. And 80% of those hospitalized, in the words of Dr. William Menninger, "could be out if enough of us cared."

The Advertising Council cared to the point of courageously sponsoring the Mental Health program during 1958 and 1959. Through the combined volunteer services and facilities of American business, advertising agencies, publishers, broadcasting stations, networks, outdoor and transit advertising companies, millions of dollars have been spent bringing that message to millions of people, more than 1,300,000 of whom have written in for the pamphlet.

People like Juan Vasquez, for instance, who cared enough to translate it painstakingly and sensitively, so that his wife would believe and understand and be re-



Although Juan translated perfectly, his wife wasn't always sure he was giving her an exact interpretation.

stored to her family, rehabilitated. That happened on July 7, 1958.

The Mental Health campaign was supported by The Advertising Council because mental illness is "the number one disease of the country." And the Council is committed to making ours a stronger nation. Stronger in human and natural resources.

Through public service campaigns—adding up to 170 million dollars of voluntary support during 1959 alone—our country was bulwarked in many ways.

Through saving lives on the highways. Preventing forest fires. Fighting for better schools. Selling savings bonds, and helping our friends and allies abroad.

Not by standing still, certainly, nor playing it solo.

Rather, by people working together in the common cause of insuring our "health, wealth and happiness."

### THE ADVERTISING COUNCIL . . . for public service

*If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet, 25 West 45th Street, New York 36, New York*



The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution:

AID TO HIGHER EDUCATION • BETTER SCHOOLS • CONFIDENCE IN A GROWING AMERICA  
CRUSADE FOR FREEDOM • FOREST FIRE PREVENTION • MENTAL HEALTH • NATO • RED CROSS  
REGISTER, VOTE AND CONTRIBUTE • RELIGION IN AMERICAN LIFE • RELIGIOUS OVERSEAS AID  
STAMP OUT PARALYTIC POLIO • STOP ACCIDENTS • UNITED COMMUNITY CAMPAIGNS  
U. S. SAVINGS BONDS • UNITED NATIONS

**AGENCIES & ADVERTISERS**

(Continued from page 33)

Ridgway-Hirsch. St. Louis. from Ridgway agency and Hirsch, Tamm & Ullman. . . . Yardis Adv., Philadelphia. with Edward Robinson Adv. . . . Adams & Keyes from Burke. Dowling-Adams and St. Georges Keyes. with \$16 million combined billing serviced in New York. Chicago and Los Angeles. . . . Sanger-Funnell. New York. and McClellan Adv.. Massapequa. L. I. with billing of \$2 million.

**Acquisitions:** John W. Forney, Inc.. Minneapolis, acquired the Minneapolis office of Bruce B. Brewer &

Co. for a total of \$4 million billing. . . . And Fuller & Smith & Ross, after acquiring Tromberger, LaVene, McKenzie, Los Angeles, reported combined billing of \$50 million. . . . W. S. Walker, now a division of Erwin, Wasey, Ruthrauff & Ryan.

**Arrangements:** Anderson & Cairns, New York, with Botsford, Constantine & Gardner, Los Angeles. with reciprocal service between East and West Coasts. . . . Meldrum & Fewsmith, Cleveland, with \$12 million billing, and Barnes Chase Co., San Diego, with \$3 million.

**There were new ad agencies** aplenty, too, organized to fill the de-

mand for more and better agency services. Among them: Swan & Mason Adv., New York. . . . Jack W. Runyon & Co., San Francisco. . . . Arkwright Adv., New York. . . . Otero & Winters, Los Angeles. . . . Adler, Peer & Assoc., Las Vegas. . . . Rich, Bryan & Curtis, New York. . . . J. H. Altman & Co., Detroit. . . . Gumpertz, Bentley & Dolan, Los Angeles. . . . Time for Advertising, New York. . . . Beindorff, Bender & Clark. Ft. Wayne, Ind. . . . Gerald F. Selinger Co., suburban Philadelphia. . . . Evans Young Wyatt, Dallas.

And Paper & Free Inc., New York. . . . Agency Media Services Adv., New York. . . . Katzif-George-Wemhoener, St. Louis. . . . Hill & Lincoln, Miami. . . . Drake Adv., Chicago. . . . Rogers & Collins, Baltimore. . . . Willmarth McCafrey & Co., New York. . . . Bennett & Chase, New York. . . . Lone Vineis White, Inc., Morristown, N. J. . . . Grabin-Shaw Adv., Milwaukee.

**Shifting accounts:** Biggest move of the year was the return to J. Walter Thompson of the \$12 million of RCA's business which had been at Kenyon & Eckhardt. JWT also retrieved the \$7 million Chase & Sanborn account from Compton. In the RCA shuffle, Kudner got the \$3 million Sylvania business Thompson had to dispose of. This, along with the radio/tv portion of the \$4 million Renault account which it won from Needham. Louis & Brorby, gave Kudner a big perk-up (it lost Buick to McCann-Erickson last year in 1958's biggest account shift). Other significant moves: Cluett, Peabody's \$4.5 million from Y&R to Lennen & Newell and, conversely, American Airlines' \$9 million from L&N to Y&R; Johns-Manville's \$2 million plus from JWT to Cunningham & Walsh; Whitehall's Dristan business to Tatham-Laird (coup de grace to the Bryan Houston shop which earlier lost Nescafe to McCann-Erickson).

**Broadcast business up:** The 30 members in the National Advertising Agency Network reported, for the first time, that their combined investment in radio and tv topped money spent in all other media. The figures: In 1958, the group spent \$10.3 million in broadcast; \$10.1 million, business paper; \$6.8 million, general magazines and farm papers; \$5.7 million, newspapers; \$1.4 million, outdoor and transportation; \$1.5 mil-

NONE FINER \*

WPBC

ADULT  
RADIO

MINNEAPOLIS-ST. PAUL

\* award winning personalities

with

ADVENTURES IN...

BETTER music  
news  
ideas  
thought  
sound

HIGH RATINGS

See Latest Nielsen

William V. Stewart, President & Daren F. McGavren Corp. Representatives



lion, catalogues, directories, misc.

**Dollar source:** New York agencies accounted for 57.2% of all radio spot dollars invested and for 63.4% of those put into spot tv. Chicago contributed 20.7% of radio, 19.3% of tv. Thus these two top markets were originating points for almost 85% of all national spot tv buys made by agencies, for 80% of the radio ones.

**Biggest buyers:** The top 10 agency buyers of network time in '59 were just about the same as the top 10 for the previous year. Ted Bates invested the biggest chunk—\$52.3 million—in net tv, followed by J. Walter Thompson, \$49.3; Y&R, \$19.1; Benton & Bowles, \$36.8; BBDO, \$35.0; DFS, \$32.2; McCann-Erickson, \$27.6; Leo Burnett, \$24.8; Esty, \$17.0; Compton, \$15.1—all millions, of course.

**Biggest spenders:** The same familiar names dominated the list of top television spenders as in 1958, with these trends apparent: (1) Leading advertisers were spending more money in television. The top five, for example, averaged a total of \$64 million per quarter as opposed to \$54 million last year. (2) Not only are big advertisers spending more, but more advertisers are using tv, as illustrated by the fact that through the third quarter of 1959 the number of advertisers using network tv exceeded by 10 the 1958 total of 262. The number of spot users appears well up over the 1,341 of 1958.

According to TvB, here is how the top tv advertisers stood at the end of third quarter 1959 (with total 1958 expenditures in parentheses): Procter & Gamble, \$72,639,411 (\$84,471,710); Lever Bros., \$36,900,073 (\$38,537,230); Colgate-Palmolive, \$28,549,617 (\$33,855,990); General Foods, \$26,527,316 (\$31,753,900); American Home Products, \$27,617,314 (\$27,783,360); General Motors, \$15,992,132 (\$22,115,100); Bristol-Myers, \$14,099,911 (\$18,918,690); R. J. Reynolds, \$16,217,071 (\$18,436,170); Gillette, \$11,578,566 (\$18,076,740); Brown & Williamson, \$12,468,604 (\$17,661,000).

A healthy bidder for Top 10 status in 1959 was Lestoil, Inc. (subsidiary of Adell Chemical, Holyoke, Mass.). The company average \$4.5 million in spot tv in each quarter of the first nine months. If Lestoil makes

it—and indications are that it will—it marks the first time an advertiser has entered the golden circle on the crest of spot tv alone. Doubtless, 1960 will see more advertisers relying on individual market saturation techniques.

Advertisers who invested heavily in spot radio according to RAB-estimated six month expenditures: Ford, \$3,250,000; Liggett & Myers, \$2,500,000; R. J. Reynolds, \$2,100,000; General Motors, \$2,200,000; Chry-

ler, \$2,125,000; Lorillard, \$1,500,000; American Tobacco, \$1,150,000; Anheuser-Busch, \$1,300,000; Schlitz, \$1,275,000; Thomas Learning, \$1,250,000.

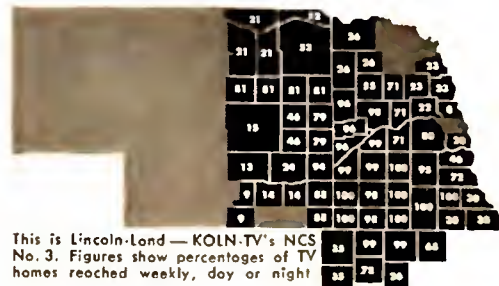
**Billing ratio:** Major agencies figure the ratio of billings to employees at about \$100,000 to one person. But Ted Bates, because of its concentration in only two offices—New York and L. A.—estimated its per-person billing at \$125,000.

(Please turn to page 51)



## YOU'RE ONLY HALF-COVERED

IN NEBRASKA  
IF YOU DON'T USE  
KOLN-TV!

