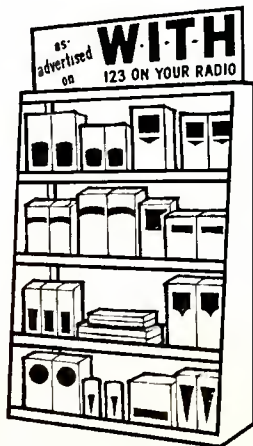


SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

POWERFUL NEW WITH DRUG MERCHANDISING!

- Covers 30 of the highest volume independent drug stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to *every* retail drug store in the Baltimore Metropolitan area!
- Many more merchandising "pluses"! No other Baltimore radio station has anything like it! Get full details—now!



Write to Radio **W-I-T-H** Baltimore 3, Md.

or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington

Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans

McGavren-Quinn in Chicago, Detroit and West Coast

HIGH SPOTS OF A ROUGH YEAR: 1958 IN REVIEW

A fast-paced capsule summary of the events, names, problems, headaches that made 1958 memorable. Included: 18 top newsmakers of the year, plus billings of the top 50 agencies

Page 23

Things I got for Xmas I could have done without

Page 30

How Ferris Hams keeps up the holiday spirit

Page 31

Radio Results; 40 impressive case histories

Page 33



IT ONLY

TAKES ONE

TO TAKE TOLEDO!

WSPD Radio's dominance in Toledo is dramatically demonstrated with the station's receiving the highest Hooper rating in its 37 years of operation—56%!* Top listeners' acceptance plus an all-time high in customer acceptance reflect WSPD's forward march to give you more mileage for your dollar.

This unchallenged leadership has been established through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By every measurement, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details.

*Aug-Sept. Hooper.

"Famous on the local scene"

WSPD 

NBC RADIO in TOLEDO

National Representative: The Katz Agency
 National Sales Director: M. E. McMurray
 625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago



Storer Radio

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

**For Action
at
Lowest
Cost**

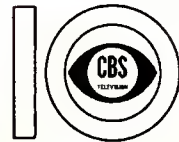
**86%* of CBS
Commercial
Time**

is ordered on

**WTHI-TV
TERRE HAUTE
INDIANA**

**Basis: 1958
Fall Schedule*

Channel



WTHI-TV

CBS • ABC

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

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



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Spot Radio
Network Radio
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©1958 Sponsor Publications Inc.

The New KOMA
Oklahoma City's only 50,000 watt
radio station proudly
announces the
appointment of

JOHN BLAIR & CO
as national representatives
effective January 1, 1959

K|O|M|A

50,000 WATTS *clear channel*

Oklahoma City

Jack Sampson, General Manager

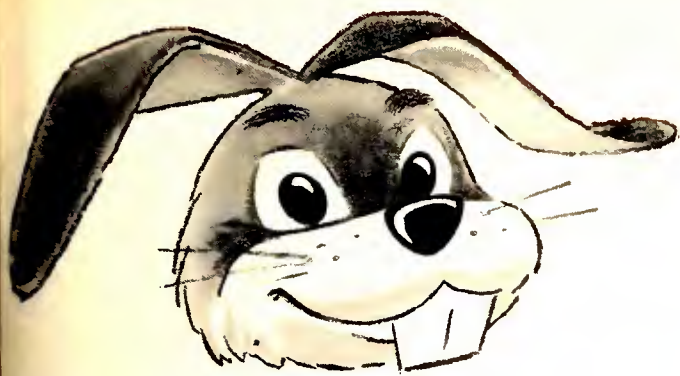
*One
of the*
STORZ
Stations

Todd Storz, President
Home Office: Omaha
WDGY Minneapolis-St. Paul
WHB Kansas City
KOMA Oklahoma City
WTIX New Orleans
WQAM Miami

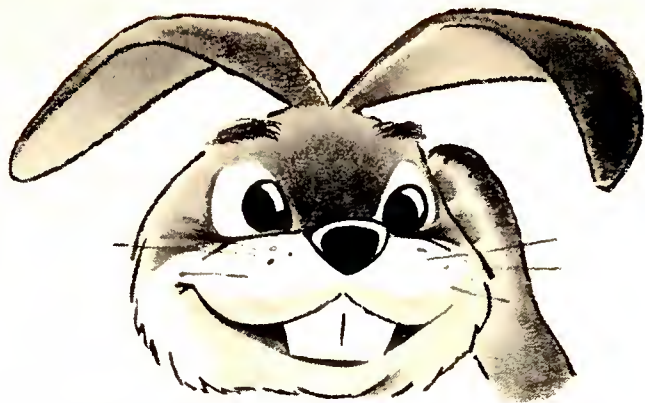
WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.
WTIX represented by Adam Young Inc.

Hey! Lend an ear!





ABC-TV is now the No.1 network...



FOUR nights of the week—



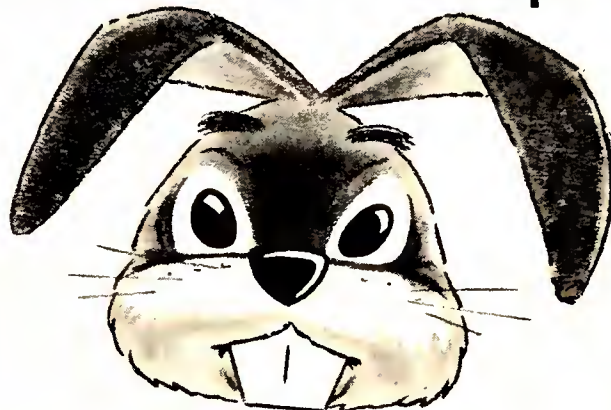
Sunday, Tuesday, Thursday and Friday*†



And ABC has 4 shows in the top ten



(the other networks have 3 apiece)



Now the question is...



what do you do for an encore?

*Another network led on two nights, Monday and Saturday; the third led only on Wednesday.

Source: National Nielsen II November Report 1958, Average Audience per minute —

†Sunday through Saturday, 7:30-10:30 P.M., NYT, all sponsored evening programs.

ABC TELEVISION

WMAR-TV SUCCESS STORY . . .

Kluge, Finkelstein & Company

Food Brokers

2419 St. Paul Street
Baltimore 18, Maryland
Telephone. BElmont 5-8378



November 28, 1958

Mr. Tony Picho (Dictated 11/26/58)
Promotion & Publicity Mgr.

WMAR-TV

Sun Square
Baltimore 1, Maryland

Re: 24/2 oz.

SPATINI

SPAGHETTI

Dear Tony:

SAUCE MIX (dry)

I normally would not write you regarding the subject of this letter until the schedule had run its course for the obvious reasons. However, I thought you should know right here and now of the phenomenal sales results we have gotten ever since we started our 5-day-a-week spot schedule here in Baltimore on behalf of SPATINI.

If you recall, we had all the corporate and local chain distribution, as well as 80% of jobbing trade when we started this campaign. As of right now, we have 100% distribution in this latter group. This definitely means that the independent retail distribution must be greatly improved. Our over-all business has increased two-and-a-half times on the average with all our customers—all within a short period of 60 days.

The major point that I am trying to get across to you is that this is pretty phenomenal when you consider that we have two new major competitors introducing their product during this same period, plus the other two that have been here. I firmly believe that our success with SPATINI is attributed to the schedule we have with your station.

I also wish to thank you for the extra sales promotion and cooperation you have given my company in conjunction with this local program.

Sincerely yours,

KLUGE, FINKELSTEIN & COMPANY

David Bond

David Bond
Sales Manager

DB:d



WMAR-TV

Sunpapers Television

Channel 2

Baltimore 3, Maryland

"MARYLAND'S PIONEER
TELEVISION STATION"

NATIONAL REPRESENTATIVE THE KATZ AGENCY

NEWSMAKER of the week

Milton A. Gordon's newly formed Galaxy Productions broadens the incentive for producer-actor-writer talent to contribute to tv and/or feature films by giving them financial participation not only in their own product but in the company.

The newsmaker: Milton Gordon, who in 1953 with Edward Small, and \$125,000 apiece, started a tv film company called TPA. A few years ago Gordon bought out Small's share, at that time worth \$2½ million. A few months ago when ITC bought out all of TPA, the price of this highly successful unit was \$11,365,000—the largest transfer involving a tv film company in video history.

But Gordon's reputation as a financial wizard precedes TPA. In the early 1950's, as a lawyer for the Chicago investment house of Walter E. Heller, he came to national prominence in setting up the mechanics for the revitalization of United Artists, then languishing under the operation of Charlie Chaplin and Mary Pickford.

Gordon's new Galaxy Productions starts its life with a core of two other ex-TPA men: international sales veteran Manny Reiner as executive v.p. (he's also a director of the company and a large shareholder) and producer Leon Fromkess heading a filming unit within the Galaxy constellation.

There'll be five areas of activity for Galaxy Productions: three in producing and two in the investment field.

They are: 1) Network tv filming. 2) Network live production. 3) Feature film making. 4) Financing other producers in both tv and feature films. 5) Financing stars and writers to make television series and/or motion pictures for exhibition in theatres.

In inviting producers, writers and stars to share in a unique cooperative basis ranging far beyond their own particular ventures, Gordon is offering these three advantages: 1) increasing the scope of capital gains, 2) dividing up the element of risk and 3) pointing the way towards long-range working relationships.

An interesting sidelight on the new profit-sharing plan for Galaxy Productions is that it repeats and enlarges the money-spraying Gordon supervised when he sold TPA. At that time, he saw to it that TPA's creative staff and executives each got a part of the record price of the company transfer.

It appears that Galaxy Productions, which will definitely not get into the problem of sales and distribution, is going to keep a small, highly mobile staff, with offices limited to New York and Hollywood.

Gordon, who's a graduate of the University of Chicago, lives in Riverdale, N. Y., with his wife and two teen-age children.



Milton Gordon

*In Omaha...
if you want to
ring the
right doorbells...*



**you
want
KOWH
radio**

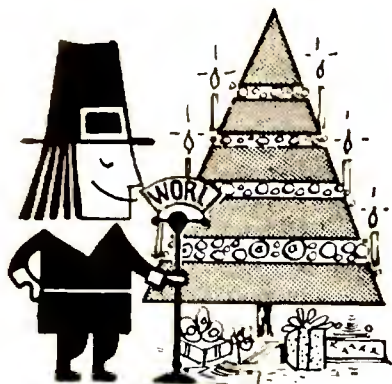
9 years at or near the top-consistently!

Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc.

Adam Young can amplify. See him . . . or talk to KOWH
General Manager Virgil Sharpe.

KOWH *Omaha*

Represented by Adam Young Inc.



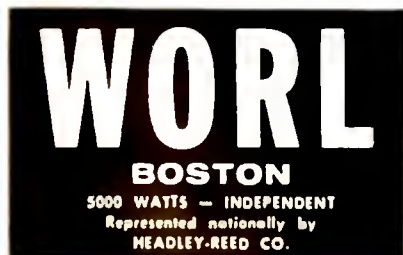
CHRISTMAS
IS
EVERY DAY
IN
NEW ENGLAND
FOR
Advertisers
ON
WORL
Boston
Because WORL
Listeners are
Primarily Adults

Statistics show that adult women spend 80% of the consumer dollar and influence up to 91% of the buying!

WORL'S

Average: 88% Adults
(Pulse, daytime hours)
THEREFORE YOUR BEST BUY
IS

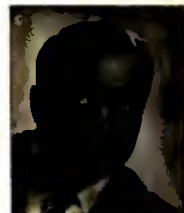
Boston's "950 CLUB" Station



Sponsor backstage

Music hath power—sales power!

"... Must there always be killings and violence?" whined Audrey Meadows plaintively, and a half-dozen times on a recent *Sid Caesar* show, ribbing the Westerns. Sid played every cactus cavalier out of every top-rated sagebrush saga, while Audrey played the ever-idolizin' gal of each of these heroes. It was hilarious satire, but the answer to Audrey's question will surely continue to be a big, loud, "You said it," as long as the ratings continue as they are going.



In the last Nielsen's, for example, seven out of the top 10 shows by rank were prairie epics, and six out of the top 10 by total audience were horse operas. By rank *Wagon Train* came in with a mighty 41.9, with Muster Dillon and his friends from *Gunsmoke* practically neck and neck with a 41.7.

Maverick, bang-bangs its way into the No. 8 spot in rank, and its rating is a substantial 34.5. When it's recognized that these shows are brought in at costs ranging roughly from \$45,000 per half-hour segment up to no more than \$85,000 for the full-hour segments, the rating results are seen even more gasp-inducing. So much so that other program categories are likely to suffer by too ready and shallow a comparison. In the top 10 with the tall, silent men, for instance, most of the time is Perry Como. The *Como* show runs its bankrollers some \$140,000 per hour. And *Dinah's* usually wonderful *Chevy Show* costs the carmaker closer to \$150,000 per program.

Who can resist a good song?

I believe that the men who pick up the tabs for *Dinah* and *Perry* are completely happy with their shows and their ratings. It's worth a considerable premium price, I believe, to have such abundantly wholesome, as well as talented people as are Mr. Como and Mrs. Montgomery. Like all top pros, they're tough in their trade dealings (as indeed they must be), but the public image of each comes close to being ideal from a sponsor's standpoint.

No, *Perry's* fine hour and *Dinah's* dynamic shows need no support from me, but music shows in general do. Partially because of the overwhelming track records of the cowboys, and partially because so much has been made of the few major music flops. There is, I'm afraid, a tendency on the part of the average agency, and the average advertiser to overlook the potent sales weapon the right kind of music show, and the proper music usage can be.

When it comes to solid advertising values you'll have to go a long way before you find a better buy than young Dick Clark, either on his strip afternoon show via ABC TV or his Saturday night show on the same network. Top 10 or not, when you deliver the substantial ratings Clark turns in for \$1,750 per quarter hour (which is what the daytime show runs) or \$20,000 which is what the Saturday night half hour costs, you're delivering audience at a very low cost-per-1,000, indeed.

You'll find the Dodge people very happy with Mr. Lawrence Welk,

and Chicken of the Sea, Brown & Williamson, Eastman Kodak, Gerber, Lever Brothers, Libby, McNeil & Libby and Miles Laboratories have all done well with a young man named Jimmy Dean at about \$3,000 per quarter-hour segment.

To this day, the hottest ticket on Broadway is "Music Man," with "My Fair Lady" still a tough buy. And if you want a further idea of the grass-roots appeal of the local brass band on which "Music Man" is based, take a look at last week's issue of *Life*, which featured an elaborate section on U. S. Entertainment.


The gate-fold, full-color cover shows a 1,076-man trombone section. And a two-page, full-color spread inside features a full band consisting of the aforementioned 1,076 trombones, 3,000 clarinets, 2,000 coronets, 1,000 horns, 1,000 drums and 800 tubas. These players are members of 194 school bands and the *Life* photos show them assembled at the University of Michigan's band day. That some radio stations and their advertisers are aware of the potency of this kind of music is indicated by a promotion which took place in Peoria, Ill. In that progressive community, recently, WIRL sponsored a Red Cross promotion campaign, which they built around Meredith Willson, composer of "Music Man." Willson led a band of 1,000 musicians at a high school band festival. Naturally they played "76 Trombones" from the show, and they also played Willson's tune, "It's Beginning to Look a Lot Like Christmas," which the Peoria Downtown retailers' association adopted as their official Christmas season selling slogan. Station chief Bob Frudeger said they had over 40,000 people at the band concert; they collected more than 1,000 pints of blood, and advertisers on the stations were mighty happy with the tie-in.

The inadvertent plugs

Of course one of the most effective merchandising uses of music is one no advertiser seems to effectively plan or control. I'm referring to that happy trick of developing a hit pop tune, plugging a product, and somehow promoting it into a hit record.

Almost 10 years ago the Andrews Sisters made a record of a song called "Rum and Coca-Cola," which sold a million copies. The Coca-Cola folks had nothing whatsoever to do with the record. A while later Pepsi-Cola had a song written featuring its product. They got the song recorded, and promoted it quite extensively, but the public showed no interest at all.

Right now one of the biggest pop records in the country is a thing called "Beep, Beep" by the Playmates. It tells the story of a Nash Rambler, which keeps pace with a racing Cadillac. The Cadillac is desperately stepping up its speed trying to get away from the Nash. To no avail. The record ends with the man driving the Nash asking the Cadillac to tell him how to get the Nash out of second gear. Unless Nash has hired a covey of rock-and-roll song-writers, I don't think they had anything to do with the song. But it's one of the biggest plus the auto ever had.

Music, it's often been said, hath power to soothe the savage beast. . . . Yes, and to move merchandise, too. Local or national. 

Letters to Joe Csida are welcome

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

Topeka has
1 TV Station
WIBW-TV is it



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like
WIBW-TV
SATURATES TOPEKA



ALL DAY - ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka Farm market.

- WIBW-TV commands the viewing audience. Note current survey figures:
- | Share of Audience Monday-Sunday | | | |
|---------------------------------|--------------|----------------|--|
| 7:45-12 N. | 12 N.-6 p.m. | 6 p.m.-12 Mid. | |
| 57.0% | 50.3% | 51.1% | |
- In the 447 rated quarter-hours... WIBW-TV ranked FIRST.
 - In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of 37.69%.
 - WIBW-TV serves 38 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.
 - WIBW-TV saturates 218,190 TV homes. (NCS #3)

Survey Figures Prove WIBW-TV's Value

- Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, according to a current survey.

Share of Audience Monday-Sunday			
	7:45	12N	6 p.m.
	12N	6p.m.	12Mid.
WIBW-TV, TOPEKA	57.0%	50.3%	51.1%
Sta. A, Kansas City	10.7	10.0	9.7
Sta. B, Kansas City	6.1	10.4	9.6
Sta. C, Kansas City	13.4	14.7	15.3

WIBW-TV CBS-ABC
Channel 13 Topeka, Kansas
REPRESENTED BY AVERY-KNODEL, INC.

clean sweep!

In 1958, Lestoil's entire advertising budget (\$9,000,000) went into spot television... making this fabulously successful household cleaner the medium's largest single-product advertiser! Amazing, for a client which spent just \$10,000 for advertising in 1954. Even more so, when you consider the fact that Lestoil has no large-scale distribution west of the Mississippi and south of Washington, D. C.

This distribution pattern is one reason Lestoil uses spot television. There's no waste circulation: Lestoil puts its money where the product is. Spot television's combination of sight, sound and motion creates demand, forces distribution, sells.

Naturally, the tv stations we represent in New York, Chicago, Philadelphia, Milwaukee, St. Louis and Washington all run Lestoil schedules. (And not hard-to-get announcements in prime time either. Just plenty of low-cost announcements in so-called "fringe" time, 52 weeks a year.)

Ask to see a typical Lestoil schedule. And then let us produce one for you that matches it in economy... and results.

CBS TELEVISION SPOT SALES

Representing WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, KMOX-TV St. Louis, WXIX Milwaukee, WBBM-TV Chicago, KNXT Los Angeles, KGUL-TV Houston, KOIN-TV Portland, WJXT Jacksonville, KSL-TV Salt Lake City, the CBS Television Pacific Network



THE NEW



KOMA's now a Storz Station
and an NBC Station!



So it's the big, bright,
powerful new buy in
America's 48th market!



Talk to John Blair & Co.,
or KOMA General Manager
Jack Sampson



50,000 watts, clear channel
OKLAHOMA CITY

A STORZ STATION

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

**SPECIALIZED NEGRO
PROGRAMMING**

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

1,000 W. 1590 KC.

KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—

John E. Pearson Company

Timebuyers at work

Dick Elfenbein, Eastern manager, Advertising Agencies, Inc., Los Angeles, believes that there are certain unhealthy buying and selling practices that must be corrected for the good of the advertiser, agency, representative and station. "In November we bought a special newscast for election night from a network-owned station," Dick says. "At the last possible moment on election eve, the station called and left word that the time had been preempted by a network sponsor. Obviously, we were on the spot. This left us with an approved budget which we had no use for, no time to contact other stations with packages still available, and no counter proposal from the station which we could take back to our client. What could we do? A few days later the station salesman called to tell me how embarrassed he was. But we can't afford to be worried about embarrassment; our only income comes from media commissions. To have done the work, convinced the client of the value of the media, placed the schedule, and then have the media push us out is worse than embarrassing—its downright unprofitable. Ultimately, everyone in the business is hurt."



Peg Harris, Guild, Bascom & Bonfigli, Inc., San Francisco, feels that stations have almost stopped talking about themselves as broadcast media. "Nowadays," Peg says, "it seems that call letters mean that a merchandising service is available, with the extra plus some minute or 20-second spot." Peggy thinks that the primary job of a



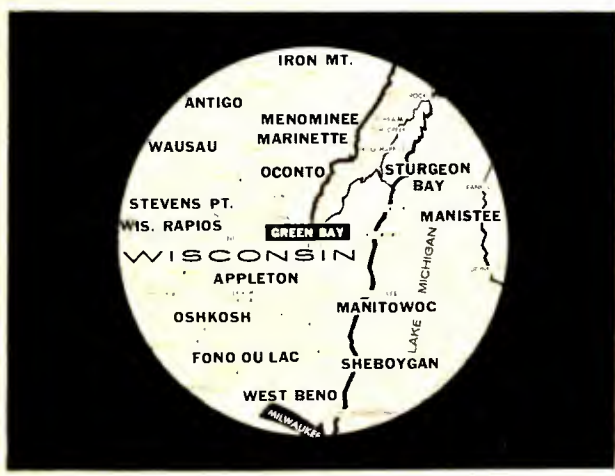
station is to provide programming acceptable to its audience, using all the imaginative ways broadcast can be used to hold the interest and loyalty of its listeners. If a station can afford to have a merchandising department, staffed with enough people to do an intelligent job, all the better. "But merchandising is a business all its own, and it takes a great deal of knowledge and money to set up a good department and keep it running effectively. Too often what a station offers is not merchandising, but a form of hand-holding with the local client representative. We're interested in all genuine merchandising services, of course, but we're more interested in reaching the largest number of prospects for a particular product. We'd like to know that your call letters mean you're a broadcast operation first. This is the major consideration."



FARM FAMILY TAKES "HEY"-RIDE!

Farm living has changed a lot out here in the Land of Milk and Money. In fact, the only way we know a farmer from a city-feller is that the farmer pays cash for his new car!

Yes, here's a unique market of small cities and big dairy farms . . . 42% rural and 58% urban . . . more than 400,000 families enjoying Channel 2-CBS Television.



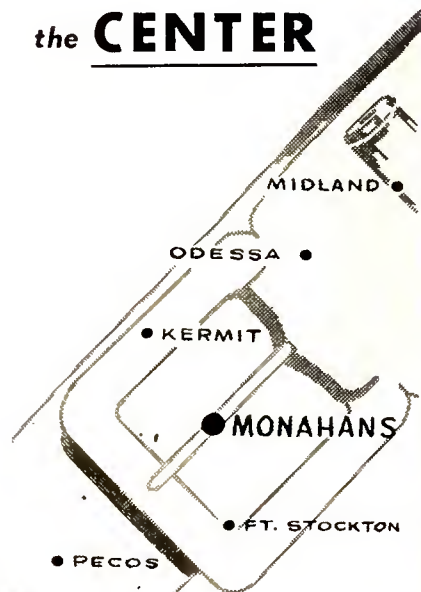
THE LAND OF MILK AND ~~X~~ONEY WBAY, CHANNEL 2, GREEN BAY

HAYDN R. EVANS, GEN. MGR.

REP. WEED TELEVISION

Buy the whole
**TEXAS
MONEY
BELT**

and **SELL** it from
the **CENTER**



with

KVKM AM TV

Channel 9 abc
MONAHANS, TEXAS



See

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

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

KVKM AM TV
MONAHANS, TEXAS

49th and Madison

More on Fortune attack

Extremely happy for your thorough article on *Fortune* in November 29th SPONSOR.

Their observations remind me of the antipathy of an old timer who was relegated to a lesser position when a young new boss came into the organization.

In the past those who were staid print people preferred to ignore radio and then television with an "if I ignore them they will go away" attitude. But a man's wallet is closer to his heart than a position his pants pocket would indicate—and it's a vital spot in which to be hit. Anything that is new and better will be challenged, accused, laughed down, and minimized.

In radio and tv we have been telling ourselves for years how good we are—how effective, how powerful. But we have failed in our public relations along this line.

An organization like the TvB can not do it alone. And I don't mean "fighting back." We do not need to resort to negative sell. But we DO need positive campaigns on the part of individual stations and the entire industry to keep telling the story on the air and off the air.

We take for granted that people know our story. By and large they do not. What's more, we are writing new chapters every day—so the story has to be told, re-told positively. I feel we have the greatest selling medium in history. It sells the products of others—why can not it be used to sell itself? It's high time we start.

Ronald R. Ross
gen. mgr., WPTA
Fort Wayne

I read your magazine regularly . . . enjoy it very much. Noteworthy is your immediate defense and answers to your industries' critics.

Stuart L. Rosendale
Milwaukee Federal Savings
& Loan Assoc.
Milwaukee

Thanks so much for your splendid coverage of the *Fortune* attack.

Thanks also for a wonderful story on Inco and its use of radio in behalf of the unseen metal. It seems to me it's fairly appropriate that they should lean so heavily on the unseen medium.

Inco, you know, is the biggest heavy industry in the immediate Huntington area and we are naturally delighted that they are going so heavily into air advertising, having been with our "Tri-State Reporter" for several years now.

Lawrence H. Rogers II
WSAZ-TV
Huntington, W. Va.

Column commentary

Congratulations on the "Commercial Commentary" column in the December 8th issue of SPONSOR on the need for better understanding of advertising by top management. This is an area where the Association of National Advertisers will be devoting increasing attention. Your excellent analysis will be of real help to us in such a program.

