

# SPONSOR

THE MAGAZINE RADIO/TV ADVERTISERS USE

The Metropolitan Broadcasting Corporation  
announces the appointment of  
**Edward Petry & Co., Inc.**  
as national sales representative for  
**WNEW-TV, New York City**



Channel **5**

WNEW-TV

*York's leading independent station...  
am-styled night and day to reach  
people who reach for more!*

## RADIO/TV FORECAST FOR 1960

A \$3 billion industry by 1963 is prediction of management expert. Here are reasons why

Page 27

## How tv sets new Busch distribution

Page 30

## K&E's marketing crusader— Steve Dietz

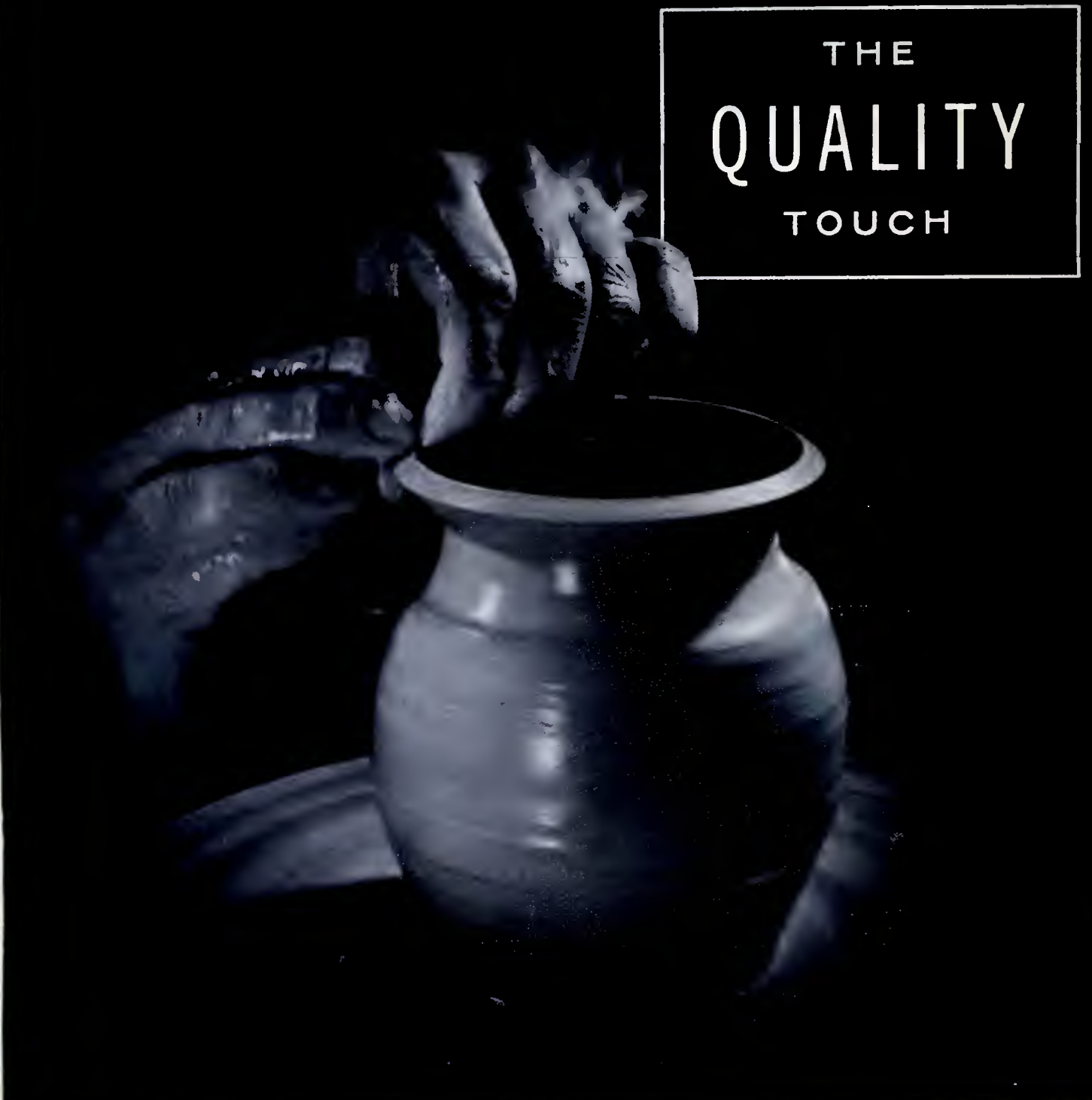
Page 32

## Tv Results: SPONSOR picks the best in 1959

Page 37

DIGEST ON PAGE 4

THE  
QUALITY  
TOUCH



Faster and faster the potter's wheel spins... from a mere mound of clay there suddenly arises a cherished piece of pottery — a visible reflection of one who possesses a quality touch.

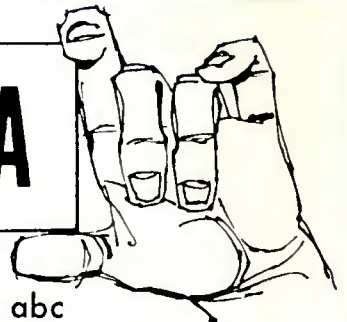
Oftentimes this all-important quality reflection is not visible. Nevertheless, it is there... to be sensed and valued. Such is the case when quality enters the operational scene in today's better radio and television station operations.

*Represented by*

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

*The Original Station Representative*

**WFAA**



TELEVISION abc  
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

# DES MOINES TELEVISION FACTS

The most recent TV audience measurement made in this market (Nielsen, July, 1959) revealed that KRNT-TV delivered more television homes than its competitors.

The survey by ARB in January of 1959 showed the same thing.

## **SPECIFICS:**

(from Nielsen, July, 1959 survey, homes viewing)

Paar on KRNT-TV leads against movies by **19.8%**!

The KRNT-TV 10:30 PM strip of local and syndicated half-hours leads against movies by **21.9%**!

The KRNT-TV 10:00 to 10:30 PM local news, weather and sports leads against news-weather-sports by **46.6%**!

And here is something to think about. Among local advertisers, where **THE TILL TELLS THE TALE**, KRNT-TV consistently carries more local advertising than its competitors combined!

## **MORE SPECIFICS:**

KRNT-TV carried over **80%** of all local business in 1958!

KRNT-TV carried over **79%** of all local business in 1957!

KRNT-TV carried over **80%** of all local business in 1956!

So far in 1959, KRNT-TV's local business is running at about the same ratio. Yes, when that cash register must ring in order to stay in business, those who know the stations best choose KRNT-TV four to one!

# DES MOINES TELEVISION KRNT-TV CHANNEL 8

A COWLES STATION REPRESENTED BY THE KATZ AGENCY, INC.

# (X) CHECK

## your cost per 1,000

... NASHVILLE'S

# WSIX SELLS

(X) CHECK THESE  
FACTS:

- (X) TV Homes—370,700
- (X) Population—1,965,500
- (X) Effective Buying Income—  
\$2,155,868,000
- (X) Retail Sales—  
\$1,585,308,000

The Nashville Market is  
Tennessee's RICHEST market!  
Phone or wire today for  
choice availabilities



★ **WSIX SELLS**  
WITH TOWER HEIGHT

2049 ft. above sea level  
... None taller permitted  
in this area by CAA.

★ **WSIX SELLS WITH POWER**

316,000 powerful watts ...  
maximum—permitted by FCC.

★ **WSIX SELLS WITH EFFICIENCY**

Maximum coverage and low  
cost per thousand make WSIX-TV  
your most efficient buy in the  
rich Tennessee, Kentucky,  
Alabama TVA area.

\* Source Television Magazine

TV **8** LAND OF THE  
CENTRAL SOUTH

Represented by Peters, Griffin, Woodward, Inc.

© Vol. 13, No. 52 • 2 JANUARY 1960

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### Forecast for a fine year

**27** SPONSOR presents an economic analysis of radio tv trends by management consultant Doherty, who foresees a three-billion-dollar industry in 1963

### How tv sets new Busch distribution

**30** Anheuser-Busch reverses usual marketing tactic with its top-selling Busch Bavarian brand. Distribution now is geared to the tv signals

### Portrait of a crusading marketer

**32** The active 21-year career and present position as K&E's marketing vice president belies the contention of Stephens Dietz that he was "born lazy"

### Why tv spending is up in top 10 circle

**34** Bullish attitude toward tv is reflected in TvB nine-month expenditures by 10 top tv advertisers; Lestoil enters list on spot tv strength alone

### 100% in radio spot gives boost to Dorann

**34** Here's how a frozen food advertiser rounded up hard-to-get customers with spot radio campaign that pinpoints young housewives, teenagers

### 'Bigger radio news than payola'

**36** RAB's Kevin Sweeney cites new radio developments in listening, set sales and research which will have major impact for advertisers in year ahead

### Tv results—an annual feature

**37** A review of the year's most successful tv campaigns, with 34 capsule case histories arranged in alphabetical categories for easy reference

## FEATURES

- |                                |                                   |
|--------------------------------|-----------------------------------|
| <b>8</b> Commercial Commentary | <b>56</b> Sponsor Asks            |
| <b>52</b> Film-Scope           | <b>54</b> Sponsor Hears           |
| <b>22</b> 49th and Madison     | <b>13</b> Sponsor-Scope           |
| <b>58</b> News & Idea Wrap-Up  | <b>70</b> Sponsor Speaks          |
| <b>6</b> Newsmaker of the Week | <b>48</b> Spot Buys               |
| <b>58</b> Picture Wrap-Up      | <b>70</b> Ten-Second Spots        |
| <b>50</b> Radio Basics         | <b>66</b> Tv and Radio Newsmakers |
| <b>20</b> Reps at Work         | <b>51</b> Washington Week         |
| <b>68</b> Seller's Viewpoint   |                                   |

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

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SPONSOR • 2 JANUARY 1960



## Mountain low. Valley high.

Wade through small mountains of data. Bounce your eyeballs on charts. Sort, sift and select. Check ratings. Check markets. Check population characteristics.

Investigate buying habits, merchandising aids, adjacencies. Count noses, eyeteeth, ears. Figure costs per m, costs per gross and miles per hour.

We could save you a lot of trouble. There's a valley high in everything but altitude. There's a tv station in that valley (whose signal leaps off a mountain 3934 ft. high) named WSLs-TV. With full power of 316,000 watts on Channel 10,

a healthy assist from NBC, and strong local programming, that station welds a 58-county area into the greater Roanoke market of 448,001 tv homes.

For more information, wade through small mountains of data—or listen to Blair Television Associates.

### WSLS-TV

**Channel 10 • NBC Television**

Mail Address: Roanoke, Va.

A broadcast service (with WSLs Radio)  
of Shenandoah Life Insurance Company



The Southwest's  
 "Quality"  
 TV Buy

- Ⓢ **KROD-TV** EL PASO
- Ⓢ **KVII-TV** AMARILLO
- Ⓢ **KOSA-TV** ODESSA-MIDLAND



**TV** delivers **3** out of the top **4**  
**BIG** "Spendable Income"  
**MARKETS** in Texas

C. S. I. Per Household  
 by Metropolitan Areas\*

1. Odessa-Midland . . . . . \$7,349
2. El Paso . . . . . 6,629
3. Wichita Falls . . . . . 6,536
4. Amarillo . . . . . 6,522
5. Galveston . . . . . 6,439
6. Lubbock . . . . . 6,387
7. Dallas-Fort Worth . . . . . 6,373
8. Houston . . . . . 6,368

\*Consumer Spendable Income from Standard Rate & Data, Nov., 1959

The **TV** Buy

*In combined set count . . .*  
**TEXAS' 3rd MARKET**

	Set Count**
1. Dallas-Ft. Worth	689,200
2. Houston	488,500
3. The Ty Buy	
Amarillo	109,000
El Paso	95,500
Odessa-Midland	84,100
288,600	
4. San Antonio	276,300

\*\*Television, Nov., 1959

in "Quality"  
**TEXAS' 1st MARKET**

Trigg-Vaughn Stations

**3** QUALITY STATIONS / **1** NATIONAL REPRESENTATIVE  
 QUALITY MARKETS / THE BOLLING COMPANY, INC.



Jack C. Vaughn  
 Chairman of the Board

Cecil L. Trigg  
 President

George C. Collie  
 Nat. Sales Mgr.

**IN PROVIDENCE**

**WJAR is UP ↑**

In twenty-eight out of forty-nine doylight hours, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, Morch '59 vs. June '59) WJAR shows an increase.

**WJAR is UP ↑**

Twelve out of twenty troffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, Morch '59 vs. June '59) WJAR shows increases.

**WJAR is UP ↑**

Thirty-eight of the forty-nine doylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

**WJAR is UP ↑**

In twenty-three of twenty-four troffic periods, 6:30-9:00 A.M., ond 4:00-6:00 P.M., (Pulse, June '58 vs. June '59) WJAR shows increases.

**GET RESULTS!  
BUY ADULTS!  
BUY WJAR**

NBC NEWS,  
SPORTS,  
MONITOR



Sister station of WJAR-TV  
Represented proudly by Edward Petry & Co.

# Commercial commentary

## FCC vs FTC—the secret struggle

Amidst all the whooping and hollering about the state of the tv business practically nobody seems to be noticing the big FCC-FTC battle that is boiling at the bottom of all the investigations.

On the one hand we have doughty John Doerfer of the FCC rumbling warnings to station owners that they must accept "total responsibility" for everything broadcast on their facilities.

On the other, kinetic Earl Kintner of the FTC is lambasting advertisers to take more responsibility for tv commercials.

And, as far as I have seen, no one yet has pointed out that these two viewpoints are completely and diametrically opposed.

Doerfer is not saying what Kintner is saying. And the FCC is moving into areas once thought sacrosanct for FTC commissioners.

If this were just an intramural struggle for power and headlines (which heaven forbid!), we could dismiss it with a cynical shrug.

But I think that in this FCC-FTC hassle we have a key to the confusion which surrounds the whole problem of tv regulation.

### If you're not scared, you should be

Take this matter of "total responsibility." Besides Doerfer, both NAB and the networks have proclaimed this position. But if I were a tv station owner such a doctrine would scare the pants off me.

For, carried to its logical conclusion, here is what it would mean. You, and you alone, could be sued for any advertising (copy or programs) carried on your station. If you were "totally responsible" neither advertiser or agency could ever be held liable.

And, brother, it would take just about one large fat damage suit, unsuccessfully defended, to dump you flat on your kazoolum.

I don't believe, of course, that this doctrine of "total responsibility" would ever stand up in court. I am certain that no NAB or network code can absolve advertisers of their legal responsibilities for product claims and performance and possibly for programs.

But if this "total responsibility" concept is legally nonsensical, then what are we talking about it for?

Why are stations and networks using it as pious window-dressing to hoodwink the public, the government and, primarily, themselves?

One reason, of course, is that at the moment certain broadcasters are running scared. They'd rather try to make character in Washington than sense in their pronouncements.

But another reason, and we ought to face it, is that the Communications Act, as conceived and administered, is archaic, idiotic and wholly inadequate for the realities of the modern tv industry.

Back in the early Twenties, when our system of station licensing was developing, two gigantic forces in modern television were almost non-existent.





The first, which didn't come in until 1926 when NBC was started, is the networks. The second, which did not reach full stature till the advent of tv, is the power and influence of large national advertisers.