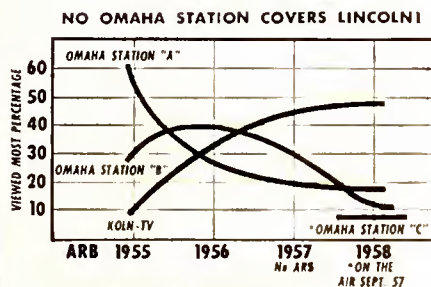


Nebraska has two big television markets. They are both good markets, but there's a big difference in the way they are covered!

One market—in the extreme East is well-served by three top TV stations, making it tough to reach a high percentage of the viewers economically.

The other—Lincoln-Land—is really covered by just one top TV station—KOLN-TV! And the area contains more than HALF the buying power of the entire state.

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



### The Feltzer Stations

WFTZ-TV — GRAND RAPIDS KALAMAZOO  
WFTZ RADIO — KALAMAZOO BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF FM — GRAND RAPIDS KALAMAZOO  
WNYT — CALEDON, MICHIGAN  
EQUN-TV — LINCOLN, NEBRASKA

ASSOCIATED WITH  
WABD RADIO — PEORIA, ILLINOIS  
WABD-TV — PEORIA, ILLINOIS



# KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER  
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET  
Avery-Knodel, Inc., Exclusive National Representatives

**1<sup>st</sup>**  
**in**

**SAN ANTONIO**

**FOR EVERY**  
**QUARTER-HOUR**  
**SEGMENT**

**6 a.m. to 6 p.m.**

**... as compiled by**

**PULSE**

**for**

**SAN ANTONIO**

**SEPTEMBER, 1959**

**and FIRST in**  
**HOOPER, too!**

**morning and afternoon**

**REPRESENTATIVE:**

**KATZ AGENCY**

**5000 Watts • 860 KC**

**KONO**

**JACK ROTH, Mgr.**

**Radio**

**SAN ANTONIO, TEXAS**

*National and regional buys  
in work now or recently completed*

## SPOT BUYS

### TV BUYS

**Chesebrough-Pond's, Inc.**, New York: Eight-week placements start 4 January in 50-60 markets for Pertussin. Day and night minutes are being set, frequencies varying. Buyer: Genevieve Schubert. Agency: Compton Adv., New York.

**Lever Bros. Co.**, New York: Kicking off a campaign in January in 27 top markets for Stripe toothpaste. Most schedules are for 13 weeks, with day and night minutes and 20's. Buyer: Dick Nybord. Agency: J. Walter Thompson Co., New York.

**Colgate-Palmolive Co.**, New York: Schedules for Fab start 1 January in about 10 markets. Day and night minutes are being used. Buyer: Russ Barry. Agency: Ted Bates & Co., New York.

**Standard Brands, Inc.**, New York: Buying schedules in the top markets for Hunt Club dog food. Fleischmann's and Blue Bonnet margarines. Runs arc for 13-52 weeks, depending on market; day-night minutes and chainbreaks. Buyers: Conant Sawyer and Bob Decker. Agency: Ted Bates & Co., New York.

**Continental Wax Corp.**, Mt. Vernon, N. Y.: With a big budget set for tv in 1960. Six-Month Floor Wax goes into a number of top markets with heavy frequencies beginning in January. Minutes, 20's and I.D.'s are being scheduled. Buyer: Doris Gould. Agency: Product Services, Inc., New York.

**Ex-Lax, Inc.**, Brooklyn: Following its usual pattern, Ex-Lax schedules are being lined up for a late January start in 15 top markets. Placements are for 13 weeks using minutes, 20's and I.D.'s. Frequency is about five per week per market. Buyer: Jim Kearns. Agency: Warwick & Legler, New York.

**Procter & Gamble Co.**, Cincinnati: Adding announcements for Mr. Clean in markets east of the Mississippi. About 10 spots per week are being used. John Singleton buys at Tatham-Laird, Chicago. Also, through Leo Burnett, Chicago, P&G's Foods Products Div. is buying to reach kid and family audiences for Jiff peanut butter. Schedules start early January, approximately the same budgets and same markets as Jiff's fall campaign. The buyer is Wally Bregman.

### RADIO BUYS

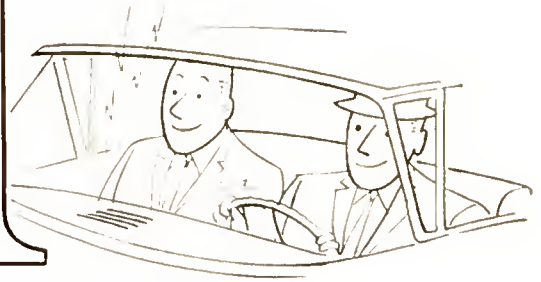
**Continental Baking Co., Inc.**, Rye, N. Y.: Planning a campaign in major markets for Profile Bread for eight weeks. Day minute schedules start 4 January. frequencies varying. Buyers: Terry Seastrom and Art Goldstein. Agency: Ted Bates & Co., New York.

**Standard Brands, Inc.**, New York: An eight-week campaign starts 4 January for Siesta instant coffee in a number of top markets. Day and traffic minutes, personality spots and news adjacencies are being set. Buyer: Conant Sawyer. Agency: Ted Bates & Co., New York.

**Liggett & Myers Tobacco Co.**, New York: New activity on Chesterfield begins early January in about 54 markets. Placement is for day and traffic minutes, 20's and 10's. Frequency: 15 to 50 per week, depending on market. Buyer: Ginny Conway; McCann-Erickson, N. Y.



# total



# RADIO

There's good listening for everyone on WWJ!

No special group is favored.

No special group is left out.

**At 9-5-0**, housewives, breadwinners, teenagers, senior citizens all get their share of pleasure and information from WWJ's popular and classical music, complete and reliable news, sports, weather, drama and special features.

*Advertisers, too, benefit from this broad gauge concept—find it perfectly planned for moving merchandise in the nation's Fifth Market.*



**TOTAL RADIO for the TOTAL POPULATION**

So good for sales! So try it!

## WWJ AM and FM RADIO

**Detroit's Basic Radio Station**

**NBC Affiliate**

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. OWNED AND OPERATED BY THE DETROIT NEWS

# What effect has tv had on farm areas?

**The main growth in television today is in farm areas. These station men discuss tv's penetration, how ad men can best use this market**

**Thad M. Sandstrom**, general manager, WIBW & WIBW-TV, Topeka

Television has affected farmers about like it affects other Americans. They watch it and they like it. Basically, we find the farmer in our part of the country likes the same programs on television as do the people who live in metropolitan areas of the Midwest. Generally speaking, situation comedies do a little better than average, but westerns like *Gunsmoke* and *Have Gun, Will Travel* are as popular here as they are in the major metropolitan cities of the East.

Television provides the farmer with entertainment and information he has never had available before. Like his city counterpart, has cut down on his movie attendance and he no longer attends meetings as he once did.

Television has created to some degree a tendency for farmers to stay up a little later, but on the other hand, farmers also get up later in the morning now—largely because of the tremendous strides in mechanizing farm work. We find that basically farmers like to watch television during the prime evening hours. The



*Basically our farmers like to watch tv during prime hours*

10 p.m. news, weather, and sports strip is a ritual with most farmers. Generally speaking, we feel farmers are poor watchers of late movies.

While the farmer is still basically a radio listener in the early morning hours, there is an increasing tendency by farmers to watch television not only in the early morning,

but also during the noon hour when WIBW-TV currently presents markets and weather information specifically aimed at the farm viewer.

Farm homes in our area are generally ahead of schedule on ownership of tv sets. The farmer is prosperous and he will spend money for a good set and a good antenna to bring in stations when he is located a long distance from transmitters. At farm meetings, tv is a topic of conversation just like it is at city meetings.

One definite effect that has been felt as a result of television is that the farmer no longer attends nighttime meetings as he used to. WIBW Farm Directors Wilbur Levering and Charles Ross tell me that whenever attendance is small at extension and farm organization meetings held during evening hours, television comes in for a large share of the blame.

When it comes to television, the farmer is like anyone else. He likes good entertainment and he has money to spend for the products he sees advertised on television. The farmer of today is an educated, well-trained business man. He has to be to stay in business. His tastes in automobiles, clothing, foods, and other consumer products is probably higher than that for average city people. The farmer is a friend of television and it is our job to make television a friend of the farmer.

**Evans Nord**, general manager, KELO-TV, Sioux Falls, S. D.

Television is making important and far-reaching changes in the lives of farmers in this area. It ranks high among such important factors as rural electrification, good farm-to-market roads, and modern machinery and technology, which make today's farmer a prosperous, well-informed member of the community who drives a new car, sends his children to college and knows as much about the Eisenhower trip to India as do his city neighbors.

The regular television advertiser,

using the same program and spot adjacencies which reach the city dweller and his wife, is also selling the farmer and his wife, who shop in the same stores, and enjoy the same appliances and luxuries in their home as their city cousins. In addition, the farm family has need of specific types of informational programming. These needs are met by shows specifically



*Farm family viewing here averages 8 hrs., 25 minutes daily*

directed to the farmer, such as weather, markets and farm news. Using these programs and spots adjacent to them, an advertiser can select a predominantly farm audience. This selective time is primarily noon hour and early evening. Prior to the start of telecasting by KELO-TV and boosters KDLO-TV and KPLO-TV, farmers in this area were not exposed to anywhere near the present volume of advertising. There was no single medium of advertising which could reach the great majority of them at once. The impact of this great influx of tv advertising, both local and national, has had a great effect on the farmers of this area and their buying habits.