Al Dann
director of press relations
Assoc. of Natl. Advertisers
New York

Comparagraph inquiry

As a long-time reader of SPONSOR, let me say how much I appreciate your new lay-out for the once-each-month Television Comparagraph, my favorite department of your magazine. Since you now have much more room to list each show in your nighttime section, would you please return to the procedure you discontinued some years ago with the radio comparagraph, of including the origination point and number of stations carrying each program? If possible, I know many of us in the trade would appreciate having the advertising agency and film producer also mentioned, in each case.

Millard D. Hansen, Jr.
WAAF Radio
Chicago

● Agencies were included in the 20 December issue but space limitation prohibits inclusion of such information on a regular basis.



New 52 county Area Pulse
shows WTIX first
360 out of 360 quarter hours
. . . shows WTIX first morning, afternoon
and evening*

**“This changes my whole
New Orleans thinking!”**

*This is what’s happened since WTIX became
20 times more powerful, with 5,000 watts
at 690 kc. Here’s what else happened:*

METRO PULSE; Continued first
every daytime ¼ hour; now first in 499 of 504
overall ¼ hours.

HOOPER; First by far, all day.

If you want first call on the 2,500,000 people
now in the WTIX area, you want to talk to
Adam Young, or to WTIX General Manager
Fred Berthelson.

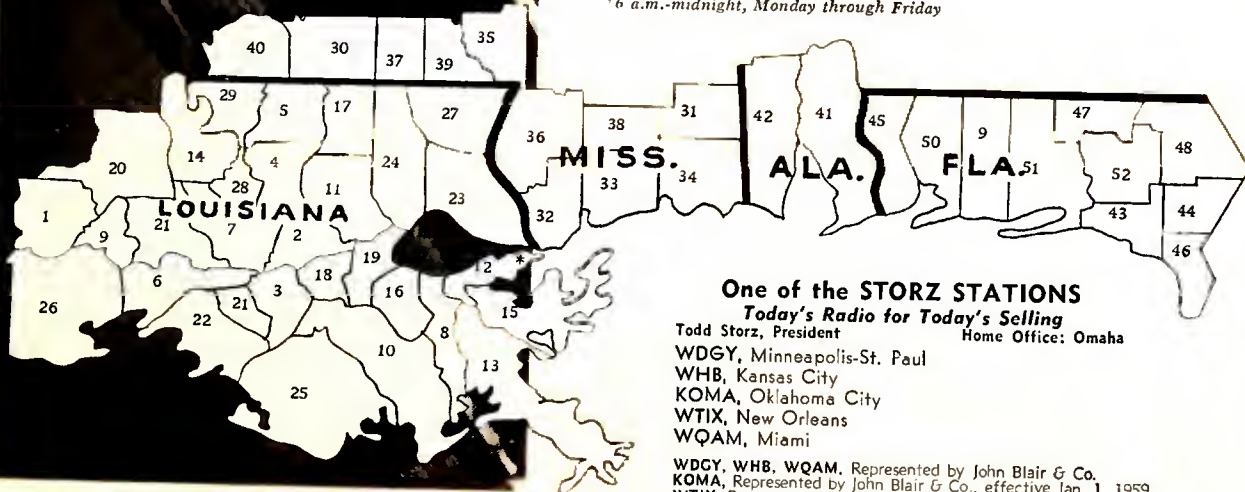
The New

WTIX

5,000 watts 690 kc.

NEW ORLEANS

**6 a.m.-midnight, Monday through Friday*



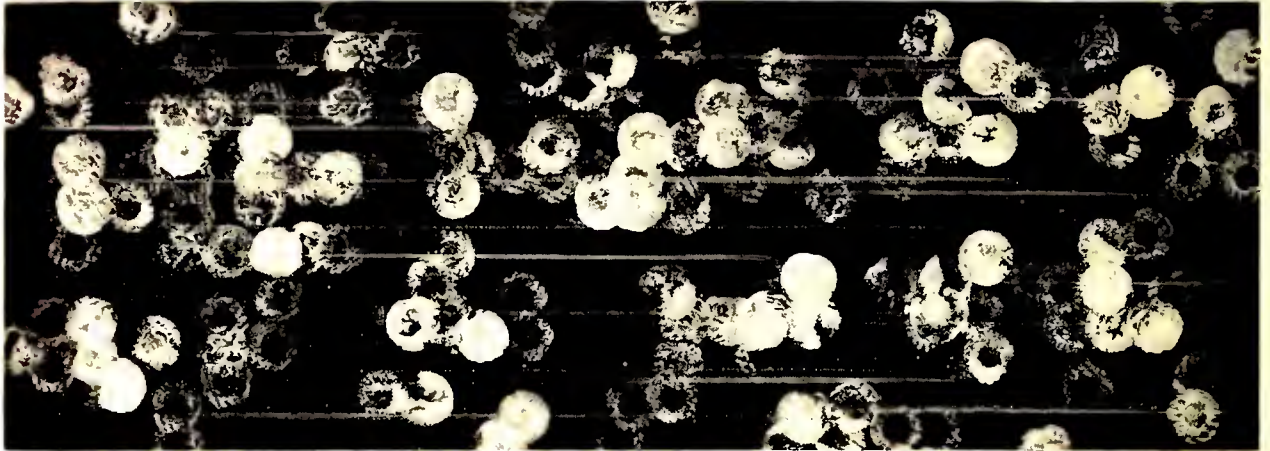
One of the STORZ STATIONS

Today’s Radio for Today’s Selling

- Todd Storz, President Home Office: Omaha
- WDGY, Minneapolis-St. Paul
- WHB, Kansas City
- KOMA, Oklahoma City
- WTIX, New Orleans
- WQAM, Miami

WDGY, WHB, WQAM. Represented by John Blair & Co.
KOMA, Represented by John Blair & Co., effective Jan. 1, 1959
WTIX, Represented by Adam Young Inc.

Stimulating Sounds



What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell it . . . and sell it!



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

SPONSOR-SCOPE

27 DECEMBER 1958

Copyright 1958

SPONSOR

PUBLICATIONS INC.

National spot radio got a happy New Year's gift this week: Liggett & Myer's newest splurge in behalf of its L&M brand (DFS).

The campaign will run for 10 weeks, starting 5 January, in over 100 markets, with schedules up to 50-60 spots a week.

On top of that, contract renewals were coming through in gleaming fashion, including Continental Baking, Pall Mall, Texaco, Cities Service, and Amoco.

Include Esso with what the reps feel is a heartening twist: The company was back buying five-minute news periods—instead of just spots.

If you want to see how tv, when efficiently used, can zoom the sales of a relatively new product, spend a few minutes on the latest running boxscope (page 28) of the test that Parti-Day is doing in Green Bay.

Sales are actually going at four times the rate they did when the test started a few weeks ago.

Now that agency media directors have had an opportunity to study CBS TV's revised minimum-buy plan—which becomes effective 1 March—the general consensus appears to be that the smaller stations will be the beneficiaries.

This is the reasoning: If an advertiser elects to drop a station in a top market, it is assumed that—since the network now puts the primary emphasis on a minimum dollar volume—a lot of small stations will have to be added to keep the pot big enough.

Meantime some agencies anticipate that problems will stem from the fact that alternate sponsors of a program will find different areas of market opportunity, thereby preventing the show from every-week exposure, unless one of these compromises is made:

- 1) Let the station sell participation locally.
- 2) Let the network compensate the station with the cut-in rate.

One of the top agencies predicts that its labors will be increased by the necessity of sending men on the road to recover markets which hadn't been included by the previous occupant of a nighttime period.

There was no letup in the pace of account switching during the second half of 1958.

But few of the migrants—as compared to the first half of the year (see 5 July SPONSOR-SCOPE)—carried staggering budgets with them.

Among the more conspicuous switches were:

ADVERTISER	FROM	TO	BILLINGS
Pabst	NC&K	K&E	\$7,000,000
Studebaker	Burke, Dowling, Adams	D'Arcy	4,000,000
Equitable Life	K&E	FCB	3,000,000
Nehi	Compton	D'Arcy	2,500,000
Florist Telegraph	Grant	KM&J	2,500,000
Cresta Blanca	FCB	NC&K	1,500,000
Colgate's Cashmere	Houston	D'Arcy	1,500,000
J. H. Filbert	SSCB	Y&R	1,500,000
Kroger	Campbell-Ewald	Campbell-Mithun	1,250,000
N. Y. Dodge Dealers	Grant	Wexton	1,000,000
P&G's Big Top	Compton	Grey	1,000,000

Colgate's scheduled takeover of Wildroot is in harmony with the current marketing trend toward reducing the high cost of selling by increasing the dollar volume via the acquisition of a known product.

This broadening of product lines by the buy-out route is expected to increase in scope during the next few years, marketing observers feel.

Colgate's announcement that it had come to an agreement to acquire with Wildroot naturally generated much speculation as to BBDO's future status on the Wildroot account. BBDO appeared confident it would retain the account, even though it is a Lever agency.

Colgate Toothpaste this year continued to run laps ahead of P&G's chief contender, the equally-tremendous spender Gleem.

The latest breakdown by shares of market of the dentifrice leaders:

Colgate, 34%; Gleem, 20%; Pepsodent, 7.5%; Ipana, 7.5%; Crest (P&G), 7.3%.

More and more radio stations are wrestling with the fact that one of the big tasks facing them in 1959 is that of bringing their rate structures in harmony with new national spot buying patterns.

Behind their thoughts are these factors:

- Shortterm and flight schedules are fast becoming the norm of buying. How, stations are beginning to ask themselves, can the ratecard be adjusted so these types of buyers will find it economically advantageous to come back at frequent intervals?

- There's a trend among the year-around giant users of spot radio toward insisting that stations do something about revising their maximum discounts so that advertisers in the 500 to 1,000-times-a-year bracket be given the differential treatment they think coming to them. Most stations' ratecards have maximum discounts pegged at 260 or 312 times.

An account that's already begun to bring heavy pressure in that direction is R. J. Reynolds. Esty in handing out 1959 renewal contracts during the past week explicitly informed reps that it expected the radio stations involved to take early action in gearing their ratecards to Reynolds' status of a customer whose cumulative buys reach far beyond current ratecard provisions.

The tv/radio billings (network and spot) of the top 50 air media agencies in 1958 (see page 27) add up to \$1.35 billion, or close to 50% of their total billings.

As a footnote to SPONSOR's compilation of the 1958 leaders, SPONSOR-SCOPE looked back 20 years for a comparison of total network billings only.

Here's what most of the first 15 on the 1958 roster billed for network radio alone in 1938:

AGENCY	1958 NETWORK	RANK	1938 NETWORK	RANK
J. Walter Thompson	\$90 million	1	\$5.3 million	2
McCann-Erickson	69 million	2	1.0 million	20
Young & Rubicam	66.3 million	3	5.1 million	3
BBDO	49 million	4	1.6 million	10
Benton & Bowles	40.2 million	5	4.8 million	4
Leo Burnett	39.6 million	6
Dancer-F-S	36 million	7	9.1 million	1*
Ted Bates	35.9 million	8
Kenyon & Eckhardt	31.4 million	9
Foote,C&B	30 million	10	4.8 million	5**
Compton	25.7 million	11	3.1 million	7
Lennen & Newell	20.4 million	12	2.3 million	8
N. W. Ayer	17 million	13	1.3 million	13
William Esty	15 million	14	1.1 million	18
SSCB	14.3 million	15

* Blackett-Sample-Hummert in 1938. ** Lord & Thomas.

Schick is looking for an out from the Phil Silvers show.

Mainly because it's under new control (Revlon), it wants to cut back until it sees how its future is going to shape up.

CBS Radio this week added a couple of new angles to its time-selling arrangements.

Arthur Godfrey can now be bought in 10-minute segments instead of 15-minute units, and the **Linkletter show can be had in 2½-minute units** (each allowing a 30-second plug).

Significance of the Godfrey change: An advertiser will be able to buy two 10's one week and a single 10 the following week for the cost of two 15's over two weeks to give him an average of 25% more home commercial impressions.

Ray Spector's Hazel Bishop line—which lately has depended on barter time—this week plunged high, wide, and handsome into network tv.

Needing lots of holiday-buying steam, Spector spread his buys over the Steve Allen Show, the NBC News, and Cimarron City.

Says Spector: "We're continuing with barter, but not on an exclusive basis."

What may be the beginning of a life insurance parade into tv in an effort to catch up with Prudential: **Equitable Life Insurance (FCB) has bought a quarter-hour of the Doug Edwards news strip on CBS TV.**

Meanwhile **New York Life has done some tv testing** recently via Compton; and McCann-Erickson from time to time has looked around for something that might take **John Hancock** into the medium.

Historical note: **Equitable had an FBI show on radio in the early '40s.**

The central point of the presentation that CBS TV started showing around ad agencies last week is that anyway you look at it CBS is still the kingpin among tv networks.

Based on all the October and November Nielsen ratings, the documentation includes this comparison of average minutes of viewing at night in homes, standing vis-a-vis the other networks and cost-per-1000-commercial-minute home impressions:

NETWORK	AVG. MINUTE HOMES	LEAD OVER COMPETITION	COST EFFICIENCY
CBS TV	9,366,000		\$3.29
NBC TV	8,176,000	15%	3.97
ABC TV	7,006,000	34%	3.82

Other points claimed in the presentation:

1) **For all the average nighttime half-hours (6-11 p.m.), CBS TV has 29 wins** (highest ratings); NBC TV, 12; and ABC TV, 11.

2) **In average daytime quarter-hours sold, CBS TV showed 96; NBC TV, 90; ABC TV, 73.**

William Young, Esty marketing chief, told a group of supermarket operators in Florida that by loading themselves up with more and more private brands they'll eventually wind up in an economic blind alley.

The salient points of his argument:

1) **Most of the advertising for private brands has a lot of waste circulation** when you compare the cost of the audience reached with the actual sales of a brand that can be bought in so few places in an area.

2) **In adding infrequently used (small profit) items to their private-brand list, supermarkets defeat the basic purpose of the private brand—enticing people to shop frequently in a particular store.**

3) **The supermarket in the long run can derive a larger profit for the same shelf or floor space from a national brand that is constantly backed by advertising.**

(For background on this heightening battle between the private and national brands, see 30 August SPONSOR, page 29.)

Put down Fuller & Smith & Ross as emerging from the strictly industrial print field into a position where it's got a \$13-million stake in the air media—all within a matter of three or four years.

That \$13 million will be the rate at which the agency will start off its billings for 1959. **The split is \$10 million tv and \$3 million radio.**

Moreover, what's happening at FSR apparently is **going to happen in other industrial agencies, too**—they'll move into radio/tv areas as their clients broaden their advertising philosophies.

At the rate gross time billings have been going this fall the three tv networks should jointly show around \$565 million for 1958, **as compared to \$551 million for 1957.**

The October 1958 gross billing figure, just released by TvB-LNA, show the **networks running 6.6% ahead of the same month for last year.**

The October breakdown by network this year: ABC TV, \$9,960,524, 23.1% up; CBS TV, \$21,878,506, 2.4% down; NBC TV, \$20,644,587, 10.2% up.

On the first ten months of 1958 the networks are collectively 10.1% over '57.

Impulse buying specialists are beginning to feel that the force of tv has wrenched control over brand promotion away from the retailer.

With personal service gone from the big stores, impulse-selection of known brands is not only **overwhelming the lower-priced private brands salewise but making it impossible for the retailer to muster all the in-store space he needs for the promotion of his own brands.**

Note the next time you visit an A&P supermarket how **limited the promotional space is for the chain's own Ann Page brand: too many nationally advertised brands are bidding for the footage.**

Leading radio reps are swinging more and more to the view that if there's any concerted battling to be done to maintain spot radio's share of the national advertising dollar, the representatives will have to bear the brunt of it.

The instigators of a plan to start hitting hard at the agency level contend that the only people who can create dollars for national spot radio are the reps. They **know the competitive stories** of the major markets and have the information showing the **comparative efficiency of a radio buy** at their fingertips.

Another rep advantage: He can **talk authoritatively on the best use of radio under modern conditions.**

If you're a seller of **spot radio**, you ought to appreciate the **disadvantages a time-buyer in that sector has to cope with** compared to the easy position of his confreres on the tv side.

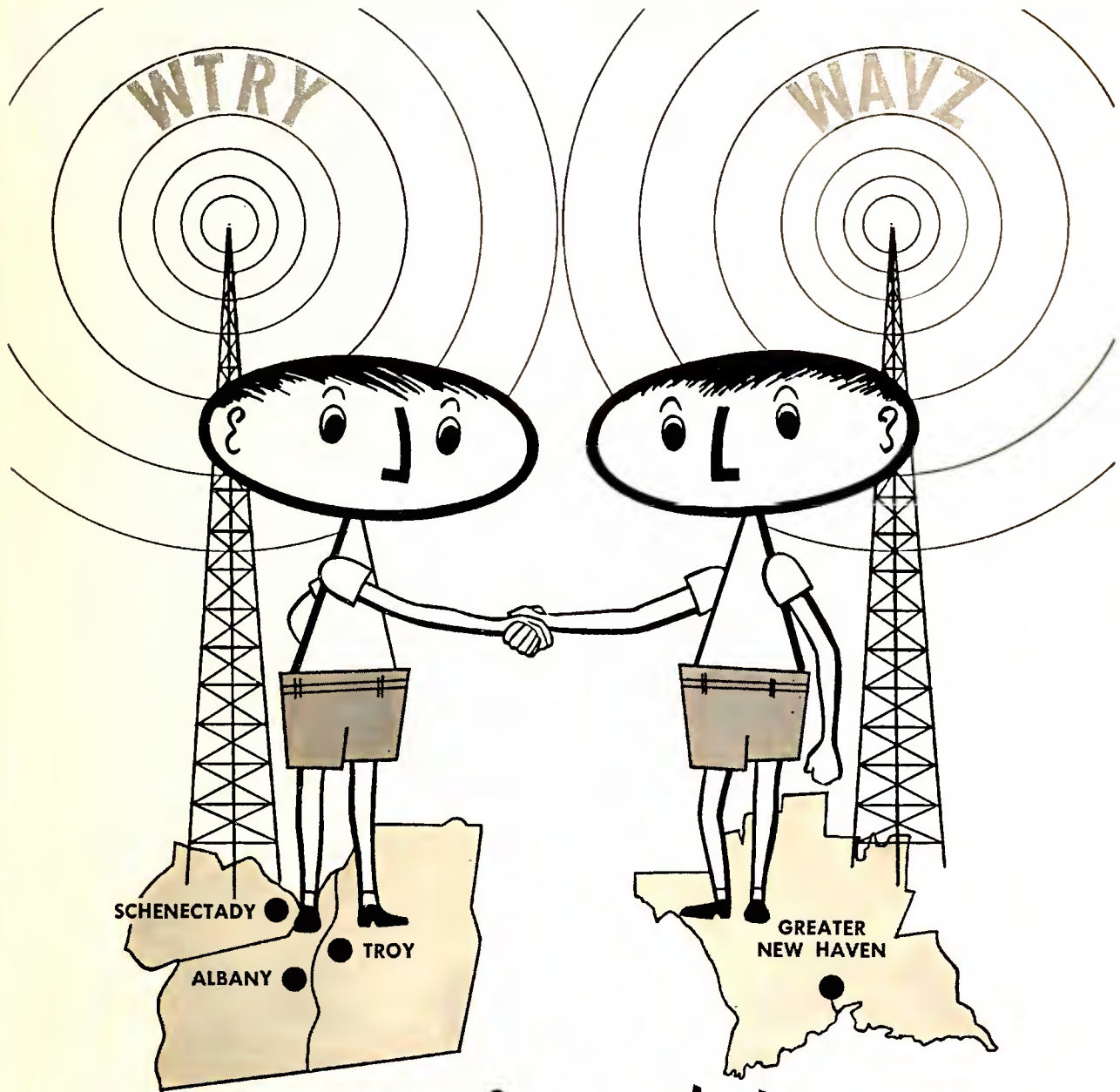
The radio buyer has far fewer crutches to lean on. With coverage data more or less and in **constant debate**, he has to depend on the ratings he gets from Pulse or Hooper plus his own knowledge of the market and station to justify a buy to the client.

Compare the foregoing to the **data that the tv buyer in a major agency can expect from his media research department.**

The latter gets documentation such as this:

(1) **Number of homes reached**; (2) **cost-per-1000**; (3) number of **impressions obtainable from the whole campaign**; (4) **evaluation of the market**; (5) **evaluation of the offered programing.**

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 58; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 56; Tv and Radio Newsmakers, page 66; and Film-Scope, page 53.



Two fabulous stations...

In delivering **DOWN TO EARTH** understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: **WTRY**
John Blair & Co.

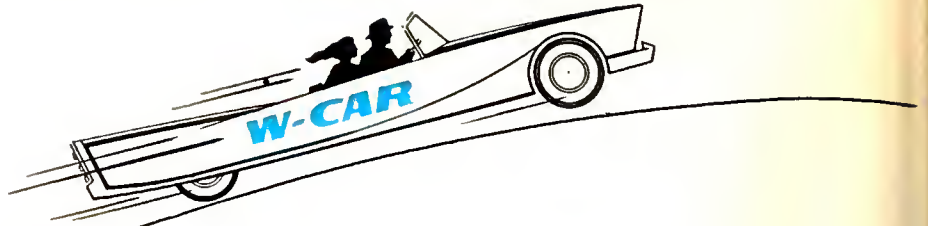
WAVZ
National: Hollingsbery Co.
New England: Kettell-Carter



**ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.**

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

50,000 watts
1130 kc



Facts Of Broadcasting — DETROIT

Biggest New Business

Fact of 1958-59

is the business public's
strong acceptance of
the new models
from Detroit . . .

Biggest New Business

Fact of 1958-59

Radio Time-buying

is the month-by-month
increasingly accepted fact
among key time-buyers that
50kw W-CAR is now a
"must" radio buy in Detroit

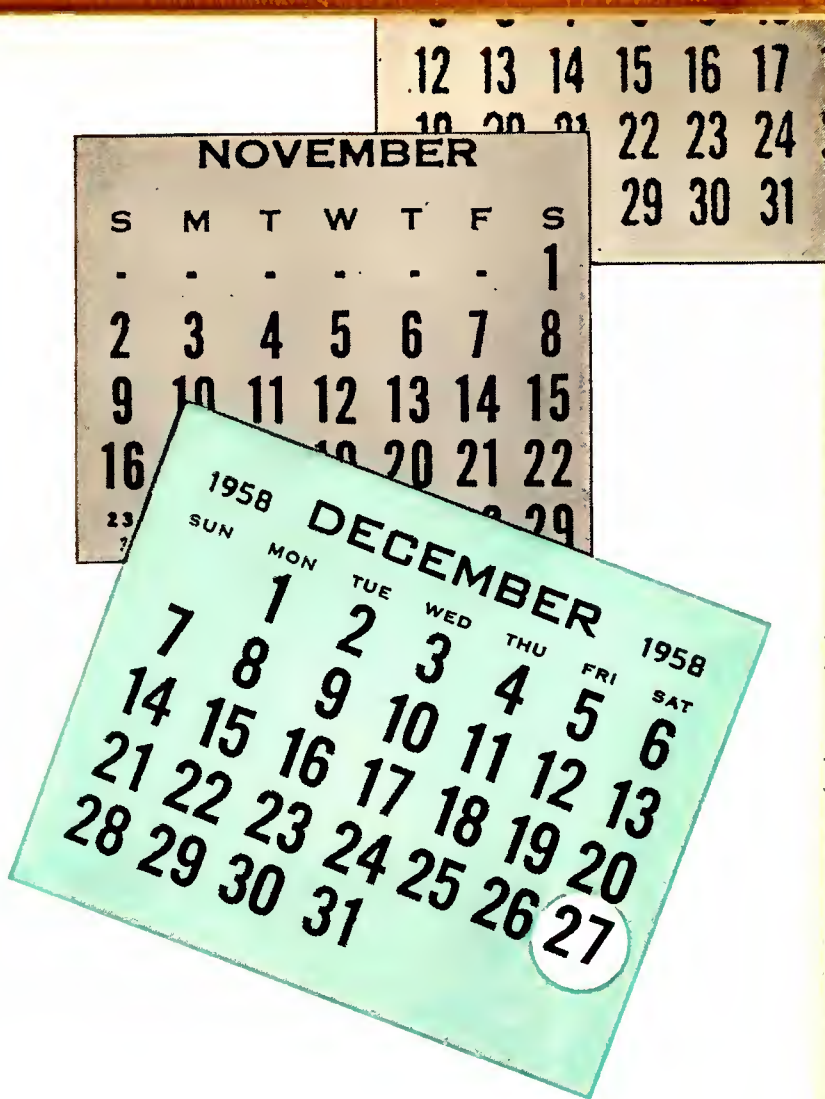
Your
'59
Budget
will
GO
Farther
on
W-CAR
Lowest cost per thousand
in Detroit Area

*

*

*

W-CAR—DETROIT . . . 50,000 watts on 1130 K C



IT WAS A ROUGH YEAR

1958 HAD ITS SHARE OF PROBLEMS AS THIS RUNDOWN OF TRENDS SHOWS, BUT THERE WERE ACCOMPLISHMENTS, TOO

It was a busy year, full of problems but full of accomplishments, too. There were trends and then counter-trends as the recession bottomed out and recovery took over. If you measure the business in terms of dollars, advertising as a whole faltered in 1958. But 1959 looks promising and the year-end mood was, on the whole, one of satisfaction.