As originally conceived, the licensing of stations was a simple, almost naive affair. In addition to the technical matters involved in channel allocations, stations were vaguely supposed to operate in the public interest, convenience and necessity, because, as Herbert Hoover put it primly in 1924, "radio is not to be considered merely for private gain, for private advertisement or for the entertainment of the curious."

(Hoover was always more noted for the practicality of his engineering than for the precision of his generalities—remember that "noble experiment"?)

The licensing of stations proceeded on a kind of comfortable, 19th Century liberal notion that each station owner would operate much like an independent country newspaper editor, dispensing news, entertainment, community service and cracker barrel philosophy.

Each station was factually and morally responsible for what it broadcast. The station owner held all the strings.

Which was a dandy little theory—for a horse and buggy age. But it doesn't fit the facts of tv today.

Modern tv is a commercial medium of enormous complexity. Its inner dynamics no longer depend on the decisions and authority of the individual station owner (though he alone is licensed) but on the interworking of three forces—advertisers, networks, and stations—and of their joint broadcast products.

I think it is high time that we began recognizing that tv responsibility rests equally on all three.

### Let's clear away the underbrush

The spectacle we have been witnessing of the FCC and FTC advocating two entirely different theories of tv responsibility stems in large measure from the silliness of the Communications Act.

Under it, the station licensee seems the sole responsible party, whereas in practice all of us know that his schedules and broadcast content are often decided by networks and advertisers.

On the other hand, the FTC directive is equally impotent for a medium like tv in which not merely copy, but the selection of programs and, to a large degree, the composition of schedules are advertiser controlled.

The FTC can (and does) howl about commercials. But it has absolutely no authority in other areas of advertisers' tv involvement.

Hence the confusion. And hence, I suspect, the curious kind of stalemate which we are now witnessing in the matter of tv regulation.

Without presuming to try to rewrite the Communications Act, I do suggest that we ought to face the facts of life about television as it now exists, and as we know it.

The fact is that three dominant elements—stations, networks, and advertisers—are all bound inextricably up in the production and broadcast of tv material.

The fact is that you cannot pin "total responsibility" on any one of these three without being both unfair and simple-minded.

The fact is that the sharing of tv responsibility by all three groups, and the recognition that they must do so, can lead to a far better broadcast product than any we have yet seen.

Let's clear away the underbrush of tv thinking by openly and honestly proclaiming what all of us know to be true. ■



KOCO TV's whisper reaches more audience in Oklahoma's Richest Market than other stations' shouts!

Whispers and shouts now available... see Blair Television Associates.



Oklahoma City  
Charlie Keys, General Manager

# WSBT-TV

## ... SOUTH BEND, INDIANA'S DOMINANT STATION



The Giant Store—35 self-service depts. in 60,000 sq. ft. of shopping space.



W. W. Wilt Corp., area super-market operators, recently opened 3 stores in South Bend market.



The South Bend Shoppers Fair—newest of 15 such department stores in the mid-west.

# South Bend... Indiana's New Capital\* City is covered by WSBT-TV

Investment Capital  
That Is.

South Bend, Indiana is in the midst of a vigorous growth cycle. Rising per household incomes (15th nationally) have attracted new capital investment for the construction and operation of supermarkets, department stores and shopping centers. Industry, too, continues to come into South Bend, thereby adding more stability to this industrially diversified market area.

There's no doubt about it—South Bend families have money to spend. Last year, for instance, nearly \$70 million was spent for food in South Bend's Metro Area alone!

One of the best ways to stay competitive and to support your sales program in the 14-county South Bend market, is to use its dominant station... WSBT-TV. With a full schedule of CBS shows and popular local programs, WSBT-TV averages 47.8% share of sets in use, sign-on to sign-off! This is real impact—the kind that leads or supports a good sales program. You can get all the facts about WSBT-TV, its programs and its market from your Roymer man or this station.

\*CAPITALIZE ON WSBT-TV'S POPULAR LOCAL SHOWS: A few availabilities remain on "Homemakers Time With Hazel Burnett" (9:00-9:30 A.M. daily), one of the nation's leading shows for housewives.

# WSBT-TV



South Bend, Indiana • Channel 22

Ask Paul H. Roymer • National Representative

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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PHOTOGRAPHED BY PETER FINK

*A "Metropolitan"  
personality...*

Always stimulating, clearly stylish, and naturally designed to attract attention and approval from an ever-growing circle of admirers—like each of our outstanding stations... a "Metropolitan" personality.

**METROPOLITAN BROADCASTING CORPORATION**

*205 East 67th Street, New York 21, New York*

WNEW-TV  
New York

WNEW  
AM-FM  
New York

WHK  
AM-FM  
Cleveland

WTIG-TV  
Washington D.C.



## WGAL-TV Religious Programs

Religious programming on Channel 8 embraces all Faiths with such programs as "Doorway to Life", "Frontiers of Faith", "Eternal Light", "The Catholic Hour", "The Christophers", "This is the Life", and "A Minute With Your Bible", the latter a daily sign-off feature. The most recent innovation under the auspices of the Pennsylvania Council of Churches is the Sunday evening "Talk Back" series which is telecast for in-church discussion groups throughout the Channel 8 area.



STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

# SPONSOR-SCOPE

2 JANUARY 1960

Copyright 1960

SPONSOR  
PUBLICATIONS INC.

In polling Madison Avenue's managerial and planning levels for 1960 portents SPONSOR-SCOPE found expectations uniformly leaning toward a record-spending first half—but with the supposition that peace will prevail in the steel industry.

Another shadow taken note of more or less: the pressures exerted on the Federal Trade Commission toward the policing of commercial copy.

Here are some of the more significant anticipations for the new year:

- Advertisers will budget for higher levels of profit; hence a swingback to investing in more small markets and a greater emphasis on national advertising. The effect will be favorable for both network tv and spot tv.

- Another force working beneficently for spot: a greater confidence among manufacturers toward stepping up their promotions on a market-by-market basis.

- It will be the year that the public service and informational program will come into its own as an article of sponsorship on a broad scale, with quite a few package goods advertisers—a la Brown & Williamson—taking a flier in those precincts for sundry purposes.

- With the Washington climate in their favor, the tv networks will not only mushroom their programing control but go in as is deeply practical for the magazine, or participation, concept.

- Ad agencies will have to wrestle with the problem of whether to accept the curtailed role that the foregoing poses or press continuously for a freer hand.

- As the participation concept spreads, the trend will be toward greater flexibility of commitment—with sponsors demanding more escape clauses.

- Sellers will reevaluate their rates, with the tv networks offering greater incentives on daytime and stations generally doing something about their I.D.'s and minutes.

- There'll be a greater concentration than ever on qualitative research with regard to tv, with advertisers seeking to correlate the specifics of who viewed the show to whether the tabulated audience is a good prospect for the product. This probing in depth will also entail the image impact of the program.

- National spot radio will have to focus more attention not only on its special supporting values as regards continuing campaigns and seasonal promotions but the strong community-oriented posture that is unique with local radio.

In spite of the relatively short work-week there was a lot going in spot radio.

The action included renewals from R. J. Reynolds, Nescafe and Vaseline; substantial schedules from Bristol-Myers' MinitRub (DCSS) and Sutton Deodorants (Gumbinner) and limited buys from Folger Coffee (C&W). Selcher & Righter (games) and Red Star Yeast (Krause, Minneapolis).

The MinitRub technique: Switch the campaign from one station to another in each market after so many weeks. The entire run will be 30 weeks.

Don't be surprised, in the event the steel strike is resumed, to see Chevrolet's Dinah Shore show go to three a month.

The factory has already discussed the possibility with NBC TV and responded with interest to a proposal for a once-a-month takeover of the spot by an electric shaver.

The shaver would sponsor a musical program also, with April as the starting date.

Meantime Buick, Pontiac and others are cutting loose with spaced spot radio bursts highlighting the immediate availability of plenty of cars.

## SPONSOR-SCOPE *continued*

In its continuing study, via R. H. Bruskin Associates, on the correlation of brand buying to tv advertising, NBC TV research developed some interesting answers in a poll of 2,600 men and women conducted during September.

The question in each instance was either what brand do you use most or what brand did you buy during the past four weeks.

Following were the percentages for the dominant brands in these categories:

**GASOLINE:** Texaco, 11.1%; Standard of Illinois, 10.5%; Esso, 8.5%; Shell, 7.1%; Gulf, 5.8%. **Total for the five brands: 53%.**

**PEANUT BUTTER:** Skippy, 28.3%; Peter Pan, 13.1%; Jif (P&G), 8.9%. **Total: 50.3%.**

**COOKING & SALAD OIL:** Wesson, 24%; Mazola, 22.9%; Kraft, 5%. **Total: 52.9%.**

This season's nighttime tv network programming offers a phenomenon in the June Allyson show (DuPont) that's been food for pondering by researchers.

The curious characteristic: The Allyson show's number of viewers per set (1.2) is almost identical with what an advertiser could expect from a daytime soap opera.

The average male tune-in per show is about 1 per set, but with the Allyson show its .4 male per set with another .1 coming from the under-18-year-old group. In other words, the Allyson show's audience composition is that of a daytime serial.

Advertisers during the latter half of 1959 moved their accounts into what they hoped would be greener pastures in the usual profusion, but this parade lacked the abundance of giant-budget switchers in similar rosters of recent years.

Note the number of heavy tv spot users in this list of accounts that went thataway the second six months of this year:

ADVERTISER	FROM	TO	ESTIMATED BUDGET
RCA	Kenyon & Eckhardt	J. Walter Thompson	\$10,000,000
Sylvania	J. Walter Thompson	Kudner	5,000,000
Boyle-Midway	Geyer	JWT, Bates	5,000,000
Jacob Ruppert	Compton	Norman, Craig & Kummel	4,000,000
Lipton Tea	Young & Rubicam	SSC&B	3,500,000
Mars, Inc.	Knox-Reeves	Needham, Louis & Brorby	3,000,000
Vaseline tonic	McCann-Erickson	Norman, Craig & Kummel	3,000,000
John Breck	N. W. Ayer	Reach, McClinton	3,000,000
Columbia Records	McCann-Erickson	Benton & Bowles	2,000,000
CBS TV	McCann-Erickson	BBDO	2,000,000
Johns-Manville	J. Walter Thompson	Cunningham & Walsh	2,000,000
Salada-Junket	SSCB	Doyle-Dane-Bernbach	2,000,000
ABC TV-Radio	BBDO	Doyle-Dane-Bernbach	1,500,000
Oscar Mayer	Baker, Tilden & B	J. Walter Thompson	1,500,000
Narragansett Beer	Cunningham & Walsh	DCS&S	1,500,000
Geo. Wiedeman	Tatham-Laird	DCS&S	1,500,000
Wilson & Co.	Kenyon & Eckhardt	(not set)	1,250,000
Pertussin	McCann-Erickson	Compton	1,000,000
5-Day Labs	Grey	Doyle-Dane-Bernbach	1,000,000
Reddi-Wip	D'Arcy	North	1,000,000
Necco	LaRoche	Kenyon & Eckhardt	1,000,000

(For account switches during 1959 first half, see 4 July SPONSOR-SCOPE.)

You might interpret this as riding herd on something Sid Caesar and Art Carney have made their stock in trade:

NBC TV is offering eight specials by Max Liebman, which will burlesque modern day foibles and folk types. Gross price per hour show: \$210,000.

Competition for the daytime network tv dollar is taking on more steam than ever.

NBC TV has started off the new year in that direction by putting through two rate cuts: (1) 10-11 a.m. from a C to D rate, or from 50% to 40% of the nighttime rate; (2) for every three quarter-hours bought between 2:30-4:30 p.m. a quarter-hour is tossed in as a bonus, which amounts to a 25% reduction per quarter hour.

The main NBC objective: to put itself in a better price competitive position against ABC TV in the afternoon and at the same time siphon off a greater share of the daytime potential profits.

This trend toward lowering the daytime rate has apparently another motive: keeping the remainder of P&G's daytime business in the NBC fold. P&G's media people have felt that the rate ratio of day to night was in need of an overhauling.

NBC TV has indicated to agencies that its forthcoming new rate card will also have readjustments for the early evening periods.

In working out its new nighttime discount incentives NBC has had the advantage of collating the confusions caused by the latest discount structure put out by CBS TV.

Media buyers say that the CBS discount setup is so confusing that it is imperative that they first check with the network before attempting to estimate for a client what his time bill will be after 1 April.

Where the agencies that do their own program buying from the producer are going to have a tough time from here on out: beating the networks to a deal for anything that has promise.

Because of the climate in Washington the tv networks are now in a position to control as much of the programing they elect and hence can quickly contract for any series in the making the moment an agency starts talking about it to clients.

Contrast this network freedom of action with the agency's inability to move until the various brand managers can make up their minds.

Two most recent cases in which networks hogtied a property while the agency and client were looking: the Tom Ewell show (CBS TV) and The Flagstones (ABC TV).

The three tv networks jointly were credited through TvB with gross time billings of \$59,030,752 for October, an increase of 12.4% over the like month of 1958.

Billings by network, with plus margins: ABC TV, \$12,537,020, 25.9%; CBS TV, \$23,610,441, 7.8%; NBC TV, \$22,883,291, 10.7%.

Collective gross for the first 10 months of '59: \$510,136,192; plus 10.7%.

Bates' research department has been conducting a qualitative study dealing with consumer impressions in connection with Brown & Williamson's sponsorship of the Journey to Understanding series on NBC TV.

The basic intent: comparison of the image held of Life cigarettes between those who saw reports of the Eisenhower trek on NBC and those who didn't.

The processed findings will be completed in about two weeks.

Journey was the first series of the kind sponsored by a package goods advertiser. The over-all price of the seven telecasts: \$466,000.

Bates' top man on the B&W account told SPONSOR-SCOPE this week that what has already gratified the client deeply was the commendations it got from its own trade for identifying itself with this type of public service undertaking.

CBS TV reports what looks like a good nibble for the most expensive batch of documentaries to date: the four to six one-hour science series which Massachusetts Institute of Technology will co-produce as part of its 100th anniversary.

The programs are geared to cost \$150,000 each and will debut October 1960.

As a competitor for the ad dollar Curtis Publishing (BBDO) may have its promotional differences with tv, but it's certainly got a lot of faith in radio as a seller of its products, and to the extent of \$550,000 a year.

In its own advertising plan for 1960 Curtis includes these:

- Continuance of a weekly quarter-hour on Arthur Godfrey's radio strip in behalf of the Saturday Evening Post, and this is its fourth consecutive year.
- Local spot radio to augment Godfrey.
- Network participation for the company's other publications.

They may not be typical but you can get a pretty broad idea of where the expenses went in the 1959 breakdown below of the itemized percentages for a major agency and a rep firm.

The following overhead percentages came from an agency in the top five whose treasurer preferred anonymity and from Adam Young, Inc.:

EXPENSE ITEM	AGENCY	STATION REP
Salaries	72.2%	66.7%
Travel & entertaining	3.9%	7.6%
Rent	7.3%	6.1%
AT&T	2.1%	5.8%
Legal & auditing	1.1%	0.7%
Stationery & office supplies	2.2%	1.6%
Miscellaneous	11.2%	11.5%
TOTAL	100 %	100 %

If you, as a seller of spot tv, have been puzzled by the succession of schedule pullbacks that P&G has given Duncan Hines this season, here's the explanation in a nutshell:

Distribution of the cake mix, out of Compton, has been built up to where it provides for 75% of potential sales, with the result it's able to buy more network.

However, there'll be plenty of spot money dished out for the brand this year in one big area of the country. It's where the competition is most intense.