Their overwhelming response to tv can be seen in the dramatic growth of set saturation at a rate unequalled anywhere else, and the outstanding success enjoyed by farm advertisers such as Keystone Steel and Wire Co., J. I. Case, Ralston-Purina, Zip Feeds, Pioneer Hybrid and many others. Another indication is the tremendous growth, both in volume and area served, of the Sioux Falls Public Stockyards, an early and consistent user of tv.

Farmers are heavy viewers of tv, just as they are heavy consumers of



many products. A recent survey of 15,612 farmers in our tv coverage area revealed that the farm family's viewing day averages eight hours and 25 minutes. A vote taken by Pioneer Hybred Seed Corn Co. among its farmer salesmen to choose the most effective advertising medium for them, showed tv as the overwhelming favorite. The impact of tv on the farmers of KEL-O-LAND, because of their special needs and habits has been even more spectacular than the very great impact on all people generally. Both from the point of view of coverage and effectiveness it is the most powerful selling medium ever unleashed in this part of the country.

**James Agostino**, general manager,  
KXLY-TV, Spokane, Washington

As television has grown so has the modern agriculturist of the vast farm areas of the country. Within our own coverage area is one of the most expansive farm regions in the world—Big Bend Country, the Palouse Country and the Okangon and Methow Valleys.

The Inland Empire farmer has one of the highest standards of living in the world, which is reflected in the completely modernized farming methods employed in the Inland Empire. Television has opened the door for modern farmers: today they relax and enjoy the same entertainment as that of modern city dwellers. Television has become an important entertainer, informer and educator.

As a result, and because of the inherent nature of grain crops, the farmer is able to dedicate large amounts of time to viewing television, thereby whetting his appetite for the products advertised and the luxuries of life so casually displayed in our dynamic medium. Farming has be-



*Industrialization allows farmers to watch tv as much as city viewer*

come so highly industrialized that our regional farmers are able to spend six months every year living in the city, traveling, or enjoying the many luxuries of life and recreational activities that abound in the Inland

(Please turn to page 65)

**Attention: Time Buyers!**

**Your Clients get Plenty**

# PAYOLA

**When you buy Radio RAHALL!**

**1st.**

... Rahall's fine management has established and maintained loyal audience respect through the years. And Top Personalities do a loyal audience selling job for your clients' products.

**2nd.**

... Rahall stations do a Full Coverage of the "area" . . . saturating the whole metropolitan market. Programming is tailor-made to the interests and tastes of the area.

**3rd.**

... Radio Rahall is Top Rated HOOPER and PULSE stations . . . not now and then . . . but month in and month out, with top ratings. Reason why most national advertisers use Rahall.

**4th.**

... Radio Rahall makes your ad budget work harder . . . with Merchandising Sale Aids. Ask about our popular "point of sale" help that moves products from the store to consumer.

**5th.**

... with Radio Rahall "the Price is Right." No "gimmicks" . . . just plain and simple proven sale results, the basis of any cost. Your clients get plenty *PAYOLA* when you buy time with any Rahall station.

**Get the Facts from the "WEED" Man!**

**Top Rated HOOPER-PULSE RAHALL Stations**

**WKAP**

ALLENTOWN, PA.

**WLCY**

ST. PETERSBURG, FLA.

**WWNR**

BECKLEY, W. VA.

**WNAR**

NORRISTOWN, PA.

Joe Rahall, President

"Oggie" Davies, Gen. Manager

## AGENCIES & ADVERTISERS

(Continued from page 49)

**Small profits:** Despite gigantic billings in advertising and in many agencies, profits are slimming down every year according to Fred Gamble, president of the American Assn. of Advertising Agencies. Agency profit in '58, he said, dropped to 3.23% of gross income compared with 4.11% in '57. Profit has been on the decline since the peak year of 1944, when the margin on gross income (the total of media commissions and the agency's own charges and fees) reached 7.03%. The drop-off runs counter to the growth in advertising placement, with national ad volume climbing from \$2.97 billion in 1949 to an estimated \$6.33 billion for 1958.

**Picking winners:** This past fall season it seems Ted Bates and JWT did unusually well in calling shots on popular-appeal shows. Bates bagged four in the top 10. JWT, three; with one each for B&B, Esty, DFS, Y&R.

Analysis of the top 40 programs in the same November report (Nielsen) from which these totals were taken indicates Bates had 10 shows; JWT, eight; B&B, seven; Esty, six; four each for DFS, Ogilvy, Benson & Mather and Y&R; three for Compton, Gardner, Burnett and BBDO; two each for Ayer, McCann-Erickson; FC&B, DCS&S, SSCB, Parkson; one each for Grey, Campbell-Ewald, Norman, Craig & Kummel, K&E, Gumbinner and Perrin-Paus.

**Rating gains:** Only four of 10 leading agencies gained higher ratings for their network tv program lineups in '59 compared with their schedules in '56. Biggest hike was for DFS, with seven shows in '59 bagging an average rating of 25.9—a gain of 10% from the '56 figure. Compton scored an increase of 29% for its three shows and average rating of 27.5. Benton & Bowles' rating (of 24.8 average on 15 shows) represented a 13% hike. And JWT, netting an average rating of 24.5 for its 17 programs, showed a gain of 12%. Biggest rating drop was for Bates in this span of time, down 23%.

**Some of the year's milestones:** D. P. Brother, Detroit, marked its 25th year of operations. . . Leo Burnett, Chicago, passed its \$100 million billing figure and realigned its executive staff to cope with this enlarged figure. . . The Hollywood Ad-

vertising Club sponsored its first Broadcast Advertising Clinic.

Progressive management at the Ray Barron agency in Boston invested \$1,000 in local tv time, sponsoring local mayoralty election returns, to tell viewers about advertising and the role played by an advertising agent. . . And Robert E. Allen, president of Fuller & Smith & Ross, used closed circuit radio facilities to deliver a "State of the Agency" address to staffers in San Francisco, Chicago, Cleveland and Pittsburgh from New York.

**Expanding worlds:** Pat Weaver, network tv program impresario, became chairman of McCann-Erickson International in a move portending increased interest in broadcast advertising throughout the world.

**New ad efforts:** Agency producers in Chicago organized the Agency Broadcast Producers Workshop. . . And 20 top media men at New York agencies started the New York Advertising Media Planners, meeting once monthly to integrate media plans, discuss buying techniques and market information. . . Leonard Kanzer, partner in Marvin & Leonard Adv., Boston set up Marketing Associates, Inc., a nation-wide agency organization for the interchange of marketing services and ideas. Corporation is owned by member agencies, limited to those billing \$500,000 or more annually.

A similar group, Marketing Assn. of North America, was organized by Raymond Rosenberg, president of the Yardis agency in Philadelphia, to bring together in an idea exchange, medium sized agencies in the \$500,000 to \$1.5 million billing class.

**Employee owners:** BBDO, at its annual meeting, reported the company is entirely owned by 264 stockholders all of whom are full-time employees—and that no one person owns more than 5% of the stock. Its vital statistics: There are 2,037 employees working on more than 140 accounts. Each averages 15% of annual salary in a profit-sharing plan. 1958 billing was \$203.2 million, a growth of 106.3% since 1938. The average client has been with the agency 14 years.

**Hoarding is an evil practice** by too many agencies, charged George Gribbin, president of Young & Rubicam. "Advertising has been held back because discoveries have been hoard-

ed. Above all, we should share our research," he said. He contended advertising doesn't begin to keep pace with the progress of the products it promotes, and that agency and client should work closely together in research and development. These were questions he posed for agency self-examination: "Is the agency planning and doing the kind of research that will help advertising keep pace with upcoming changes in the scientific revolution? Is the agency becoming adventuresome and revolutionary in its creative activity?"

**U.S. as a client:** Marion Harper, Jr., president of McCann-Erickson, suggested that the Federal Government could easily spend in advertising five to 10 times as much as it is now. Suggesting that each major government department have a public information appropriation in the over-all budget for the use of paid advertising, he said these benefits would result: "better knowledge of the audience, more effective information programs, more responsibility and ethical communication."

**If advertising were stopped,** predicted Robert E. Allen, president of Fuller & Smith & Ross agency, there would be crippling cutbacks in the production of cars and all other consumer goods, mounting unemployment in industry, publishing and all fields related to advertising, and tv performers would quickly switch to toll tv performances rather than tv as it now exists. He estimates a single copy of a national magazine—without advertising—would cost the reader \$1.75 . . . a Sunday paper would be \$1.50.

## TELEVISION

(Continued from page 29)

years before, the first color receiver rolled off the RCA production line. At the time of the anniversary, an estimate by Sylvania, placed the number of color tv sets in the U. S. at about 435,000. Several months later, RCA executive committee chairman Frank Folsom, in an interview with the *Wall Street Journal*, predicted that RCA probably would sell between 80,000 and 85,000 more color tv sets in 1959. In June, NBC TV announced 30% step-up in color programming.

But it wasn't until near year's end (Please turn to page 59)



# WASHINGTON WEEK

26 DECEMBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

In the midst of the parade of pressure groups, panacea-prestidigitators and industry figures before the FCC on the question of programing control, Attorney General William Rogers tossed an opinion that apparently took all factions by surprise.

Holding aside the Rogers letter for the moment, here were the week's highlights of the going-over given the problem of how to solve the troubled state of tv and radio program practices:

1) The Harris Legislative Oversight subcommittee, with its usual knack for pulling 'em out of the air, issued a subpoena for the records of Broadcast Advertisers Reports. The obvious motive: a **fishing expedition, aimed at finding clues for new directions toward which to shift the subcommittee's probing attention.** (It now becomes quite likely that the Harris group will be riding the tv/radio train without letup during the upcoming Congressional session.)