Radio had its headaches and print even more so, but tv had a good year. The Television Bureau of Advertising estimated by expenditures by advertisers would hit \$1,374,000,000, up from \$1,290,000,000 in 1957. The TvB people even went so far as to predict a 1959 figure—\$1,463,000,000. These are estimates of actual dollars spent—including time costs

(after discounts), programing and commercial costs.

With not even 1957 FCC figures available as a guide, the total radio picture for 1958 was less clear. Estimates from the Station Representatives Assn. showed the first nine months of spot had pulled in \$136,639,000 compared with \$131,387,000 during the comparable period in 1957 but the third quarter was down 4% and during the last quarter, so the word went, the decline continued. There is little question, however, that spot radio for 1958 will do better than 1956, which makes this year the second best year in spot radio's history.

With reports indicating that local radio is doing nicely, final figures on radio may show a slight in-



ACCOUNT SHIFTS, FCC PROBES BATTLE OVER LIQUOR



Package goods formula: Dr. Lyndon O. Brown, D-F-S market researcher, was big factor in winning Frigidaire account for agency with D-F-S's plan for selling appliances like package goods. Key part of plan was use of daytime tv



Chrysler and creativity: Leo Burnett's agency got part of the Chrysler account without a formal creative presentation, a tribute to the agency's reputation in creative area. Agency men are team members, not lone wolves



TvB and expansion: Roger W. Clipp, head of the Triangle station group, was named board chairman of TvB in November. Since board meeting membership is up by 10, it's now 249. Membership at the '57 meeting: 235



The heat's on: Louis G. Cowan made his reputation with such shows as *Quiz Kids*, *\$64,000 Question* before being named head of CBS TV. His problem: keeping his network in first place in a fierce struggle with ABC, NBC



Once a station rep: Robert Eastman, one of spot radio's most well-known salesman, set up own rep firm this year after one-year hiatus from rep business as ABC radio head. He had spent 14 years with Blair, ended in charge of radio



Liquor and legislation: The NAB's president, Harold E. Fellows, led the fight against lowering the bars on liquor ads, for radio/tv coverage of trials, against subliminal ads, "white coat" commercials. Current NAB membership: 2,326

crease for the year. The NAB estimated a 3% jump in total radio advertising expenditures. The association put the 1958 figure at \$641 million, compared with 1957's record \$622.5 million.

It is unlikely that there will be an increase in total ad expenditures and a slight dip is possible. McCann-Erickson's projections for 1958 based on six-month figures put the total, as published in *Printers' Ink* at \$10,145,000,000, down from \$10,310,600,000 in 1957. If these estimates prove to be correct, it will be the first decline registered since the war.

Since it is generally conceded that the recession reached bottom in April

with the remainder of the year marking a consistent recovery, a pickup in ad billings may have taken place. The irony of a spot radio dip coming at the same time as a business pickup shows, however, how tricky such a prediction can be.

Television's ability to weather the recession was a reflection of the fact that it was still a growing medium in 1958. Tv home saturation hit the 85% mark in November compared with 82% the year before. This represents a slowdown in growth, to be sure, but such a slowdown is to be expected with tv home ownership as such a high level. It still meant the addition of 2.3 million new tv homes, a group bigger than

any tv market except New York or Los Angeles.

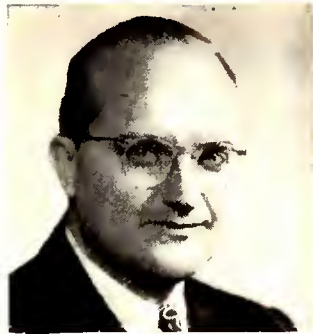
Radio home ownership had reached the 96% limit years ago but the proliferation of sets continued. RAB projections of sets in working order as of 1 July 1958 came to 142 million, compared to 135 million in mid-year 1957. Upcoming is an RAB-sponsored radio set count by the Census Bureau, which will be the first field study of set ownership since NCS No. 2 and will produce valuable information on set location and type of sets used. Meanwhile, there were 400 more am and fm stations than a year ago.

A number of broadcast developments came to a head in 1958. Among

NEWS ON THE AIR HIGHLIGHT THE BROADCASTING YEAR



Hot executive: Once a SPONSOR columnist, young (42) Robert L. Foreman, exec. v.p. and plans board chief at BBDO, was named in charge of creative services. During same month he published novel titled "The Hot Half Hour"



Switch to Buick: Marion Harper, Jr., head of McCann-Erickson, which pulled the surprise of the year by exchanging Buick for Chrysler, has been making news for some time with his marketing concepts and ideas on agency satellites



Washington quiz: Oren Harris, House Democrat, headed committee probing FCC, uncovered charges of influence-peddling in tv station grants in Miami, Boston, Pittsburgh, urged impeachment of Commissioner Mack in Miami case



Radio Cutback: Arthur Hull Hayes, CBS Radio president, unveiled Program Consolidation Plan, which reduced network option time, gave affiliates heavy schedule of news to sell locally without fee. Web keeps money from own sales



Bob and Bob: Robert E. Kintner's elevation to NBC presidency was in recognition of his job in infusing new life into the tv network. He now shares responsibilities with board chairman Robert W. Sarnoff, elevated at same time



Rep switch: Don McGannon, head of Westinghouse Broadcasting, made news in announcing WBC was setting up own rep firm for tv stations, switching to AM Radio Sales Corp., partly owned by Westinghouse for its am outlets

the developments were the following:

Buying of national spot at local rates: Nobody liked it. Even advertisers, to hear them talk, felt that the buying of national spot at local rates would produce dangerous and confusing after-effects. But with the recession putting on pressure to make ad dollars work harder, 1958 saw more national buying at local rates than ever.

The situation was certainly not confined to broadcast media. Newspapers, too, saw the problem multiply. At this point the industry is past caring who was responsible for the practice—whether it was the advertiser looking for bargains or local media looking for business—and the emphasis is on trying

to find a solution that's workable.

Triple-spotting on tv: Led by P&G agency, Benton & Bowles, a number of ad houses put the mailed fist over the velvet glove in demanding an end to triple-spotting. The or-else tactics paid off and three contiguous commercials in prime time became rarer during the second half of 1958. The networks played a part in this campaign by pressuring affiliates who triple-spotted by cutting off program segments or network promotion announcements to squeeze in an extra ad.

Attacks on tv programing: Criticism of "mediocrity" in tv programing during the year culminated in the December issue of *Fortune* magazine. In

a piece entitled "Tv—The Light That Failed," writer Richard Austin Smith unveiled what tv industry sources consider the new, anti-tv party line among print publishers, hard-pressed because of revenue drops in 1958. Whatever the esthetic state of tv programing, one fact was clear: tv was just as popular as ever during 1958 with audience levels (hours of listening per average home) higher than ever.

Network tv flexibility: Demands for more flexibility in network tv by clients were more successful this season as the webs worked hard to unload their unsold time. CBS TV dumped its must-buy list. Clients were offered minutes on network shows. Short-term con-

AGENCY MERGERS AND TRIPLE-SPOTTING MAKE NEWS



No triple spots: Lee Rich, media director of Benton & Bowles, a key P&G agency, led the battle against triple-spotting on tv. The pressure brought by B&B, other agencies and networks was effective in cutting down this practice



Leads ANA: Election of Henry Schachte, ad v.p. of Lever Bros., as board chairman of ANA, puts a representative of a predominantly air advertiser in top ANA post for first time in several years. He has had wide experience in ad field



Net and indie: Todd Storz, a leading independent broadcaster, startled the industry by picking up an NBC Radio affiliation for his recently acquired KOMA, Oklahoma City. Storz contended his move involved no policy change



Agency blender: Adolph J. Toigo, president of Lennen & Newell, symbolizes agency merger trend as L&N absorbed such firms as Buchanan, C. L. Miller. Mergers pushed L&N toward \$90 million mark in over-all agency billings



Day and night: Oliver Treyz became president of ABC TV, launched Operation Daybreak in 1958. The second move made ABC fully competitive during the day. Treyz hopes to repeat success web has had in moving ahead at night



Syndication too: The multi-sided Jack Wrather, station owner, producer, oil man, hotel magnate, added other sides in 1958 with his setting up of Independent Tv Corp., his acquiring of TPA. His tv firm has arms in Canada and England

tracts were becoming more common.

Other newsworthy events of the year include these happenings:

- The rating services began expanding in a number of areas, but particularly in spot tv.

- CBS Radio cut back its programming. Affiliates were given news to sell locally in exchange for permitting the network to keep all income from the programing it sold.

- The machinery of tv station grants by the FCC got a thorough airing in the wake of accusations of influence-peddling for channels in Miami, Boston and Pittsburgh.

- Agency mergers continued at a healthy pace.

- A return to first principles was called for at the ANA 1958 convention where advertising executives were reminded that turning out advertising was still the prime agency task.

Details on most of these developments will be found in the stories below.

AGENCIES

The top agencies pocketed a bigger share of the radio and tv business around during 1958. This is shown by broadcast billings figures of the 50 leading air agencies (see the chart on the top 50 on the page at right).

This concentration of hillings will undoubtedly be spurred next year

by the epidemic of agency mergers.

The top 50 agencies billed a total of \$1,342 million this past year, a 10% jump over the 1957 figure of \$1,222 million. Total client spending in the two air media came to \$2,015 million in 1958 (according to TvB and NAB estimates), up 5.4% from the \$1,912 million in 1957.

This would indicate that two out of every three dollars spent in tv and radio is spent by the top 50 commission houses. On the other hand, these 50 agencies' total spending (print and air) account for only 28% of total advertising expenditures. Almost half of all billings of the top 50 are in air media.

(Please turn to page 50)

TOP 50 AIR AGENCIES WITH NETWORK AND SPOT BREAKDOWNS

AGENCY	Rank 1958	Rank 1957	Total air \$ 1958	Total air \$ 1957	% air is of Total 1958	% air is of Total 1957	Total 1958 Agency \$	Total Tv \$	\$ in Tv Net	\$ in Tv Spot	Total Radio \$	\$ in Radio Net	\$ in Radio Spot
JWT*	1	3	\$125.8	\$95	44%	45%	\$285	\$109.5	\$85.5	\$24	\$16.3	\$4.5	\$11.8
McCann-Erickson	2	1	102	106	52	58	196.2	87	61	26	15	2	13
Y&R*	3	2	95.2	100	45	50	211.6	82	62.5	19.5	13.2	3.8	9.4
BBDO*	4	4	88	85	42	40	210	73	47	26	15	2	13
Ted Bates	5	5	84.4	75	79	75	106.5	78.1	35.7	42.4	6.3	2	4.3
B&B	6	6	66.5	54.5	66.5	59	100	65	40	25	1.5	0.2	1.3
Burnett	7	7	54.3	49	58	61	93.6	51.2	39.3	11.9	3.05	0.25	2.8
D-F-S*	8	8	52	47.5	65	66	80	44	35	9	8	1	7
Ayer*	9	12	48	40	40	36	120	35	14	21	13	3	10
Compton	10	10	47.25	42	63	60	75	45	25	20	2.25	0.75	1.5
Esty*	11	9	47	43	78	80	60	34.5	11.5	23	12.5	3.5	9
K&E	12	11	40.5	40.5	45	45	90	35.2	29.8	5.4	5.3	1.6	3.7
FC&B	13	13	35.5	32	36	36	98.6	29	26.1	2.9	6.5	3.9	2.6
Lennen & Newell	14	15	35.4	24.5	52	55	68	31.4	19.8	11.6	4	0.6	3.4
SSC&B	15	14	28.35	26.7	70	65	40.5	22.35	14.1	8.25	6	0.2	5.8
Campbell-Ewald*	16	16	25	22.5	35	35	70	22	20	2	3	2.5	0.5
Grant	17	18	21	17	23	40	90	18.2	15	3.2	2.8	0.1	2.7
Wade	18	25	18.6	11.5	85	77	21.9	17.1	9.1	8	1.5	0.6	0.9
C&W*	19	17	17	18.2	34	36	51	11	3	8	6	2	4
Needham, L&B	20	24	16.8	14	47	43	35.7	13.9	11.4	2.5	2.9	0.2	2.7
EWR&R	21	22	16.5	15	23	19	72	14.5	12.5	2	2	1	1
Grey	21	21	16.5	15.4	39	37	42.2	11.1	8.5	2.6	5.4	1	4.4
Parkson	23	37	15.8	8	91	84	17.3	15.6	15	0.6	0.2	x	0.2
D'Arcy	24	22	15.5	15	32	28	48.4	10.5	6.5	4	5	x	5
Campbell-Mithun	24	20	15.5	16	48	41	32.3	13	9	4	2.5	x	2.5
NC&K	26	27	14.6	10.3	40	37	36.5	10.5	6.4	4.1	4.1	1	3.1
DCSS	27	29	13.5	10	56	50	24	12.2	9	3.2	1.3	1	0.3
Maxon	28	19	13	16.8	50	60	26	12	11	1	1	0.75	0.25
Gardner	29	26	11.5	10.5	50	48	23	8.05	5.2	2.85	3.45	0.75	2.7
Tatham-Laird	30	27	11	10.3	57	49	19.3	10.5	8.5	2	0.5	x	0.5
Bryan Houston	31	34	10.8	9	60	60	18	10.3	6.7	3.6	0.5	x	0.5
Ogilvy, B&M	32	49	10.1	5.6	53	30	19	7.7	4.8	2.9	2.4	0.6	1.8
D. P. Brother*	33	31	9	9.5	25	32	36	8	7.5	0.5	1	0.3	0.7
F&S&R	33	31	9	9.5	24	21	37.5	7	5.5	1.5	2	1.5	0.5
McM-J&A	35	36	8.5	8.5	25	19	34	7.7	6.2	1.5	0.8	0.3	0.5
North	36	33	8.4	9.1	75	83	11.2	8.3	6.8	1.5	0.1	0.065	0.035
Guild, Bascom & B	37	30	8.33	9.6	83	75	10	6.86	5.0	1.86	1.47	0.27	1.2
Doyle, Dane B	38	44	7.8	6.4	37	32	21.1	7.4	5.5	1.9	0.4	x	0.4
Keyes, Madden & J	39	40	7.71	7.4	43	49	17.9	7.13	1.58	5.55	0.575	0.2	0.375
Mogul	40	38	7.6	7.7	69	75	11	5.6	3.1	2.5	2	x	2
Donahue & Coe	41	38	7.2	7.7	23	26	31.3	5.6	1.12	4.48	1.6	x	1.5
Cohen & Aleshire	42	43	7	6.5	80	72	8.75	3.6	1.1	2.5	3.4	1	2.4
Warwick & Legler	42	44	7	6.4	35	44	20	5.5	3.0	2.5	1.5	1.3	0.2
Reach-McClinton	44	47	6.9	5.8	43	46	16	6.6	5.2	1.4	0.3	x	0.3
Honig-Cooper, H&M	44	†	6.9	†	56	†	12.3	5.9	0.7	5.2	1	x	1
Best	46	†	6.8	†	63	†	10.8	5.7	2.1	3.6	1.1	0.3	0.8
Geyer*	47	46	6	6	33	40	18	5	4	1	1	0.3	0.7
E. H. Weiss	48	41	5.7	7	43	47	13.3	5	3	2	0.7	0.5	0.2
LaRoche	49	47	5.3	5.8	33	37	16	5	3.5	1.5	0.3	0.1	0.2
Kudner	49	35	5.3	8.6	15	16	35	4.3	4	0.3	1	x	1

Air billings total agency billings and calculated share of air to total agency billings over U. S. billings only. Asterisk (*) indicates SPONSOR estimates for all or part of figures.
 † Not in top 50 in 1957. x indicates no billings.

PARTI-DAY CASE SHIPMENTS IN GREEN BAY AREA

City	<u>BEFORE TV</u>	<u>AFTER START OF TV</u>			
	Average 15-day	15-31 Oct.	1-15 Nov.	15-30 Nov.	1-15 Dec.
Manitowoc	0	10	0	0	30
Oshkosh	12	0	0	30	30
Appleton	114	335	590	135	100
Gillett	16	0	160	30	35
Green Bay	8	100	560	65	620
Menominee	5	40	0	0	60
Fond du Lac	0	0	30	30	0
Stevens Point	30	35	35	40	0
Wausau	0	0	0	0	0
Norway	27	0	0	0	35
Sheboygan	50	30	75	40	180
Totals	262	580	1450	370	1090

Parti-Day report on 2nd test month

- ✔ Healthy retail movement in Green Bay area shows up in shipments to wholesalers for 15 Nov.-15 Dec. period
- ✔ New figures reflect consumer orders, while 1st month of day tv test showed power to fill grocery "pipelines"

Parti-Day Toppings, supported by a "spotlight" tv test schedule of 10 day-time spots per week, are building strong consumer acceptance in the marketing area, in and around Green Bay, Wisconsin.

That's the one inescapable conclusion to be drawn from the chart of wholesale case shipments shown above.

Published here for the first time, are the sales break-downs for the all important second month of the Parti-Day test—the two periods 15-30 November and 1-15 December. Figures for the month show a total of 1,460 cases shipped to the 14 wholesalers in and around Green Bay. And these orders all represent repeat business, according

to Marvin L. Bower, merchandise manager of Otto L. Kuehn, Milwaukee food brokers for Parti-Day. Repeat business he emphasizes, means a new healthy movement for the toppings at the retail level.

When on 15 October, Parti-Day began its day tv schedule over WBAY-TV, Green Bay, both Richard H. Part-ridge, sales v.p. for Parti-Day and Robert J. Curry, account executive at D'Arcy, agreed that the first month of the test would be primarily a "pipeline" operation.

As of 15 October, Parti-Day had less than 10% distribution in the grocery chain and supermarket outlets in and around Green Bay.

With the announcement of the 26-week day tv schedule, enthusiasm for Parti-Day began building among wholesale and retail outlets. By 15 November 2,030 cases of the toppings had been shipped into the Green Bay area, nearly 66 $\frac{2}{3}$ % of total cases shipped during the entire six months before the start of the day tv test.

Even more significant, Parti-Day by 15 November was in all major chains, supermarket and grocery outlets with better than 90% distribution. "Operation pipeline" was completed.

"Operation Consumer," the second phase of the test, began on 15 November. As you'll see, first indications of



consumer buying (figures from 15 November to 30 November) seemed somewhat disappointing with only 370 cases shipped. But sales zoomed in the next 15-day period, and Parti-Day closed out its second test month with a strong 1,050 cases.

Some idea of the power of Parti-Day's Green Bay tv schedule can be gained by a comparison with Milwaukee figures. Milwaukee, a marketing area 50% greater than Green Bay, has not had the benefit of Parti-Day day tv advertising. Between 1 December and 15 December only 553 cases of Parti-Day were shipped to wholesalers in the Milwaukee area, and, says Otto L. Kuehn, at least 20% of these went into the Green Bay territory. A&P, for example, buys for Green Bay in Milwaukee.

In all fairness, however, it should be pointed out that Parti-Day's Green Bay schedule is a "spotlight" test, designed to turn up information that can be used in other areas, and not for direct comparison with current Parti-Day markets.

In Green Bay, Parti-Day's advertising pattern contains at least five factors which have not yet been put into use in other sections of the country:

1. *Day tv only.* In other markets Parti-Day has been testing night tv spots, as well as a combination of tv and newspaper advertising.

2. *Live announcements.* All announcements over WBAY-TV, Green Bay, are done live. In other areas, most Parti-Day commercials are on film.

3. *Local personality.* In Green Bay, all Parti-Day spots are delivered by Russ Wideo, local m.c. who has built up a considerable following among school, music, and other community groups.

4. *Full minutes.* All Parti-Day announcements over WBAY-TV run a full minute in length. In other markets 20- and 10-second spots are being used.

5. *Child appeal.* In Green Bay, Parti-Day is specifically appealing to the kid audience, both in the scheduling of announcements and in the type of announcements used.

So far, sales results in Green Bay seem to point overwhelmingly to the correctness of this type of tv advertising. But hard-and-fast conclusions must probably await the completion of the test, which has still four months to go.

SPOT RADIO'S 51 LEADERS IN 1958

The figures shown here are from RAB's just released spot radio estimates for the calendar year 1958. Totals for each company include all brands and divisions. Figures are net and represent actual rather than gross expenditures. See next week's SPONSOR for a comprehensive analysis of why these advertisers use radio spot.

RANK	COMPANY	RAB-ESTIMATED EXPENDITURES
1.	GENERAL MOTORS CORP.	\$ 5,400,000
2.	FORD MOTOR CO.	5,000,000
3.	R. J. REYNOLDS TOBACCO CO.	4,700,000
4.	AMERICAN TOBACCO CO.	4,600,000
5.	LIGGETT & MYERS TOBACCO CO.	2,700,000
6.	TEXAS CO.	2,600,000
7.	CHRYSLER CORP.	2,300,000
8.	SINCLAIR OIL CORP.	2,200,000
9.	THOMAS LEEMING & CO., INC.	2,000,000
10.	LEVER BROS. CO.	1,900,000
10.	STANDARD BRANDS, INC.	1,900,000
11.	ANHEUSER-BUSCH, INC.	1,800,000
11.	CARLING BREWING CO., INC.	1,800,000
12.	BRISTOL-MYERS CO.	1,700,000
12.	FELS & CO.	1,700,000
12.	SHELL OIL CO.	1,700,000
13.	CONTINENTAL BAKING CO., INC.	1,600,000
13.	STERLING DRUG, INC.	1,600,000
14.	B. C. REMEDY CO.	1,500,000
14.	BENEFICIAL FINANCE CO.	1,500,000
15.	PLOUGH, INC.	1,400,000
16.	P. LORILLARD CO.	1,200,000
16.	STANDARD OIL CO. (New Jersey)	1,200,000
17.	ALEMITE DIV. OF STEWART-WARNER CORP.	1,100,000
17.	BEST FOODS, INC.	1,100,000
17.	CITIES SERVICE CO.	1,100,000
17.	MILES LABORATORIES, INC.	1,100,000
17.	NORTHWEST ORIENT AIRLINES	1,100,000
18.	AMERICAN AIRLINES, INC.	1,000,000
18.	GULF OIL CORP.	1,000,000
18.	METROPOLITAN LIFE INSURANCE CO.	1,000,000
18.	THE QUAKER OATS COMPANY	1,000,000
19.	TETLEY TEA CO., INC.	960,000
20.	AMERICAN HOME PRODUCTS CORP.	925,000
21.	HOUSEHOLD FINANCE CORP.	900,000
21.	JOSEPH SCHILTZ BREWING CO.	900,000
22.	CAMPBELL SOUP CO.	840,000
23.	NATIONAL CARBON CO. (Div. of Union Carbide Corp.)..	800,000
24.	ASSOCIATED SEPIAN PRODUCTS	780,000
24.	LIEBMAN BREWERIES, INC.	780,000
25.	COLGATE-PALMOLIVE CO.	750,000
26.	REVLON INC.	750,000
27.	SUN OIL CO.	730,000
28.	ROBERT HALL CLOTHES, INC.	725,000
29.	FALSTAFF BREWING CORP.	720,000
30.	BEECH-NUT LIFE SAVERS INC.	715,000
31.	SEABOARD FINANCE CO.	700,000
32.	P. BALLENTINE & SONS	650,000
32.	GENERAL MILLS, INC.	650,000
32.	THEO HAMM BREWING CO.	650,000
32.	TRANS WORLD AIRLINES, INC.	650,000



THINGS I GOT FOR CHRISTMAS I COULD'VE DONE WITHOUT

Christmas, for most, is a time of good cheer. At the timebuyer level—a high one giftwise—it can present problems.

Ever since Marconi and the crystal set, hopeful stations have been using the Yule season to reach agency timebuyers through a stream of presents that have been growing more weird with the passing of years. The invention of tv hasn't helped much.

This year, in a hasty series of phone calls, SPONSOR asked timebuyers this question: What did you get for Christmas you could have done without? Here are some of the answers—

- A model of a fire hydrant from a station that "wants to get its plug in first."
- A Yo-yo for those "ups and down."
- A china head which sprouts a

scalpful of grass when watered—for "thinking off the top of."

- A thermometer from the "hottest station in the market."
- A Christmas candle made from "the whole ball of wax."
- A set of steak knives for "cutting the cost-per-1,000."
- An ash tray mounted with a mashie head to "see how close to the green we are."

Besides such pointed offerings, the timebuyer is a frequent victim of beneficent duplication. If he gets one cigarette lighter (encrusted with call letters of course), he winds up with eight others; if she gets one lipstick or compact (with the wrong shade of stick or powder naturally) she ends the Feast of Stephen with a whole vanity drawerful.

"Just one more ball-point pen," said

a timebuyer, "and I'm advising a re-assessment of our market list."

Other buyers feel as strongly about oversize paper clips in the shape of clothespins, about diaries and year-books, about calendars, about paperweights, musical bottle-tops (bottles are okay, however), letter openers, memo pads, and any gift hung onto a card that begins—"For the man who has everything."

One of the saddest Christmas stories since "The Poor Little Match Girl" was the one this season of the agency mediagal, bitterly hung-over, who stumbled across her one-room upper East side apartment to answer a 7 a.m. doorbell only to be confronted by a Postal employee bearing strange gifts—a huge iron tripod and a heavy cookpot of the sort used by cannibals to roast missionaries. The gift, when assembled, is called a Patio Cooker; the mediagal is saving it for a future patio.

Among the weirder gifts reported this Noel is a turtle clock. This is a glass fish-bowl mounted on a base which contains the workings of a clock. On the water in the bowl, swims a magnetized turtle, and as the clock ticks, the turtle swims about the bowl in a clockwise direction telling time. It seems an ideal gift for the timebuyer whose agency is about to lose the account he buys for—something to distract him from his innermost thoughts.