Bekins Van & Storage (LaRoche) is buying about \$1-million worth of spot tv for 1960, with coverage from K.C. down through the southwest and along the west coast.

However, in the states of Washington, Oregon and Idaho, with Frederiek E. Baker as the agency, it will go on spot radio—this time weather reports in the a.m.

Two developments in the soap cleanser field that you might look for in 1960:

- 1) A marked increase in universal (all-purpose) liquid detergents a la Lestoil-Mr. Clean-Handy Andy and specialized liquid detergents.
- 2) Washing machine manufacturers putting out models with tanks that automatically measure out soap needs. (GE washers are already using this device for dispensing bleaching fluids).

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 48; News and Idea Wrap-Up, page 58; Washington Week, page 51; SPONSOR Hears, page 54; Tv and Radio Newsmakers, page 66; and Film-Scope, page 52.





## WFBM-TV more than doubles your Indianapolis potential

**for every 10 TV homes in the  
Indianapolis Trading Area . . . there  
are 13 in its Satellite Markets.**

Think of this rich Mid-Indiana area in these terms and you will come up with some surprising ideas about television and *your* market. Here's the place to test "regional umbrella coverage". . . get real penetration and impact at low cost. Why?

Where else will you find satellite markets that are

15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market. Nielsen Coverage Study #3 confirms these facts . . . and we're proud of our ARB.

Represented Nationally by the KATZ Agency

*only basic NBC coverage of America's  
13th TV Market—760,000 TV homes.*



**INDIANAPOLIS**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!



**11 SATELLITES**—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.



OUR 10TH  
ANNIVERSARY

To a Station  
Deciding its 1960  
Trade Advertising  
Campaign.....

*According to all signs....*

1960 WILL BE THE HOTTEST YEAR IN BUSINESS HISTORY. OVER  
TWELVE BILLION DOLLARS WILL BE INVESTED IN ADVERTISING...  
**OVER ONE BILLION IN NATIONAL SPOT TV/RADIO ALONE!**

Competition will be sharper and there will be more of it. You'll get your full share of new business only if you sell aggressively and promote consistently.

More national spot dollars can be yours if you:

- Map your spot selling strategy now for 1960.
- Advise your national representative of your plans and enlist his counsel and support.
- Build a powerful station image that establishes your station's personality, qualifications and impact.
- Project this image in your trade publication advertising with a campaign of sufficient clarity, importance, size and frequency to command attention and do the job.
- Use a key publication tailor-made to impress timebuyers, account executives and ad managers. Use a magazine that's pinpointed to spot.

**SPONSOR IS  
YOUR RED-HOT BUY!**

SPONSOR'S editorial climate is 100% in tune with the men and women who make the spot-buying decisions at all top national agencies.

Since 1958, every independent survey of agency/advertiser trade paper reading preferences PROVE THAT SPONSOR LEADS THE TV/RADIO FIELD!

**EXTRA!**

SPONSOR guarantees low 1957 rates for all of 1960 to contract advertisers of record as of 1 April 1960.

THAT MEANS . . .

**SPONSOR**

The weekly magazine tv/radio advertisers use!

**GROWING  
GROWING  
GROWING**

CBS-NBC-ABC

**KMSO-TV**

MISSOULA, MONTANA

CH. 11

*KMSO-TV now reaches*

**51,000 Montana TV homes**  
*and is gaining new viewers all over*

**WESTERN MONTANA**

**KMSO-TV**

*Serves MISSOULA and All of  
WESTERN MONTANA With the Best  
of CBS, NBC, ABC*

**PERFECT TEST MARKET**

- 51,000 TV Homes
- Drug Sales Index 167
- Retail Sales Index 143
- Auto Sales Index 176

**PERFECT TEST STATION**

- Captive Audience in 90% of the Area
- Dominates the 10% Remainder Completely
- Now the Only TV Station on the Air in Western Montana
- Low Cost 1,000 Homes

NATIONAL REPRESENTATIVES

**FOR JOE-TV, INC.**



**RICH EARS**

Ask Hollingberry what a big chunk of the audience we have . . . how much they buy, and how friendly they feel toward ADULT radio.

REACH MORE, REACH FURTHER

**WJBO**

NBC in BATON ROUGE

**Reps at work**

**Martin F. Beck**, The Katz Agency, Inc., New York, feels that faith in all radio must be at the core of every radio solicitation. "Let's get the internecine warfare out of radio selling. Why praise one kind of radio and berate another? In the long run this kind of policy can only damage the medium as a whole. All radio is good radio. Network affiliate, independent station, fm. foreign language operation, farm radio, etc., all have a place. And each does a specific selling job for its advertisers. If there were an end to negative selling, to the rib-sticking, cynical, derogative classifying of competitive programming, all radio would benefit. After all, every station operates on the basis of a master programming blueprint, one for which they feel there is a genuine need. This programming concept is intended to give the station a personality, an image that will set it apart from other stations in the market. In this sense all stations are formula stations." Martin says that renewed faith in the medium will bring in "more money from every budget and induce greater respect by advertisers for radio."



**John Barry**, AM Radio Sales Company, Inc., New York, feels that agency men who use station representatives only as a fund of availabilities are missing out on a service that would prove highly beneficial to their work. "The agency media man can't possibly know everything about all markets. It is rare indeed when the media man can't learn something more he wants to know about a specific market, from a station rep who is particularly familiar with that market. Some agencies discourage any contact between the account man and representatives. There seems to be the feeling that account men are too busy to see rep salesmen, or that the salesmen will hypnotize the account man into making a foolish buy. I don't believe anything is further from the truth.



Why should the man directly responsible to the client for a successful advertising campaign be too busy to hear well-founded, factual suggestions on how to improve sales or distribution?" John doesn't mean to imply the rep be given a carte blanche, "but when the occasion warrants he should be invited to speak with the account man."

# Localizes national ratings

No two markets served by radio or television provide the same "climate" for your program. Local broadcast competition, program preferences, and customs have strong influences on dialing habits.

Nielsen Station Index Reports show, at a glance, your position in individual markets across the U.S. All NSI® data are compatible with NTI® and NRI® data which measure national audiences. Knowledge of local audiences quickly locates areas of strength and weakness in national coverage . . . and provides basic information for interpretation or corrective measures.

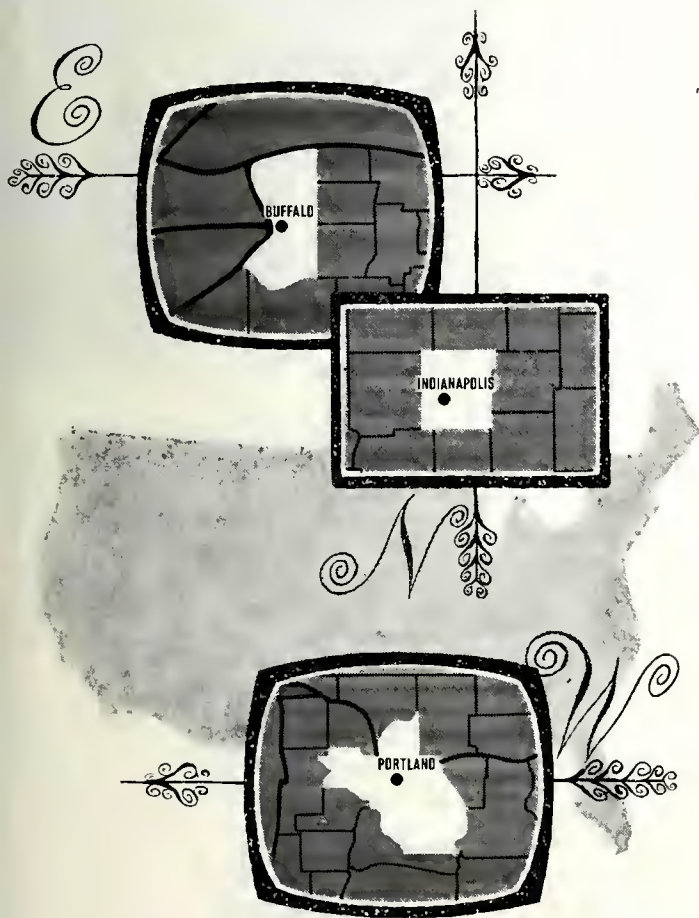
**Number of homes reached . . . by station.** NSI tells you both total and Metro (or Central) Area audiences for each station for each 15-minute period during the day.

**Composition of the audience.** NSI breaks down the tv and radio audiences to show who are listening or viewing . . . men, women, teen-agers, children.

**For television.** NSI reports audience data for every competitive tv market in the U.S. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

**For radio.** NSI reports audience data for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

**Send for sample NSI Report.** See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.



## Nielsen Station Index

*a service of A. C. Nielsen Company*

2101 Howard Street, Chicago 45, Illinois • HOLLYCOURT 5-4400

CALL . . . WIRE . . . OR WRITE TODAY  
FOR ALL THE FACTS

CHICAGO 1, ILLINOIS  
360 N. Michigan Ave., FRANKLIN 2-3810

NEW YORK 22, NEW YORK  
575 Lexington Ave., MURRAY HILL 8-1020

MENLO PARK, CALIFORNIA  
70 Willow Road, DAVENPORT 5-0021

**YOU  
KCAN'T  
KCOVER  
TEXAS  
without  
KCEN-TV**



**BIG SPREAD!**  
our 85 mi. "B" coverage—  
big even for Texas— gives  
you 20 more coverage  
miles in Central Texas  
than our nearest rival!

**NBC**

**CHANNEL**

**KCEN-TV**

TEMPLE - WACO

**BLAIR TELEVISION ASSOCIATES**  
National Representatives

**49th and  
Madison**

**Payola not the rule!**

With the great hue and cry about radio, tv and payola, it is time that hundreds of stations who are honestly trying to run a good station and cater to its local audiences, speak up and defend themselves, and let their Congressmen and Senators know the truth. I doubt if there are 50 stations in the country who have been, or are now saddled with payola. As to the quiz shows, possibly five or six may have been fixed, but that is no reason to condemn all quiz shows.

The average station programs for its local audiences because that is where 75% to 85% of its revenue comes from. If a local station, network or not, does not give its listeners what they want, dials will be turned quickly. At our radio and tv station here in the great Shenandoah Valley, we cater to the housewife, farmer, business man and others with full time farm director, woman's director, two full time news editors, plus several good personality announcers who are free of "payola," and who work with our community's interest at heart.

Records, yes, we receive them by the dozens, with selections being made by our committee. In my estimation radio and television are two of the most important media for expression, and just because of a few "fixes" in television shows, or a few disk jockeys who may have received payola, there is no reason to condemn all radio and television.

I feel sure that both radio and television will come out of this mad adventure, better and stronger than ever, provided that station owners will take up the cudgel and let themselves be heard, for after all, radio and television are just as much entitled to freedom from legislation as newspapers and magazines.

Nat L. Royster  
manager, station rel.—mdsg.  
Harrisonburg, Va.

**Same as last year**

Thank you for another excellent year, as well as for the reminder to renew my 1960 subscription. I sincerely appreciate it, as I don't wish to miss a single copy.

My congratulations for having the best media magazine in the business.

Roger W. Kiley  
account executive  
WFBM, Indianapolis

**Around the ad world**

We enjoyed "Along Ad Row With Pack and Sleigh" by Bill Miksch. It showed depth perception of the advertising carousel.

Paul Winans  
Paul Winans Co.  
Los Angeles

**All mixed up!**

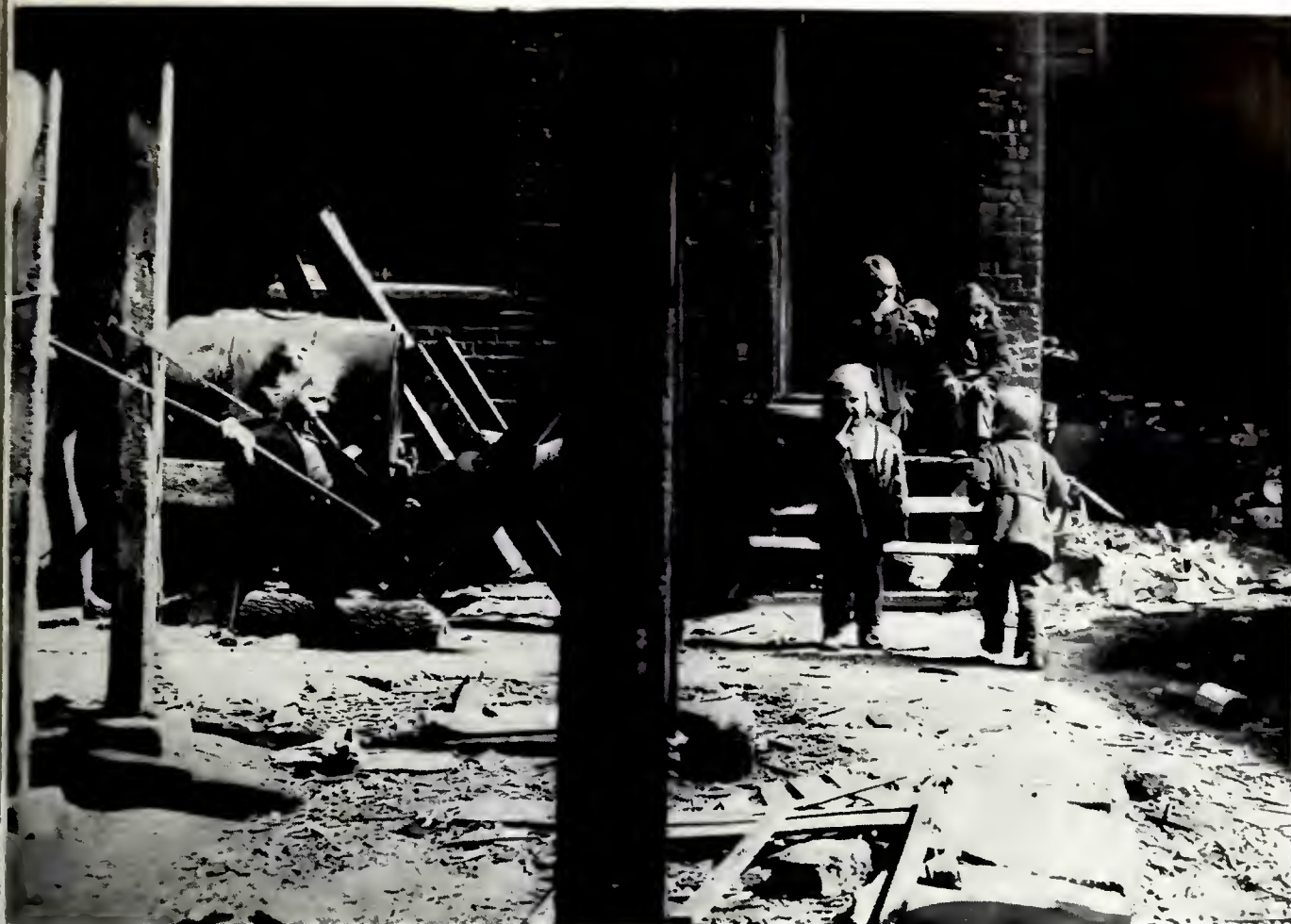
In the 12 December issue of SPONSOR magazine on page 75, we noted a specific reference to our product in the first paragraph where it was stated—"Whether you sell pancake make-up or pancake mix . . . take heed. Cleveland women have changed. (So have the men!)"