2) Westinghouse's Don McGannon revealed that **the rush to join the radio and tv codes is on in earnest since the scandals.** The latest figure cited on the joiners is 684, with 76 new radio subscribers within 10 days.

3) The FCC program hearings produced little new or anything of much moment. Broadcasters who believe newspapers are carrying on a vendetta against them could be surprised by the fact that **newspaper witnesses were unanimous in asking the FCC to keep hands off programing—citing the danger to free speech.**

**The Attorney General's missive—directed to FCC chairman John C. Doerfer—said that Rogers believed there is little or no danger of violation of the anti-trust laws if industry acts together to improve broadcasting.**

Doerfer brought up the fact that he had inquired by letter and had received the Rogers letter in answer while McGannon was testifying as chairman of NAB's Tv Code Board. McGannon had just raised the question of whether broadcasters would be violating the law if they went too far to correct industry malpractices through self-regulation.

Rogers said broadcasters have had codes for years and so have the motion picture people, with no antitrust suits filed to date. He said, further, that **if there is any doubt, broadcasters can come in and talk over their problems in advance with Justice Department officials.**

McGannon still held to the point that Justice agreement would not bar private antitrust suits, and he also doubted that agreements, such as between networks, to spread out public service programing, would be legal.

**The Federal Trade Commission continued active: this time with a new conference for which some 47 business, consumer and other private organizations were called to Washington.**

Purpose of this one was to set up public cooperation with the FTC to stamp out questionable advertising practices, fraudulent sales practices, etc. The FTC wants to get at the problem from two directions: (1) to alert the public to such things so buyers won't fall for them; (2) to get the public to bring their complaints to the attention of the FTC.

On the getting ready front, Attorney General Rogers is polishing up his report about the legalities of the quiz show and payola messes. He has promised a year-end report to the President, and Congress will also be interested. **This report could jog both the FCC and the FTC.**

# FILM-SCOPE

26 DECEMBER 1959

Copyright 1959

SPONSOR  
PUBLICATIONS INC.

One of syndication's greatest recurring reports—that Ziv might merge with another company—popped up again the past week.

Traditionally, Ziv has been regarded as a prospective buyer of other syndication interests in each of the previously rumored possibilities.

But earlier this year Ziv maneuvered itself into a new position by virtue of bringing in two investment houses, and it appeared to many that Ziv was trying to be a seller rather than a buyer.

Last week trade reports had U.A. offering some \$14 million for an 80% share of Ziv.

Ziv executives this week denied the accuracy of published reports; one top officer stated: "If anyone does the buying, it'll be Ziv."

There has been some shift in the use of rating services by syndicators this season compared to last year, touched off by the appearance of Nielsen on the local scene and the new Arbitron services.

A group of syndicators were polled last week to determine which rating services they used during the 1958-59 season and which ones they use now.

Here's what they said:

SYNDICATOR	RATING SERVICES USED	
	1958-59	1959-60
ABC Films	ARB, Telepulse	ARB, Nielsen
CBS Films	ARB, Telepulse	ARB, Nielsen
CNP	ARB, Telepulse	ARB, Nielsen
MCA	ARB, Videodex	ARB, Nielsen, Pulse, Videodex
NTA	ARB	ARB
Ziv	ARB, Telepulse	ARB, Nielsen, Telepulse

The adage that nothing is more predictable in syndication than the ratings of a solid off-network re-run is being demonstrated again in the case of CBS Films' Phil Silvers series.

The Phil Silvers entry may be on its way to repeating the syndication success of a past CBS Films off-network show, The Honeymooners.

Here are the November ratings of the Phil Silvers syndication in ten important markets according to Nielsen reports:

CITY	RATING
New York	18.3 (ARB)
Chicago	9.6
Philadelphia	14.9
Pittsburgh	21.6
St. Louis	11.4
Buffalo	35.3
Cleveland	20.0
Columbus, O.	16.4
Portland, Ore.	23.8
Nashville	23.4



The independent syndicator without some form of backstopping is now coming in for his share of soul-searching.

Smaller and middle-sized companies that have been shut off from big regional and network money are finding market-by-market selling very tough.

**Note how many of the syndicators now have some form of backing.**

The two usual forms are:

- Tv networks: ABC Films, CBS Films, CNP (NBC).
- Motion picture majors: NTA (National Theaters), Screen Gems (Columbia) and now possibly Ziv (UA?).

Also keep in mind that MCA has Revue, ITC an international programming link, Flamingo a place within Buckeye holdings, and Guild its Vic Tanney merger.

There's some concern that this tendency toward joint and corporate enterprise might lead to discouragement on the part of independent operators.

**Companies representing 90% of U.S. international tv program business have formed a new group, the Television Program Export Association.**

William H. Fineshriber is consultant and George Muchnic is council of the organizing committee taking necessary steps to form the association.

An expanded interim committee has been formed until the new association takes over.

Members of the committee are: temporary chairman Merle Jones, CBS stations; Harold J. Klein, ABC Films; Morris M. Schrier, MCA-TV; Alfred R. Stern, NBC; Lloyd Burns, Screen Gems, and Herbert L. Golden, United Artists.

## COMMERCIALS

**An Ampex representative took exception to three points of information on the subject of Filmways appearing in FILM-SCOPE last week.**

Here's the background: Filmways once had Ampex equipment, sold it, and is now probably re-equipping with RCA recorders.

Here are the three points of contention between Ampex and Filmways:

- 1) Ampex denies that its video recorders obsolete quickly — one reason Filmways gave for dissatisfaction.
- 2) Filmways claims it bought two Ampex recorders; Ampex says one.
- 3) Filmways stated it spent \$125,000 on video-tape equipment last year, but Ampex notes it sold Filmways only \$48,000 worth of equipment.

**Convenience innovations frequently spell the difference in brand preference, according to a recent Schwerin study of three commercials.**

Three brands of a personal product were tested separately and also together: in both places those with the automatic feature got the best response.

The brand with the most adjustable features did about as well as one with semi-automatic features when tested separately, but did poorly under competition.

Here are the Schwerin competitive preference scores:

BRAND FEATURE:	NON-COMPETITIVE TEST	DIRECT COMPETITIVE TEST
A: semi-automatic	56	13
B: adjustable	61	-75
C: automatic	100	100

Incidentally, Schwerin's study of commercial wear-out resulted in this check list for advertisers: 1) **Start by checking the effectiveness of your commercials,** 2) **Make periodic checks,** 3) **Keep a campaign in reserve,** and 4) **Watch different commercials for varying wear-out rate.**

# SPONSOR HEARS

26 DECEMBER 1959

Copyright 1959

SPONSOR  
PUBLICATIONS INC.

In view of the present hullabaloo over outside pressures on record scheduling, this incident proved an eye-brow raiser among station people:

A letter from a Park Avenue agency asking radio station's cooperation in plugging an album made by the client's vocalist-wife.

The client is a heavy user of spot.

Note to Tv Guide: NBC had nothing to do with the pulling of the Circle, the Kellogg conversation extravaganza back in the '30s.

J. Walter Thompson produced this comparatively expensive program and the account gave it the thumb but for one reason: an abysmally low rating.

One of the curious contradictions of the present network tv season is the fact that though Dennis the Menace is one of the season's hits, CBS TV hasn't been able to find an alternate week sponsor.

The show and time can be had, according to latest quotes for \$105,000.

ARB's November report showed that 54.5% of the Dennis audience was under 17 years.

Madison Avenue is wryly amused by the apprehension being voiced by some of tv's most bitter columnar critics over the reforms being instituted by the industry.

They, the critics, are afraid now the changes will tend to straightjacket creative programming.

Cracked one Madison Avenueite: "What these critics are afraid of, you might say, is that the reforms will leave 'em with nothing to snipe at."

Poor coordination on the part of traffic departments in checking the proper rotation of commercials on local shows must be giving station managers fits.

If the managers are wondering how come the agencies are aware so closely of what's going on in this area, they ought to know this: Lately their competitors have been logging the rotation shows and passing on the delinquencies to their own reps.

The reps, naturally, show them to the agencies involved.

Johnson & Johnson's Modess is working on a commercial which it hopes will be acceptable to tv.

If it gets that far, the pitch will be to teenagers.

Industry operators are hoping that while the Harris subcommittee is poking around tv it will look in on the effect that union featherbedding may have on programming.

It's their contention that their efforts at public service programming is often hamstrung by the technical union's insistence on the presence of supervisory help regardless of their need.



## TELEVISION

(Continued from page 51)

that the first significant breakthroughs for color tv took place. One of these was the move by Admiral Corp. to join RCA in the manufacture and sale of color tv receivers. The other event—and a significant one it is for it influences color programming which, in the long run, must spur the sale of sets—was the development of a new color tv camera that will put color facilities within a cost range that is within the budget of almost any good, going tv station. No expensive air conditioning or additional lighting is necessary now to transform a black-and-white studio into a color one. The camera, which gives better picture quality with less light, was sparked by Robert Dunville, president of Crosley Broadcasting Corp. which operates four tv stations from its WLW-T headquarters in Cincinnati. Dunville asked General Electric to perfect a tv camera that would accomplish it, and they did. Thus 1960 could see color tv move faster than it has in any of past five years.

**Programming:** Long before the fall 1959 tv network season began, it was apparent that specials were not only here to stay—but to dominate. Hour-and-longer tv shows became the order of the day. When 1959-60 season set in, it found every one of the three networks with at least one "special" or "spectacular" a week.

On the regular run of shows, westerns still dominate the tv scene, but a lot of adventure and mystery shows in hour length formats have moved in on them. Among new non-western entries: NBC TV's *River Boat*; ABC's *Alaskans*, *Bourbon Street Beat*. *The Untouchables*, *Adventures in Paradise*; CBS TV's Revlon-sponsored series of special dramas that alternate with *Playhouse 90*.