High on the ladder of eccentric giving is the glass vial topped with a cork, gold chain and lapel fastener. The bottle is marked "Martini," holds about two and is designed for carrying around in the breast pocket of a suit. "I'd feel like a damn St. Bernard," the buyer says. "Besides, I like mine cold."

"Actually," one adman said, "I found gifts for the most part fewer in number but much more practical this year. Most of the stuff I got I'll either drink up, eat up or use and discard in short order. There'll be no storage problem." Said another buyer, "I was lucky this year. Did you know that there has recently come into the Christmas gift market a belt buckle that also serves as a can and bottle opener and screw driver—and I didn't get one."

It may be more blessed to give than receive, but when the recipient is suddenly faced with a Christmas basket full of chocolate-dipped oysters, who can blame him for saying, "Next year send money." ◆

How to hold onto that holiday spirit

✔ To maintain product image in seasonal sales dips, packer uses broad tv strategy for advertising Ferris hams

✔ It's based on continuous cartoon character which can share N. Y. spot schedules with non-seasonal bacon product

In case you haven't followed the supermarket ads lately, the hams so many people are eating this Christmas are priced much higher than a year ago. The same very likely will be true at Eastertime—when the next big peak in sales comes along.

When prices rise, a premium product is at less of a disadvantage than at

a time of declining prices. Nevertheless, the seasonal problem remains a big headache. To capitalize on the price rise, the ham advertiser must maintain his image economically during off seasons—which is a good part of the time.

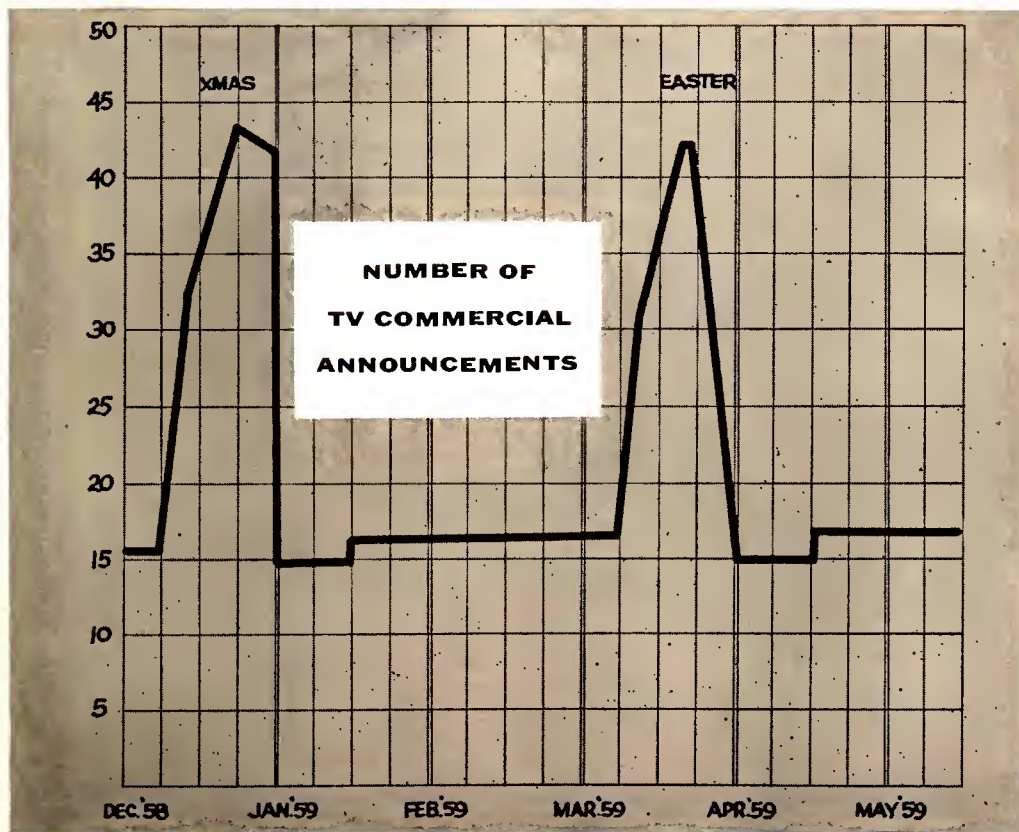
That, in a nutshell, is what the Stahl-Meyer people (who make Ferris ham

and hacon) were up against. So here's how they proposed to solve the problem for the ham part of the line:

- Create a continuous cartoon character image, using it to
- Consolidate product campaigns (ham and bacon) so that each could help the other.

Ear-marked for this was a budget which SPONSOR estimates at over \$100,000 at rate card figures.

"We wanted to do away with the customary practice of running four or five separate campaigns a year at holiday peaks," says Ed Ricchiuto, Hicks & Greist a.e. for the meat packer whose primary distribution is in the greater New York area. "We decided to create continuity by maintaining a base



Seasonal peaks for Ferris ham (rising as high as 43 announcements) return to non-seasonal base for bacon

level of bacon spots between ham peaks. In order to do this, strong brand identity was needed—a continuous symbol that would hold onto the holiday feel.”

But, says Hicks & Greist copy chief Art Mayer, it had to be a special symbol for selling ham.

“Our Senator Claghorn radio spots last year showed us that two things will sell ham,” Mayer points out. “One is a male spokesman, the other a “hill-country” approach. Both add up to authority. So we decided to carry male-ness and hill-countryness a step farther and create an entirely new authority figure all our own—Judge Affable G. Ferris—and his community, Ferrisville.”

Continuing in this motivation-type vein, Mayer feels that “We don’t believe a female personality can speak out as strongly as a male for hearty good enjoyment. What’s more, we believe women prefer to satisfy a man’s preference in food, and will respond to a light-touch authority figure for this reason.”

Animated characters created to people Ferrisville had but one restriction: they must have a quirk, occupation, or impulse that will land them before the judge. The Ham Crook (a prototype burglar in turtle neck sweater) and the Bacon Burglar (a Runyonesque crook in dark shirt and white tie) were nat-

urals. So was a Martian from outer space.

More significant are two characters used for “sympathetic female situations” with which women can identify and appreciate Judge Ferris’ wise solution to their problems; (1) Essie Smudge, symbol of the hard-working, much maligned housewife whose husband won’t get out of bed in the morning, and (2) “Homer’s girl friend,” whom the judge tries to bring together with her boy friend (never seen) through ham and bacon cooking hints.

The characters are involved in 60’s, 20’s and I.D.’s now peaking at 12-13 spots per week on WRCA-TV, New York. Ham commercials are pegged to the seasonal or traditional characteristics of a holiday, says Stahl-Meyer advertising manager Alex Hoedt. When we break from animation to a product shot in the 60’s and 20’s, we gear the insert to the season. July 4th and Labor Day are picnic times, so we may show cold cuts, maybe a picnic spread. Easter is a family dining occasion, usually with a formal dinner calling for glazed ham. This is what we’ll show, very much the way we display it in the present spots.”

“We don’t dwell on these factors unduly,” emphasizes Hicks & Greist account supervisor, Harry Hicks. “They will merely be an underlying consideration. We may carry them over into

the animation occasionally, deciding, say, to have some character, like ‘Homer’s girl friend,’ brought before Judge Ferris for trespassing—spreading a picnic cloth in the town square—over the July 4th weekend.”

Naturally, July 4th, Labor Day, Memorial Day will call for lesser peaks than Christmas and Easter.

Reception by the trade was measured early in the game. After the campaign was previewed to grocers two weeks before the 1 December kickoff, the result was over 20% greater stocking than any previous holiday, says Stahl-Meyer’s Frank Guthrie.

An additional plus: a laudatory mention by *Journal-American* tv critic Jack O’Brian, which Stahl-Meyer salesmen made much of on their rounds. Results of the campaign buildup brought more than average placement of shelf talkers, three dimensional meat case displays, and meat-case stickers.

Proof of Stahl-Meyer’s sales expectations from a consistent advertising pattern rather than “hit-or-miss promotional peaks” is pointed up by the bare budget facts: Last year, by SPONSOR estimate, the company’s entire ad budget (for both Ferris and the competitively-priced Stahl-Meyer brand frankfurters) was \$200,000. As noted above, over \$100,000 is slated for the year-round Ferrisville tv campaign alone in the 12 months ahead.



STORY BOARD CONFERENCE: (L to r) Hicks & Greist copy chief Art Mayer, a.e. Ed Ricchuito, tv/radio v.p. Ted Grunewald, Stahl-Meyer ad mgr. Alex Hoedt. Big consideration here is carrying holiday feel of ham spots over into non-seasonal bacon commercials for year-round brand identity



AN
ANNUAL
SPONSOR
SECTION

On the following pages SPONSOR lists 10 capsule case histories of outstanding 1958 radio campaigns.

They are arranged alphabetically by products, beginning with Air Conditioners and running through to Travelers Cheques. Most, as you will quickly see, represent the highly successful use of radio at the local level.

We do not pretend that these are the "top 40" radio campaigns of the year though they are certainly 40 good ones.

Nor is it possible to present here, in such limited space, the full factual details and background which SPONSOR usually gives in its case histories.

Radio Results, an annual SPONSOR feature, is in-

tended as a quick reference guide for agencies and advertisers. Our readers tell us that by thumbing through these pages, they almost invariably discover at least one interesting story from their own advertising field, as well as additional information.

The greatest value in these Radio Results lies in the documentation they provide.

Often in planning or assessing a specific radio campaign, it is not possible to predict or trace tangible sales results. This is particularly true for national or regional advertisers using many media.

SPONSOR's Radio Result section shows clearly how and why radio works so hard, and sells so many goods, of every type in every kind of market.

RADIO RESULTS CONTINUED

AIR CONDITIONERS

SPONSOR: Marascos Shopping Center

AGENCY: Direct

Capsule case history: Marascos Shopping Center of Des Moines, Iowa, bought five 30 second spots between 8:00 a.m. and 6:00 p.m. for three days on KIOA, Des Moines. The copy was written especially to sell Fedders one-ton model air conditioners priced at \$179.95 and \$225. It was the first time that the center had carried air conditioners in their store and had expected a slower sales build-up. The only other advertising used in the campaign was one newspaper insertion which ran two days before the radio spots. The cost for the KIOA announcements was \$75.00; the newspaper schedule cost \$180.00—more than twice the radio expenditure. When the campaign was over Marascos reported he had sold a total of 37 units, a dollar volume of better than \$6,000.00. As a result of the spectacular sale he received a free trip to Nassau (Bahamas), from Fedders. "I give full credit for this campaign to KIOA," Marascos said.

KIOA, Des Moines

PURCHASE: Announcements

APPLIANCES & TV

SPONSOR: Zimmerman Service, Inc.

AGENCY: Direct

Capsule case history: Zimmerman Service, Inc., a large independent appliance and tv dealer of Elkhart, Ind., has been a steady user of radio for many years, but recently had been off the air for several months. In April, Zimmerman decided to try "operation saturation," a plan formulated by WTRC, Elkhart to buy all available times in all time periods, both announcements and programs. The promotion ran for three days, 24 April thru 26 April. The bulk of the store's business came on Saturday, the final day of the radio campaign. According to Lamar Zimmerman, store owner and manager, "We would have had a \$3,000 loss for the month of April if we hadn't used "operation saturation." "Sales for the month not only hoisted Zimmerman into the black, but exceeded last year's figures for the same month by a considerable margin." Zimmerman was so pleased that they have scheduled a similar campaign for May. If the same results occur as in April, they will re-order again.

WTRC, Elkhart

PURCHASE: Announcements & Programs

CAR DEALER

SPONSOR: Bernie Dumas Buick Agency

AGENCY: Advertising Sales Enterprises, Inc.

Capsule case history: With two Buick dealers already located in the metropolitan area of New Orleans, Bernie Dumas decided to locate his agency across the river in Gretna, La. This presented a serious problem to Dumas. To induce the people to travel across the river by ferry (the only means of transportation available as the Mississippi River Bridge had not been completed) meant getting a message across to prospective buyers via the best medium available and with enough motivation to induce them to make a ferry trip, rather than merely settling for the convenience of the New Orleans side of the river. Through their advertising agency Dumas purchased a saturation package on WNOE, New Orleans, with its news and music format, to carry the radio portion of the campaign in this market. Dumas now enjoys top position in the area. The station has become a major participant in Bernie Dumas Buick agency's budget.

WNOE, New Orleans

PURCHASE: Packages

CAR DEALER

SPONSOR: Roughton Pontiac Corp.

AGENCY: Direct

Capsule case history: In anticipation of the arrival of 1958 model Pontiacs in the increasingly competitive automotive market, R. B. Yorgy, sales manager of Roughton Pontiac Corp., Norfolk, Va., purchased a 52-week schedule on WAVY, Norfolk, 6 November, to advertise Roughton. It was Yorgy's intentions to sell Roughton Pontiac Corp. to the Tidewater area, and let the national advertising sell the new features of the car. Roughton used a minimum of 10 8-second announcements per day, seven days a week. The schedule had been on the air less than two months when WAVY was told that the dealer had experienced one of the best new model periods in his entire history and that results for the remainder of the 1958 season look even better. In fact Roughton is so pleased with the results they are contemplating purchasing 20's, 30's and minutes in addition to their already heavy schedule. "We at Roughton are well pleased with the results of our campaign," said Yorgy.

WAVY, Norfolk

PURCHASE: Announcements

RADIO RESULTS CONTINUED

DEPARTMENT STORE

SPONSOR: J. J. Newberry Co.

AGENCY: Direct

Capsule case history: For seven months, the J. J. Newberry downtown Los Angeles department store had been using a nightly 15-minute Mexican-produced "soap opera" on KWKW, to reach the L.A. area Spanish-speaking population. To measure its effectiveness, the store decided to use all three announcements one evening to promote a two-hour sale the following day. Leader item: "white sheets." No other advertising was used to reach this audience. Store manager Joseph L. Packard reports that more than 1,500 Latin-Americans attended the sale. The promotion, which Packard rates "an outstanding success," was accomplished for a total cost of \$27. Packard notes the extreme loyalty of Latin-American audiences to a sponsor once he has gained their confidence through advertising. The advertiser also feels that the emotional impact of a soap opera show contributes substantially to the effectiveness of the commercials.

KWKW, Los Angeles

Program

DINNERWARE

SPONSOR: Draftsmen, Inc.

AGENCY: Direct

Capsule case history: Draftsmen, Inc., an engineering firm, found itself in a strange predicament: how to sell 1,800 sets of dinnerware it had accepted as payment from a client, a manufacturer of china dinnerware who was unable to meet its invoice due to the recession? They decided to try radio. Planning a one-day sale at its offices, Draftsmen, Inc., purchased a one week radio campaign on WHK, Cleveland, using d.j. Bill Gordon, plus round-the-clock NBC announcements. A total of 50 spots were used (20 on Gordon's show; 20 on NBC programs) and it was climaxed by a Bill Gordon remote broadcast from its offices on the day of the sale. Results: a continuous line of people crowding up two flights of stairs from 7:15 a.m. to 5 p.m., plus hundreds of phone calls from loyal WHK and NBC listeners ordering two and three sets each, even though they had never seen them. By closing time, they were completely sold out. Said Draftsman's Lloyd Sahley: "Radio's know-how put us over the top."

WHK, Cleveland

Announcements

DRUG

SPONSOR: Creomulsion Company

AGENCY: Direct

Capsule case history: Southwestern Drug Corporation, one of the largest regional drug wholesalers in the southwest, is a regular purchaser of Creomulsion, a cold drug remedy manufactured by Creomulsion Company of Atlanta, Georgia. Through their recommendation the Creomulsion Company purchased an announcement campaign on KWFT, Wichita Falls, Texas. Results were by far the best they had ever received from any other media in so short a time. The buyer for Southwestern Drug, in a letter to the Atlanta firm on March 12, 1958, told the company that their sales had tripled since the campaign began on KWFT. Both companies experienced tremendous increases in Creomulsion sales. "This surpassed anything we have ever done, due to the fact that radio station KWFT has such a wide range of reception and acceptance in our area," said Emitt Davis, buyer for Southwestern Drug. "The demand is terrific."

KWFT, Wichita Falls, Texas

PURCHASE: Announcements

FINANCE

SPONSOR: Security Finance Company

AGENCY: Direct

Capsule case history: The Security Finance Company of San Antonio, Texas, specializing in loans on business equipment, furniture, diamonds, etc., had difficulty in choosing a station with appeal for an adult, consuming audience which would have need of Security's services. The finance company purchased 20 announcements a week on KONO, San Antonio. Security has a technique by which it is able to key each loan application to its source—the medium which motivated the prospective borrower to choose Security's service—thus checking the effectiveness of its advertising campaign. In the past few months the number of people who have come to Security's offices to request loans as a result of the KONO announcements has been highly gratifying. "It is especially difficult to sell a service such as ours," said the manager. "But radio has done an extremely effective selling job for us." Security plans to continue its schedule on KONO because of its good results.

KONO, San Antonio

PURCHASE: Announcements

RADIO RESULTS CONTINUED

FINANCE

SPONSOR: Talman Federal Saving & Loan Assn. AGENCY: Direct

Capsule case history: In 1957, Talman Federal Savings and Loan Assn. of Chicago began its sponsorship of WFMT's *Early Morning Program*, 6:30 to 9 a.m., Monday to Friday. WFMT, an fm station, devotes its schedule entirely to cultural entertainment, and the morning broadcast is a "wake-up" program of classical music, plus news, weather and time reports and a listing of the day's cultural events. Talman's v.p. and ad mgr., Jonathan Pugh, felt that the station's programming attracted an audience which "was more than ordinarily productive and which saved more." Talman used only three minutes of commercial announcements per hour, quiet-spoken 'capsule essays' which described the operations of the association. Results: the number and size of new savings accounts traceable to the program accounted for a considerable share of Talman's growth in the last year, now ninth largest in Chicago. Talman has now renewed for three years, one of the longest term contracts in radio.

WFMT-FM, Chicago

Program

FINANCE

SPONSOR: Goldshield Plan Co.

AGENCY: Direct

Capsule case history: Goldshield Plan Co., a personal family finance management company, which specializes in aiding families who are unable to meet their monthly bills, began advertising on WPOP, Hartford, Conn., on 15 January, 1957. From the start they were reluctant to try radio. Previously the company had been using newspaper, but results proved disappointing. The first schedule Goldshield purchased 24 spots per week. As the campaign gained momentum, more and more people came to Goldshield for assistance in meeting their obligations. On two occasions the firm was forced to cancel their advertising in order to hire enough trained personnel to handle all the customers. At present, they are using 44 spots per week and have had tremendous response to their campaign. As a result, Goldshield was forced to double its staff and move to larger quarters. The company uses no other medium. The schedule includes saturation minutes throughout the week in all time periods.

WPOP, Hartford

Announcements

GARDEN EQUIPMENT

SPONSOR: Fortuna Hardware

AGENCY: Direct

Capsule case history: Fortuna Hardware, Fortuna, Calif., decided to try a special promotion to hypo sales, an outdoor lawn and garden party to demonstrate power mowers and garden tillers made by the Homko and Lawn Boy companies. The advertisers felt that the promotion could be best handled by KINS in Eureka. A saturation schedule of 40 announcements during the week prior to the party was purchased. All announcements were two-voice with fanfares, parade-type musical introductions. On the day of the event, KINS broadcast from the park 11 to 11:30 a.m., describing the demonstrations, interviewing representatives from Fortuna Hardware and the mower companies, guests, and broadcasting the band music by the eight county school bands which had been assembled. "The results of KINS advertising were an attendance of 1,000 and a sale of 20 power mowers and two tillers," said Jim Loudon of Fortuna Hardware, "making it one of our most successful promotions."

KINS, Eureka, Calif.

Announcements and program

HARDWARE GOODS

SPONSOR: Super Hardware

AGENCY: Direct

Capsule case history: In anticipation of the opening of their new hardware store in Nashville, Tenn., James Carter and Glenn Wiles, the owners of Super Hardware surveyed all available media to determine which one could deliver the impact needed to draw customers to the opening. After all the results were in, the partners decided on radio as the medium they could use most effectively. They purchased 50 one-minute announcements to run one week on WSIX, Nashville. This was the only campaign except for handbills distributed in local neighborhoods. When opening day rolled around it was raining. Even so, when the owners arrived at 9:00 a.m., they were elated to find well over 100 people waiting in line. Extra clerks had been put on, but they were unable to accommodate all the customers. Two weeks later they repeated the campaign, and again the response was overwhelming. Carter & Wiles have now signed a contract with WSIX for a third schedule for one year.

WSIX, Nashville

PURCHASE: Announcements

RADIO RESULTS CONTINUED

HOUSES

SPONSOR: Wilburn K. Kerr & Sons, Inc. AGENCY: Howard Swink Adv. Agency

Capsule case history: Before Kerr & Sons had blueprinted plans for a 300-house community in Southfield, Ohio, they consulted their advertising agency, Howard Swink, Inc., concerning the medium or media which would best meet the aims of Kerr's sales strategy. After considerable study the agency recommended campaigns in three prominent Ohio newspapers and WCOL, Columbus, Ohio. Several weeks after the opening of Southfield, the construction firm tested the effectiveness of its various advertising media, by asking visitors and buyers how they heard of the community. WCOL was named more than any other medium. This is significant since Kerr's advertising expenditure on WCOL was less than what had been spent on newspapers. Well over a third of the homes have been sold, and in addition, numerous deposits have been placed on other homes. The major share sold were through WCOL broadcasting facilities.

WCOL, Columbus

Announcements

HOUSES

SPONSOR: Carder & Eden, Inc.

AGENCY: Direct

Capsule case history: Carder & Eden, Inc., general builders and contractors of Albuquerque, New Mexico, contracted to build a score or more houses in the Southern Terrace Subdivision in Albuquerque. The houses were priced in the \$16,500 to \$20,000 bracket. Upon completion of the houses, Carder & Eden purchased advertising in the various local media, including a schedule of announcements on KQUE, Albuquerque. In a matter of a few days after the start of the campaign, the contracting firm had sold every house they constructed. In fact, people from neighboring towns came to the city to view and possibly purchase a home. The success of the campaign was attributed largely to KQUE. "In the future, when another opportunity arises for us to erect more houses in Albuquerque we will certainly call upon KQUE to run our advertising," stated Charles Carder, partner of the firm. "It was genuinely a successful venture."

KQUE, Albuquerque

Announcements

HOUSING

SPONSOR: Rand-Powell Construction Company

AGENCY: Reed, Miller & Murphy Adv.

Capsule case history: Because of lagging sales in housing Rand-Powell Construction Company decided to try radio for their Roselle Manor sub-division. Through their agency Rand-Powell purchased 40 spots on the package plan spread evenly over one weekend on KGB, San Diego. No other media were used for this particular campaign, the cost of which was approximately \$180. The days the announcements were scheduled turned out to be windy and rainy. In spite of the inclement weather they were able to force the market. Hal Rand, part owner of the construction company, reported to Edward Miller, partner in their advertising agency, that he sold five homes which he attributes directly to the radio spots. "This has certainly opened my eyes to the effectiveness of using radio to boost housing development sales," Miller said. "It has fabulous advantages for the advertiser today who is selling high-priced lines."

KGB, San Diego

PURCHASE: Announcements

JEWELERS

SPONSOR: Zales Jewelers

AGENCY: Direct

Capsule case history: Zales Jewelers is the largest credit jewelers in the Southwest, with 22 stores located in a six-state area. They have been a steady user of radio for a number of years in other markets, and especially KAKC, Tulsa, Oklahoma for the past year. Zales expends a minimum of \$200 to \$350 every month. They also use newspaper, but the cost of newspaper advertising in ratio to radio runs 10 to one higher and return in proportion is far better for radio. The announcements run in the early morning and late evening time periods. Since Zales started using KAKC exclusively, they report a 50% per month volume increase, in spite of reverse business trends prevailing in the area for this particular product. "We are more than pleased with the results radio has given us for the last year and looking forward to a long and profitable association with KAKC," commented Sid Lipshy, vice president for Zales.

KAKC, Tulsa

PURCHASE: Announcements

RADIO RESULTS CONTINUED

JEWELRY STORE

SPONSOR: Cooper Jewelry Store

AGENCY: Direct

Capsule case history: Cooper Jewelry Store, one of the largest in the Hartford area, inaugurated a campaign on WPOP, Hartford, Conn., late last fall. Lennie Katz, assistant manager of the store, bought six announcements to advertise their newly stocked RCA Victor portable tv sets. Almost immediately after the spots went on the air Cooper had sold his entire inventory. The RCA Victor distributors in the area were so pleased with the results that they bought six spots on a co-op basis with Cooper. The schedule is still running, and sales are still rising. At one point in the campaign Cooper's store had more than 30 people wanting to see the tv sets. That day Cooper sold six sets; in addition numerous expensive items as watches, rings, bracelets were also purchased. Prior to Cooper's schedule on WPOP they allocated most of their budget to newspapers. Since then they have dropped all newspaper and are using radio only.

WPOP, Hartford

PURCHASE: Announcements

LAUNDRY SERVICE

SPONSOR: U-DO-IT Laundramats, Inc.

AGENCY: Direct

Capsule case history: The U-DO-IT Laundramats, Inc., of Springfield, Ohio, opened the first of its self service 24-hour laundramats with a schedule on WIZE. The campaign consisted of 30 humorous spots over a one-week period, plus one small newspaper ad. No other advertising was used. On opening day the response was tremendous. The store was packed from early morning to late night. Immediately after the first campaign, U-DO-IT purchased 500 announcements to be run throughout a year. The announcements were scheduled to be run 10 per day, once a week, rotating the days each week. Two months after the opening of the laundry a second store was opened and met with an even better response. The U-DO-IT Laundramats have steadily grown since their beginning a few short months ago. Several other Laundramat branches have been planned for the immediate future and, in view of results, the bulk of the advertising expenditure is now being funneled to radio.