Needless to say we appreciate this reference to our product: however, you undoubtedly did not realize that the word "Pan-Cake" is the registered trademark (U. S. Patent Office No. 106126) of Max Factor & Co. and is not a synonym for cake make-up. The correct usage is "Pan-Cake Make-Up," or if you do not wish to mention particular brands, simply cake make-up.

We are sure that you are aware of the legal importance of protecting a trademark and trust you will use ours properly in any future reference to our product.

So that our records will be complete, we would appreciate an acknowledgement of this letter.

Ralph E. Lazarus  
Max Factor & Co.  
Hollywood, Cal.



## COMMUNITY CONSCIENCE... TELEVISION STYLE

Years of neglect had made historic Lippitt Hill an ideal area for redevelopment, but the decision to level and rebuild brought questions, doubts and fears to residents and taxpayers. In accord with its policy of fostering public understanding through public discussion, WPRO-TV presented in prime evening time another in its series of "documentaries in depth" to explain economic impacts and human considerations.

WPRO-TV recognizes that to maintain its community leadership, this station must be the leading participant in community affairs. This policy prompts WPRO-TV to program both sides of controversial issues as well as editorials on such pertinent subjects as Section 315 of the Communications Act, the activities of the Commission to Encourage Morality in Youth, Hurricane Protection for Downtown Providence, Legislative Preview by the Governor, the City Budget, and attempts to use public funds for public service announcements.



**WTEN**  
Albany  
**10**

WROW Radio  
Albany



**WTVD**  
Raleigh-Durham  
**11**

CBS AFFILIATES



**WPRO-TV**  
Providence  
**12**

WPRO Radio  
Providence

# WPRO-TV Providence

CAPITAL CITIES TELEVISION CORPORATION

• Represented by Blair TV

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

# She was not alone



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

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

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

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

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

Here she was: Eva. Born



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

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

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

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

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

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

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



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

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

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

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

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

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



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

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

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

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

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

Not by standing still, certainly, nor playing it solo. Rather, by people working together in the common cause of insuring our "health, wealth and happiness."

**THE ADVERTISING COUNCIL . . . for public service**

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



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

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



## FIRST FLYING MOBILE VIDEO TAPE UNIT... covered President Eisenhower's European tour

**MVT TELEVISION** announces the first flying mobile video tape unit was used by CBS News to cover the President's tour through Europe and Asia. The aircraft was developed exclusively for mobile video tape operation and the following of events as they happen. The plane has its own power source, kitchen and accommodations for twenty persons, including crew.

Not only is the MVT Television flying unit ideally suited for coverage of public affairs and special events, but also for programming material extending over great distances. The mobility and speed of the airplane makes possible on-the-scene and continuing television coverage using the same equipment and personnel.

MVT also maintains a fleet of vans equipped with video tape, recorders and cameras for other mobile operations.

For information on the many ways MVT Television can serve you, call or write today.



**MOBILE VIDEO TAPE**

**TELEVISION Inc.** 40 East 49th Street • New York 17, N.Y. • Plaza 3-23-

## HOW TV AND RADIO ARE MOVING AHEAD

	TOTAL TV ADVERTISING (MILLIONS)	TOTAL RADIO ADVERTISING (MILLIONS)
<b>1958</b>	<b>\$1,354</b>	<b>\$616</b>
<b>1959</b> (estimate)	<b>\$1,505</b>	<b>\$667</b>
<b>1960</b> (forecast)	<b>\$1,655</b>	<b>\$714</b>

\*Estimates and forecasts by Richard P. Doherty, president Tr-radio Management Corp., Washington, D. C.

# FORECAST FOR A FINE YEAR

## A SPECIAL ECONOMIC ANALYSIS OF THE 1960 RADIO TV BUSINESS OUTLOOK, PREPARED FOR SPONSOR BY CONSULTANT

BY RICHARD P. DOHERTY, PRES.  
Tr-Radio Management Corp.

**1959** was the year that broadcast advertising, for the first time, reached a level of \$2 billion; our estimate is that combined radio/tv advertising aggregated \$2.1 billion during 1959.

By 1963, the broadcasting industry will become a \$3 billion industry and 1960 will provide a big step toward this achievement.

1960 will be a good, solid year for American business and the radio/tv industry will achieve a new historical high in sales revenue.

*The tv picture* may be highlighted by looking at 1960 expectation in relation to 1959 and 1958.

Year	Total Tv Advertising (000) omitted	Tv Local Advertising (000) omitted	National-Regional (Network & Spot) Advertising (000) omitted
1958	\$1,354.200	\$248.100	\$1,106.100
1959 (estimate)	\$1,505.000	\$275.000	\$1,230.000
1960 (forecast)	\$1,655.000	\$295.000	\$1,360.000

Our estimate is that when the final results of 1959 are in and tabulated, a total of \$1,505,000,000 was spent in tv advertising, or 13.7% of the all-media

## Doherty sees radio/tv moving past the \$3 billion mark by 1963, competition getting tougher

advertising pie. Of the \$1,505,000,000, approximately \$1,240,000,000 came from national-regional sponsors, via network and spot purchases, and \$275,000,000 came from local advertising.

In 1960 network and national-regional spot should rise to approximately \$1,360,000,000, an over-all increase in advertising of 10%. At the same time, we expect local tv advertising to expand by 3%. Thus, we may expect a total 1960 radio-tv advertising expenditure of approximately \$1,655,000,000.

Expectations are that all-media advertising will reach the high historical level of \$11.9 billion in 1960. Tv should continue to improve its share and come up with 14% of the national advertising pie.

**Radio**, in aggregate, has had a relatively good year during 1959, but with the total industry picture showing divergent trends between individual stations and individual markets.

When the record of 1959 is fully written, radio sales

and radio station broadcast revenues, industry-wide, will be the highest in history—aggregating \$603 million. Total radio advertising investments (including commissions and talent payments) will total \$667 million.

Revenue, industry-wide, should expand by 7%-8% for 1960 over 1959.

For a three-year period, the picture will look like this:

Year	Total Radio Advertising (Millions)	Total Radio Station Time Sales (Millions)
1958	\$616	\$541
1959 (estimated)	\$667	\$603
1960 (forecast)	\$714	\$661

The 1960 profit margin of radio stations, *in toto*, will remain about the same or decrease slightly because of higher labor (payroll) costs, heavier competitive expenses, plus added demands for programing and sponsor service. An over-all industry-wide profit margin of 11%-12% will, in our opinion, be a maximum achievement; the more likely ratio will be 9%-10%. The top 750 stations will show a 20%-25% ratio of profits and the 250 top ranking (revenue-wise) will achieve a 25%-30% profit margin.

The numerical majority of radio markets will show only about the same results in aggregate station sales revenues during 1960 vs. 1959. A sizable segment of stations will

## 10 FAVORABLE FACTORS WHICH WILL AID RADIO/TV

According to Management Consultant, Richard Doherty, these 10 anticipated developments in our national economy will have a marked bearing on the growth and vitality of the air media in the next 12 months. Says Doherty, however, plan now for 1961.

1. *Gross National Product may rise 6%-7%.*

---

2. *Industrial output should expand 8-9%.*

---

3. *Retail sales (dollar volume) should reach a level about 8%-10% higher than 1959, with food and automobiles accounting for a strong share of the upswing.*

---

4. *Employment will increase progressively with unemployment decreasing to an insignificant level, below 3,000,000 persons.*

---

5. *Wages will rise by 10%-12% including improved benefits.*

---

6. *Cost of living will go up nearly 2%.*

---

7. *Building and construction in dollar value will rise even though physical volume will remain at approximately the 1959 level.*

---

8. *Consumer spendable income should improve by 7%-8%.*

---

9. *Luxury spendable income, that overall segment of personal and family income available beyond the normal standard of living requirements, will reach new peak.*

---

10. *Congress and the Administration, facing the important November election, will avoid legislation which might have adverse economic-business effects.*

likely experience something less than 5%-7% improvement in sales and 20%-25% of the radio stations will experience decrease in sales income.

Creative programing, station promotion and alert salesmanship will highlight individual station success during 1960. No radio station can depend on industry trends for automatic gains. The formula for growth is PPS—programing, promotion and sales effectiveness.

**Competition among stations** will be a highly significant factor affecting the 1960 business of individual tv and radio stations.

In virtually all tv markets, the audience share race, among stations, became more intense in 1959 and will become even tighter in 1960. The three tv networks are in closer balance, program-wise. Thus, any given network affiliate, in 1960, may be No. 1 in its market through its own management acumen and though the stimulant of its own programs. This was not so true two or three years ago.

The formula by which any given tv station may achieve the largest gain in sales, in its market, includes three ingredients: (a) a well-selected and scheduled format of feature films, syndicated series and local live programs; (b) a solidly effective promotion program to advertise the station's story to both sponsors and the local viewing audience; (c) alert, creative selling by both the station's sales staff and the station's national representative.

Radio competition has, as everyone knows, become more intense in practically every multiple station market. A few years ago, sharp and progressive program operators began separating the men from the boys and long-established station ratings went into upheaval. During the past year or two, the boys have learned fast and program competition has become more balanced.

In most multiple station markets, we expect that 1960 will prove that radio competition is a fairly even race between several stations and that, with only a few exceptions, no one or two radio stations will leave competition far, far behind.

**Promotion** has become an essential tool for expanded radio station sales and added station profits.

Stations gain audiences and raise their share of the audience by better programing *plus* effective local audience promotion and advertising.

Promotion and advertising are as important to broadcast stations as broadcasters know that promotion and advertising are basic to the competitive advance of retail stores, products and services.

In the area of national spot sales, radio stations can bridge the distance between station and agency/sponsor only via effective trade press advertising. The station which, during 1960, doesn't advertise effectively to national buyers will not share proportionately in the additional \$900,000,000 of all media advertising expenditures which will be produced during the next 12 months.

**General business in 1960** will obviously provide the background stimulant for radio and tv sales expansion.

## ECONOMIST DOHERTY A FORMER NAB V.P.



*Richard P. Doherty, who wrote this forecast of economic conditions for 1960 in the radio/tv industry, has a strong background in both economics and broadcasting. A former professor and head of the Economics Department at Boston University, he served from 1945-54 as v.p. of the NAB, specializing in station economics, labor relations and cost accounting matters. Since 1954 he has headed Tv-Radio Management Corporation, Washington, D. C., business consultants to the broadcast industry, and has worked for and with 125 of the country's tv stations on various management problems. He is author of a number of books on economic subjects.*

If the total American economy were not going to expand and improve, in 1960, we would not forecast a rise in radio sales; we would expect only a small, modest rise in tv sales; we would not expect all advertising dollars to expand.

Barring some unexpected international crisis, it is a practical certainty that 1960 will be a year of expansion and improvement in virtually every major sector of the economy, with the possible exception of agriculture.

For a rundown of our business forecast for 1960, see the box on opposite page.

**Recession ahead in 1961?** A small minority of business economists now believe that the progressive improvement of 1959-1960 will be followed by a recession in 1961, and that the road signs of this recession will become more evident during late 1960. We personally belong to this group.

The rhythm of business, coupled with the controlled money market and certain underlying economic drags, suggest that a corrective recession will be forthcoming during 1961, and that this adverse trend will become evident to economic researchers during the late months of 1960.

In our opinion, there are at least five forces which could well lead to a 1961 recession.

1. Consumer debt has mounted steadily and, during the prosperity of 1960, will go on expanding. Sooner or later, this huge mass of consumer debt will induce a cutback in new consumer purchases.

*(Please turn to page 63)*

# How tv sets new Busch distribution

- ▶ New tactic of Anheuser-Busch reverses role of advertising by pacing market areas with tv signals
- ▶ Four-year-old Busch Bavarian brand has hit top sales in multiple markets with this media strategy

**A**nheuser-Busch, 108-year-old pioneer brewer in St. Louis, is meeting the demands of its own marketing revolution by counter-revolutionary media tactics. The medium is television, and the marketing revolution is introduction of a non-premium brand four years ago as a complement to its long-time top selling premium brand, Budweiser.

The counter-revolutionary tactic which Anheuser-Busch is using successfully to market and to sell its new Busch Bavarian brand is a re-allocation of sales and distributor ter-

ritories to what the company calls a "media coverage area." Advertising's usual role is reversed, so that it paces rather than follows product distribution.

This means simply that state and county boundaries used for the older A-B Budweiser brand, and adopted also by most advertisers to define their wholesaler and sales activity, have been removed. They've been replaced with a topsy-turvy, crazy-quilt pattern of television signals (see adjacent maps). Now, a Busch Bavarian salesman in the field contacts

wholesalers within the reach of tv signals in a given area. The client, working with Gardner Advertising agency in St. Louis, has devised overlays on a U. S. map designating some 38 of these major media coverage areas in its 14-state distribution pattern.

This media-marketing approach has moved the new brand to No. 1 position in many of the markets where it is distributed, and has put it among the top 20 brands in any locality. So reports Walter Reisinger, regional brands advertising manager for Anheuser-Busch, in detailing the growth of the beer. A-B introduced the non-premium brand a scant four years ago to fill the gap left by its premium brand, Budweiser. Bud, the undisputed top seller nationally, is among the premiums which—all told—attract only 20% of the beer consuming market.

## OLD BUSCH MARKETING USED COUNTY LINES. . .



**FIXED LINES** separating counties and states in map at left represent traditional approach to marketing, with advertising following the rigid distribution lines. But Anheuser-Busch has perfected new strategy of using tv as a primary medium, then tracing patterns covered by the signals.

The new "market" in the map at the right thus transcends state and county districts previously assigned to salesmen and distributors. A market for the new

This left some 80% of the potential market untapped by Anheuser-Busch. And this led to the development, creation and strategy for the new Busch Bavarian in only 60 days. The new media coverage area tactic focuses on two campaign phases: the predominant use of broadcast in an introductory drive and in a continuing effort.

Radio and tv in the first phase are allocated about 85% of the total advertising budget; in the follow-up phase, about 70%. The pattern is concentrated on spot announcements aired with varying frequency. Prime times are preferred, divided between minutes and 20's and used to round out local program schedules (usually sports).

The result, says Mr. Reisinger, is an ever-increasing market share for Busch Bavarian and a similar growth in consumption for Budweiser. He explains: "They don't compete with each other, because a Bud drinker absolutely cannot be switched to another brand once he's been hooked! And our Busch Bavarian is complete-



**ANHEUSER-BUSCH MARKETER** who has directed switch in emphasis is Walter Reisinger, regional brands advertising manager

ly different from Bud so that our increased sales are coming from other non-premium brands." He adds that the sale of beer is primarily a local problem because no nationally known beer has total distribution, in the usual marketing sense. The situation is even more competitive because of the strong inroads made regionally and locally by some 200 different brand names.

To pinpoint the advertising campaign at this local level, and to elimi-

nate wastage and thus maximize the dollar investment, the client and agency people worked to devise the new concept of media selection and usage. It started four years ago when signals from a Southern Illinois tv station reached far into adjacent Iowa counties where Anheuser had no distribution. This initial waste in that one market area, alone, had little over-all significance, says Mr. Reisinger. But had it been allowed to continue, and therefore been multiplied in all of the markets used by the company, the total loss could have been staggering.