Trick facing show producers at year's end is to keep fare from folding at last season's rate, when by May, 39 net tv shows bit the dust.

Academy of Television Arts and Sciences "Emmy" awards were held in May. In N.Y.C., Los Angeles and Washington, D. C., a total of 42 Emmys were given. Of these, nine went to Fred Astaire and four to Hallmark's drama, *Little Moon of Alban*.

**The medium:** While tv needed little documentation to prove its growing strength and its position as

No. 1 medium, it got plenty just the same. Among these, the spring report by A. C. Nielsen Co. that there were 1.6 million more tv homes than the year before. TVB, in June, came up with results of a study that showed half of all women in U. S. (49.9%) have watched tv on the average week-day before 6 p.m., better than eight out of 10 people see tv during a day.

**Allocations:** The long, dreary, monotonous FCC wrangle over tv allocations continued through the year. What was accomplished was a more or less substantial agreement on the part of the Commission's members on two points: (1) That no rearrangement of the 12 vhf channels can provide for a nation-wide, competitive television system, adequate for country's growing population and expanding economy. (2) The "de-intermixture (assignment of vhf-only facilities to some areas and uhf-only to others) will not provide a long-term answer to the problem.

Still under consideration are such alternative policies as: (1) A 50-channel vhf system, retaining present 12 channels. (2) A similar 50-channel set-up, but withdrawing channels 2-6. (3) A contiguous 25-channel

vhf system keeping channels 7-13. (4) Continuing with the present vhf-uhf 32-channel system. (5) A 70-channel all-nhf system.

**Pay tv:** Considering that March saw the FCC ready to authorize tests for pay television, and that the House Committee approved it (by the slight margin of a single vote), pay tv appeared to get nowhere this year. There simply was no rush of applicants to try out systems. A lot of the old enthusiasm for pay tv seems to have evaporated into air.

**Personalities and some problems:** In mid-year, Hubbell Robinson departed CBS TV as programming vice president. Near year's end, Lou Cowan resigned as president of CBS TV. His vacated spot was filled by James T. Aubrey, Jr.

Long-awaited Miami Channel 10 trial, involving ex-FCC commissioner Richard Mack and his friend and lawyer, Thurman Whiteside, began in mid-April, dragged on for months. . . . NABET walked out on NBC TV in May in a dispute over Paris-taped Dave Garroway program. Issues at stake were "featherbedding" and control of international tv operations. . . .

(Please turn to page 65)



# WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



*Pulse asked, "If you heard conflicting news reports on Columbus radio, which station would you believe?" We were a solid first—in fact, 44.3% ahead of the second station in believability.*

# NEWS & IDEA WRAP-UP

**BROTHERS UNDER THE SKIN**—all members of advertising—attended 15th Adam Young Anniversary party at Detroit Athletic Club. Among notables (l-r): Adam Young; Ted Campeau, pres., CKLW, Det.; Joseph Hartigan, bd. v.chrm., C-E; Watts Wacker, media dir., D. P. Brothers



**FRUITFUL VENTURE** is Fosters Lunch System Ltd. radio campaign, offering cash prizes to fruit cake buyers. Here, "Miss Fosters Fruit Cake" visits KSFO's (San Fran.) d.j. Don Sherwood



## NETWORKS

You can expect a big hullabaloo from tv's columnist critics over this: CBS TV is shelving Playhouse 90 after four years.

The first half-hour of the Thursday night 90-minute vacancy (9:30) will be filled with Schlitz's *Markham* series (now on Saturday 10:30 p.m.) and the remaining hour (10-11) by a Revlon variety show, produced by Abe Burrows and directed by Perry Laferly.

NBC made a series of title changes in the area of press relations this week.

They were: Sid Eiges was given the newly-created post of v.p., public information; Ellis Moore was moved into Eiges' former niche, with the title of director, press and publicity; Lester Bernstein was named director of corporate affairs.

In his new spot Eiges has authority over national advertising and the



**WEEK IN THE SUN** meant two Bermuda vacations in contest staged by WTAR, Norfolk, Va., in cooperation with Sunlight laundries. Over 3,000 participated. Other booty included free laundry and dry cleaning service



**FILL IT IF YOU CAN!** Urging gifts for needy, KING, Seattle, built giant Xmas stocking. Ray Briem broadcasting at foot: Dep. Sheriff Erv Thompson (l), d.j. Frosty Fowler



promotional services, press and publicity departments.

**NBC's recently-organized Enterprises Division has set up four separate units: Domestic, International and Theatrical Enterprises and New Enterprises Development.**

Morris Rittenberg heads Domestic Enterprises; Clifford Slaybaugh becomes director of International Enterprises and will also serve as vice-chairman of the board. NBC International, Ltd. They both will report to v.p. Alfred Stern, who will continue direct supervision of the other two units.

**Network programing notes:** *Be Our Guest*, a one-hour variety series starring George de Witt, will make its debut over CBS TV Wednesday, 27 January, 7:30-8:30 p.m. . . . *About Faces*, a new audience participation series with Ben Alexander, debuts on ABC TV 4 January, to run Monday through Friday, 1-1:30 p.m.

**CBS Radio** last week presented its 1958-59 recordings of the *Hidden Revolution* series to the Library of Congress for its collection of audio-visual research materials.

**New network affiliates:** To CBS TV, KTRE-TV, Lufkin, Tex. . . . To ABC Radio, WYNK, Baton Rouge; KOZE, Lewiston, Ida.; WARN, Ft. Pierce, Fla.; WDOE, Dunkirk, N. Y.; and WMEG, Eau Gallie, Fla.

**Reshuffling in the sales department at CBS TV** includes these promotions: **John Karol**, to v.p. and director of special projects; **Sam Maxwell, Jr.**, general sales manager; **Joseph Curl**, daytime sales manager; **Theodore Shaker**, manager of program sales; **Alfred Harding**, manager of public opinion program sales; **Robert Jamieson**, assistant business manager and director of station clearances for the network sales department; and **Richard Low**, to assistant business manager. (For details on John Karol

promotion, see Newsmaker of the Week, page 6.)

## AGENCIES

**John Egan**, Compton's programming v.p. for over eight years, is joining Doyle, Dane, Bernbach.

He'll operate there in the same capacity.

**Ted Bates** handed out a couple of Christmas promotions in the radio/television department.

The names and titles: Larrabee Johnson, counsel for business affairs, and Mitchell Lipman, manager of network relations.

**Agency appointments:** The New England Confectionery Co., billing \$1 million, from C. J. LaRoche, to Kenyon & Eckhardt . . . The Dodge New York Retail Selling Association, from Wexton, to Cole, Fisher & Rogow . . . Leslie-Spice Islands Sales Co., for its Leslie Salt



**WIN, PLACE AND SHOW!** Debbie (l) and Dianna Newcomb, winners of WAST's (Albany) "Name the Pony" contest, meet their prize pony with station's Ranger Mike



**BEAUTY ORIENTED** are members of San Fran. Japanese Art Center and Camera Club focusing on Kazue Izumi, winner of beauty contest staged by KYA (Bartell), Fox Theatre

**A GOOD ESTIMATOR!** Ward Dorrell, v.p.-research director for Blair-TV, accepts award from Miss WJIM-TV (Lansing, Mich.) for making closest estimate to the 961,480 television homes in the station's coverage area. The interested viewer at the left is Blair's own Kay Hogan



division, to **Daneer-Fitzgerald-Sample** . . . The Pharmaceutical Division of the Borden Special Products Co., for its Marcelle Cosmetics, to the **Wexton Advertising Agency** . . . Mister Softee, Runnemedede, N. J., manufacturers of mobile, soft ice cream units, to **Gray & Rogers**, Philadelphia . . . American Solder & Flux Co., Philadelphia, to **Advertising Associates**, Philadelphia.

**Name change:** The Benjamin Katz Agency, Philadelphia, to **The Hill Agency, Inc.** Benjamin Katz will continue as president of the company.

**New overseas branch:** **Hakuhodo Advertising Agency, Inc.**, Tokyo, will open, next month, a New York office at 444 Madison Avenue, to be headed by Fujio Inouye and Tomohiko Ikari.

**Single-ownership:** **Gerald Seskin** has purchased the interests in **Allenger Advertising Agency** of his former partners, Allan Hackel and Lenid Corlin. The firm will remain at its present address, 1676 Beacon, Brookline, Mass.

**To match increased billings from P&G accounts, Tatham-Laird enlarged its contact staff this way:** Paul Schlesinger, appointed account supervisor of all P&G service; Bill Focht, account executive on American Family Products; John Ryan, associate account executive on Mr. Clean, U.S. and Canada; Steve Tart, assistant account executive on Mr. Clean; and Pat Tims continues as Mr. Clean account executive.

**Admen on the move:** **C. M. Rohrabangh**, president of Kudner, becomes chairman and continues as chief executive officer. **Charles Hook, Jr.**, executive v.p., has been elected president of the agency . . . **Wilbur VanSant**, president of VanSant, Dugdale & Co., Baltimore, was re-elected chairman of the board. **Robert Daiger**, executive v.p., is the new president, and **Lawrence O'Neill**, **Nicholas VanSant** and **Robert Walsh** are the newly-elected v.p.'s . . . **Frank Gromer, Jr.**, to v.p. and director of media for Foote, Cone & Belding's New York office, and **Hubert Zielske**, to director of research for FC&B's Los Angeles office . . .