WIZE, Springfield

PURCHASE: Announcements

LIQUID ADHESIVE

SPONSOR: Stevenson Co.

AGENCY: Direct

Capsule case history: KMA, Omaha, received a 13-week order for one 60-second announcement per day from the Stevenson Co., New York, distributor for a liquid sealing fabric cement called Magic Thread. The cost was about \$80 per week. In two weeks, Magic Thread did over \$1,200 in business or better than \$100 a day. Charles Stevenson said: "Since Magic Thread is a mail-order item, with cash in advance, it is natural to expect a saturation point to be reached. That you have not reached it is evidenced by your sales of the past weeks." Now, nine months later, Magic Thread is still with KMA and still going strong. Stevenson, who has continually renewed KMA, reported: "During this period, we have used other advertising in the Midwest, but KMA has topped it by a wide margin. We've come to the conclusion that personalities at KMA are the major factor in selling the product." A new campaign begins this month.

KMA, Omaha, Neb.

Announcements

MASSAGE EQUIPMENT

SPONSOR: Niagara of Washington

AGENCY: Direct

Capsule case history: In April the Niagara company, manufacturers of massage equipment, relaxing chairs, pads and vibrators, purchased 12 announcements per week on KVI's (Seattle, Washington), new program *KV-Eye-Opener* heard early mornings, Monday through Fridays. The campaign ran for 11 weeks; the cost to Niagara—\$108 per week. In line with the company's marketing strategy Niagara advertised in order to furnish leads for their salesmen. The listeners were asked to send in their names and addresses to Niagara and one of the company's salesmen would contact them. At the campaign's end Harry Long, host on *KV-Eye-Opener*, had drawn 424 leads at the low cost of only \$2.80 per lead. "If it hadn't been for the tremendously high response to Harry's program, our cost-per-lead would have been four times higher," said Herb Libin, store manager. "We never expected so many requests as were produced in such a short time. Radio has sold me too."

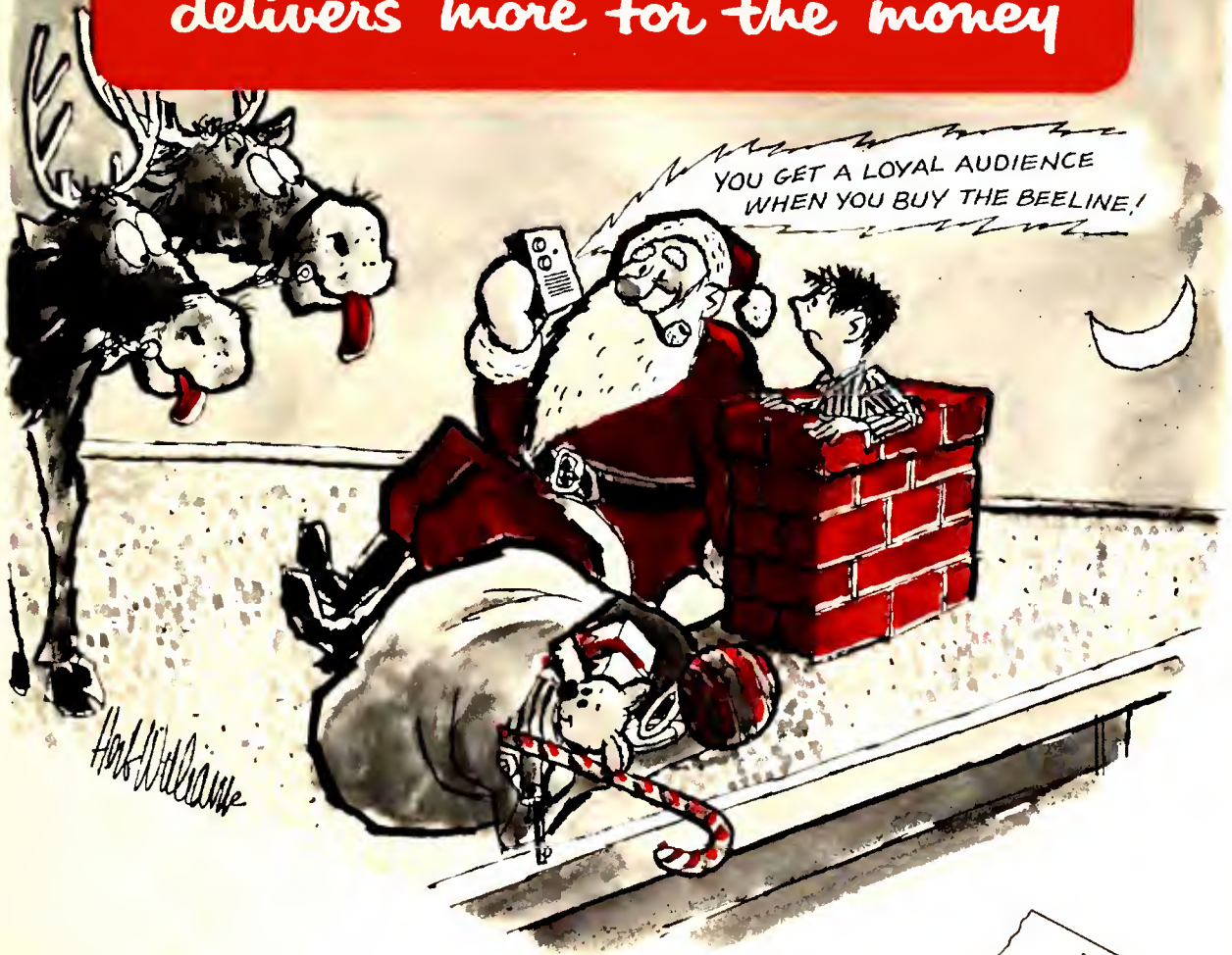
KVI, Seattle

PURCHASE: Announcements

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE[®] RADIO

delivers more for the money



You get a loyal audience when you buy the Beeline. Listeners tune in their favorite Beeline stations — and respond to the advertising messages they hear.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative



RADIO RESULTS CONTINUED

MEN'S CLOTHING

SPONSOR: Deaton-Patterson

AGENCY: Direct

Capsule case history: Deaton-Patterson, a quality men's clothing store of Memphis, Tennessee, has plenty of competition in the Mid-South area. As just one of many retail men's stores Deaton was forced to find a medium that could deliver his commercial to customers living well outside the metropolitan area, as well as to those in the city. Deaton had tried newspaper ads but with little success, as this type of penetration falls off rapidly outside the retail trading zone. So, Deaton turned to radio. The store applies an unusually high percentage of its gross sales for its ad budget—64—60% of which is devoted to radio. Deaton decided on WHBQ and two other radio stations as best suited to reach the outlying customers. Three months after Deaton began its radio schedule the store had its best month in 20 years of operation. Four months later it had doubled the volume of the previous year. "Radio has done a tremendous job for us in advertising," said the stores' co-owner.

WHBQ, Memphis

PURCHASE: Announcements

MOVING SERVICE

SPONSOR: Boineau's Moving Vans

AGENCY: Direct

Capsule case history: Two years ago WMSC signed with Boineau's, Columbia, S. C., agency for Allied Van Lines, for ten 10-second announcements a week. An unusual gimmick was incorporated into the campaign: a spot was devoted to announce each moving job handled by the company. For example, "Boineau's, your Allied Van Line agent, has just moved Mr. & Mrs. John Smith to their new home on Lake Shore Drive. Call Boineau's when you move." At first only about five of every 10 spots were used for general sell. Suddenly the idea caught fire. Everybody, both private people and business firms alike, wanted their moves announced on WMSC. The agent then increased to 15 spots per week, and on occasion to 30 per week. Boineau's credits WMSC for maintaining a high rate of moves for them in periods where business had formerly been slow. WMSC is a principal part of Boineau's advertising schedule, yet their annual expenditure on WMSC is barely over \$1,000 for the market.

WMSC, Columbia, S. C.

PURCHASE: Announcements

MUSIC STORE

SPONSOR: The Jenkins Music Co.

AGENCY: Direct

Capsule case history: The Jenkins Music Co., one of the largest retail music outlets in Tulsa (all musical instruments including pianos and organs, plus radio and tv sets, phonographs, records and sheet music), used radio in the past and was reluctant to try the medium again. However, KAKC, Tulsa, set up a schedule for Jenkins on music-and-news programs featuring local personalities with high audience popularity. In a special Magnavox promotion alone, which cost Jenkins under \$300 for time, the store sold \$12,000 worth of the instruments. In addition, this schedule brought to the store the heaviest traffic Jenkins has known in several years and resulted in more sales in all its other departments; the 15% volume increase in the record division is representative. Because of the impact of its announcements, Jenkins has now doubled its radio expenditure. "Radio now has a permanent place in our advertising budget," said B. E. Franklin, Jenkins' department mgr.

KAKC, Tulsa

PURCHASE: Announcements

OPTICAL AIDS

SPONSOR: Maggi Enterprises Inc.

AGENCY: Direct

Capsule case history: The Maggi Enterprises of San Francisco, manufacturers of optical aids and wire shelving, have been successfully advertising on KFRC, San Francisco for approximately six months. Maggi had little success with its newspaper advertising and therefore decided to purchase announcements in the *Craig Kelly Show* to force distribution and increase sales in the Bay Area. The firm advertised its Maggi-C-Bar—a plastic bar lens that serves as a magnifier when placed over lines of small type—priced at \$3.95. Almost immediate response resulted from the announcements. In less than three months the company had almost complete dealer saturation in the area. Radio had done such an outstanding job that the company expanded its distribution to cover most of the major west coast cities. "Radio is the best medium to use in reaching the consuming public in a direct and effective way," said Norman Levy, president of Maggi. "It has become our basic strategy."

KFRC, San Francisco

Announcements

SPONSOR-PERSUADER



“Now that I've heard that commercial for myself...”

GELOSOS STENO TAPE RECORDER

7½ POUNDS OF TRUE FIDELITY

Take the weight off your back and add it to your presentation. Carry your own Geloso STENOTAPE Recorder when you make the rounds. STENOTAPE Recorder weighs less than your flopper; takes up no more desk space than a telephone. Operates right in the carrying case. STENOTAPE Recorder is ready to roll before the client has finished admiring your ingenuity. This “conversation piece” STENOTAPE Recorder delivers a quality of reproduction you'd expect only in



far heavier, far more costly tape recorders. It has two speeds, simple push-button controls, plays up to two hours per reel. Absolutely free of backlash, flutter, torn tape.

Uses standard tape. Total cost, including conference microphone, spare reel, starter tape, and cordovan finish carrying case: just \$179.95 complete. Foot-pedal and Finger-tip dictation/transcription controls available. **Write Today** for details. American Geloso, Dept. SP, 312 Seventh Ave., New York 1, N. Y.

EVERYBODY LISTENS WHEN YOU MAKE IT EASY FOR THEM (AND YOURSELF) WITH STENOTAPE BY GELOSOS

RADIO RESULTS CONTINUED

PERFUMES

SPONSOR: Worth Parfums Corporation

AGENCY: Direct

Capsule case history: The day after Jean Shepherd of WOR, New York, delivered two commercials on behalf of Worth Parfums Corporation, importers of fine French perfumes, 400 people went to B. Altman & Co.'s perfume counter, and the stream of people kept on until a grand total of 1,200 people were drawn to the department store as a direct result of Shepherd's two sales messages. Worth Parfums is not a large company and has a modest ad budget. The firm turned to radio because of the necessity for a limited campaign to effectively sell a quality product. "We desired an honest presentation in a manner that was appropriate for our product," explained Donald F. Landsman. "We did not want a 'spot,' a flash, or a quick, hard garble of words. Radio has been the answer to our very specialized problem." This experience on WOR has proved to Worth Parfums that a mass-appeal radio station can really sell a class product. "The response was sensational," said Landsman.

WOR, New York

Announcements

PIANOS AND ORGANS

SPONSOR: Smyth Piano Company

AGENCY: Direct

Capsule case history: The Smyth Piano Company of Des Moines, a medium-sized retailer of pianos and electric organs, used various media for the past several years, but enjoyed no notable success until it recently turned to radio. The company purchased a four-week schedule of half-minute announcements at the rate of 20 per week on KSO, Des Moines. The spots were fairly evenly distributed throughout the broadcast day—most were in daytime, some in driving time, and several during the evening and on Sunday. The total cost was only \$165 per week. The results were astounding to the Smyth Piano Company. Not long after the schedule got under way, Smyth was literally sold out. Their entire stock was purchased and Smyth had to call for more instruments. It was by far the most sensational sales period in the history of the Smyth Piano Company. "For the first time, advertising has produced recognition of the company name," commented O. B. Smyth. "I'm sold on KSO."

KSO, Des Moines

Announcements

POULTRY

SPONSOR: Lancaster Farms Poultry

AGENCY: Charles Ross Advertising

Capsule case history: Chickens no longer take a back seat to gobblers when it comes to consumer advertising. Roosting very comfortably in 30-second announcements on KMPC, Los Angeles, since last January, the chickens of Victor Ryckebosch, Inc., (Lancaster Farms Poultry) increased their sales in supermarket chains by 150%. This was accomplished with a schedule of only fourteen 30-second announcements per week. The Charles Ross Advertising Agency, Los Angeles, points to a sales increase of 30,000 chickens a week, from 20,000 to 50,000, for a total business of \$70,000 weekly. Main copy point: "One day fresh from the farm to you, six days fresher than those bought from out of state." Other points: "Fast grown, scientifically fed chickens are plumper; check tag on the chicken to find whether fresh or frozen and whether it meets U.S. Dept. of Agriculture Standards." The campaign for Victor Ryckebosch, Inc., on KMPC will continue indefinitely; no other advertising is being used.

KMPC, Los Angeles

Announcements

RESTAURANT

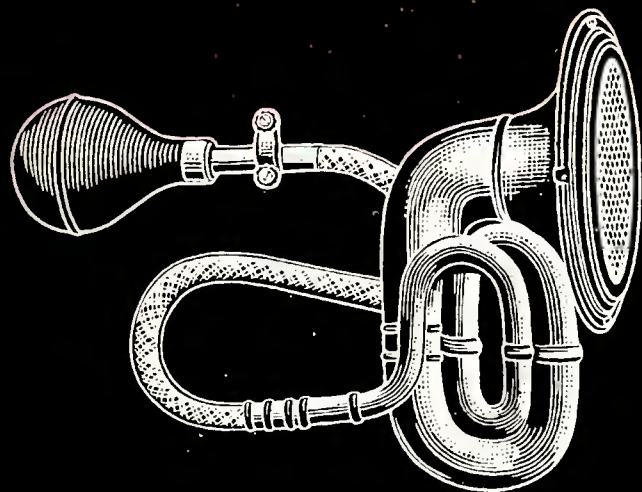
SPONSOR: Buck's Restaurant

AGENCY: Direct

Capsule case history: More than five years ago Buck's Restaurant of Asheville, N. C., purchased a five-minute segment in WWNC's *Top O' The Morning*, featuring Read Wilson as host. At that time Buck's was just another drive-in restaurant employing 20 people. The restaurant now boasts three large dining rooms as well as enlarged drive-in facilities including tele-tray service. Up to 3,000 meals a day are served in addition to a catering service specializing in picnics and banquets. Seventy-five regular employees comprise the staff plus 15 part-time people during the summer tourist season. In the five years Buck's has been advertising on WWNC, the restaurant has quadrupled its business. Up to 75% of the drive-in's advertising budget is devoted to radio. Only a small portion goes to newspapers, and the remaining to billboards and tv. "It is obvious that radio, WWNC radio, has been a major factor in bringing the customers to Bucks," said the owner of the restaurant.

WWNC, Asheville

PURCHASE: Part Sponsorship



amazing! fantastic! wonderful!
new! now! now! new!

9 out of 10 call it "fabulous"!

wonderful new discovery!

the world's most wanted!

bewitching aroma!

new taste sensation!

our own exclusive ingredient!

and how's
your message
getting through?

A woman is on the receiving end of more than 200 ad messages a day. How many she remembers and is convinced by, is another matter. That's why *where* you say it is at least as important as *how* you say it.

KNX surrounds your commercials with radio programming that commands attention and inspires belief. A recent listener attitude study by Motivation Analysis, Inc. clearly proves this. What's more, KNX Radio's spacing of commercials shows our respect for listener and advertiser, both. Indeed, that's why we have so many of both. If you're a Los Angeles advertiser it will pay you to be a KNX advertiser. Our reps can give you many a reason why.



Represented by CBS RADIO SPOT SALES

RADIO RESULTS CONTINUED

RESTAURANT

SPONSOR: Ye Old Stage House

AGENCY: Direct

Capsule case history: Ye Olde Stage House, a restaurant in greater Cleveland, decided to use radio for the first time, having used newspapers without satisfactory results. Since the majority of its trade comes on week ends it purchased 12 announcements per week for Saturday and Sunday for a period of a month. Only station WGAR, Cleveland, was used for the test. "From the very beginning," according to Donna Jean Roth, the proprietor, "we started getting comments about our WGAR advertising. The pick-up in business was almost immediate. Saturday and Sunday drivers from as far east as Pennsylvania came all the way down the Turnpike to dine." At the end of the test month WGAR was signed for 52 weeks, at a cost of \$5,200 for the year. Business has been building ever since. The last renewal was for the third consecutive year and today the restaurant is one of the most successful in its area. With the exception of the important holidays, it has given up newspaper advertising completely.

WGAR, Cleveland

Announcements

RESTAURANT

SPONSOR: Hoffman House

AGENCY: Direct

Capsule case history: Late evening radio has paid off in Rockford for Hoffman House Dinner Club and Hoffman House Sauces and Dressings. In a recent campaign to announce the opening of the Hoffman House Dinner Club, the restaurant purchased announcements on WROK's *Johnny Brown Show*, Monday through Friday, from 10:15 to midnight and again on Saturdays from 10:00 p.m. to 3:00 a.m. "On opening night, it seemed as if all Rockford had turned out for the grand opening," observed Hoffman House's advertising manager. Hoffman has continued to use this late evening schedule to promote its Dinner Club and continues to attract a full house nightly. Hoffman also uses the *Johnny Brown Show*, to advertise its sauces and dressings sold at the dinner club and in local supermarkets. In one instance a supermarket moved 40 cases of dressing with only five announcements. WROK is the only medium the restaurant uses. "Radio has done a tremendous job for us," said one Hoffman executive, "It really reaches our market."

WROK, Rockford

PURCHASE: Announcements

SERVICE STATION

SPONSOR: Massey's Service Center

AGENCY: Direct

Capsule case history: Massey's Service Center in Monroe, La., had tried many diversified advertising tactics over the years. Some met with moderate success. However, none approached the overwhelming success achieved with the *Disc Jockey Derby Marathon* on KNOE. In February of last year Ben Parnell, co-owner and manager of Massey's Service Center, bought approximately \$700 in time on KNOE during the 10-day marathon staged by the jockeys of KNOE. The campaign resulted in the largest flow of automobiles in Massey's history—nearly \$20,000 in business. As KNOE was the only media contact with the consumer, Parnell attributed the success to the direct sales pull of KNOE. Prior to this schedule, Massey's was a hesitant buyer of radio and had devoted most of their advertising budget to print. "I hope that you will let me be one of your most enthusiastic boosters and advertisers," Parnell told the station. "I'm certainly sold on radio results."

KNOE, Monroe, La.

PURCHASE: Announcements

SHOES AND APPAREL

SPONSOR: J. R. Thomas

AGENCY: Direct

Capsule case history: In the past, the J. R. Thomas shoe store and children's shop in Charlotte, N. C., has been a sporadic user of radio. Until recently the major portion of his advertising budget was funneled to other media. Starting 21 August he placed a consistent campaign of one announcement per day on the *WSOC Drum's Late Show*, heard Monday through Friday from 5:05 to 6:00 p.m. The cost was only \$28 a week. The spots were live with a copy change twice monthly. Thomas used no other media with the exception of a small newspaper schedule. The local appeal of Dewey Drum and his ability as an air salesman was a major factor in sales success. Business volume has risen 15% and is steadily increasing. Due to the outstanding sales results received, J. R. Thomas has renewed his campaign for an additional 52-week schedule. "In no other media can I get such a large and receptive audience so economically as in radio," he commented, "I give credit to WSOC salesmanship for the increase in our shoe sales."

WSOC, Charlotte, N. C.

PURCHASE: Announcements

the beginning was

the radio buy...

then came the

merchandising!

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said "Our Keystone buy was like spot radio, in as much as we picked *exactly the markets* we wanted to pinpoint! And in addition, Keystone's **STRENGTH IN MERCHANDISING** tie-ins and in enlisting local dealer support

served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and **THEN CAME THE PLUS MERCHANDISING!**

"Money alone couldn't buy what we got in this campaign, the advertiser said—and as for results, we've seen definite evidence of a sales turn," he concluded.

Keystone's 1046 stations reach a spectacular 86% of the rich rural market!

Send for our new station list

CHICAGO
111 W. Washington
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



RADIO RESULTS CONTINUED

SOFT DRINKS

SPONSOR: Willow Springs Bottling Co.

AGENCY: Direct

Capsule case history: A few months ago Al Riedman, manager of the Willow Springs Bottling Co. bought a small schedule on KIOA, Des Moines. The campaign consisted of a one-minute spot Mondays through Fridays and full sponsorship of a Sunday disk jockey show to push Hires Root Beer for Willow Springs, the regional distributor. Other advertising was at a minimum. The results exceeded Riedman's greatest expectations. The staff of KIOA planned the entire campaign to gain maximum impact within Willow's limited budget. Riedman reported sales to be the highest in the firm's history, and they're continuing to rise at a faster pace than ever before. Prior to this schedule Willow Springs had had little dealings with the radio medium. Riedman is so pleased at the results of this campaign he plans to continue using radio with an increased budget. "The medium returns many-fold every dollar invested in it," he says. "It certainly does the selling job for us."

KIOA, Des Moines, Iowa

PURCHASE: Program and Announcements

SPECIAL PROMOTIONS

SPONSOR: Sears, Roebuck & Co.

AGENCY: Direct

Capsule case history: In January, Sears, Roebuck, leading department store in Harlingen, Texas, decided to set up a small campaign on KGBT to test the medium's selling power. Through their advertising department they purchased 5 one-minute announcements on one day, to advertise ladies' hose and trash cans. The spots ran between 7:15 a.m. and 1:00 p.m. The cost to Sears was approximately \$45. No special price was offered, nor was the merchandise on display. Sears used no other medium for this short flight. Less than three hours after the announcements were broadcast, the two departments were buzzing with activity. By 4:00 p.m., more than 250 pairs of ladies' nylon hose and 39 trash cans had been sold, not to mention the store traffic the advertising created. "We never suspected such tremendous results in so short a time," said Sears' advertising manager. "It was beyond our expectations." As a result of the effectiveness of KGBT, Sears has purchased a large spot schedule.

KGBT, Harlingen

PURCHASE: Announcements

SPECIAL PROMOTIONS

SPONSOR: Sears Roebuck & Co.

AGENCY: Direct

Capsule case history: The Sears Roebuck & Co. of Scranton, Pa. had not included radio in its advertising budget for over 10 years, until it purchased a schedule on WGBI, Scranton-Wilkes Barre. When the store planned to stay open for a special sale on one particular Monday evening, which it ordinarily does not do, the Sears specials were advertised only on radio. Time was available from 6:00 p.m. to 9:00 p.m. on Monday night. Sears scheduled 10 one-minute announcements a day, two days prior to the sale and up to 6:00 p.m. of the sale night. Approximately one hour after the store opened, Sears had a full house. Virtually every item advertised on WGBI was sold out two hours before closing time. Other items not advertised also received a heavy play. "The campaign was a complete success," said Julius Hirt, manager of the store. "It was far beyond our expectations." Following the promotion, Sears signed up for an additional campaign of 1,000 yearly spots.

WGBI, Scranton-Wilkes Barre

PURCHASE: Announcements

SUPERMARKETS

SPONSOR: Shop-Rite, Inc.

AGENCY: Robert Stevens Advtg.

Capsule case history: Shop-Rite, Inc., operators of Piggly-Wiggly Stores in Albuquerque, N. M., purchased 150 announcements and broadcast a "Fiesta" remote from one of its markets for a total cost of \$625 on Spanish-language station KABQ. Objectives: to create new traffic and test KABQ's ability to attract its Latin-American audience to the affair without newspaper support. The announcements were started 10 days ahead of "Fiesta" and drew 4,000 to the store on the day of the event. The remote ran from 1 p.m. to 8 p.m., featured station personalities and other entertainment. Employees, wearing sombreros in the serape-and-chili-pod decorated store, dispensed grocery samples, free ice cream and soda. Result: Store sales increased 50% over its best day since its opening. Convinced of the station's ability to pull the large Spanish population of Bernalillo County, ad manager Alex Martinez and the agency placed a regular schedule of 40 spots per week at a cost of \$100.

KABQ, Albuquerque

Announcements and special program

custom tailored representation...

working



partners

The distinctive style of customized radio and TV station representation established and maintained throughout the years by the Working Partners of H-R, can be precisely tailored to the selling needs of any station.

Particularly those who recognize the value of maturity, experience and selling know-how in the presentation of their most important features to buyers of time.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"

RADIO

H-R

TELEVISION, INC.



TELEVISION

OF RADIO CITY, INC.