So they worked assiduously to re-define their approach to a market. They started with tv, "our primary medium and the key to our entire marketing concept." So says the regional brands manager. And "the most important factor in marketing today is not just tv's selling power but where the television signal goes. The signal defines our market." Tv signals, he continues, "don't stop at state lines. In our new marketing

*(Please turn to page 64)*

## NEW BUSCH MARKETING USES TV SIGNAL AREAS

*Busch Bavarian beer can therefore encompass portions of four states with the reach of a single urban tv signal.*

*This new approach has resulted in the new product moving into the Top 20 beer circle nationally and bagging No. 1 sales position in many markets, despite the highly competitive nature of beer merchandising. The other brand produced by A-B is the nation's top seller, Budweiser.*



# Portrait of a crusading marketer

➤ His claim to 'being born lazy' is belied by the way K&E vice president Steve Dietz tackles agency problems

➤ Here are some of his views on marketing, merchandising and on semantics of several trite ad row terms

**A**sk five advertising executives what their hobby is, and four probably will say, "Golf." If the fifth one answers, "Reading," the chances are he is Stephens Dietz, group vice president, marketing services at Kenyon & Eckhardt, Inc., in New York.

"I was born lazy," Dietz explains, "and I'm still trying to achieve total laziness." If spare-time reading is an indication of this, Dietz' 21-year career in advertising and marketing and his present position at K&E (which he assumed on 6 November) belies it. Anyone who claims laziness as a virtue and takes up marketing and advertising must be spoofing.

At K&E, Stephens Dietz reports to D. C. Stewart, executive vice president. Reporting to Dietz are four department heads: the vice presidents of merchandising, media, research and radio tv.

"Then you coordinate these four important departments?" SPONSOR asked.

"Whoa," said Dietz. "'Coordinate' is a word I don't much care for. Let me put it this way: reading isn't my only hobby. Another is business management. And it seems to me that two of the most misused words in Madison Avenue parlance are 'coordinator' and 'administrator.'"

"Co-ordinator and administrator both strike me as extremely inactive words. They suggest a sort of passive shuffling of memos and filing of papers. Now a word like 'manage' is active. It's high time we say something like 'manage' and drop such weak words as 'coordinate' and 'administrate.'"

Dietz turned on a boyish smile. "Actually," he explained, "I've been group vice president here for such a short time—and most of that has been spent on the road—that I'm not quite sure what I'm managing. My first job on this job is to find out exactly what's expected of me." Again, in this statement, the Dietz brand of humor shows through. He has a very good idea of his new job. For three years he ran the merchandising department at K&E. Before that, as an account supervisor and client, he gained much more than passing knowledge of radio/tv, media and research.

He brings to his new post a sound background in all the spheres that now come under his aegis as marketing head. Along the way, Dietz also has formed some unshakable convictions about advertising and marketing.

For some time Dietz has been carrying on a crusade for realistic evaluation of marketing programs by client companies.

"It's shocking to me," Dietz told SPONSOR, "to see a corporation put on an expensive marketing and merchandising program, then suddenly change the whole plan or even drop it without ever recording on paper exactly what went wrong. Such documentation is vital to planning new campaigns.

"Clients are demanding increased documentation from agencies," Dietz continued, "so it seems agencies have a right to expect the same from clients.

"Management has too often failed to demand reasons why a marketing program has failed. For too long, such evaluation has been the job of everybody and nobody. With costs increas-

## THE QUOTABLE STEVE DIETZ



*IN HIS 21-year career as an adman, K&E's Stephens Dietz has formed some strong opinions on marketing. Here are a few quotes: "Marketing and merchandising are too often confused. Marketing is the creation and satisfaction of consumer demand at a profit. Merchandising is really*

*the function of being a merchant, although in our lighter moments we frequently refer to it as the performance of anything that nobody else wants to do." The accompanying story is full of Dietz' observations on the ad scene.*



ing from year to year. it's absolutely a 'must' that marketing dollars be spent more efficiently, and realistic evaluation of each program is just good economy.

"At K&E, we've been working toward this for some time. and happily I notice a definite beginning of a trend in this direction on the part of client." Dietz went on.

To document the trend, he picked up from his desk a bound typescript. "For example," he said. "here's a report we've just done—not on a past or present marketing program—but on a *future* one. It lists all the areas and aspects that we recommend should be documented at the end of the program. And this was turned out at the *client's* request."

For SPONSOR, Dietz cleared up what has been something of a confusion—the difference between marketing and merchandising.

"For 'marketing,' he said. "we've got a pretty clear-cut definition around K&E: Marketing is the creation and satisfaction of consumer demand at a profit.

"With 'merchandising,' however," he continued. "I don't know that I've ever heard a really satisfactory definition. In our lighter moments we like to say that merchandising is considered the doing of something that nobody else wants to do.

"But on the serious side, merchandising actually boils down to the function of being a merchant. The agency merchandising man must ask himself, 'What can we do to help the retailer be a truly successful merchant?' We must put ourselves in the role of the merchant and try to make client and agency objectives for a product mesh with the merchant's objectives. When we come up with an answer and carry it out, that's merchandising. Too many people construe merchandising as simply a means of grabbing favored shelf space or setting up point-of-purchase displays in the aisles of stores.

"The fact is that merchandising has many tools. A knowledge of pricing and discounts is one merchandising tool. Packaging (which also is an advertising tool) also is a vital part of merchandising. Co-op funds, wisely set up and managed, can be valu-



**STEPHENS DIETZ**, Kenyon & Eckhardt's marketing vice president, began his advertising career with Procter & Gamble, brings to his new post client and agency experience. Among his convictions: Clients demand increased documentation from agencies; agencies have the same right

able to merchandising. One of our boys here at K&E, for example, just wrote up the whole co-op contract for a client."

What about television and merchandising?

Dietz thought it over. "I'm afraid television's effect has been primarily on advertising rather than merchandising," he said.

As for the reverse of the merchandising coin—the merchandising and exploiting of tv program personalities (an activity that K&E pioneered

successfully; outstanding example—Ed Sullivan), Dietz looks upon it as a vanishing art.

"The day for merchandising of tv personalities," he says "has almost passed. Today's conditions are making such exploitation next to impossible." Principal reasons: (1) Performers' time becoming more limited through heavy show commitments so that there is little left to devote to personal merchandising; (2) Co-sponsorship has become so  
(Please turn to page 64)

## TOP TV SPENDERS—HOW THIRD QUARTER '59 COMPARED TO '58

	1958	1959
PROCTER & GAMBLE	\$62,038,295	\$72,639,411
LEVER BROTHERS	27,937,741	36,900,073
COLGATE-PALMOLIVE	25,863,960	28,549,617
AMERICAN HOME POCTS.	18,673,081	27,617,314
GENERAL FOODS	23,312,743	26,527,316
R. J. REYNOLDS	14,061,289	16,217,071
GENERAL MOTORS	15,958,568	14,990,702
BRISTOL-MYERS	13,857,262	14,099,911
P. LORILLARD	12,061,986	13,982,586
LESTOIL, INC.	8,470,700	13,707,900

Source: TVB estimated gross time expenditures

## WHY TV SPENDING IS UP IN THE TOP TEN CIRCLE

**A**n outline of tv spending in 1960 can be seen in the bullish attitude toward tv among the leading contenders for 1959's Top Ten circle.

Pitched marketing battles and new product introductions were the main motivating factors in tv budget increases by all but one and for the first appearance on the list (at the nine-month mark) of an advertiser who made it on the strength of spot tv expenditures alone.

The newcomer, Lestoil, spent \$13,707,900 in spot tv in the first three quarters of 1959 to: (1) battle the rush into the liquid cleanser field by P&G, Lever and Colgate, (2) introduce a new product, Lestare, a powder bleach, (3) increase its distribution throughout the Atlantic Coast and as far west as Des Moines.

Even though Lestoil lost its No. 1 sales spot to P&G's Mr. Clean in 1959, its sales jumped 33% (from \$31 million in 1958) to over \$40 million in '59. To achieve this, tv expenditures were upped 40% (see comparison of

third quarter totals shown above).

The average hike in tv expenditures among the 10 advertisers was 19.3%. Aside from Lestoil, there were three significant departures from this general area of increase.

American Home Products made a dramatic 50% rise, largely accounted for by the company's growing reliance on spot tv for introducing new products. A case in point: Dristan, introduced by AHP's Whitehall Div. with a \$1,839,860 spot tv campaign in 1958.

Lever Bros. 33% increase can be traced to the pro-television attitude of Henry Schachte, who moved last February from ad v.p. into the newly created post of executive v.p. of three consumer marketing divisions—Lever, Foods, Pepsodent. 1958's tv total of \$38 million was all but reached by September 30, 1959.

General Motors' decreased spending, of course, reflects the multiple problems which beset the automotive market generally last year. ▀

# 100% in

▀ Shift in media strategy by frozen food firm brings 31% increase over '58 sales

▀ Hard-to-crack New York market responds to all-out, year-round radio emphasis

**A** frozen foods processor has no easy time of it rounding up customers. There is resistance to *frozen food* by older people, and resistance to *new brands* by frozen food consumers.

This was the problem Dorann Foods of Rye, N. Y., brought to the Zlowe advertising agency last May. By then, Dorann had a berth in quite a few stores throughout the metropolitan New York selling area. What it sought were additional shelf "facings" and more of that elusive commodity, customers.

Previously the company had promoted its frozen pizza and eight varieties of frozen potatoes via a run-of-schedule package of I.D.'s on one New York tv station. The Zlowe Co. felt a change was needed. Says a.e. Henry Shaffer, "We had too big a selling job to delegate to I.D.'s, especially run-of-schedule.

"Apart from lengthier time periods, we needed year-round exposure with frequency during the latter part of the week when most grocery shopping is done. We had to pinpoint our best prospects rather than spread ourselves thin on our modest budget.

"We needed coverage in Connecticut, Long Island and New Jersey where New York newspaper circulation tapers off. People in these areas listen to the New York radio stations however. So both salesmen and retailers are happy when we use these stations rather than New York-only papers."

This was why Dorann became a 100% spot radio advertiser last June. Result: the ensuing six months' sales exceeded those of the same period a year ago by 31%, despite an intervening strike in the A&P chain.

# radio spot gives boost to Dorann

Market research indicated that young housewives and teenagers are the most susceptible to these products. Zlowe selected three New York stations that appeal to this audience—WINS, WMCA and WMGM.

"In order to use three stations instead of two on our budget, we had to arrange short flights separated by a hiatus," said media director Pauline Mann, "but with audience duplication practically negligible we were most anxious to have the extra outlet."

Under the year-round schedule that was developed, the 60-second spots are aired in four- to eight-week flights, with a two-week interval between. During any given week two stations carry the Dorann spots; one is held in abeyance.

"We rely on recall to keep our message alive during the short periods of absence from each station," explained Mrs. Mann.

All Dorann spots hit the air between Wednesday afternoon and Saturday morning. They are delivered 8 a.m. to noon, with housewives in mind primarily, and 4 to 6:30 p.m., for housewives and teenagers.

The Dorann radio minutes are a combination of e.t. and live material. For many of the transcribed portions, Zlowe has employed a light, "tongue-in-cheek" approach.

Rendered by a vibrant tenor in appropriately Italian operatic style is the following frozen pizza lyric, to the tune of Verdi's "La Donna E Mobile:"

"If you're a pizza fan,  
Then you'll just love Dorann.  
Nothing else beats-a  
This frozen pizza.  
Sauce is so much saucier  
Crust is so much crispier.  
Just try it once and then,  
You'll buy it again and again  
and again.  
D-O-R;  
A-N-N  
There is no pizza better than  
Dorann."

For the frozen potatoes frequent play goes to an e.t. which describes all eight Dorann varieties, inter-

persed with enticing sound effects. It points up the possibility of serving a different type of potato every night of the week, and is well calculated to reach the best potential customers for new Dorann potato products, namely those already using the more conventional frozen potato products.

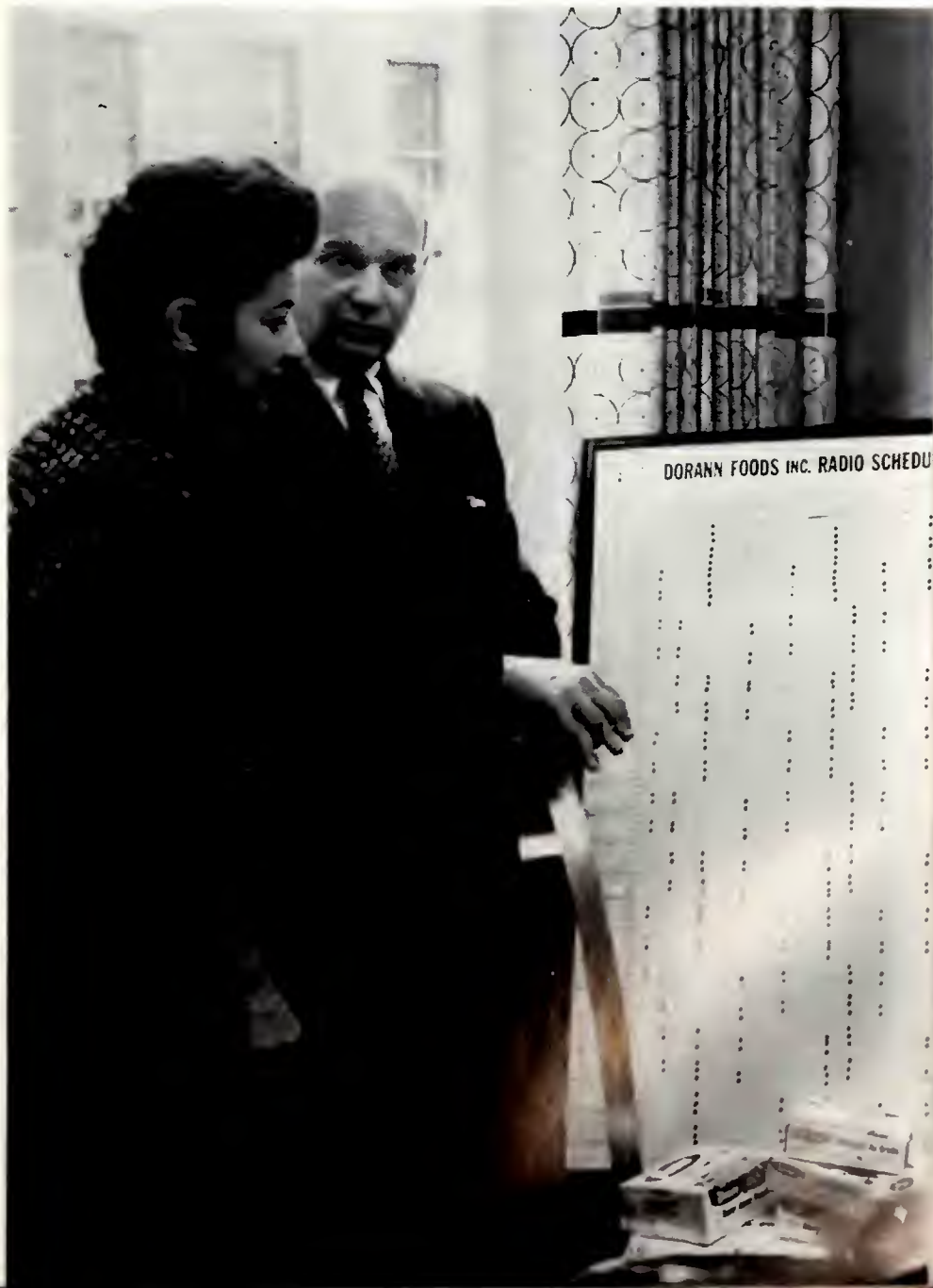
In many instances stores that previously had granted shelf facings for two or three Dorann potato varieties have added some of the newer ones,

as a result of this commercial.

Dorann's plans for 1960 include a substitution for one station. The purpose of this switch is to reach another segment of the younger audience.