**Add to personnel moves:** **Val Corradi**, elected senior v.p. and **Richard Iliff**, to v.p. at D. P. Brother & Co., Detroit . . . **Gary Harin**, to assistant media director at Kerker-Peterson, Minneapolis . . . **Fred Hansen**, to media supervisor and **William Quigley Jr.**, to the media department at Foote, Cone & Belding . . . **Merl Bloom**, to the tv/radio department and **Thomas McGowan**, project director in the research department of Reach, McClinton & Co. . . . **Dodds Buchanan**, to manager, Nahas-Blumberg Corp., Houston . . . **Martin Baker**, to account executive at Doyle Dane Bernbach . . . **Dale Arvidson**, to the board of directors; **Robert Smith**, to radio/tv director, and **F. E. Wilder**, to secretary of Gruhb & Petersen Advertising, Champaign, Ill. . . . **James McCoy Jr.**, to account executive in the Chicago office of Fuller & Smith & Ross.

## ADVERTISERS

### Campaigns:

• **Maremont Muffler** will begin, next month, its most ambitious advertising campaign via sponsorship of the Phil Rizzuto *Sports Time* show, six times weekly, over CBS Radio's 191 station lineup. This network radio buy is the result of Maremont's successful sponsorship of Northwestern University football games in the fall on WCFL, Chicago, to test the impact of sports programing on radio to sell mufflers. Agency: **Waldie & Briggs**, Chicago.

• **Underwood Deviled Ham** with its Red Devil trademark, a familiar magazine advertiser, has turned to Arthur Godfrey on CBS Radio to launch the company's 1960 campaign. The reason, according to Underwood manager of marketing James Wells: "Local market tests of radio this year have shown such excellent results that we've decided to expand the schedule to include network radio." Agency: **K&E**, Boston.

**Daniel Ladd**, account supervisor for the Warner-Lambert and International Latex accounts at Ted Bates, joins **P. Lorillard Co.** next week as advertising director.

Ladd will supervise Lorillard's advertising for Kent, Old Gold, New-

port, Spring and other tobacco products.

**Strictly personnel:** **Joseph Cross**, a v.p. at Compton, and **Robert McGhee**, account supervisor at Lennen & Newell, join Lever Bros. as product managers in the Lever Division . . . **Carl Uren**, to assistant advertising manager of Chevrolet . . . **Leo Bernstein**, named media director of Exquisite Form Brassiere, Inc.

## FILM

The nature of syndication's year-round selling season is demonstrated by reports of a strong December sales record by a syndicator.

Ziv reports a December tally that ran 22% ahead of 1958, and 12% above the combined sales for December of the years 1950 through 1954.

**Sales:** Ziv's *Tombstone Territory* is reported sold to Childs Big Chain on KCMC-TV, Texarkana, and KSLA-TV, Shreveport; Indianapolis Economic Finance on WFBM-TV, Indianapolis; Brown & Williamson on KABC-TV, Los Angeles; R. J. Reynolds on WAVY-TV, Norfolk; Leonard Tire Co. and Shell Homes on KOB-TV, Albuquerque; Droger Co. on WWTW, Cadillac, and WKZO-TV, Grand Rapids; Merchants Distributors in Asheville; Howard-Griffin and Sanitone Dry Cleaners on KNOW-TV, Monroe; Lee Optical on KFDM-TV, Beaumont; By-Rite Food on WSIX-TV, Nashville, and First Western Finance on KEYT-TV, Santa Barbara. Stations buying the show are WTVH, Peoria; WLWA-TV, Atlanta; WNDU-TV, South Bend; WSPD-TV, Toledo; WLW-D, Dayton; WFGA-TV, Jacksonville; KDUB-TV, Lubbock; KVOS-TV, Bellingham, and KNDO-TV, Yakima . . . ITC's *Lassie* sold in Yugoslavia.

**Commercials:** The Filmways production center in New York, said to be largest in the East, was dedicated to actresses Dorothy and Lillian Gish at opening ceremonies at 127th Street and 2nd Avenue last week . . . **Sarra, Inc.** in Chicago has appointed **Bill Newton** as executive producer, **Marv Bailey** as executive director and production manager, **Hal Morrow** as business manager, **Harold Lignell**



as laboratory manager, and **Hal Toleman** as associate producer and casting director . . . **Music Makers** reports completing spots for Pillsbury through Campbell-Mithun, and for Alpine, Utica Club, Lawry's and Colombian Coffee, all through Doyle, Dane, Bernbach . . . **Filmex**, a new producer, has opened at 339 East 48th Street in New York; **Robert Bergmann** is president.

## RADIO STATIONS

NAB's Standards of Good Practice Committee urged the radio broadcasters this week to put "teeth" in its code.

The Committee recommended to the NAB Radio Board that the Standards be strengthened by adding industry enforcement powers to assure compliance by radio stations which subscribe to the radio code.

Also recommended by the Committee, in special session, is that formal subscription to the Standards be open to all radio stations—not only to NAB radio members.

### Ideas at work:

- **What they did for the holiday:** **CKLW**, Detroit, conducted a "Holiday Wishbone" contest—inviting listeners to send decorated wishbones to the station for cash prizes. A final count showed a total of 1,521 received by the deadline—including wishbones converted into Santas, reindeers, dolls and the like . . . **KFEQ**, St. Joseph, Mo., promoted its "Operation Santa Claus" with on-the-air bulletins of his itinerary during the simulated flight from the North Pole. These reports brought crowds to the airfield to greet him and see the "authentic toys from Santa's North Pole workshop."

- **Some of the "fun stunts" happening at WCAE**, Pittsburgh: D.j. Pete Shore has agreed to shovel someone's snow-covered sidewalk and driveway if the snow in front of station's studio (the sidewalk is semi-heated) measures one inch . . . d.j. Henny Penny is offering a car to the listener who can guess how many pennies are painted on it . . . and d.j. Bill Nesbit will prepare a holiday dinner for the person coming up with the best name for a turkey.

Radio station acquisitions: **KICA-**

**AM-TV**, Clovis, N. M., to the Texas-New Mexico Broadcasting Co., with a planned change of call letters to **KVER-AM-TV** . . . **KCOM-FM**, Omaha, to the Star Stations (KOIL, Omaha; KICN, Denver; and KISN, Portland, Ore.), with a change of call letters to **KOIL-FM** . . . **KTRN**, Wichita Falls, to Raymond Ruff, former operator of KOMA, Oklahoma City, and **KITO**, San Bernardino . . . **KABR**, Aberdeen, S. D., to Transmedia, Inc., a new corporation formed to operate the station . . . **WBLJ**, Dalton, Ga., to stockholders in the

Marietta, Ga. *Journal*, for \$34,000, brokered by Blackburn & Co. . . . **KJET**, Beaumont, Tex., to Golden Triangle Broadcasters, for \$160,000, brokered by Hamilton-Landis & Assoc.

**New programming and commercial policy:** **KPOL**, Los Angeles is "giving radio back to the listeners" via its newly-inaugurated heavy restrictions, by nearly 25%, on the number of commercials. Station will interrupt music on the quarter-hour for "dignified commercials presented with a soft musical accompaniment." The new

## Northrup, King & Co.'s Dollar Buys More on WKOW

"Roy Gumtow, WKOW Farm Director, does a particularly strong job on his farm visits. Our salesmen and our dealers welcome his interest, and we appreciate the splendid cooperation and strong support that he and WKOW are giving our sales program."

K. H. Erickson, Director Marketing-Advertising Northrup, King & Co.



*"Thank you, Hale Byers and Bob Rizer of BBDO for selecting WKOW, 'First in selling in Southern Wisconsin.'"*

Ben Hovel  
General Manager  
WKOW—WKOW-TV

**WKOW**  
MADISON, WISCONSIN

**TV-a**

**RADIO - 10 KW - 1070**

policy also includes a 50% increase of regularly-scheduled newscasts, and a 45-minute nightly stereophonic broadcast.

**New subscribers for transcriptions from Tel National**, Hollywood jingle firm: KXRK, San Jose; KWIP, Merced, Cal.; KSON, San Diego; KTLN, Denver; WDAF, Kansas City; and KSD, St. Louis.

**This 'n' data: Broadcast Advertisers Report** has published a 20-page handbook for station personnel illustrating the ways BAR can be used in all facets of station operation . . . latest RAB figures from "Telur-

bia"—Littleton, Colo. where 97.5% of the families own at least one tv set: more than 65% of these families acquired new radio sets last year . . . Business notes: The F&F Co., manufacturers of cough lozenges, recently purchased the *Personality Package* on the *Northwest Nugget* (KJR, Seattle-Tacoma; KXL, Portland, Ore; and KNEW, Spokane) for a total of 126 minutes per week, through Robert E. Eastman & Co., Chicago; **Rochester Savings Bank** and **Stronberg-Carlson**, for 11 one-half hour programs weekly on WROC-FM, Rochester . . . Anniversary note: **Art Brown**, of WWDC, Washington, D. C., celebrating his 25th year in

radio . . . **KYA**, San Francisco, celebrating its 33rd birthday.

**Kudos: To KYA, San Francisco**, certificate expressing appreciation from the city's mayor for the station's contribution of 50,000 capsules of chloromycetin to Osaka, Japan . . . To **KLZ**, Denver, a citation from the National Association for Mental Health, for "outstanding service in the public information program to help fight mental illness."

**Station staffers: William Waterbury**, to president and general manager of WBCB, Levittown-Fairless Hills, Pa. . . **Dave Miller**, to sales manager for WHK, Cleveland . . . **Kenneth Baugh**, to general manager of WPEO, Peoria . . . **Gerald Hauser**, appointed station manager of KANS, Kansas City . . . **Norton Virgien, Jr.**, to station manager of WKNB, West Hartford, Conn. . .