NEW YORK
CHICAGO
HOLLYWOOD

SAN FRANCISCO
DALLAS
DETROIT

ATLANTA
HOUSTON
NEW ORLEANS

RADIO RESULTS CONTINUED

SUPERMARKET

SPONSOR: Big Y Market

AGENCY: Direct

Capsule case history: The Big Y Market, a supermarket in Eugene, Ore., has become one of the leading stores in the community since it began sponsorship of *The Big Wheel From The Big Y* program on KORE, Monday through Friday, 3 to 3:30 p.m., and on Saturdays, 9:30 to 10 a.m. The show is a direct remote from the supermarket with several gimmick features. A large wheel with 24 numbers is mounted on the wall beside KORE's remote console. Twice during the program, a question is asked about the price of some special value in the store. The winner is the first person to call in with the answer and the wheel is spun to determine what the person wins, ranging from potato chips to more expensive market merchandise. In addition, there is a jackpot and other contest gimmicks which build in value from day to day. The Big Y management attributes its growth to this program, which brings in a large number of buying spectators every day from its own community and others.

KORE, Eugene, Ore.

Program

TRANSPORTATION

SPONSOR: Trans-Canada Airlines (TCA)

AGENCY: Direct

Capsule case history: Every year WGAR promotes the Canadian National Exhibition and on the opening day does a remote broadcast from the exhibition in Toronto, giving listeners a description of the parade. TCA bought a few spots each year to tie-in with the promotion, but wondered as to its effectiveness. This year, they decided a good way to determine its value would be to send a special flight to Toronto and to have Tom Armstrong plug it on his WGAR morning show, 5:30 to 9 a.m. Since the cost of the one-day round-trip ticket and the seats to the grandstand show totaled \$40.95, TCA doubted that there would be much response. On 31 July, Armstrong made *one* announcement and within a few hours TCA asked that no future announcements be made—they had completely sold out the 30-seat flight. Ramsay McGregor of TCA in Cleveland said: "We have a new respect for radio and especially WGAR. This fast sell-out of a luxury trip proved the pulling power of radio."

WGAR, Cleveland

Announcements

TRAVEL BUREAU

SPONSOR: George Cowton Travel Bureau

AGENCY: Direct

Capsule case history: The George Cowton Travel Bureau, Grand Island, Neb., has been using radio for the past year, and the results have proved frankly amazing to George Cowton, the firm's president. Although other media were used, Cowton credits 90% of his sales leads to his schedule on KMMJ, Grand Island. Cowton uses radio to bring before the public the travel bureau's services in facilitating travel all over the world—services with which midwestern audiences are largely unfamiliar. In this sense, Cowton uses radio as a missionary medium. The KMMJ campaign has produced a number of interesting results in which people living a considerable distance from the station have been moved to instant action. For example, a listener in Norton, Kansas, more than 100 miles away, was in Cowton's offices the same day he heard the announcements and forthwith purchased a round trip to Switzerland. "Radio is the most effective advertising medium," stated pres. George Cowton.

KMMJ, Grand Island, Neb.

Announcements

TRAVELERS CHEQUES

SPONSOR: The American Express Co.

AGENCY: Direct

Capsule case history: The American Express Co., looking for new avenues in which to promote its current million dollar plus ad campaign for Travelers Cheques, sent vice president James Henderson scouting. During a tour of Central and South America, Henderson noted with interest the response there to a program called *The American Business Bulletin*, short-waved to Latin America by WRUL in New York, and sponsored by Merrill Lynch, Pierce, Fenner & Smith. Henderson, certain that WRUL was right up the American Express alley, convinced the company to buy a 13-week schedule on the program. Cost was \$1,050. Result: letters poured in from all over Central and South America, and sales were many times the cost of the schedule. American Express, satisfied that the campaign paid off, renewed for another 13 weeks of spots. This time, the jump in sales thoroughly convinced the advertiser of its value in the foreign market and a 52-week schedule was contracted for.

WRUL, New York

Announcements

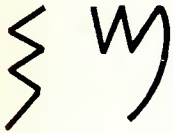
as basic as the alphabet

EGYPTIAN



The broad waters of the Nile were the life-blood of the ancient Egyptian economy. So, the word-sign for water is one of the most common in the relics of early writing. Its form destined it to become our letter M.

PHOENICIAN



The sea-waves of the Mediterranean had an irresistible lure for the roving Phoenicians. Here is their version of the Egyptian sign which they called *mem* (waters).

GREEK



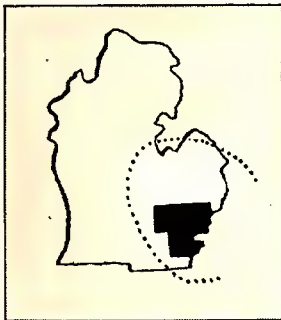
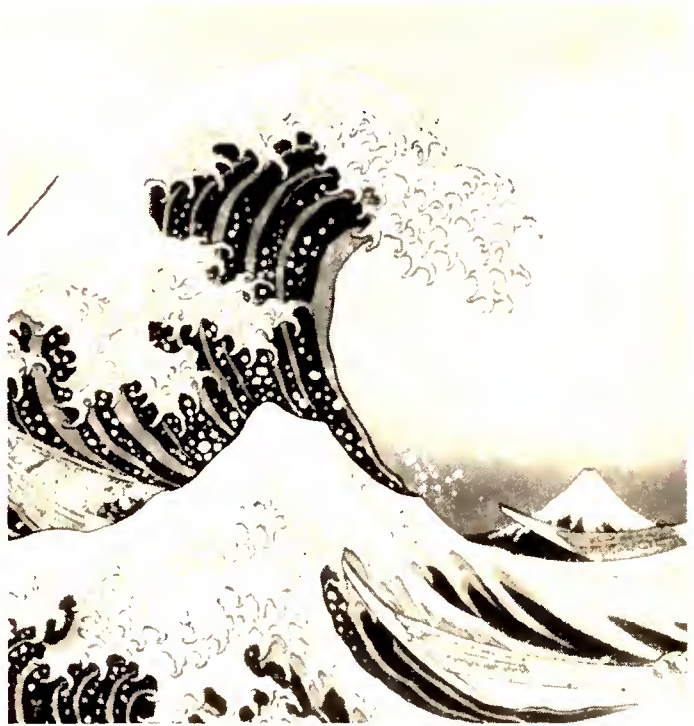
On the staried shores of the Aegean Sea, the Greeks borrowed the fluid lines of the Phoenician letter and gradually changed it to *mu*.

ROMAN



The Greek-inspired writing of the Etruscans was absorbed by the Romans. In the process, *mu* became *M* to the Coesors and, later, to the entire western civilized world.

*Historical data by
Dr. Donald J. Lloyd,
Wayne State University*



Major target for Michigan sales and profits.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's day-time primary coverage area.

Move into 1959 with WWJ, Michigan's high-gear radio station. The sound, service, and standing of this broadcast leader give you exceptional penetration and impact where most Michigan dollars are earned and spent.

Melody Parade personalities Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers—are made to order for New Year campaigns. Buy WWJ—it's the basic thing to do!

WWJ RADIO

AM and FM

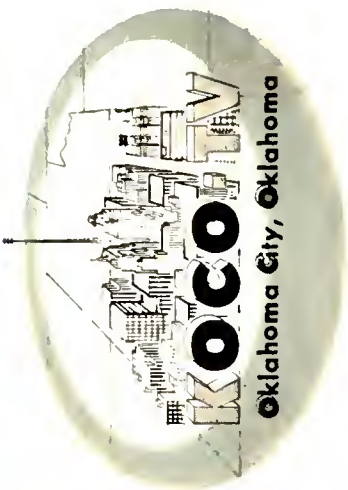
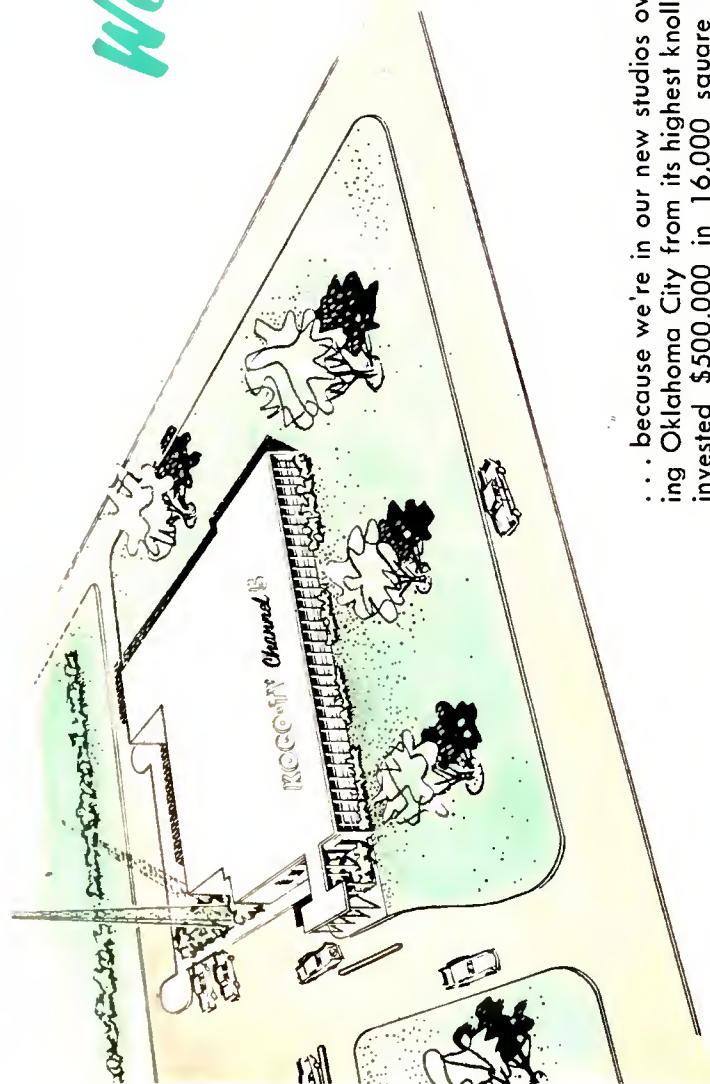
Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: *Peters, Griffin, Woodward, Inc.*

We're Sitting Pretty ...



... because we're in our new studios overlooking Oklahoma City from its highest knoll. We've invested \$500,000 in 16,000 square feet of floor space, and we're equipped to transmit

color to the biggest area of unduplicated coverage in Oklahoma. Business has grown terrifically — as has our audience — in the last three months, because we're going places with ABC!

Charlie Keys, General Manager

Represented by



BLAIR TELEVISION ASSOCIATES
National Representative

YEAR-END REPORT

(Cont'd from page 26)

The most striking fact about the air spending of the top 50 is the fabulous jump made by J. Walter Thompson. SPONSOR estimates that J. Walter, now the leading air agency, spent \$30 million more on air media in 1958 than in 1957. This leap is made even more striking by the fact that both McCann-Erickson and Y&R spent less this year than last.

Despite J. Walters' heavy air investments, it is not the top spot spender. Ted Bates, long a believer in the medium, laid out the considerable sum of \$12.4 million in spot tv, while both McCann-Erickson and BBDO shaded the leader in spot radio.

The considerable faith the top agencies share in tv is dramatized by the fact that while total tv spending is slightly more than twice total radio spending, the top 50 spend seven times more on tv than on radio.

Mergers took the news spotlight in the agency field. This was the continuation of a trend which started snowballing in 1957. Prime reasons for the blendings were (1) efforts to increase agency size so as to be able to provide adequate marketing services and swing more weight in video, (2) efforts among aging principals to assure continuation of their agencies and protection of their estates, and (3) efforts to build more rounded teams of ad experts.

Capping the year were three major ad agency combinations: Geyer with Morey, Humm & Warwick; Gardner with Paris & Peart; Kaster, Farrell, Chesley & Clifford with Atherton and Currier.

Among the major agencies absorbing other commission houses were Lennen & Newell, Grant and Compton. Next year is expected to see further mergers as rumors continue to pop up concerning negotiations.

ADVERTISERS

Shifting of accounts peppered the news during 1958. The first half of the year probably set a record for turnover of major clients. About \$100 million was involved with most of the accounts heavily in air media—an indication of the importance tv plays in marketing plans.

The account shift of the year, of course, was the move of Buick to McCann-Erickson from Kudner—a \$24

million plum—and the resulting exit of Chrysler to Leo Burnett and Y&R with the latter two corraling \$16 million.

Other major shifts: D'Arcy hung Studebaker, Colgate and Nehi on its belt; Frigidaire went to D-F-S; Sun Oil went to Esty; a reshuffling of the Ford cars resulted in K&E handling Edsel and Mercury with FC&B handling Lincoln and Continental; the latter two agencies also landed Pabst (K&E) and Equitable Life (FC&B). (For a complete rundown of major account shifts, see Sponsor-Scope this issue and the issue of 5 July 1958.)

SPOT TV

1958 was half gone when the biggest newsbreak came, and it was probably this which helped send national spot tv on to an almost \$400 million year. (TvB's estimate for time, talent and production for national spot in 1958 is \$398 million against \$362 million in 1957; for local spot it estimates \$276 million in '58 against last year's \$268 million.)

The newsbreak, which came in June, was that the Kellogg Co., through Leo Burnett agency, would allocate between \$7 and \$8 million in spot tv during the 1958-59 season. The decision came smack in the middle of a pitched battle between ABC TV and NBC TV for the Kellogg business. Even after the decision was announced, ABC TV made a last-ditch stand, offering such goodies as a 30-day cancellation clause on any station, a 13-week cancellation clause on the entire network, plus additional discounts. But the plum went to spot.

Behind the action was a determined group of Chicago station reps known as the Chicago Spot Development Council comprising men from Blair Tv and Television Associates, PGW, Katz and Weed TV, dedicated to the fight to bring more major national advertisers into spot. The Kellogg buy involved about 170 markets, included five half-hour film shows.

Not that national spot tv had been faring badly up until the Kellogg windfall. In a year when total U. S. advertising was heading down about 2%, spot tv still was pushing ahead at a fairly good rate.

But as 1958 set in with a full-fledged recession under way, there was considerable trepidation among the sellers of tv. For one thing, theirs was considered an expensive medium. That it had impact was conceded, but the question was: Would advertisers be will-

ing to pay for impact to reach an audience that might be tightening its purse-strings? Another thing that gave reps and tv station managers something to think about was whether it would be possible in a lean year to go on and top the steady, heady climb that tv had begun in 1949. Spot tv had also inherited some problems from 1957 such as barter deals (this problem diminished in 1958) and a tendency on the part of clients to shorter term flights.

January added to the problems when P&G traveled a crew across the country monitoring tv stations, threatened reviews of contracts. Two months later, the boom was lowered again. B&B (which had invested \$17 million in spot tv the year before) blasted the practice of triple-spotting. Compton, for P&G, and Esty, for Reynolds, were quick to follow suit. The impending penalties on broadcasters who triple-spotted was non-payment. If they couldn't triple-spot, many station men felt they would be forced to raise rates and this year didn't seem quite the time for that.

In February, spot tv business slumped. Westinghouse's Don McGannon lashed out at the "sowers of gloom" who call spot tv "soft." In March, TvB's Norman Cash announced spot tv running ahead in first quarter of the same 1957 period, predicted that more new accounts could be counted on.

April and May saw some of these accounts come in: Sun Oil, Lava Soap, Wheaties, Good Season Salad Dressing, Hudnut Fizzies, Cocoa-Marsh (the latter was to become one of the dramatic tv success stories of the year).

Then came the Kellogg bonanza closely followed by a whopping \$1 million order from Bryan Houston for Maypo. To dull the edge of the good news, however, came bad. In August, Burnett—the same agency which had handed spot Kellogg—canceled Camay, Pace and Jif Peanut Butter in favor of net tv (Camay and Jif were to come back to spot a month later). Meanwhile, triple-spotting was haunting the medium again. B&B, in April, had taken punitive measures against Denver stations for triple-spots by canceling all announcements; P&G issued orders to the same city's outlets to "cut it out or else—" Two months later, the ANA blasted the practice and Miles Labs issued an ultimatum against it. None of this slowed down the spot tv bandwagon, however.

TvB reported the biggest third quarter ever—about 21.6% ahead of the same quarter in '57. September found avails for ID's and daytime minutes getting scarce. Stations and reps were selling harder. Money came mostly from print and net tv. Advertisers were buying spot tv for pin-point market concentration, flexibility, product testing and retailer enthusiasm. In fact, much of spot's growth is attributed to local dealers having more to say in national marketing plans.

NETWORK TV

Network tv hurdled the recession in healthy fashion.

The one big change that emerged from the recession for network tv was greater flexibility; in other words, it became easier for advertisers to participate in the medium. Instead of network tv molding the advertisers to the rigid requirements of networks, the networks patterned their methods and selling and other policies to the latest needs of the advertisers.

Included among the things that moved the networks more and more in that direction were: (1) changes in daytime policies and ABC TV's advance as a definite daytime competitor, which altogether spelled a big upsurge in daytime tv; (2) short-term commitments; (3) easing-up of product protection and (4) the ability of advertisers to spread their risks more and more, even to the extent of being able to buy minute participations at night.

Here's a rundown of the major developments in network tv in 1958:

- *\$700 million in total advertiser expenditures (including time, talent and commissions) topped 1957's \$660 million.* It also represented \$10 million more than the \$30 million increase of '57 over '56. Gross time billings in the main reflected added rate card costs. According to TvB, gross nighttime billings for the first nine months showed a 12.2% increase over '57, daytime billings a 6.6% rise. Total time billings in the period were \$408,150,593—a 10.6% increase over 1957's \$369,192,799.

- *Advertisers footing the bills for network shows were taking a sharp look at rising costs as program categories shifted in popularity.* The half-hour drama format, they noted, was costing them an average of 25% more.

(Please turn to page 57)

BIG

things are happening in

TWIN CITIES

TELEVISION

mostly on

WTCN-TV

Your Katz man has new (December 1-7) and exciting (to 25.2) Trendex and ARB coincidental ratings for "MOVIE SPECTACULAR"—the WTCN-TV late show.

He is anxious for you to see them — call him today.

CHANNEL 11 WTCN-TV

ABC TELEVISION FOR MINNEAPOLIS, ST. PAUL

FILM-SCOPE

27 DECEMBER 1958

Copyright 1958

SPONSOR

PUBLICATIONS INC.

There's a lot more confidence being shown by regional advertisers in renewing their shows early at the close of this year compared to the uncertainty that characterized the film market at the close of 1957.

Conoco's third year renewal of Whirlybirds and Standard-Chevron's second year buy of Sea Hunt are setting a brisk pace—while Ballantine's expanded buying of both Highway Patrol and Bold Venture for the same markets also provided extra encouragement to film buyers in the fourth quarter.

Although their net profit is not directly related to gross volume, some of the syndicators showed smashing advances in business in 1958 over last year.

CNP, for example, reported an 80% increase in gross business over 1957 to reach an estimated \$7 million volume in domestic business alone, with four new programs and six or more off-network series.

And typical of syndication's optimism for 1959 is CNP's hope of doubling its present annual gross next year.

However, the meatiest part of a syndicator's profit picture—network sales and mammoth regional deals—were not tapped heavily by CNP in 1958, although its six off-network programs, with distribution profits but no investment tie-ups, likely represented a large helping of gravy.

The release of the 7:00-7:30 p.m. time period by ABC TV to its stations this season has made good syndication time periods available in some markets where they were hard to get previously.

In New York, for example, where the ABC flagship switched from network to syndication, it raised its average rating Monday through Friday from 0.8 to 6.1, according to a comparison of ARB reports for November 1957 and 1958.

This ratings increase corresponded almost exactly to the ratings loss of the NBC flagship, which tended to go from a first run syndication to a rerun policy, slumping from an average 14.9 to 9.3 in the same ARB reports.

Note in the chart below how one station gained audience by switching from network to syndication, and how the other station lost audience by going from first-runs to re-runs:

		NOVEMBER 1958 ARB	NOVEMBER 1957 ARB
Monday:	WABC-TV	West Point*	Sports & John Daly** 0.7
	WRCA-TV	Highway Patrol	Highway Patrol 19.1
Tuesday:	WABC-TV	Union Pacific	Sports & John Daly** 0.5
	WRCA-TV	If You Had a Million*	Honeymooners* 18.1
Wednesday:	WABC-TV	Harbor Command*	Sports & John Daly** 1.1
	WRCA-TV	Death Valley Days	Death Valley Days 16.1
Thursday:	WABC-TV	Tugboat Annie	Sports & John Daly** 0.7
	WRCA-TV	Drama re-runs*	Boots & Saddles 8.7
Friday:	WABC-TV	Men of Annapolis*	Sports & John Daly** 1.1
	WRCA-TV	People's Choice*	Silent Service 12.3

(* re-run; ** network)

Footnote: With a few exceptions, programing and ratings on the other five stations in New York tended to be about the same this year as last year in the periods studied. Among these exceptions was WNTA-TV's rating improvements in switching from feature films to syndicated shows such as Crossroads and Danger is My Business.

A realistic estimate of 20-25% as the eventual share of international income in the U. S. tv film business was given by Bill Fineshriber of Screen Gems last week on returning from his world sales tour.

Fineshriber made the following significant observations:

- The action-adventure show is the one program formula with the best sales chances abroad, on every continent, in fact.
- The Australian stations, rapidly growing and an important market for tv film, are now devoting 60% of their total air time to U. S. film.
- One of the problems blocking U. S. sales flexibility abroad is the fact that domestic sponsors have first refusal rights in other countries—delaying negotiations with other advertisers.
- On the other hand, some U. S. advertisers have simplified tv buying by taking the same show in various countries. For example, Ford Theater in Brazil, Alcoa-Goodyear Theater in the Philippines, and Kellogg's Huckleberry Hound in Canada.

Illustrative of the wealth of new syndication programming that became available in 1958 is the fact that Ziv by itself delivered six new series.

It also happened that one of the Ziv programs, Sea Hunt, went through two production cycles of 39 cycles each—giving Ziv the equivalent in film product of seven shows for the year.

The gulf of impersonality that usually separates the film salesman from the producer is being bridged with production site sales meetings for Stakeout by Screen Gems.

The salesmen get first-hand knowledge of filming and of star Walter Matthau, which should be converted into extra interest and enthusiasm in selling the show.

COMMERCIALS: The problem of how to let grocery chain store buyers know what's being promoted on daytime tv (when they're not able to watch) is being met by a new sales tool known as the tv tear sheet.

This new device was provided in one case by U. S. Broadcast Checking for Universal Spray Can's new Speed Shine, at the request of their agency, Rose-Martin.

These tv tear sheets take frames and copy off the air in New York, match them up in storyboard fashion and indicate where and when the commercial was used.

Then the product brokers leave them in the hands of the chain store buyers.

The centralization of commercials production into the hands of fewer and fewer companies is expected to be one of the side results of tv tape.

Only the largest producers will be able to invest in the costly tape facilities, and it's thought that the smaller shops may be left to do film jobs like animation which tape cannot perform.

Commercials people on the move: Lee Davis joins the New York office of Dancer-Fitzgerald-Sample as a tv commercial producer. . . Earl Klein, president of Animation, Inc., general manager of Chris Peterson, Jr. and their 20-man staff moving to new \$100,000 facilities at 736 North Seward Street in Hollywood . . . Comedian Cliff Arquette did a set of humorous tv spots for Arcade-Sunshine, Washington, D. C. rug cleaning firm, through M. Belmont Ver Standig agency . . . Martin Ransohoff, president of Filmways, Inc., reported purchase of three image orthicon cameras with videotape equipment to achieve commercials quality equal to network program standards.

WASHINGTON WEEK

27 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

There's little doubt—when you look backward—1958 was a bitter pill for the broadcasting industry on the Washington front and for the FCC a positive disaster.

Few were the milestones and historic precedents but there were plenty surprises and quakes whose actual results will be felt for years to come.

The big shocker, of course, were the findings that stemmed from the Harris House Legislative subcommittee hearings. These hearings may continue, but they probably have shot their wad.

To reprise, the topper among the quakes was the forced resignation of FCC commissioner Richard A. Mack in connection with Channel 10, Miami, and the subsequent recommendation of a special examiner that the license for that station held by National Airlines be cancelled.

Other tv station licenses have been re-opened and there's a good prospect that the same thing will happen to many other more or less important stations.

The chances of much more about the broadcasting industry out of the subcommittee are doubtful. Rep. Oren Harris abhors a collective yawn by the press. Odds favor his turning to other Government agencies in 1959.

Rep. John A. Blatnik (D., Minn.), at the head of a House Government Operations subcommittee last year got his feet wet going after the FTC for allegedly not cracking down hard enough on tv commercials. He attracted almost no attention.

It is believed that he will widen his probes in 1959, and will cause more commotion in view of the larger Democratic membership.

Meanwhile, the FTC—looking both backward and forward—enlarges its efforts against allegedly false and misleading radio/tv commercials.

Looking backward, the Commission did practically nothing in this field for almost the whole year. Radio/tv chief Scott quit and was not replaced. Finally, almost at year's end, the FTC did appoint a new topper and gave its entire professional staff the job of monitoring radio/tv, whenever they watch or listen. FTC personnel, the theory goes, are never off duty.

Whether or not in an effort to beat Blatnik to the punch, or any other investigating group, this looks like a much bigger thing in 1959.

Must-buy appears set to be conceded by the networks.

The FCC prepares to okay option time, with perhaps a cut of a half-hour or an hour in the permissible amount which can be required of an affiliate in any segment of the broadcast day.

However, the Justice Department could possibly be handed a veto power by the Supreme Court on option time and a wide variety of other practices.

(Look for more on this theme in 3 January WASHINGTON WEEK.)