A budget increase based on new sales heights is contemplated for June, which should mean that the older housewives, whose resistance to frozen foods tends to be stronger, are going to hear a lot about Dorann via spot radio.

**ELUSIVE** frozen food customers gravitate to Dorann due to spot radio schedule depicted on pegboard. Here, Pauline Mann, media dir., discusses buys with agency head Irwin Zlowe



## SWEENEY CITES SIGNIFICANT RADIO DEVELOPMENTS



Kevin Sweeney, RAB pres.

**1. LISTENING UP.** *Radio listening is up in nearly every time segment. More people and more households are listening in '60*

**2. SET SALES UP.** *1959 sale of 16,000,000 radios topped every year except 1947. A new set sold for every one of three families*

**3. DOLLAR VALUE UP.** *Last year Americans spent more for U.S. made radio sets than for all types and kinds of television sets*

**4. ADULT LISTENING EQUALS TV.** *Daily radio listening by adult customers is substantially equal to adult tv viewing*

**5. NEW RESEARCH MORE SCIENTIFIC.** *New studies announced by RAB give advertisers more accurate buying guides*

## Bigger news in radio than payola

➤ New radio facts, says RAB's Sweeney, have more impact for big advertisers than newspaper headlines

➤ Increases in listening and set sales, plus new research give radio its greatest momentum in 1960

**K**evin Sweeney, fiery president of the RAB, drew laughs at a luncheon meeting of the Radio & Television Executives Society last week when he said, "I will not predict that radio will hold the front page indefinitely against the steady boring in of television."

But the New York group listened attentively as Sweeney outlined what he called the "news that radio will make in the *advertising business*."

Said the RAB head, "In terms of the needs of advertisers for better advertising planning, for less waste in marketing and for a generally more scientific approach in creating consumer demand without irritating

either the consumer or their stockholders, the news of these radio developments is of far more importance than even payola."

Among these developments: the healthy trend in radio set sales, of which Sweeney said, "This year, 1959, we will sell around 16,000,000 sets—better than 4,000,000 alone—for the best year in history save 1947 when pent-up wartime demand was satisfied for the first time.

"That means a new radio set of some description for one out of every three families in the United States—a new set for two-thirds of all U. S. families during the two-year period since 1 January 1958."

"And in 1959—for the third consecutive year—the dollar value of U. S.-made radio sets, purchased by Americans (not to mention the Japanese sets) will exceed the dollar value of all tv sets bought by Americans."

Turning to the matter of radio listening Sweeney discussed three significant phases—total, adult and summer listening.

Of *total listening* he said, "Listening is up everywhere in nearly every time segment by any measurement that includes *all sets*."

"There are more hours of listening, and there are *more people and more households listening*. The last is important because the newspapers conceal their steadily eroding position by pointing out that more newspapers are sold each year, but forget to mention that by every measurement that takes into account the growth of households, they have suffered a dramatic decline."

Of the highly important area of  
(Please turn to page 65)

# RESULTS 1959 TV

**A SPONSOR  
ANNUAL SECTION**

- ◆ *34 capsule case histories of successful tv campaigns of 1959, covering 18 categories of products and industries in net, spot, local tv*
- ◆ *A valuable fact book for busy account men and ad managers who are planning to use the medium and need documentation of tv power*



## TV RESULTS

### APPLIANCES

SPONSOR: Dorn's House of Miracles AGENCY: Charles N. Shahl  
**Capsule case history:** Dorn's House of Miracles, a Los Angeles chain of 12 discount stores selling appliances, tv sets, air conditioners, etc., ventured into tv in July, 1958, with a weekly budget of \$2,000. Previously it had used newspapers mostly. Jack Perkins, the agency's a.e., reported that most of the announcements were placed on KIHJ-TV's *Oscar Levant Show*. Other schedules were used only for special promotions. The client found that femme announcer, Beverly Brown, was more effective than male counterpart in selling appliances. In the first 60 days the gross volume of business increased \$100,000 per month. Profits from tv advertising enabled Dorn's to open four new stores. Cost of advertising while using primarily newspapers in the pre-July, 1958, period averaged 8% of the gross volume. Dorn's has since realized a 40% increase in total volume with a 4% reduction in ad cost. The Charles N. Shahl Agcy. is now working on a new campaign.

KIHJ-TV, Los Angeles Announcements

### AUTOMOBILES

SPONSOR: McLean Pontiac Corp. AGENCY: Direct  
**Capsule case history:** Although the year 1958 has been a very trying one for the automobile industry and its retail sales agencies, a Portsmouth, Va. Pontiac agency which used television has a different story to tell. During the first quarter of 1958, the sales of the McLean Pontiac Corp. had materially decreased over the past five years, and the company made a thorough study of what might be the best medium to advertise. During March 1958, the agency commenced a schedule of one-minute participations in WAVY-TV's *Early Late Show*. "From that point on our sales volume showed a remarkable increase," stated Richard J. Davis, McLean's secretary. "There were many instances where a displayed automobile was purchased without the buyer actually appearing at the agency, after having seen the vehicle on television." The company strongly believes that its success in 1958 was due solely to television advertising, and plans to devote most of its 1959 budget to WAVY-TV.

WAVY-TV, Norfolk-Portsmouth Participations

### AUTOMOBILES

SPONSOR: Summerfield Chevrolet Co. AGENCY: Direct  
**Capsule case history:** Arthur E. "Bud" Summerfield, Jr., owner of Summerfield Chevrolet Co., Flint, Mich., decided to switch all his advertising to tv. He felt that a "prestige medium that would reach the largest number of consumers in a direct way" would give him the impact he needed in the highly competitive Flint area, and he decided to sponsor California National Production's aviation film series, *Flight*, on WNEM-TV 9:30-10 p.m. on Monday nights. The move paid off: *Flight* leads the three-station market with a Nielsen of 45.7 and 62% share of audience, and in the face of a generally slow automobile market, Summerfield's sales increase for new cars-trucks for the first seven months of 1959 was up 40% over 1958; for service sales, up 21%, for part sales, up 19%. Customers have come from not only Flint, but Saginaw, Bay City and Midland. Summerfield achieved these healthy increases despite a 25% decrease in his ad budget as a result of this single-medium selection.

WNEM-TV, Flint, Mich. Program

### AUTOMOBILES

SPONSOR: Murray Vout AGENCY: Direct  
**Capsule case history:** Murray Vout, a local auto dealer in Salinas, Calif., had not been using television for quite a while. The firm, in business for over 30 years, switched its grant to English Fords and Studebakers and its budget to television. The car dealer then purchased full sponsorship of two sports programs on KSBW-TV, Salinas-Monterey, Calif., immediately following *Wednesday Night Fights* on ABC TV and Friday night fights on NBC TV. In the following 12 months Vout registered a 27% gain in business. With 95% of his advertising budget devoted to television, Vout decided he could not afford both sports programs he was sponsoring. He cut his tv budget to accommodate just one sports program and spread his budget among other media. One month later Vout returned to KSBW-TV with the report that he needed both programs. He found that they were the best advertising he had. "The impact of these shows is such," he said. "that they justify my total budget."

KSBW-TV, Salinas-Monterey Programs

## TV RESULTS

### AUTOMOBILE ACCESSORIES

SPONSOR: Economy Auto Stores

AGENCY: Direct

**Capsule case history:** After testing a variety of small television campaigns, Earl E. Tennyson, Jr., mgr. of Chattanooga's Economy Auto Store, launched a heavy saturation campaign on WRGP-TV. From the sixth largest seller of new tires last year in the Economy chain, Tennyson's sales have risen so meteorically that he is now the largest seller of tires in the company's chain of 21 outlets. Store volume is currently 22 to 23% ahead of last year. Three years ago, the store's sales were lowest of the entire chain. This store is the only one in the chain using tv. Tennyson buys heavy saturation waves of 24 announcements (75% I.D.s, 25% minutes) starting on Wednesday and running through late Friday evening. The bulk of his spots are in early morning and evening time periods, preferably around news and adult westerns for a large male audience. Tennyson now budgets 75% of his funds for tv. "Tv is dynamite," he reported. "It is the best-pulling medium for tires I've ever used."

WRGP-TV, Chattanooga

Announcements

### BAKERIES

SPONSOR: Malbis Baking Co.

AGENCY: Phil Forrest Adv.

**Capsule case history:** Malbis Baking Co., Mobile, Ala. bakers of Malbis bread, had used very little television prior to its WALA-TV campaign. But Malbis' J. Troutman decided to sponsor Ziv's *Rescue 8* on WALA-TV to give tv an all-out test. The program ran on Thursday nights from 7 to 7:30 p.m. with live announcements. The contract called for 52-week sponsorship, firm. Cost to Malbis: approximately \$20,000. Announcements promoted Malbis' new brand wrapper called "Big Top Bread" which featured a clown on the label. Sales, which had been unspectacular prior to the program, skyrocketed in the Mobile area almost immediately, and the company's distribution areas were widely increased as a result. Harold McGhee, general manager of Malbis Baking, said, "This is the greatest medium of all, and I am a 100% convert to sight, sound and motion in selling a product." The company has now sponsored an additional program.

WALA-TV, Mobile, Ala.

Programs

(Continued page 40)

### 6,000,000 eyes/ears—listen/watch Green Bay's Channel 5

In the past year, our "faithful fivers" have seen the ONE HOUR "MARTINIZING" Spots many times. First they sponsored the Wednesday night news, then last summer they used an "ROS" (60) Campaign.

Presently, ID's are being used on a day and night basis. Wesley Crew and Claude Crawford... Appleton and Green Bay managers respectively, credit Channel 5 for "bringing in the business." "OHM's" remarkable INCREASE in sales, dramatically proves the effectiveness of Green Bay's quality station!

200%



Another sure proof of... the best cost per million

INCREASE

wfrv green bay 5

highest tower... maximum power

## TV RESULTS

### **BANKING**

SPONSOR: Silver Gate Savings  
& Loan Assn.

AGENCY: Don Larson Advertising  
Agency

**Capsule case history:** Silver Gate Savings & Loan Assn. in San Diego, through the Don Larson Advertising Agency, sponsored a live hour spectacular on KFMB-TV, San Diego, starring Academy Award winner Andre Previn. The program, *An Hour with Andre*, was the nucleus of its campaign to announce its newly increased dividend rate. Cost, including everything from time, talent, set design, to coffee breaks, was under \$5,000. Over a month and a half later, the promotional effect was still quite evident, and Robert D. Aston, assn. advertising manager, reported: "The business produced by the Previn show contributed to a highly successful transfer period. There were between \$6½ and \$7 million worth of new deposits alone the first four weeks after the show. This is an unprecedented transfer period in the history of the organization. Not only that, but the voluminous mail indicated that we received invaluable good will. We plan to use KFMB-TV again for our next campaign."

KFMB-TV, San Diego

Program

### **BOTTLING COMPANIES**

SPONSOR: Canada Dry

AGENCY: Gerth, Brown, Clark and Elkus

**Capsule case history:** The Canada Dry Bottling Company of Sacramento is now a confirmed television advertiser. Roy G. Deary, an executive of the bottling company is convinced that advertising on KBET-TV has resulted in a sharp rise in sales of the Canada Dry beverages handled by the licensee of Canada Dry Ginger Ale Incorporated: Canada Dry Ginger Ale, Club Soda, Spur and Hi Spot. "We have shown an excellent increase on Canada Dry," stated Mr. Deary, "and I sincerely think that use of the television medium and station KBET-TV has played a very important part in our sharp sales increase." The bottler places its advertising through a local agency. Gerth, Brown, Clark and Elkus, and believes that a portion of the credit for the success of the campaign is due the agency for its "excellent" commercials which were "well placed between good shows." The Canada Dry Bottling Company has extensive plans for tv; use of the medium is prominent in all the company's marketing plans.

KXIV, Sacramento

Announcements

### **CANDY & CONFECTIONS**

SPONSOR: Fenn Bros., Inc.

AGENCY: Campbell-Mithun

**Capsule case history:** "There is no question in our mind of the tremendous impact of tv on the consumer to introduce; to promote increased volume; and to sustain volume on an item," stated H. R. Scheid, president of Fenn Bros. Inc., makers of Butter Brickle, Royal Brazils, Walnut Crush and Big Bogie candy. Butter Brickle used television to crack two new markets—Boston and Chicago; and later to increase volume in Los Angeles. Fenn and the Campbell-Mithun agency were convinced television could best introduce Butter Brickle in Boston. Mr. Scheid cited three advantages of tv: Speed (tv would reach more people in less time), Efficiency (tv's reach would offer the lowest possible costs) and Impact (tv's sight-sound-motion would be the most forceful salesman to distributors and to consumers). The tv plan in Boston meshed co-sponsorship of half-hour syndicated films with flights of 20-second spots over 26 weeks. "Results in Boston on WNAC-TV were most impressive," remarked Mr. Scheid.

WNAC-TV, Boston

Sponsorships & Announcements

### **DONUTS**

SPONSOR: Heavenly Donut Shop

AGENCY: Direct

**Capsule case history:** An enterprising newspaper man, Mel Grossman, who runs the Heavenly Donut Shop in San Diego, decided on a tv spot schedule for KFMB-TV's afternoon feature movie, with Bob Dale as host. Within five minutes after Bob Dale had munched his way through his "Heavenly" commercial, people began arriving at the donut shop requesting "Some of those donuts Bob Dale eats on tv." It wasn't just the neighborhood people who grew hungry for donuts, but customers from as far as 20 miles away. Everytime Bob sampled a different type of donut, the shop promptly "sold out" that item, whether they were 49¢ a dozen or \$1.29 a dozen. On the third day, business was up 50% above normal, five extra helpers had been hired, people were lining up half way around the block and production could not meet the demand, as over 1,500 dozen donuts were sold. The following Saturday, there were still 1,000 people lined up demanding "those donuts Bob Dale eats on tv."

KFMB-TV, San Diego

Announcements

(Continued page 42)



# EXPERIENCE



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

YOU KNOW WHERE YOU'RE GOING WITH **WJW-TV**  
CBS CLEVELAND

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

## TV RESULTS

### FARMERS' PICNIC

SPONSOR: Rochelle Chamber of Commerce

AGENCY: Direct

**Capsule case history:** Each year the Rochelle Chamber of Commerce in Rochelle, Ill., a small farming community located in the North Central portion of the state, holds a farmers' picnic. This annual affair is somewhat of a cross between an agricultural fair and a farmers' market—and its success or failure has an important bearing on the state of Rochelle's economy. Although Rochelle is almost 30 air miles from Rockford, Mike Pullin, entertainment chairman of the 1958 Farmers' Picnic, called upon television station WREX-TV, Rockford, to put the annual affair across. The 1958 Picnic was one of the most successful in Rochelle's history. In a letter to WREX-TV general manager Joe Baisch, Pullin said: "The large crowd was certainly very much due to the efforts of WREX-TV. . . . Furthermore, the air time on WREX-TV helped us to keep within our limited budget." The Farmers' Picnic committee was so gratified with results, it has already decided to use WREX-TV again in 1959.

WREX-TV, Rockford

Announcements

### FARM MACHINERY

SPONSOR: J. I. Case Co.