# 1949 10<sup>th</sup> anniversary WOC-TV Ch. 6

**Davenport, Iowa—Rock Island—Moline, Illinois**  
**The Nation's Forty-Seventh TV Market**

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

**Your PGW Colonel has all the facts. See him today!**



PRESIDENT Col. B. J. Palmer  
 VICE-PRES. & TREASURER D. D. Palmer  
 EXEC. VICE-PRESIDENT Ralph Evans  
 SECRETARY Wm. D. Wagner  
 RESIDENT MANAGER Ernest C. Sanders  
 SALES MANAGER Pax Shaffer

THE QUINT CITIES  
 DAVENPORT } IOWA  
 BETTENDORE }  
 ROCK ISLAND } ILL.  
 MOLINE }  
 EAST MOLINE }



PETERS, GRIFFIN, WOODWARD, INC.  
 EXCLUSIVE NATIONAL REPRESENTATIVES

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

## TV STATIONS

TIO (Tv Information Office), in the first 60 days of its operation, has signed as members 120 stations, the three networks and the NAB.

Chairman Clair McCollough stated that this was "a demonstration of the industry's unity in building a two-way bridge of communications between itself and its many publics."

Some plans of TIO include the circulation of tv editorials, now aired by a number of stations, refuting "information and false impressions" that have arisen in recent weeks.

**Ideas at work:**

- **Subject, toys for youngsters:** KABC-TV, Los Angeles, joined forces with the Marine Corps Reserve to stage the kick-off event for "Chucko's Christmas Show for Toys for Tots" at the Sports Arena. The campaign attracted some 10,000 youngsters, who donated new toys as the admission price . . . WGR-TV, Buffalo, sponsored an "Operation Toy Lift" sending a Santa Claus to two local children's homes with toys.

- **To mark its anniversary:** In commemoration of its 10th year, WOAI-TV, San Antonio, sunk a time capsule in the ground adjacent to its



studios, to be opened 25 years hence. The capsule included the achievements and records of major events over the last 10 years, plus predictions made by local citizens of things to come during the next quarter century.

**New quarters:** **WBEN, Inc.**, Buffalo, will move next month to a new radio/tv center at 2077 Elmwood Avenue, in North Buffalo.

**Winners:** The three West Coast stations of the **Transcontinent Tv Corp.** fared as award winners in the annual Southern California competition of national trade ads sponsored by the Art Directors' Club of Los Angeles.

**On the personnel front:** **Robert Smith, Burton Lambert and William McCormick**, named v.p.'s of WOR Division of RKO General . . . **Charles Walsh**, appointed executive assistant to Clark George (see Radio and Tv Newsmakers, page 66) at WBBM-TV, Chicago . . . **Ray Beindorf**, named general sales manager of KNXT and the CBS TV Pacific Network . . . **John Cherberg**, to national sales service manager of KIRO-TV, Seattle . . . **Les Hunt**, to Texas and New Orleans representative for KHOU-TV, Houston.

## TELEVISION

(Continued from page 59)

NAB showed its teeth in May when it cracked down on Preparation H commercials.

**Major problems:** Networks have been a target for practically the whole of 1959, as they were the year before and will continue to be well beyond 1960. FCC has been training guns ever since Barrow report. Network spiked those guns on one score—the "must buy"—by discounting them voluntarily. But they are still being hounded on option time and affiliations.

Networks got something else to worry about early this summer when another long-time practice was challenged—that of a network spot sales organization representing affiliates other than their own o&o stations. The pot keeps boiling, and the recent tv quiz hearings are not likely to do much to lower the temperature.

## SPONSOR ASKS

(Continued from page 53)

Empire. No longer do we see the farmer coming into town on Saturday night to "whoop" it up. He is usually more cosmopolitan than the people living in the metropolitan area, and it is reflected in the large number of people who travel all over the world, from the Spokane area.

KNLY-TV because of its tremendous coverage of the entire Inland Empire, plays an important part in keeping the farmer of today abreast of current events and constantly supplies him with information on where to go and what to see not only at home but abroad. Needless to say, in the field of farm information, television feeds a constant stream of programming dedicated specifically to the farmer supplied by Government agencies, state colleges, and the tremendously active chemical industry aimed at keeping the farmer in touch with the latest means of modernizing agricultural methods.

**Joe Andrews**, farm editor, *WMAZ & WMAZ-TV, Macon, Ga.*

Television has made a major impact in the Middle Georgia farm area



*Tv has aided in creating desire for modernization of farm home*

by extending the natural trade area and moving aside city limits signs to re-shape the field of marketing.

No longer is the average farm home an outpost, far removed from the city life and populated by consumers who get up by lamplight, chop kindling wood for a fire and come to town for the Saturday night movie.

Today, Middle Georgia farm homes are well-insulated, have a central heating system and are equipped with all the labor-saving devices. These farm homes are equipped with home freezers, electric lights, air-conditioners and everything else that can be found in any Park Avenue apartment. This, of course, has been made possible because Middle Georgia farm families have seen their gross farm income rise from \$51,000,000 annually in

1940 to over \$244,000,000 annually last year.

Television has aided in creating the desire for these things that have helped move farm families into the same standard of living as enjoyed by their city cousins. Television has literally brought the world into the farm living room by combining sight, sound and motion. The average farm family is just as susceptible to television advertising as is the city dweller. This, coupled with the widening of the marketing area, has made tremendous advances in merchandising in Middle Georgia.

Middle Georgia farmers continue to rely on radio as the basic means of receiving specialized agricultural information but they want current market prices, new developments in seeds, news of new insecticides, etc.

Thus we can see that television has broadened the horizon of Middle Georgia's farm families, has sharpened their awareness of better living conditions and has wiped out the old concept of markets and broadened the merchandising horizon to correspond with the television zone of influence.

**Robert Mulhall**, general manager, *W OI-TV, Ames-Des Moines*

Central Iowa is recognized as one of the world's most progressive agriculture areas. Although land is basic, this status has been reached by continued betterment in things other than quality of the land itself.

Agricultural research has advanced us to present-day high yields in crops and livestock. Farm operators have become specialists with thousands of dollars hanging in the balance at the turn of each season. Every farm operator is his own manager and must seek every means possible to keep



*Tv has had strong social and economic effects on community*

ideas and methods up-to-date. Television has fitted this need precisely.

Casual observation might lead one to believe that only the farm operator benefits from agricultural informa-

(Please turn to page 66)

## SPONSOR ASKS

(Continued from page 65)

tion, but several side benefits of equal value have resulted. Two should be mentioned: (1) Television has enabled the urban audience to "see" and better understand agricultural problems. (2) The substantial number of persons owning but not living on farms remain current on problems facing the farm operator. Television definitely has motivated the *in absentia* landlord toward continued farm improvement.

Another notable benefit which television provides to farm areas is weather information. With agriculture so critically dependent upon weather, this type of information, visual, current, and in-depth is a necessity.

We have long held to the thinking that there is no substantial difference between the rural and urban families. In an agricultural area, the tastes, habits and buying patterns are basically the same. We would observe, however, that the rural family has fewer ways in which to spend leisure time, and as a matter of fact, is isolated during certain periods of bad weather. We should also observe that farm families are tied to the land and therefore take fewer vacations than others. Television has been a most welcome and necessary convenience in the rural home.

In recent years an evolution has occurred in many agricultural areas. The demand for television forced electrification into sections previously without it. Once in these homes, television busily sold labor saving devices and ideas to the farmer and put a new look into the farm household equipment and pantry.

## TAPE & FILM

(Continued from page 36)

ing two programs from Screen Gems. Tobacco, beer, automotive, food and service advertisers made major investments in local and regional syndication.

**Federal regulation.** As part of its network's new policies, CBS Films began with an entirely unprecedented series of self-regulatory policies to make its programs into exactly what they appeared to be. Among these changes was a move to eliminate canned laughter in new comedies.

# Tv and radio NEWSMAKERS



**Edwin D. Cooper**, vice president and western manager of SPONSOR, has resigned this position in order to publish his own weekly trade magazine—*ANNY* ("Advertising News of New York"). Cooper joined SPONSOR's staff in July, 1946, about four months before the first issue of the magazine was published. In the more than 13 years since then, he served as production manager, New York salesman, and West Coast representative. He has been western manager for 10 years, and v.p. for the past two.

**Clark George**, v.p. and general manager of KNXT, Los Angeles, has been appointed to the same post at WBBM-TV, Chicago. He will replace H. Leslie Atlas who retires 31 December as v.p. and general manager of the Chicago CBS o&o. George was appointed to his Los Angeles post in June of 1959. He had been station manager since 1956. George joined the CBS sales staff in 1946; was named eastern representative for KNX-CPN in 1951; eastern sls. mgr. of CBS TV spot sales in 1952, and gen. mgr. in 1954.



**George T. Matson** has been promoted to the newly created post of v.p., general manager, NBC TV. He has been v.p. and treasurer of the network since January, 1958. In his new position, Matson will be responsible for business control of tv network activities, for forward planning, and for coordination between the various tv network departments. Matson joined NBC in 1952 as operations analyst, was appointed assistant treasurer in 1953, and then controller before his selection as v.p. and treasurer.

**Daniel Van Dyk** has been elected president and chief executive officer of Hazel Bishop, Inc. He is former president of Eversharp, Inc. and a former merchandise counselor for R. H. Macy. He is also a director of General Acceptance Corp., Eversharp, Clinton Engines and Stuyvesant Insurance Co. Van Dyk and his associates paid \$1.4 million for 350,000 shares of Hazel Bishop's common stock. He also plans to obtain from chairman Raymond Spector 300,000 shares of Spector's personal stock.