As the year was drawing to a close there was renewed interest, if only to a minor extent, in uhf and, to a major degree, in extracting more vhf space from the military.

The Tv Allocations Study Organization's report on uhf could revive interest in such things as deintermixture or switching whole areas to uhf, if it is flattering to uhf. For this, as many other things, 1959 may be a crucial year.

SPONSOR HEARS

27 DECEMBER 1958

Copyright 1958

SPONSOR

PUBLICATIONS INC.

You can detect the past affiliation of the writers of some of the more recent westerns by the difference in the dialogue.

Much of it has the clipped, stuccato ring of the hard-boiled whodunit school.

There's one top-ranking Madison Avenue agency that's a pushover for practically any new rating innovation that comes along.

The agency figures an occasion could arise when something from the new rating gimmick may prove useful in supporting its position with a client.

Don't be disturbed by that myth about people leaving their tv sets while the commercials are on.

Studies by JWT and B&B indicate that at the most such absence or inattention doesn't exceed 15%.

Believe or not, but there's a media director in Chicago who forbids his time-buyers to participate in an outside exchange of ideas.

His stated reason: Other agencies may respond too warmly to a bright fellow and wean him away from his present job.

What with all the company mergers and acquisitions going on, there's a certain type of agency that can look to the future with a reasonable sense of security.

That's the one with accounts that are blessed with heavy capital reserves—sufficient to cover expansion and diversification.

Jack-of-all-trades note:

A small N. Y. agency this week picked itself up a food-store account by helping organize a group that would refinance the company.

(As is typical in such cases, the losing agency had been handling the account for a couple years at less than break-even.)

P&G's latest target for diversification may be Sunshine Biscuits (Loose-Wiles).

This company would be particularly valuable to P&G because it has a system of truck distribution which services the retailer weekly.

The Cincinnati monarch already is in the food field with peanut butter and a cake mix (Duncan Hines).

Marketing experts are inclined to take the report that American Tobacco is contemplating withdrawing the Hit Parade brand from the market with a grain of salt.

They point out that under today's manufacturing and marketing structure a brand within a giant organization doesn't have to be highly profitable to be useful.

It's often regarded as so much marginal volume, costing little extra for production and sales and sustained advertising volume. In other words, not much is saved by junking a faltering brand. Meanwhile, its existence may have the effect of keeping that much business away from a competitor.

YEAR-END REPORT

(Cont'd from page 51)

The hour dramas were up about 28%. Westerns and situation comedies were still riding high in the half-hour field, though the latter was down to 15 shows from last year's 18—with the average cost upped from \$33,000 to \$41,400. Biggest mortality was among quiz shows, both because of age and charges of alleged "fixing," and the half hour music-variety show. The latter, however, was replaced by the half-hour comedy-variety format combining many of the music-variety elements at a total cost about the same as last year. Almost entirely obliterated, too, were the hour-long dramas. Down to three from last year's seven (with two on an alternate-week basis), their costs averaged \$63,000 as against last year's \$49,000. Last year, 10 half-hour adventures were scheduled, averaging \$31,000; this year, it was nine and \$35,000 respectively, along with seven half-hour mysteries at an average cost of \$36,000.

• *The networks, however, were coming forth with sound plans to offset these rising costs.* Out of the booming daytime tv picture (75-85% sold out, representing a 25% rise in the number of segments sold), grew ABC TV's *Operation Daybreak*. The idea was born when Y&R told the network they could deliver 40 or 50 clients with heavy product conflicts looking for daytime periods. ABC opened up the 11 a.m. to 3:30 p.m. time for sponsored network programing, offering protected spot rotation in segments at a 50% reduction from regular daytime rates for "Charter" clients. This opened up time for many advertisers who could not get on the other networks due to product protection policies. While daytime protection remained a headache, NBC eased its nighttime protection policy by reducing the separation between competing products from a minimum of 30 to a minimum of 15 minutes. Another advertiser need—short-term nighttime minute participations on the networks—became a reality later in the year. Minute availabilities in network shows for short-term and 13-week campaigns brought mixed reactions from some stations which felt that networks were invading the local spot domain.

• *Greater operational flexibility was provided by the full-scale use of videotape for ironing out summer schedules.* Elaborate time delays were made pos-

sible by the instantaneous playback of videotape. The kinks were taken out of the operation during summer daylight saving scheduling, and many advertisers (notably on ABC TV) worked out tape schedules for their programs which gave them scheduling advantages in all sections of the country. Still troublesome, however, was the scheduling of taped commercials. Buick's attempt to place commercials taped at NBC for *Roberta* into its *Buick Action Theater* on ABC were blocked, not by operational, but by union jurisdictional snarls. Solution to these problems did not seem near at hand at year's end, as areas of disagreement between SAG and AFTRA as well as IBEW, NABET and IATSE widened. Even so, the purchase of videotape equipment continued, and 1959 appeared the big year for unraveling the videotape problem.

SPOT RADIO

Perhaps the most startling thing about spot radio in 1958 was that it finished the year a little on the "soft" side—about 4% down in volume from 1957. For this, however, the medium needs no apologia; a lot of good things came to pass. It increased its stature as a creative medium, it took some steps in setting its house in order, it learned a thing or two about selling itself. There are many who feel that 1958 will be remembered as the year spot radio "caught its breath."

Certainly no one expected spot radio to rack up anywhere near the gain it had in its boom year of 1957 when billings soared to an SRA-estimated \$184 million. As with just about every other U. S. business, radio was unsettled by the recession. There were some who felt that radio might snatch some light out of the recession's shadows; that it could sell economy and flexibility to advertisers who might be readjusting ad budgets downward. As things worked out, however, budgets were not slashed. Although radio was able to raid print media of considerable business, it did not make any noticeable inroads into spot tv or net tv; the latter media, also unnerved by the slack economy, sold more aggressively than ever.

Just about the most heartening news for spot radio comes as the year ends. On 22 December, spot radio dollar figures on the spending of leading advertisers were issued by RAB for the first

time, forging one of the most vital links in the chain of data needed to buy spot radio effectively.

The biggest blow—perhaps a psychological one—that befell radio came early in the year when Lever's Pepsodent (FC&B), which had spearheaded the comeback of the medium and had been using more than 125 markets with four to five spots daily on a 52-week basis, suddenly pulled out. A deluge of cigarette campaigns that started almost simultaneously still failed to take the sting out of the Pepsodent blow. The year's first quarter ended with about a 4% gain over that period in '57. Summer brought a good volume of seasonal advertisers into spot radio—among the most memorable was the Texaco Summer Touring Campaign (C&W) which broke the nighttime bugaboo; the campaign was a five-week saturation flight in about 100 markets and ran only nights and on weekends.

Fall saw a nice influx of advertisers; among them: Rival Dog Food, S&H Green Stamps, Pertussin, Dodge, Ford and Pall Mall. But a trend that had developed in 1957—that of shorter flights—kept stations and reps a little off balance. And this trend continued through the year. It was also in the fall that radio ran into tougher and tougher competitive selling by spot and net tv.

Progress was made on many fronts throughout the year, however. The creativity of radio commercials increased. There was a general strengthening of programing; reps did more and more work in helping stations plan entertainment.

On the selling side, progress came in local vs. national rates, started when the Storz Stations, in May, set down a list of ground rules on qualifications for local rates. In September, SRA set up a committee to tackle not only local rate problems, but also other practices such as triple spotting and competitive tapes in selling stations.

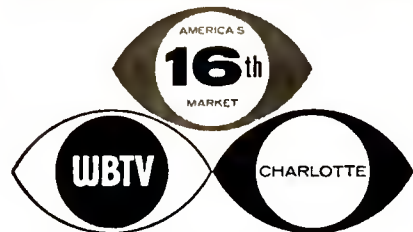
Radio heads into 1959 with two encouraging promises; (1) RAB intends to sell harder than ever; (2) Major agencies say they won't be spending less in the medium than last year. Many buyers feel if radio continues to develop better packages, get more excitement into programing and promote its advantages through solid success stories, that it may well climb up

(Please turn to page 65)

National and regional spot buys
in work now or recently completed

SWEET SIX- TEEN

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



JEFFERSON STANDARD
BROADCASTING COMPANY



IN WISCONSIN

- The area with the **HIGHEST** industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the **RICHEST** farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of $\frac{3}{4}$ million people and two million cows.

WEAU-TV Eau Claire, Wisconsin

See your Hollingbery Man
in Minneapolis, see Bill Hurley

SPOT BUYS

TV BUYS

Colgate-Palmolive Co., New York, is kicking off a campaign in major markets for its Vel Liquid detergent. The schedules start in January, are set for 52 weeks. Minutes during nighttime slots are being used; frequency depends upon the market. The buyer is Len Tronick; the agency is Lennen & Newell, Inc., New York.

General Foods Corp., Post Div., Battle Creek, Mich., is going into top markets for its Gaines Meal dog food. The eight-week campaign starts in January. I.D.'s during both daytime and nighttime segments are being scheduled; frequency varies from market to market. The buyer is Roger Clapp; the agency is Benton & Bowles, Inc., New York.

Benson & Hedges, Div. of Philip Morris, Inc., New York, is scheduling announcements in major markets for its Parliament cigarettes. The campaign starts in January on a 52-week basis. Minutes are being placed, with frequencies varying. The buyer is John Nuccio; the agency is Benton & Bowles, Inc., New York.

Chunky Chocolate Corp., Brooklyn, N. Y., is initiating its 1959 campaign for its candy bars. The eight-week schedule starts in January. Minute announcements are being slotted; frequency depends upon the market. The buyer is Mary Lou Benjamin; the agency is Grey Advertising Agency, Inc., New York.

RADIO BUYS

The Pharma-Craft Corp., Inc., New York, is entering major markets for its Ting Antiseptic Medicated Cream. The campaign starts 5 January for eight weeks. Minutes during both daytime and nighttime segments are being used. Frequency depends upon the market. The buyer is Walt Reed; the agency is Cohen & Aleshire, Inc., New York.

Liggett & Myers Tobacco Co., New York, is going into markets throughout the country for its L&M Filters. The 10-week schedule starts in January. Minutes during daytime periods are being placed. Frequency varies from market to market. The buyers are Barry Bardinan and Phil Tocantins; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Ward Baking Co., New York, is kicking off its New Year's schedules in Eastern states for its breads and cakes. The campaign starts in January for five weeks. Minutes and chainbreaks during daytime slots are being aired. Frequency depends upon the market. The buyers are Mario Kircher and John Waterman; the agency is J. Walter Thompson Co., New York.



to those who live on air...

In the last three decades advertisers and their agencies have spent billions of dollars on air. A lot of people lived on it. A lot of goods were moved.

To those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

Most every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR *at home*—because the very chemistry of broadcasting—the factors that make it move

and earn its salt are just much too important for light reading on a routing list.

If you live on air—read SPONSOR at home. Read it on A time, B time or C time but make sure it's *free* time at home. At the special price of only \$3 a year you can have 52 issues of this most *useful* publication in the field at your side—to see, study, tear out and file. It's the best investment you'll ever make. Order your home subscription today.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

ADVERTISERS

Massey-Ferguson scores as the first farm equipment manufacturer to enter into network tv on a weekly basis.

The network: ABC TV, for its *Jubilee U. S. A.*, show, featuring Red Foley and a host of country, western and pop singers.

Explained M-F: "It will enable us to demonstrate graphically the features of our equipment to a vast number of farm homes."

Agency: Needham, Louis & Brorby.

Ideas and campaigns:

• General Foods **Jell-O** division is running a \$100,000 "You Name It"

consumer contest for each of its 13 **Swans Down Cake Mixes**. Object: A name for the recipes made with the cake mix. **Jell-O** is promoting the contest via seven daytime network tv, shows.

• **Goebel Brewing Co.**, **Speedway Petroleum** and **Phillies Cigars** will sponsor the **Detroit Tigers 1959** baseball games over a lineup of about seven tv and 43 radio stations. This marks the 16th consecutive year for Goebel, and the seventh year for Speedway.

• How they're promoting *Grand Ole Opry*: In Nashville, a group of the show's performers staged a celebration for the 1,000 network broadcast of the show and its sponsors for the past 14 years—**Prince Albert Tobacco** . . .

Gardner Advertising has designed a Christmas card for **Ray Morris** of **Pet Milk** to be sent to all **Keystone** radio stations carrying the show.

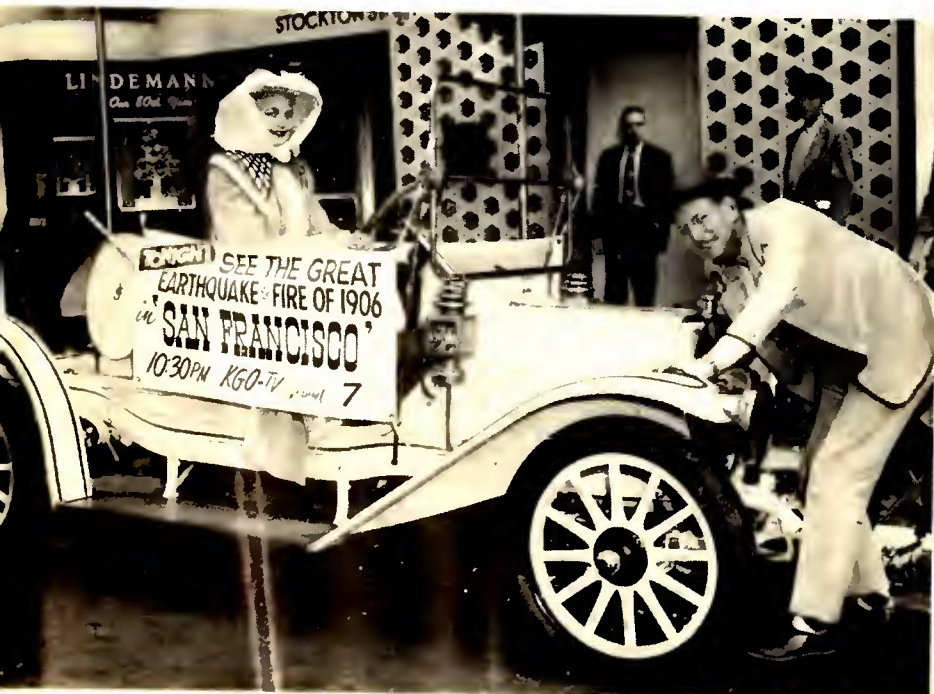
Kudos: Sinclair Oil Corp. cited as having one of the nation's 10 best public service programs by *Public Relations News*.

Strictly personnel: Robert E. Lewis, formerly a senior v.p., elected president of **Sylvania Electric Products** . . . **Jack Searcliff**, named manager, retail advertising, for **The Firestone Tire & Rubber Co.** . . . **Tom Sedlar**, to director of public relations and advertising, at **Frederick B. Ayer & Associates** . . . Five new appointments at **Pepsi-Cola: Dr. Louis Rezzonico**, to vice-chairman of the board of directors; **Emmett O'Connell**, to executive v.p.; **Milward Martin**, **Louis Nufer** and **Thomas Elmezzzi**, named senior v.p.'s.

WRAP-UP

NEWS & IDEAS

PICTURES



Ring in the old, ring out the new: Charles Lundell cranks up his 1910 Firestone Columbus, as he and his wife prepare for a spin around San Francisco to announce the Bay Area tv premier of the movie *San Francisco*. The car was designed to draw attention to the film's action, which takes place in 1906 era. Advertising, promotion campaign was conducted by KGO-TV

Operation air lift: Boy delivers food to KSTP, St. Paul-Minn. studios after station appealed for donations for an emergency food drop to Indians in blizzard hit N. D.



How the parade was televised: WSJV-TV, South Bend-Elkhart used this Strato Tower for a remote tv show of city's Centennial. WSBT-TV lent station their remote equipment

AGENCIES

Latest agencies to ring in the new year with merger plans:

- **Gardner Advertising**, a St. Louis based agency and **Paris & Peart** of New York, with total billings of **\$35 million**. The merged agency will keep Gardner's name.

The set-up: Charles Claggett, president of Gardner, remains president; John Rehm, president of P&P, becomes vice-chairman of the board and chief executive officer of the New York office; Elmer Marshutz remains chairman of the board; Roland Martini, v.p. and executive radio/tv director remains in New York and Al Chance continues as manager of Gardner's Hollywood office.

- **Atherton & Currier and Kastor, Hilton, Chesley & Clifford**, with total billings of **\$18 million**. The merged agency will be known as Kastor, Hilton, Chesley, Clifford & Atherton, Inc.

The set-up: H. Kastor Kahn, chairman; Peter Hilton, president; Charles Clifford, vice-chairman; W. S. Chesley, chairman of executive committee and treasurer; and J. W. Atherton, v.p. and chairman of the plans board.

- **North Advertising**, a Chicago-based agency and **Alfred J. Silverstein, Bert Goldsmith, Inc.**, New York, with total billings at approximately \$15 million. North's name will be retained.

The set-up: Bert Goldsmith will be board chairman; Don Nathanson, president of North, remains president; Cyrus Nathan, executive v.p., North, continues in that post; Harvey Robbins and Lewis Nemerson, v.p.'s at S-G, retain these posts; Bruce Dodge continues as North v.p. in charge of radio/tv activities.

New agency: Peter Finney, formerly executive v.p. and director of Southern Advertising, Inc., opens his own agency this week: **Peter Finney & Co.**, at 529 W. Flagler Street, Miami . . .

Name Change: The Mayers Co., Los Angeles, will as of next week, be known as **Davis, Johnson, Anderson and Colombatto, Inc.** . . . **Expansion notes:** **Jay Victor & Associates**, Newark, have opened a Manhattan office at 515 Madison Avenue.

Agency appointments: Revlon, for its Sun Bath, Baby Silicare and High Gloss Hair Spray, billing about \$750,000, from Dowd, Redfield & Johnstone, to **C. J. LaRoche**, joining 10 other Revlon products at the agency . . . Lever Bros., for its new liquid household cleaner Jim Dandy, to **K&E** . . . Helbros Watch Co., to **E. A. Korchnoy**, New York . . . Wagemaker Co., Grand Rapids outboard manufacturers, to **Wesley Aves & Associates**, Grand Rapids.

Another appointment: **Mars, Inc.**, has named **J. M. Callan Co.**, Chicago, as its point-of-purchase agency—to develop point-of-purchase and collateral promotional material in the same man-



Voted outstanding player by tv fans, Cleveland Brown's Bobby Mitchell gets Trophy Cup from William Mennen, Jr., executive v.p., Mennen Co.—sponsors of *All Star Game*

Named in its honor: WHLI, Hempstead, L.I. president Paul Godofsky (l) and town Mayor William Gulde inspect street sign tribute to station's public service record



Advertising tv outdoors: As part of the NBC TV daytime programs contest promotion, WTRF-TV, Wheeling, W. Va., utilized this billboard—a double 24 sheet panel poster



Joining the fm group: WSYR-FM, Syracuse, became the 13th upstate New York station to join the WQXR Network. Finalizing the plans for affiliation are (l to r) R. Bruce Girvan, president of the Northeast Radio Network, representing WQXR; E. R. Vadeboncoeur, pres. and gen. mgr., WSYR-AM, TV; William Rothrum, v.p., WSYR, H. Stilwell Brown, v.p., N.R.N.



ner an ad agency would handle commissionable media.

Thisa 'n' data: Wade Advertising Agency contributed an exhibit of ad craft as practiced 50 years ago, to the advertising classes of Northwestern University . . . Sylvester "Pat" Weaver joins McCann-Erickson as consultant on special tv projects.

More on mergers: Robert Powell of Powell Advertising, Detroit, and his staff have joined Cunningham & Walsh. Powell becomes vice president

in charge of the C&W Detroit office.

Getting personnel: Marion Harper, Jr., continues as president and succeeds Harrison McCann as board chairman of McCann-Erickson; Robert Healy, formerly executive v.p. of McCann, was elected vice chairman of the board and Wilbert Stilson, executive v.p., named chairman of the operations committee . . . Carvel Nelson, elected a v.p. of Compton . . . Elsworth Timberman and Andrew Shepard, to v.p.'s at K&E . . . Brad Irwin, to the creative staff of Cayton,

Inc., New York . . . Harold Mathews has rejoined Ayer, New York, as a member of the service department, with duties in the broadcast activities of Sealtest . . . June Nelson, timebuyer at John W. Shaw, Chicago . . . Don Young, to the A. C. Nielsen Co.

FILM

Ziv's *Bold Venture* has been sold in 118 markets, with the pattern of sales closely following a researched forecast that 24% of the series' sponsors would be in the food field.

The pre-sales survey—described at the time by Ziv syndicate manager Len Firestone as a year-long sales profile to be matched against the final tally—predicted that breweries would be the next largest buyers (23%). *Venture* sales to date are also close to that forecast.

More sales: WRCA-TV, New York, has purchased NTA's *Dream Package* of 85 feature films made by 20th Century-Fox and other producers . . . Ziv has sold its *Dial 999* series to WNEW-TV (formerly WABD), New York . . . Latest buyers of UAA's Christmas Package include WSPD-TV, Toledo; WTVT, Tampa; KCRG-TV, Cedar Rapids; KTVO, Ottumwa; WATV, Little Rock; KMMT-TV, Austin, Minn.; KNAC-TV, Ft. Smith; KNOP-TV, North Platte; WATR-TV, Waterbury; KBAK-TV, Bakersfield; WMTW-TV, Poland Springs, Me., and WRCV-TV, Philadelphia.

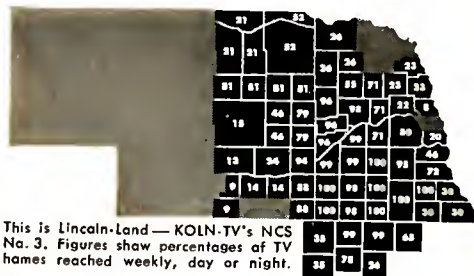
Program notes: The NTA Film Network will increase its schedules in 1959 with four two-hour special programs plus additional showings of Shirley Temple features . . . Bernard L. Schubert will produce 39 additional episodes of *Mr. and Mrs. North* in association with John W. Loveton; production will begin when casting is completed for the roles initially taken in 1952 by Barbara Britton and Richard Denning . . . Robert Bles and Jules Buck have taken tv rights to 36 stories by Roy Vickers on Scotland Yard's department of Dead Ends.

Promotion: With a newspaper strike in New York City, public relations firm Rogers and Cowan is using a Western stage coach to publicize Dick Powell's Zane Grey Theatre.



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



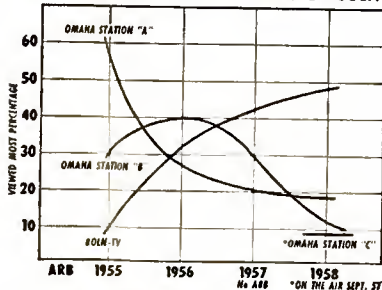
This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

There are two big TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is big, wealthy Lincoln-Land, which contains more than half the buying power of the entire state!

In the extreme Eastern market, there are three TV stations vying for viewers' eyes and your dollars. In Lincoln-Land the situation is entirely different as the NCS #3 map shows. *One station — KOLN-TV — completely dominates the area, with no challengers in sight!*

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

NO OMAHA STATION COVERS LINCOLN!



The Folger Stations

- WFO-TV — GRAND RAPIDS KALAMAZOO
- WFOZ RADIO — KALAMAZOO BATTLE CREEK
- WIFI RADIO — GRAND RAPIDS
- WIFR FM — GRAND RAPIDS KALAMAZOO
- WNTV — CADIZ IAC. WUOHGAN
- KOLN-TV — LINCOLN NEBRASKA

Also served with:
WABD-TV — PHOENIA, ILLINOIS
WAND-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

Strictly personnel: Joining Gross-Krasne-Sillerman as executive producer in charge of foreign production is **Donald Hyde**, currently in charge of filming of *Glencannon*, starring Thomas Mitchell.

NETWORKS

CBS Radio will unveil its new programming schedule to a gathering of the Tradepress this Tuesday (30).

This new lineup will involve 30 hours of programming a week.

Incidentally, Mutual announced this week that a CBS affiliate in Jackson, Miss., WJQS, had defected over to itself.

Network radio new business tidings:

At CBS: Since the announcement of its PCP, the network has contracted business totaling \$4.1 million in net billings. Among the advertisers are Bristol-Myers, Lewis-Howe, Stewart-Warner, Lever, and the lamp division of General Electric—all sales effective with the Consolidated Plan.

At ABC: A pre-Christmas selling spree amounted to \$1.9 million in new and renewed business for the first two weeks in December. Among the advertisers are Colgate, R. J. Reynolds, and Glenbrook Labs division of Sterling.

At Mutual: A year end report by president Blair Wallister pointed out that eight advertisers were introduced to network radio and 12 absentees returned to Mutual during 1958. Among the first-time advertisers were 20th Century Fox, the d-Con Co., the National L-P Gas Council, and Symphonic Electric Corp.

Sports business on ABC TV: Finals of the *Bing Crosby Golf Tournament*, on Sunday, 18 January, for Oldsmobile (Brother) . . . The 1959 *All Star Football Game*, 14 August, for Liggett & Myer (DFS) and Carling Brew (Lang, Fisher & Stashower).

Network ideas at work:

• NBC TV has 80 of its affiliated stations participating in the network's \$25,500 daytime program promotion contest—the biggest audience promotion contest in the network's history. Cash awards will be shared by the 12 station promotion managers conduct-

ing the winning campaigns.

• ABC TV is circulating its daytime tv message on millions of grocery sacks passing through about 8,000 supermarkets in the East and Mid-West.

Network note: An incident which caused much hilarity at the recent RTES Christmas party luncheon—the name drawn from a fishbowl to receive a stereophonic set donated by RCA: Ollie Treyz.