AGENCY: Direct

**Capsule case history:** Due to lagging sales in the Des Moines area, J. I. Case Co. of Racine, Wis., manufacturers of farm machinery, decided to bolster their sales efforts with television. With the aid of their district sales manager in Des Moines, Richard Spees, Case purchased a limited number of spot announcements in January, 1958 on WOI-TV. The expenditure was equally divided between the Case Co. and district dealers. Case's campaign has been so successful that they recently renewed with WOI-TV: this time with a 52-week firm contract for co-sponsorship of *Whirlybirds*, Tuesday nights from 9:30 to 10 p.m. Cost to Case and dealers on television for 1959 was approximately \$15,000. "Sales have increased about 100% since we began advertising on WOI-TV," said Spees. "For this reason we can justify such an expenditure. Television has really sold me—especially WOI-TV. We plan to continue on WOI-TV for a long time to come."

WOI-TV, Des Moines

Announcements & Programs

### FINANCE

SPONSOR: Pioneer Finance & Thrift

AGENCY: Direct

**Capsule case history:** Operating in the area for less than two years, Pioneer Finance and Thrift has risen fast in the ranks of Dallas-Fort Worth finance companies. Gene Cordell, mgr. of the company, attributes the quick acceptance of his companies to the effective tv campaign created and produced for him by KFJZ-TV. The secret of the commercials, he feels, is their factual, believable approach. Each commercial outlines a typical family's finances and shows how high monthly payments can be lowered by sound consolidation of debts. His campaign of 12-20 spots per week spans the entire week's programming to reach as many different people viewing as possible. More than 60% of his advertising budget is now spent on KFJZ-TV, and it produces 80% of his new business. Cordell has checked his volume of business carefully against his advertising expenditure and estimates that his spot campaign costs less than 2% of the volume it produces, making it his lowest cost advertising.

KFJZ-TV, Dallas

Announcement

### FUEL

SPONSOR: The Boyle Fuel Co.

AGENCY: Direct

**Capsule case history:** It may seem strange that a kid's show is able to sell home fuel oil, but The Boyle Fuel Co. of Spokane, the largest fuel dealer in this area, has been successfully using *Starlite Stairway* for seven years on KXLY-TV to advertise. "I love kids, and I think that the reason for my success is based on the fact that the parents know this," stated Leon J. Boyle, president and mgr. *Starlite Stairway* is a live kids' variety show and all entertainment is supplied by local and area talent. Boyle, himself, handles all producing and interviewing chores for each show, scheduled Saturdays from 6:30 to 7 p.m. Not only has Boyle been tremendously successful, but the show repeatedly gets 24 and 25 ARB's. Boyle attributes his success entirely to his KXLY-TV show, for which he expends approximately \$12,000 a year. "Our customer gain over the past seven years has been phenomenal, and volume has risen sharply," stated Boyle. "Television is great and especially KXLY-TV."

KXLY-TV, Spokane

Program

## TV RESULTS

### FURNITURE

SPONSOR: Wanamaker & Son

AGENCY: Direct

**Capsule case history:** In an area saturated with some 48 furniture stores, a boost in sales of 35% in just four short weeks is an outstanding success. This is Wanamaker's story after trying television. The store purchased a 15-minute show for 26-weeks on WKTV, Utica-Rome, N. Y. The show brought amazing results almost immediately," according to Bob Wanamaker, owner of the established firm of Wanamaker & Son. "We were reaching them all—from professional man to laborer," reported the furniture dealer. "People came from Schenectady, Syracuse and places we never heard of before. What's more, they were all pre-sold customers." Wanamaker, who is currently planning his fall advertising campaign with the help of the WKTV sales department, insists that television's advantage of bringing wares right into the home is the "best thing that ever happened to us. I feel that without television you are just another store. Tv, however, adds to your prestige and integrity."

WKTV, Utica-Rome

Programs

### LINGERIE

SPONSOR: Peter Pan Foundations

AGENCY: Ben Sackheim

**Capsule case history:** Peter Pan bought an 80-spot schedule in WOR-TV's *Million Dollar Movie*—eight a week for 10 weeks. The segment is shown 16 times a week so that the commercials were only in half of each week's runs. Women's awareness of Peter Pan was checked by the account a week before the campaign began and again after it had been running for four weeks. The checks disclosed a considerable recognition of Peter Pan products before the campaign began, making it much more difficult to register gain in awareness. However, in terms of brand identification, specific knowledge of the product, recent information about product superiority and attribution to tv as the source for that recent information, there were conclusive increases after only 32 spots. Said a Peter Pan exec, "This documents the effectiveness of movie vehicles and contradicts any suggestions that people don't watch those intrusive interruptions between segments of movies. The impact here is tremendous."

WOR-TV, New York

Announcements

### LOAN COMPANIES

SPONSOR: City Finance

AGENCY: Direct

**Capsule case history:** City Finance loans, a medium size personal loan operation in Memphis, Tenn., has long used various media to advertise its service, but never particularly concentrated on television. Recently, City Finance decided to give television a real test, and purchased a solid schedule of minutes and I.D.'s, most of it on WHBQ-TV, the ABC affiliate for Memphis. W. A. Woodmansee, president of the loan company, was delighted with the results of the campaign. "I thought you would be interested in knowing that our loan business for the past three months has increased some 30% over the same period in 1957," he wrote to WHBQ-TV. "We feel that a good share of this increase is due to our television advertising, all of which was concentrated on your station." City Finance is now thoroughly sold on the medium, and intends to advertise regularly. The loan company has now come to realize that only a thorough test can determine the effectiveness of a medium in a market.

WHBQ-TV, Memphis

Announcements

### MAGAZINE CIRCULATION

SPONSOR: Popular Science Magazine

AGENCY: Schwab, Beatty & Porter, Inc., New York

**Capsule case history:** "Popular Science" magazine decided to try a test campaign in the Wichita, Kan., area to determine if tv could hypo circulation. A schedule was placed on KTVH consisting of 10 live announcements (eight participations, two spots) during a one-week period, with concentration on the *Jack Munnley Show*. Cost \$351 for time, plus talent. No other station or advertising was used. At the end of the campaign, the M-S News Co., the magazine's distributor, reported that 2,080 copies had been placed on the stands and that there was a 70% sale in the first five days on sale; after 12 days, a 99.6% sale. The distributor absorbed a 100 re-order over the second weekend and showed a 100% sale after 15 days on sale. Even then, the demand for copies continued. A. M. Schuessler, M-S News Co.'s manager, told KTVH, "We feel the amazing sales performance was due to the power of your advertising and in particular, to the tremendous appeal of the *Jack Munnley Show*."

KTVH, Wichita

Announcements

(Continued page 44)

## TV RESULTS

### MEAT PACKERS

SPONSOR: Gus Glaser Meats      AGENCY: Truppe, LaGrave & Reynolds  
*Capsule case history:* Gus Glaser Meats of Fort Dodge, Iowa, had never used radio or tv before their campaigns on WOI-TV. Their first venture was participation in WOI's *Magic Window*, 11 a.m. to 12 noon, Monday through Friday, to promote his packaged hot dogs, hams and assorted cold cuts. Immediately after his campaign began, Glaser experienced a tremendous increase in meat sales and, as a result, purchased full 52-week sponsorship of *Casey Jones*, a syndicated adventure series. As part of this promotion, Betty Lou McVay, hostess of *Magic Window*, made personal appearances in chain and independent stores. Glaser recently purchased heavy spot schedules at a cost of approximately \$21,000. "It would be impossible for me to spend such an amount if I were not getting results," he said. "Now, with the heavy sales and increased distribution of my product throughout the WOI-TV coverage area, I've had to enlarge my Fort Dodge plant facilities in order to take care of my customers."

WOI-TV, Des Moines

Announcements & Programs

### MOBILE HOMES

SPONSOR: Blue Ridge Mobile Homes, Inc.      AGENCY: Direct  
*Capsule case history:* The Blue Ridge Mobile Homes, Inc., of Crimora, Va., purchased a special spot campaign on WSVA-TV to announce the grand opening of its new mobile homes court, sales and parking. Blue Ridge's sole aim, when it purchased the spot schedule, was to draw a crowd. The complete attendance for the three-day event was conservatively placed at 8,000 people. "In my experience, this was the largest number of people that has turned out for any private showing," said Charles Bishop, sales and court manager. On each day's showing customers were asked to fill out a card giving their name, address and if they were interested in purchasing a mobile home. On one day 170 people stated they wanted to buy a mobile home immediately; another 300 indicated they wanted to purchase a trailer in the near future. "WSVA-TV's command as a complete advertising medium in the Shenandoah Valley, has certainly suited itself emphatically to our need," Bishop remarked.

WSVA-TV, Harrisonburg, Va.

Announcements

### MOVIE THEATERS

SPONSOR: State Theatre      AGENCY: Direc  
*Capsule case history:* Using local tv as a major portion of their budget to advertise Hollywood productions has been proving very successful to movie houses throughout the country. A new attendance record was set by the State Theatre of Omaha, Nebraska, after it had purchased a saturation campaign on KETV, Omaha, to publicize its upcoming Disney production "Ole Yeller." State bought ten 10-second announcements which were run for a six-day period prior to the showing of the film. No other television station was used for this campaign. The day the movie opened, State broke an all-time attendance record for the theatre. "We have never had a more successful tv promotion than the one enjoyed on KETV," said John Mattis, manager of the State. "We had youngsters standing in line for well over a block to see the picture." In the past the movie house has used radio and television in the area, but "none of the results equalled these 10 announcements."

KETV, Omaha

Announcement

### NEW CARS

SPONSOR: C. Weaver Chevrolet, Inc.      AGENCY: Dire  
*Capsule case history:* C. Weaver Chevrolet, Inc., is totally sold on the effectiveness and selling power of television as a result of his advertising campaign of WKTV, Utica-Rome, N. Y. Weaver, a new car dealer, scheduled two flights of eight-second announcements to run four days each with a 11-day hiatus. Weaver used 47 eight-seconds during the first flight, scattered throughout the broadcast day, from the early morning *Today* show until sign-off. Immediately he sold 17 new Chevys and "that Saturday was the best Saturday, saleswise, we have had in two years," Lloyd Ellsworth, general manager, reported. The 74 eight-second spots used in the next flight were spread throughout the day as before and again Weaver experienced tremendous sales. This time a total of 43 cars were purchased by WKTV viewers—seven on Saturday, 21 on Monday and 15 on Tuesday. What really concerned Ellsworth was Monday's sale. "Imagine 21 cars on a Monday! We are absolutely sold on WKTV."

WKTV, Utica-Rome

Announcement

## TV RESULTS

### NEW HOMES

SPONSOR: Creative Homes Corp.

AGENCY: Direct

**Capsule case history:** The Creative Homes Corp., a large builder in Raleigh, N. C., believes that prospective buyers for new homes cannot be "sold" in the ordinary sense of the term as would the buyer of a food product. The corporation believes that their prospects must first be *educated* to accept a new way of life: living in a home as differentiated from living in a rented apartment. Creative also believed that, if they were to change people's basic attitudes and outlook, they must use the most powerful medium available, and purchased a schedule on WRAL-TV, Raleigh. "To promote the advantages of home-living we have used every medium available, and from our very successful results we have come to the conclusion that, out of a direct mail campaign, newspaper advertising, radio, and television—the greatest effects were felt from our television advertising," stated Frank P. Beacham, Jr., manager of the Creative Homes organization. "WRAL-TV gave us the audience and the impact we needed."

WRAL-TV, Raleigh

Announcements

### PAINTS

SPONSOR: The Glidden Co.

AGENCY: Direct

**Capsule case history:** The Glidden Co. purchased spots on WXIX in Milwaukee for their line of paints and varnishes. Previously, Paul Beavin, branch manager for the firm in Milwaukee, had used very little local advertising. He depended mostly on the company's national campaigns to push its paints. As a test, he signed a 10-week contract with WXIX, buying a 12-Plan consisting of five announcements in the *Late Show* and seven in daytime hours. Spots featured 45-second films demonstrating the ease of applying Spred-Satin, with a 15-second tag listing four dealer locations per announcement. Also, dealers were provided store displays, and were given a tour of the station and a thorough rundown on the campaign and ad strategy. Results: the firm gained the enthusiastic support of 80 dealers and had a 34% increase on Spred-Satin in the Milwaukee area over the same period the previous year. Paul Beavin is now planning another Glidden Paints campaign for the spring.

WXIX, Milwaukee

Announcements

### PERSONAL LOANS

SPONSOR: Mercantile Acceptance Co.

AGENCY: Direct

**Capsule case history:** After only three weeks on KTVU, the Mercantile Acceptance Co. of San Francisco reported that the dollar volume from one branch directly accountable to television was somewhere between \$10,000 and \$15,000. Jack Cole, vice president of the loan company, reported that in the two weeks before the KTVU schedule commenced, business was way off in his company, and, in fact, this was the case throughout the loan field. However, since going on television in October, he reports business has increased to the point where it is much better than the month of September, generally regarded as a high point in the industry. Mr. Cole further reported that six phone calls had even been received at Mercantile's executive offices on Market Street, all of which reported tv as their source of interest. Mercantile Acceptance's schedule on KTVU calls for nine announcements per week, within *Roller Derby*, *Topper*, *Mystery Strip* and *Racket Squad*. The cost per lead is low.

KTVU, San Francisco

Participations

### PERSONNEL

SPONSOR: Star Employment Service, Inc.

AGENCY: Direct

**Capsule case history:** Agnes Gayner exec director of Star Employment Service, Inc., Miami, felt that the traditional newspaper ads were not always effective, and thought that tv might provide the dramatic, visual impact necessary to attract prospects who might ordinarily skip over newspaper listings. Also she reasoned that many employed people not actively seeking new employment and therefore not turning to newspaper want ad sections, might become prospects if attractive jobs were advertised on tv. Miss Gayner decided that WTVJ could give Star Employment the kind of exposure it needed, and purchased, on a short-term basis, one 60-second announcement each week on the Sunday night feature movie segment, 11:15 p.m. to sign-off. The first announcement alone brought in over 100 applicants: all were placed the same day. Subsequent spots produced equally good results. Star has since renewed its schedule, and is now a regular advertiser on the station throughout the year.

WTVJ, Miami, Fla.

Announcements

(Continued page 46)

## **TV RESULTS**

### **PUBLIC UTILITIES**

SPONSOR: Atlanta Transit System

AGENCY: Direct

**Capsule case history:** Georgia's Atlanta Transit Co., operating a large urban transportation system, now enjoys the greatest public support and good will in its history. This achievement is based on sponsorship of a half-hour program uniquely tailored to the tastes of people in the area, plus the support gained from a weekly schedule of spot announcements. The program is called *Two Bells—TV Edition*; the subject is Atlanta, places and events. The cost of *Two Bells—TV Edition*, on WAGA-TV (spot announcements on WLW-A), with time, production filming and talent charges, is less than a third of the price for a full-page newspaper advertisement. But in order to determine how well Atlanta Transit's advertising policies are meeting its objectives there must be an indication of whether the public's attitude has changed in any noticeable manner. Television has paid off: Before Atlanta went to television complaint letters were leading four to one—now its letters of praise lead six to one.

WAGA-TV, WLW-A, Atlanta

Program & Announcements

### **SEED CORN**

SPONSOR: Louisiana Seed Co., Inc.

AGENCY: Direct

**Capsule case history:** Selling corn to farmers is not as easy as some stories tell, but Louisiana Seed Co., Inc. of Alexandria, La., producers of Funk's G-Hybrid Seed Corn, has had direct results with their television advertising on KNOE-TV, Monroe, La. "As you know it is difficult to pin down exactly what medium is producing the best sales results," stated Bill Franklin, the company's Louisiana mgr. "But this year we have had results which I believe are directly attributable to KNOE-TV." For the past two years, in the farming district around Jonesville, La., Louisiana had been selling mostly G-740 seed. However, to introduce a new hybrid for that area, G-730, it advertised exclusively on KNOE-TV, using 10-second spots both live and film. As a result Louisiana Seed has had one of its biggest sales years, and additional schedules have been placed exclusively on this station for G-730 seed with results equal to the initial run.