**IN OKLAHOMA CITY  
THE STATION WITH  
BY FAR THE  
LARGEST AUDIENCE  
IS ALSO THE  
PRESTIGE  
STATION**

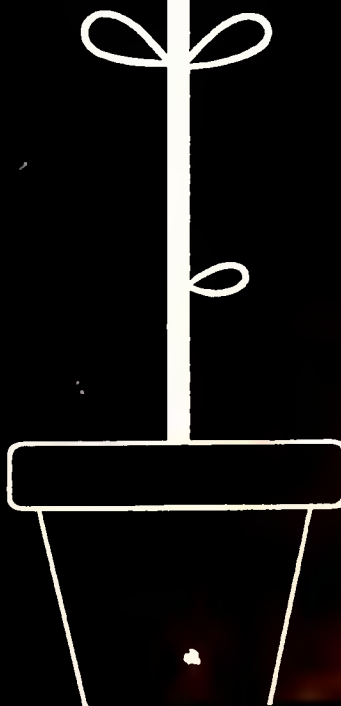
**CALL YOUR  
KATZ MAN  
FOR THE AUDIENCE  
AND COVERAGE  
FIGURES**

**FOR 39 YEARS  
THE UNDISPUTED  
LEADER IN  
OKLAHOMA CITY  
RADIO**



**Owned and Operated by  
The WKY Television System, Inc.  
WKY-TV, Oklahoma City  
WTVT, Tampa-St. Petersburg, Fla.  
Represented by Katz Agency**

**930 K.C.  
INDEPENDENT  
MODERN  
PROGRAMMING**



## The seller's viewpoint

Are your clients getting individual consideration in programing matters? Here, Tom Jones, program director, WJIM, Lansing, Mich., speaks for many station men who must perform agency, as well as operational, services. He states frankly, that the days of shotgun selling are over and points out that "our clients on the local scene are schooled to look for sales first and ratings second." He believes national advertisers should place more emphasis on the right show and right spot for their products, and agencies should do more of this type of spot thinking. Any ideas of your own? Send them to "The Seller's Viewpoint."



### MAKE THE DEED FIT THE NEED

In the vast Central Michigan market, the general absence of advertising agencies has taught those of us who work at the station level, some valuable lessons.

Where the local dollar is concerned, we are not simply the facility, but in a very real sense, the agency. We have nine people on our staff primarily involved in the problems of commercial production and presentation and beyond this our salesmen must be thoroughly versed, not just in selling technique, but in television technique.

What has this activity taught us? Well, first of all, it's engendered a healthy respect for the problems of agencies and clients and inbred in us a forbearance in dealing with situations that arise. We know that last-minute copy changes and hurried TWX messages are the stuff this business is made of, and we encourage an operational flexibility that allows us to give the fullest in service to our clients both local and national.

And there's another lesson too, perhaps the most important one of all, a lesson we think needs restating again and again in every forum where the problems of this business are the agenda. Simply stated

the proposition is this: Make the deed fit the need.

The days of shotgun selling are over and we've got to face up to the fact that the same adjacency or the same program will not do the same job for every client. The random matching of dollars to spend with a list of availabilities hurriedly culled will not result in sales.

We believe our clients on the local scene are schooled to look at *sales first* and ratings second in a determination of their budget expenditures. We sell our clients the *right* show or the *right* spot to best present their product or service.

A look at the latest Lansing Nielsen report will convincingly demonstrate that our station is well equipped to go out and sell just ratings, but, in our opinion, this is a mistake that has been made far too often for us to follow down the same, well-traveled road.

Because we have occupied the unique position of serving our local clients through such a direct association, we have come forcibly face to face with this thinking. Certainly, advertising agencies who have these same close associations, are coming to the same conclusions.



# YOURS FREE

## AS A SPONSOR SUBSCRIBER



Our apologies to  
Atlanta, St. Louis, Boston,  
Dallas and some other cities!

The new 5-City Directory, just off the press, contains more than 1900 listings, and 36 pages.

It's the recognized tv/radio guide to 5 cities where 93% of all national spot business is bought.

The 1960 directory is substantially bigger than any of its predecessors. You will find it more useful, and we hope you will forgive us if your city is not included.

If you're a SPONSOR subscriber drop us a note and we'll send you a 5-City Directory with our compliments.

If not, the price is 50¢ each . . . 40¢ in quantities of 5 to 10 . . . 30¢ for 10 or more.

If you're not a subscriber, enter your subscription now by using the form shown on this page. We'll send you, as a bonus, not only the 5-City Directory but also the 220 page 1959-60 Air Media Basics including Radio Basics, Tv Basics, Timebuying Basics, and much more.



Sponsor Publications Inc.  
40 East 49th St., New York 17, N. Y.

Send me \_\_\_\_\_ copies of Sponsor's 5-city directory.  
 Enter my subscription to Sponsor for one year at \$8.00 and send me FREE the 5-CITY DIRECTORY & AIR MEDIA BASICS.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# SPONSOR SPEAKS

## Public faith in the tv medium

The testimony last week of Elmo Roper, well-known public opinion expert, before the FCC hearings in Washington, restored much healthy perspective to the current tv scene.

His firm, Elmo Roper and Assoc., had been commissioned by the Television Information Office to make a study of public attitudes toward tv, and how these had been affected by the quiz scandals and recent newspaper stories.

Roper's sample was a nation-wide panel of 2,000 adults and the results of his findings make cheering reading for all who have been worried about a decline in tv's image.

Among the questions asked were, "Here are some recent issues which have been reported in newspapers. Which do you think are serious moral problems?"

Quiz shows and payola ranked far down the list. The real problems in the opinion of the panel were juvenile delinquency (89%), dishonest labor leaders (88%), government officials taking bribes (81%), policemen taking graft (74%), school segregation (71%).

Another question asked, "If you could have only one—radio, newspapers, tv or magazines—which one would you most want to keep?"

42% said tv. 32% said newspapers. 19% said radio. And only 4% said magazines.

Asked which of four statements came closest to expressing their opinion of what the investigations into tv have shown,—an overwhelming majority (64%) agreed on this statement, "These practices are wrong and should be stopped immediately, but you can't condemn all tv because of them."

Says Roper, "The results indicate to me that the public has put this whole matter in a pretty sane perspective—perhaps far saner than the writers of newspaper headlines."



**THIS WE FIGHT FOR:** *Backing for the TIO in its fight to dig out the facts about tv and present these facts in a fair, objective and convincing manner. TIO deserves industry support.*

## 10-SECOND SPOTS

**Relief:** Received from Marvic Advertising Co., Brooklyn, a "News Release About Nothing." The product described is "Nil, the certified intangible, guaranteed useless."

### Rigging Ribbed

A producer of tv westerns recently was heard saying to his cowboy actors, "Pardners, with all these investigations about tv honesty, tomorrow we start using live ammunition instead of blanks."

The recent deluge of confessions by quiz contestants makes one wonder if they shouldn't have been hired as "singers" rather than as "brains."

Sponsors of quiz shows might have avoided a lot of public indignation had they prefaced programs with, "Part of this program was pre-recorded—*The answers.*"

—Frank Hughes

**Justice:** From a Bozell & Jacobs, Omaha, release—

"An Omaha judge has ruled that a balloon in the hand is worth a color television set, if you have a legal claim to the halloon. The ruling . . . stirred up echoes of the day it rained balloons in Omaha.

". . . Station KMTV observed its 10th anniversary . . . by putting into the air a whole flock of toy balloons with gift certificates attached. One particularly frisky balloon with a gift certificate for a color tv set dropped into the yard of a South Omaha man . . . bounced away into the yard of a lady who lived a block away. . . . The man claimed the lady had taken the balloon away from him. She claimed that she recovered it on her own property and that he was trespassing trying to run it down. . . . The lady is now watching color tv as the result of a Municipal Court ruling." *Butterfingers!*

**Another media:** In a NYC elevator, a couple of agency people were discussing the jet age. "How will they ever do sky-writing with jets?" asked an adman. "Easy," replied an adgal. "They'll do it in shorthand."

**Gagman:** SPONSOR's circulation department received a subscription request from a Californian who filled in after *Job Title*, "I'm a dog-catcher."





**SELLING**

**POWER**

**WCOL...**

the most **POWERFUL** sales medium in Central Ohio

POWER in ratings (Hooper, Pulse, Nielsen)!  
POWER in sales! The NEW WCOL sells the family . . . teen-agers *and* parents, with adult buying POWER! POWER in results! Single spotting "showcases" your announcements. Taped messages guarantee perfection. No errors, time shortages, fluffs. Add POWER to your product sales. Sell Central Ohio through its most POWERFUL sales medium . . . THE NEW WCOL.

THE NEW  
**W**  
**C**  
**O**  
**L**

24-hours-a-day broadcasting

**THE CAPITAL STATION • Columbus 15, Ohio**

represented nationally by...robert e. eastman & co., inc.

Stations WING, Dayton,  
WELT, Boston  
WNLO, Louisville and  
WITE, Springfield, Ohio  
are in the  
A R T R A I S station



# You can't cover growing Jacksonville



## without WFGA-TV

Metropolitan Jacksonville's half-million plus population sprawls over a vast 845 square mile area. The City's new multi-million dollar Expressway system will help tighten Jacksonville into a more compact, rich market.

The growth of the metropolitan area has been terrific and as evidence of this expansion — Jacksonville led the Southeast and was fourth in the nation in building permits issued during the first six months of 1959.

As Jacksonville grows so grows the demand for your product. But remember — you can't cover Jacksonville effectively without WFGA-TV. Only WFGA-TV offers the best of two great networks ABC and NBC.

CHANNEL

**12**

# WFGA-TV

JACKSONVILLE, FLORIDA

The Best of NBC and ABC . . . Call Peters, Griffin Woodward, Inc.