Network affiliations: WLBZ-TV, Bangor, Me., to NBC TV . . . WABI-TV, Bangor to CBS TV (replacing WLBZ-TV) . . . WMBV-TV, Marinette-Green Bay, to ABC TV . . . WAGM-TV, Presque Isle, Me., to CBS TV as an EMP affiliate . . . KRMG, Tulsa, to CBS Radio.

Kudos: Leonard Goldenson, president of AB-PT, presented with the Sigma Alpha Mu fraternity certificate of merit for his community service at the fraternity's Founders Day dinner . . . **Dr. Frank Stanton**, CBS president, presented with the silver medalion for his contributions to "America's Democratic Legacy" by the Anti-Deformation League of the B'nai Brith.

RADIO STATIONS

Leave it to the more alert and promotional-minded station to jump in on a personal service opportunity to buyers.

Stations as far west as Omaha the past week came to the rescue of newspaper-star agency people by rushing in to New York with copies of their local papers.

A couple Philadelphia stations made it a daily delivery.

Re the liquor question: Listeners voiced a negative reaction in response to a week-long survey conducted by **WDOK**, Cleveland.

The question: Should hard liquor and whiskey be advertised on the air? The vote: More than 1,500 replies with a ratio of eight to one opposed.

Ideas at work:

• For the birds: **KOMA**, Oklahoma City, is holding a "Operation Bird Feed" campaign. Purpose: to provide food for birds and wild life after a heavy local snow storm.

• Another bird bit: **WSAZ**, Huntington, is capitalizing on the new record—"The Chipmunk Song" by indoctrinating a "Chipmunk Club." Two of the station's d.j.'s are currently airing meeting notes on their shows. Club membership: 1,000 to date.

• Promotion: **WGLI-WTFM**, Babylon, L. I., is holding a \$10,000 lucky names contest—tying in with a saturation schedule for the Prudential movie theaters. The station airs contest information every half-hour, while the drawing will take place at Prudential's drive-in theater.

• A home away from home: **W-GTO**, Cypress Gardens, Fla., is preparing for the estimated 600,000 annual visitors to the area—by putting out a special welcome mat for Canadians. The station will air a daily Canadian news program—direct from Toronto—throughout the winter.

• D.j.'s on **WNTA**, Newark, were on hand last week on the "River Queen," a houseboat that was anchored in the center of downtown Newark, to give a free record to those contributing to the Newark PAL.

• **WQAM**, Miami, stirred up lots of perplexity among Miami listeners by interpolating the word "Peanuts" dur-

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT

WITH THE

INTER MOUNTAIN NETWORK

Intermountain Network Affiliate

KGEM

BOISE, IDAHO — 10,000 WATTS AT 1140

IS FIRST*

IN THE RICH BOISE VALLEY

*PULSE Feb. 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

ing a day-long celebration of Beethoven's anniversary. Other activities to celebrate the composer's day—the opening bars of his "Fifth Symphony" were aired twice an hour; the d.j.'s aired facts about his life and music; and the station interviewed world-famous conductors.

Thisa 'n' data: The bowlers are back in style—Seamus O'Hara, KYA, San Francisco personality, started a trend that resulted in the entire Bartell sales staff showing up in dapper derbies and boutonnieres . . . WKCB & Q, Berlin, N. H., is taking over the sponsorship of the Berlin Maroons, an amateur hockey team . . . The **Annenberg Fund** and the University of Pennsylvania have established a school—to be called The Annenberg School of Communications, to conduct teaching and research programs in radio and tv . . . WERE, Cleveland, signed this week, a four-year contract with the NABET, marking the first time that the group has signed a four-year pact.

Offbeat program note: KADY, St. Louis, and Laclede Gas Co. teamed together Christmas Day for a complete day of holiday music unmarred by commercials . . . **Offbeat time sponsor:** McCall's Pattern Division is sponsoring WGBS, Miami's sunrise and sunset pattern change.

Station purchases: WRON, Ronceverte, W. Va., to James and Betty Venable, for \$63,150—brokered by Blackburn & Co. . . . New owners: KUIK, Hillsboro, Ore., to Greater Washington County Broadcasters with Jerry Dennen as president and general manager . . . New designation: WAVY's new dateline is Norfolk-Portsmouth.

Station staffers: Harold Segal, appointed general and commercial manager of WILD, Boston . . . Lawrence Smith, named general sales manager of Western Broadcasting Co., a sales organization for fm stations and for Multiplex background music services . . . Jack Shapiro, appointed v.p. in charge of the Denver operations of Intermountain Network . . . Howard Hamau, to general manager of KNOA, Sacramento . . . Loren Hollenback, to sales promotion manager of WBBM, Chicago . . . William Hoftzyer, to general manager of KUTY, Palmdale, Cal. . . . Dnrwood Powell, general manager of WYNN, Florence, S. C.

. . . Chuck Dougherty, to program director and John Gibbs, program-sales coordinator, KQV, Pittsburgh . . . Edward Conley, to the staff at WWLP, Springfield . . . Paul Downs and Robert White, account executives at WAVY, Norfolk-Portsmouth, while Lee Leonard has been promoted to program director of the station.

REPRESENTATIVES

Robert E. Eastman's latest expansion moves: The opening of a Dallas office, headed by Al Carrell, formerly v.p. and account executive at Sanders Advertising Agency, Dallas; and the addition of John T. Bray, a timebuyer, to the New York sales staff.

Gordon Hayes, for the past two years general manager of CBS Radio Spot Sales, was upped to v.p. of CBS Radio in charge of Spot Sales last week.

He joined the rep firm in 1945, and spent eight years in Chicago as Western sales manager.

The Katz Agency is circulating its new 1959 calendars among advertisers and agencies.

Its purpose is to provide a rapid calculation of expiration and renewal dates for radio and tv.

Rep appointments: WAMS, Wilmington, Del., to Robert E. Eastman & Co. . . . WWST, Wooster, Ohio and WRAD, Radford, Va., to Robert S. Keller, Inc., New York . . . WLOS-AM & TV, Asheville, N. C., to James S. Ayers, Inc., Atlanta for Southeastern representation. PGW represents the twin operation nationally . . . WKGN, Knoxville, Tenn., to Richard O'Connell.

Personnel appointments: At Weed Tv Corp., Edwin C. Metcalfe, elected v.p. in charge of West Coast activities; Bernard P. Pearse, elected v.p. in charge of Detroit activities . . . At Venard, Rintoul & McConnell, Inc., James A. Brown, Jr., appointed manager of the Detroit office. He was formerly assistant media director at Grant Advertising . . . Jack Satterfield, to the staff at Blair-Tv.

TV STATIONS

Chicago stations, especially tv, ap-

pear to be somewhat more sensitive than the Westcoast, about accepting business from a mortuary house.

After all the other stations had turned it down, the new Lain Chapel on the north side gained entry on an early a.m. WBKB show.

Nostalgic note: Lain was the first mortuary to get on the air—back in 1923—the first to do a hymn-type program in the medium.

Ideas a work:

• KTVH, Hutchinson, Kan., held its first annual "Toughest Holes Tournament" in Wichita last week. Participating in the event, which also doubled as a station promotion, were head professionals and assistant pros.

• To the aid of newspaperless New Yorkers: KETV, Omaha, with the cooperation of the city's *World-Herald*, flew copies of the newspaper to agency and client executives in N. Y. By putting the paper "to bed" an hour earlier, New Yorkers received it the same hour as Omahans.

• The editorial policy at WTVT, Tampa, resulted in an ordinance by the city's board, calling for a penalty to anyone phoning threats against a public building.

• WSVA-TV, Harrisonburg's, *Dr. Pepper Teen Age Dancing Party* hit a new high for a single week's mail pull last week. The total: 14,567 cards, each representing the purchase of a six-hottle carton of Dr. Pepper's.

• WSFA-TV, Montgomery, is again holding its football contest dubbed "Pick 'Em and Win," paying \$50 to the person picking the winner in 12 contests—and the score in tie-breakers. The first 10 weeks racked up some 72,000 postcard guessers.

Station purchase: WICC-AM & TV, Bridgeport, Conn., have been sold by the Bridgeport Broadcasting Co. to Kenneth M. Cooper and Associates for a record high price of \$1.7 million, negotiated through Allen Kander & Co. John Metts has been named a director and a principal in the new corporation formed to operate the stations.

Offbeat programing note: Working on the accepted theory that "if you can withstand Philadelphia's weather, you can live anywhere," WCAU-TV telecast a half-hour show last week, *The Face of Philadelphia*, exploring

the weather during the past five years.

Thisa 'n' data: **KERO-TV**, Bakersfield, Cal., is holding a pre-Christmas cocktail party for more than 100 executives and agency timebuyers using the station for their clients . . . Trade-mark: **KTRK-TV**, Houston, has cut a record of its black cat mascot "Kitirik" reciting a fairy tale, to go on sale in local stores . . . Sports note: **Sports Network, Inc.**, New York, plans to telecast Big Ten Basketball Games for the third consecutive year — for 13 weeks. In Chicago: on **WGN-TV**, co-sponsored by Lucky Strike and Standard Oil.

Other random notes: **WDEF-AM & TV**, Chattanooga, has moved to new studios and offices. Building includes 36 offices, two tv studios and three radio studios . . . **Ruth Lyons**, m.c. of the *50-50 Club* via **WLW-TV**'s four-city network, Cincinnati, Dayton, Columbus and Indianapolis, has entered into the record field with more than 50,000 sold to date of her "Ten Tunes of Christmas" . . . Another WLW tv personality, **Bob Braun**, was honored by Cincinnati's Mayor claiming *Bob Braun Appreciation Day* last week. More than 6,500 teenagers attended the special telecast from the Cincinnati Gardens.

Kudos: **Robert Willis**, promotion and publicity manager, **WHTN-TV**, Huntington-Charleston, winner of "The Price Is Right" tv promotion managers' contest sponsored by Lever Bros. . . . **Irwin Rosten**, writer at **KNXT**, Hollywood, presented with the "Certificate of Writing Achievement" award for his tv documentary *The Human Explosion*, by the Writers Guild . . . **WJXT**, Jacksonville, for its "Operation Santa Claus" received the Navy's "Good Neighbor Award" . . . **WAGA-TV**, Atlanta, for its *4-H Hour*, awarded the trophy for service to agriculture by the Georgia Farm Bureau Federation . . . Also awarded by the Federation, **KTRK-TV**, Houston, for its *Farm Journal*.

News from the personnel front: **Terry Lee**, named managing director of Storer's new station **WITI-TV**, Milwaukee . . . **Jack Kenaston**, program manager and **Frank Havore**, manager of advertising, press and promotion at **KRCA**, Los Angeles.

YEAR-END REPORT

(Cont'd from page 57)

again from the plateau it had gained at '58's beginning.

NETWORK RADIO

Network radio experienced an unexpected setback after the recession had subsided. It came amid many network changes in programing and was followed by the most surprising of them all—the CBS programing cuthack from 90 to 50 hours weekly. Here are the year's developments:

- *Network radio started out the year as the comeback medium.* A \$10 million increase was widely estimated over 1957's \$86 million dollar gross. From the first of 1958, it became apparent that network radio had geared itself along the lines of spot: the 52-week contract had all but disappeared, any kind of cancellation clause was available, single weekend schedules were common. Announcements of any length became prevalent. At the same time, spot and network tv were meeting the recession with more in the ways of flexibility, short-term buys, daytime programing. The low-cost medium was getting cost-per-1,000 competition it had not expected from tv.

- *The first crack in the armor was the collapse of ABC's "live" programing experiment.* Before the network could really get its network "music-and-news" format off the ground, it ran into clearance problems resulting in tremendous revenue losses. Virtually the only programing retained other than news and commentary was *Breakfast Club*, largely because of its merchandising value to the advertiser.

- *A "swap" system of news coverage was Mutual's way of solving clearance problem.* The web stepped up its newscasts to 38 per day. Affiliates retained revenues from newscasts on the hour while the net gets the revenue from the half-hour newscasts.

- *In the face of these cutbacks, NBC increased its programing.* In addition to its proven *Monitor*, NBC increased its news commentary and added more star names to its entertainment and dramatic shows to help advertisers reap merchandising benefits. This merchandising plus was carried a step further by a new "Salesvertising" program, offering a client the use of web facilities for a national closed-circuit sales meeting.

- *Biggest reversal of the year was*

the CBS programing cuthack in November. Catching the industry un-awares, CBS cut back its programing service to affiliates from about 90 hours a week to roughly 50 hours. Affiliates will get about eight hours of newscasts per week to sell locally or for spots. In exchange, the stations must carry, with no remuneration at all, two hours of morning shows including items like *Arthur Godfrey*, *Peter Lind Hayes* and *Mary Healy*. They must also carry without pay two afternoon network hours, mainly soaps. And they must take 75 minutes of evening programs without pay, including a *Lowell Thomas* and a *Ed Murrow* show.

Coming in the last few weeks of the year, this development caught an industry already geared to changes completely by surprise. CBS adherence to its daytime soap operas was considered unshakable. Many industry observers saw the CBS move as the death blow to the traditional concept of network radio. Beyond a doubt, 1959 will see increased "servicing" of affiliates by networks, the webs perhaps emerging in a new and more powerful role than as programers. You can be sure the independents are watching this latest network development with more than casual interest.

RESEARCH

The flow of facts and figures spewed out at an ever-increasing rate in 1958. The ratings faucet, in particular, was turned on strong. Every one of the major syndicated audience research services expanded during the past year.

- The big boom in rating service growth was in local coverage with NSI aiming at 100 markets and Trendex planning on 50 by next year.

- NCS No. 3 provided admen with up-to-date coverage information.

Here are the highlights:

- **Cunningham & Walsh's** 11th Vi-odown study showed a strong jump in morning radio listening by housewives but a small decline in total listening.

- The ANA heard an attack on rating methods by Miles Wallach, proponent of the personal coincidental type of fact-gathering.

- **TvB's** top research job—titled "E-Motion"—looked at media qualitatively.

- **RAB** studied listening habits by product purchasers.

SALES EXECUTIVE RADIO AND TELEVISION

Extensive major station background, programming and sales. Completing tenth year with New York Rep in administrative and sales capacity. Current personal sales over \$500,000 annually. Interested in sales, radio or television, in New York or station management anywhere a genuine opportunity exists.
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Heart of Florida

NCS 2



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WSUN Radio
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Represented by VENARD, RINTOUL &
McCONNELL

Southeastern: JAMES S. AYERS

Tv and radio NEWSMAKERS



Richard P. Hogue has been named general manager of WXIX, CBS-owned tv station in Milwaukee. He succeeds Frank J. Shakespeare, Jr., who was transferred to the manager's post of WCBS-TV, New York. (See Radio-Tv Newsmakers, 20 December SPONSOR.) Hogue, who has been general sales manager of WXIX, joined the station in March, 1957, after two years as an account executive with CBS TV Spot Sales in New York. Previously, he was a v.p. with Headley-Reed, and sales executive with ABC.

Sam M. Ballard, president of Geyer Advertising, will be president of Geyer, Morey, Madden & Ballard, Inc.—formed by the merger of Geyer and Morey, Humm & Warwick—effective 1 January. (See Wrap-Up, 20 Dec., SPONSOR.) Ballard came to Geyer in 1953 as v.p. and chairman of the account policy committee. Prior to that, he was with Gardner Advertising for 16 years, as executive v.p., chairman of the management committee, and director. Earlier, Ballard was with BSF&D and Compton.



James W. Evans has been appointed promotion manager of WTAR-AM, TV, Norfolk, Va. He began his broadcasting career with NBC in 1939. Upon his discharge from W.W. II in 1945, Evans joined the sales staff of WICC, Bridgeport. In 1948 he was appointed program director and head of publicity and promotion. Four years later he held the same post at WNHC-TV, New Haven and in 1955 he joined WXEX-TV, Richmond. He was most recently promotion director of WSOC-TV, Charlotte.

William L. Jones, Jr., has been promoted to general manager of KWK, St. Louis. He has been with the Missouri station since October of this year, as general sales manager. Prior to that, Jones spent one and one-half years at WEMP, Milwaukee, as an account executive and preceding this, he was sales manager of WISN, the Hearst outlet in Milwaukee. Before joining WISN, Jones was affiliated with the radio and tv industry in New York City. His appointment was announced by A. Spheris, president.



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SPONSOR SPEAKS

What we all learned in 1958

This week SPONSOR devotes a major portion of its editorial pages to summarizing the important developments in radio and tv advertising during the past year.

In addition to our regular annual Year End Report on page 23, the Sponsorscope, Filmscope, and Washington Week sections also carry high-spot round-ups of the leading news items they featured in 1958.

At a time like this, as the old, dying year is breathing its last, it is always interesting and valuable to review, at least briefly, what has happened during the past 12 months.

But it is probably even more important to ask ourselves one thoughtful question: "What lessons have we learned about our industry in 1958?" We believe that the past year has taught all of us many things about tv and radio which we had never quite fully realized before:

- *The health and strength of the air media.* 1958 brought the lowest point of a serious business recession. But the air media continued to grow, and move ahead, while all other forms of advertising were lagging.

- *The need for media flexibility.* During 1958 advertisers and agencies stepped up their demands for greater flexibility in the air media, in order to meet new market-by-market sales concepts. Every branch of radio and tv has set up new rules during the past 12 months to fit the new flexibility requirements. We believe this trend will continue in 1959.

- *The importance of Aggressive Selling.* 1958 showed clearly that neither radio or tv can expect to "coast uphill" during difficult times. Only imaginative selling turned the tide for net tv last summer. Only re-enforced and aggressive selling can bring back to spot radio its rightful share of advertising billings in the coming year.

- *The penalties of leadership.* Finally, 1958 brought home to us all that, as the air media become more powerful, so attacks of them increase. We have assumed a position of leadership. We cannot escape the responsibilities or the consequences of our position.



THIS WE FIGHT FOR: *A re-dedication, by the entire industry in 1959, to the principles of sound business and responsible public service which have made radio and tv the most important communications media in world history.*

10-SECOND SPOTS

MR: Dr. Ernest Dichter, head of the Institute for Motivational Research, just back from a round-the-world trip, reports that in Samoa, some of the same natives who served him Franco-American spaghetti also asked him how "Hitler's war" was coming along. *Proving our national product is ahead of communications.*

Squelch: An adman having a hurry-up-lunch in a small restaurant off Madison ordered a cold roast beef sandwich. When the waitress brought it, he flipped up the top slice of bread, glared at it, and told the waitress to return it. "But what'll I tell the chef?" she asked. "Tell him," said the adman, "that man cannot live by bread alone."

Definitions: Here are more of those definitions by Dee Vincent, staff announcer at KONO-TV, San Antonio: "Roll film"—The director wants his secretary to go out and buy a roll of film for that week-end trip they plan to take together.

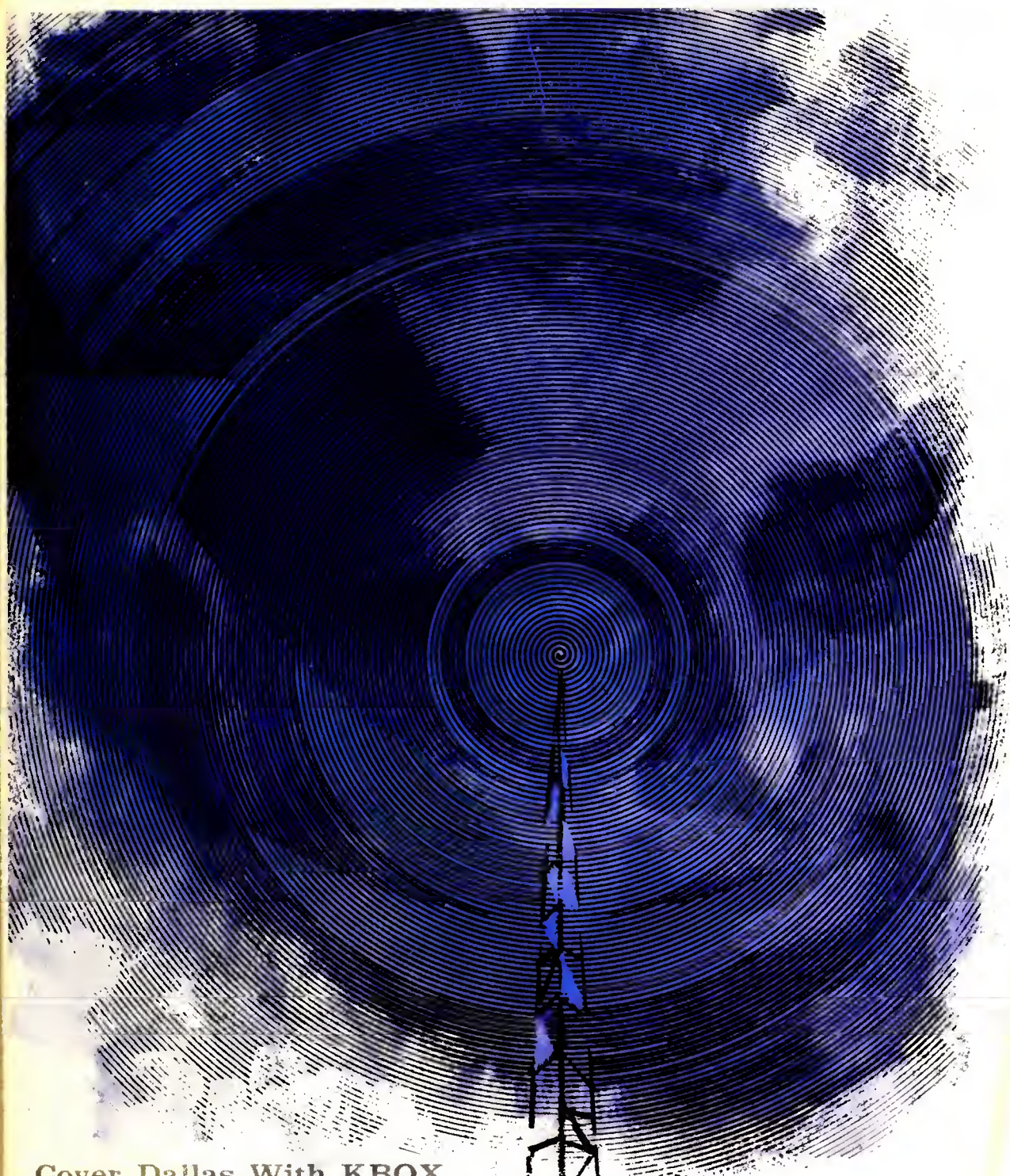
"Roll film now"—The director is afraid his secretary is about to back out on the trip and wants her to get the film *right now* to show her he means business.

"Thirty seconds"—The projectionist's way of confessing he was actually watching the film.

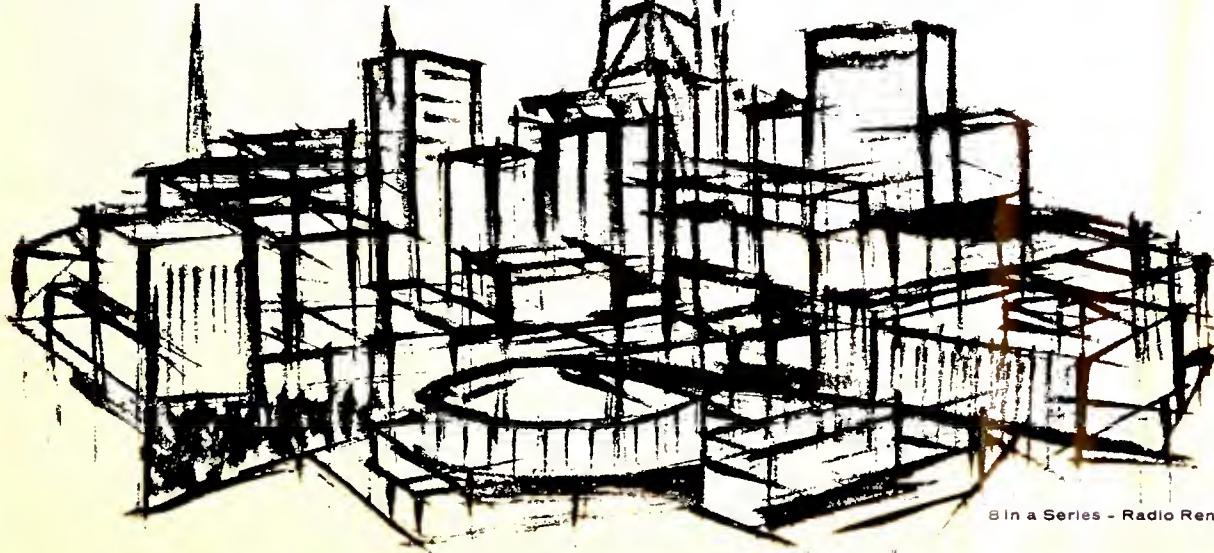
Always a p.r. man: John Carley, p.r. director for Profit Counselors, Inc., hoping his third child would be a boy, just sent out birth announcements in the form of a release to the effect that it was another girl. The release denied "trade rumors that he was contemplating a switch in his baby account to another hospital."

Thirty days! In Wayne, W. Va., a pair of drunks were taken before a judge. One of them at least proved to be a fan of NBC TV's Western line-up on station WSAZ-TV, Huntington. "What do you do for a living?" the judge asked him. The drunk swayed slightly and said, "I ride shotgun for Wells Fargo."

Tv hound: WABC-TV, New York, received a call from a viewer wanting to know was the theme song of *I Married Joan* available as a record. Seems everytime it's played, the caller's dog automatically goes through a repertoire of tricks.



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

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