KNOE-TV, Monroe

Announcements

### **SPORTS**

SPONSOR: Kelley's, Inc.

AGENCY: Direct

**Capsule case history:** Kelley's, Inc., a two-chain bowling alley concern of Omaha, Nebraska, recently purchased a campaign on KETV, Omaha, to increase the number of bowlers using Kelley's Hilltop Lanes and North Bowl Lanes and to identify the two Kelley locations. Their advertising campaign consisted of five 70-minute live telecasts directed from the Hilltop Lanes. The bowling shows, scheduled Mondays, 9:35 to 10:45 p.m., were new to Omaha (the games were not regular bowling but headpin bowling which requires the bowler to hit the headpin in order to score). The results were quickly felt by Kelley's. An immediate 20% increase in bowling business, cocktail lounge and snack bar sales, as well as a 20% increase in patrons was registered by the bowling outfit. There were 170 new patrons each Sunday during the show period, and approximately 100 new customers have continued to bowl Sundays since the campaign has ended. Another campaign is being planned.

KETV, Omaha

Program

### **SPORTS**

SPONSOR: Los Angeles Rams

AGENCY: Direct

**Capsule case history:** Advance season ticket sales for the Los Angeles Ram pro-football games zoomed to record heights this past spring through KNXT promotion. The team's management placed a two-week schedule consisting of six 20-second spots, three 60-second spots on KNXT. Commercials were on film, and showed film clips of the top plays of the team's stars. Pete Rozelle, team's manager reported that the KNXT commercials received unprecedented attention, and as a result, sales for season tickets climbed 75% over the preceding weeks of the sale. Rozelle said "Exposure on KNXT produced the biggest sale for season tickets in the club's history, and there is no telling what the gate would be from an extended schedule." Now the club is following it up with an intensive campaign beginning this month (July). Using similar film clip commercials, Rozelle expects to sell between 35,000 and 40,000 season tickets in the Southern California area through the new KNXT schedules.

KNXT, Los Angeles

Announcement

## TV RESULTS

### TOYS

SPONSOR: Bostwick-Braun

AGENCY: Direct

**Capsule case history:** Three Lucas County deputy sheriffs rode to the aid of besieged Westgate Shopping Center in Toledo, when WTOL-TV's *Romper Room* host Miss Judy made a personal appearance at a Bostwick-Braun outlet, the Lion Store. The shopping center's 5,000-car parking lot was filled to capacity and other parking lots were hard-pressed to accommodate the hundreds of others that had come to see Miss Judy. Bob Faver, Lion Store manager, reports that, "The Lion's Store toyland was swamped by 3,000 parents and youngsters when the event got underway officially." Max Davis, president of the Westgate's Merchant Assn., reported that this was one of the biggest Saturdays the shopping center had ever experienced. The Lion Store toy department manager and buyer said, "Sales were up 75% for the day. This tremendous sales increase was unexpected by store personnel, as they did not anticipate parents buying toys with children in tow. *Romper Room* really sold for us."

WTOL-TV, Toledo

Announcements

### TOYS

SPONSOR: Harold Hahn Co.

AGENCY: Direct

**Capsule case history:** Harold Hahn Co., one of New England's principal toy distributors, first entered television on WNHCTV, New Haven, near the close of 1958 with a television budget of \$15,000. Within one month, results proved so striking that John Payson, general manager of Hahn, who had placed the budget, considered entering other New England tv markets. His first step was toward traditional Boston, where a campaign of live minutes was purchased on WNBC-TV. The company found immediate and traceable results with television. Payson noted that items featured on its live spots soon made previous high-item sales figures minuscule. The company then increased its New England budget. By the end of 1958, the toy distributor realized he could use the medium to sell toys the year round. As a result, a new 1959 contract was signed by the Hahn Company. From an expenditure of \$15,000, Hahn increased its budget more than sixteen-fold, to \$250,000 in a short period.

WNHCTV, New Haven; WNBC-TV, Boston

Announcements

### TOYS

SPONSOR: William & Shelton Co.

AGENCY: Direct

**Capsule case history:** Several years ago, the Williams & Shelton Co. of Charlotte, N. C., distributors of dry goods, toys and notions, purchased a newspaper campaign in area papers for its Whirley Bird toys. Although the products were selling for half their present cost, the newspaper promotion was a failure. For this reason, sales manager W. S. Gray was hesitant about participating in a tv campaign for the Whirley Bird line again. As an experiment, however, he decided to try a 25-plan on WSOC-TV. Announcements were distributed equally throughout a 10-week period. The campaign resulted in a complete success for the toys, with Williams & Shelton taking orders for over 8,400 Whirley Bird units for the initial schedule alone. Gray told the station, "I am sold on the power of WSOC-TV as a sales medium, and will continue to use it for some time." Gray has since renewed schedules several times over for the toys, and is planning to use the station's facilities for other products.

WSOC-TV, Charlotte, N. C.

Announcements

### TRANSPORTATION

SPONSOR: Frank Martz Coach Co.

AGENCY: The Lynn Organization

**Capsule case history:** Using WDAU-TV as a substantial portion of its advertising budget has proven highly successful to the Frank Martz Coach Co., Wilkes-Barre, one of the leading bus lines in Northeastern Pennsylvania. Martz Bus Lines offer daily express service to New York, Philadelphia, Newark, Bethlehem, Atlantic City, and all points enroute with package service on all schedules. This company now sponsors the Sunday night *Sports Highlights* over WDAU-TV, Scranton-Wilkes Barre, with commercials aimed at emphasizing vacation time and America's favorite playground—Atlantic City. Jack Lewis, a.e. for The Lynn Organization, says, "Business for Martz Bus Lines' Atlantic City and shore points has shown a considerable increase this year, and the client and I feel this is a direct result of the present television advertising. For reaching a male audience, *Sports Highlights* does one of the best jobs we know." Martz Bus Lines is now expanding its budget on the station.

WDAU-TV, Scranton, Wilkes-Barre

Program

Foreign ministers time to con-  
tact with the governments.

## TOPEKA AREA & Central Kansas Gathers Bumper Wheat Harvest

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

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

# TOPEKA

## Has 1 TV Station

# WIBW-TV

## Is It!

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

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

**WIBW-TV**  
**CBS • NBC • ABC**  
**Channel 13**  
**TOPEKA, KANSAS**

(Division Stauffer-Copper Publications)  
Represented by Avery-Knodel, Inc.

National and regional buys  
in work now or recently completed

# SPOT BUYS

## RADIO BUYS

**Cities Service Co.**, New York: Two-week schedules start 13 January for its gasolines and oils in 20 northeastern markets. Day and traffic minutes and I.D.'s are being bought, ranging from 30 to 140 spots per week per market. Buyer: Dan Kane. Agency: Ellington & Co., New York.

**Sutton Cosmetics, Inc.**, New York: Going into about 10 markets for its Sutton Stick Deodorant starting 11 January. 13-week schedules are for day minutes, with some traffic. Frequencies vary from market to market. Buyer: Anita Wasserman. Agency: Lawrence C. Gumbinner A.A., New York.

**Grove Laboratories, Inc.**, St. Louis: Kicking off a campaign in 20-25 markets 11 January for Minit Rub. Schedules are being placed for 13 to 30 weeks, depending on market; 10-15 announcements per week in each market. Buyer: Frank Finn. Agency: DCSS, New York.

**American Motors Corp.**, Detroit: Delayed by the steel strike, the Rambler car schedules begin 15 January for four weeks. Both traffic and day minutes are being lined up in a reported 75 markets. Buyer: Betty Powell. Agency: Geyer, Morey, Madden & Ballard, Inc., N. Y.

## TV BUYS

**J. A. Folger & Co.**, Kansas City: A campaign in about 50 mid-western and eastern markets begins 10 January for Folger's coffee. Schedules run for eight to 10 weeks using day and night minutes, chainbreaks and I.D.'s. Buyers: Frank Martin and Al Randall. Agency: Cunningham & Walsh, New York.

**American Home Foods**, Div. of American Home Products Corp., New York: Buying 26-week schedules for Chef Boy-Ar-Dee in the top markets. Run starts early January: day and night minutes and chainbreaks. Buyer: Jim Stack. Agency: Young & Rubicam, N. Y.

**Lever Bros. Co.**, New York: Schedules in various markets start early January for Handy Andy. Day minute lineups for 52 weeks are being placed, frequencies depending on market. Buyer: George Simko. Agency: Kenyon & Eckhardt, New York.

**Procter & Gamble Co.**, Cincinnati: Placements for Ivory Flakes begin first week in January in a number of major markets. Day and late early night minutes are being scheduled for 13 weeks. Buyer: Mal Ochs. Agency: Grey Adv. Agency, New York.

## RADIO & TV BUYS

**The Mennen Co.**, Morristown, N. J.: New activity for its men's toiletries starts this month. In tv, about 100 markets get schedules of night minutes for 20 weeks beginning 13 January, to promote all Mennen products. In radio, a pattern of flights has been formulated for the entire year and the initial run gets off 11 January in 75-100 markets, for its Speed Stick Deodorant. Roughly, flights will total 39 weeks for the year. Frequencies depend on market. Buyer: Herb Gandel. Agency: Warwick & Legler, Inc., New York.



# EVERGLADE KITE

...Known To Hundreds Of Bird-Watchers As Florida's Own!



By Wallace Hughes, FLORIDA WILDLIFE Magazine  
Florida Game and Fresh Water Fish Commission

**WCKT-TV 7**, Miami

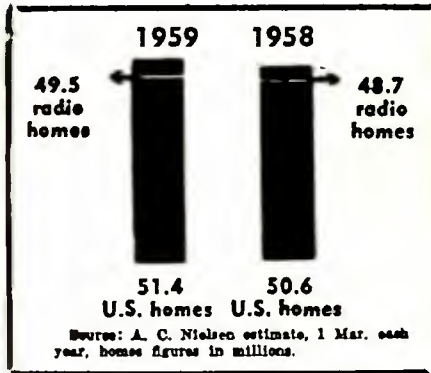
...Known To 1,600,000 TV-Watchers As South Florida's Own!

For reprints of this painting and for availabilities — N.B.C. Spot Sales

# Facts & figures about radio today

## 1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

End of November 1959				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3,441	85	506	240
Fm	664	159	83	28

End of November 1958				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3,315	108	456	114
Fm	571	115	34	29

Source: FCC monthly reports, commercial stations. \*October each year.

Radio set index

Set location	1959	1958
Home	98,300,000	93,000,000
Auto	37,900,000	36,000,000
Public places	10,000,000*	10,000,000*
<b>Total</b>	<b>146,200,000</b>	<b>139,000,000</b>

Source: RAB, 1 Jan. 1959, 1 Jan. 1958, sets in working order. \*No new information.

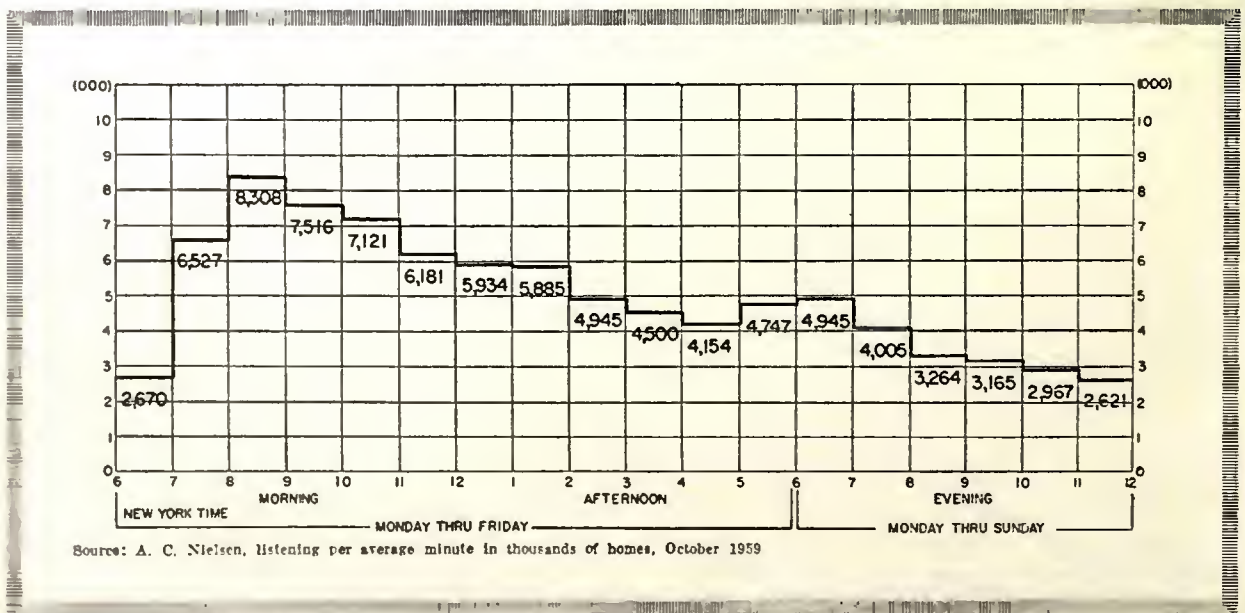
Radio set sales index

Type	Oct. 1959	Oct. 1958	10 Months 1959	10 Months 1958
Home	839,912	743,368	5,241,629	5,647,044
Auto	531,116	296,067	4,682,962	2,679,618
<b>Total</b>	<b>1,371,028</b>	<b>1,039,435</b>	<b>9,924,591</b>	<b>8,326,662</b>

Source: Electronic Industries Assn. Home figures are estimated retail sales, auto figures are factory production. These figures are of U.S. production only. In addition, RAB estimates that 2.2 million Japanese sets were sold in U.S. during 1958.

## 2. CURRENT LISTENING PATTERNS

### In-home radio listening during Fall hours



# WASHINGTON WEEK

2 JANUARY 1960

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Each recent year has appeared in advance to be a year of crisis for broadcasting in Washington, and, far from being an exception, 1960 seems to be the most threatening of all.

Right down the line, in the Senate and the House, in the FCC, the FTC, the Justice Department, the stew is cooking and broadcasting is in the stew.

It will be a race between Sen. Warren Magnuson (D., Wash.) and his Senate Commerce Committee vs. Rep. Oren Harris (D., Ark.) and his full House Commerce Committee as well as its Legislative Oversight subcommittee. But whichever strikes first, **none of it will be good news.**

Harris, it now appears certain, will be hard at work on "payola" to disk jockeys and to station and network personnel to secure plugs on programs sponsored by somebody else. He may broaden out to investigate other allegations contained in his subcommittee's incredibly heavy mail.

This will keep the broadcasting and FCC feet to the fire of publicity, although the Harris track record **doesn't portend much, if anything, in the way of legislative action.**

Magnuson promises to hit quickly, but more directly to the point. He intends to call the FCC to book as early in the session as possible about **why the commission permitted the Harris-exposed practices to continue.**

Again, it would only be a confirmed plunger who would gamble on any new legislation.

But the result of this pincers movement from the two chambers of Congress **could push the FCC well over to the side of stronger regulation in the field of broadcasting,** and as 1960 wears along it will likely become evident that this will be the major significance of Congressional activity along these lines.

**The FCC will have a lot of other decisions to weigh and act on during 1960.**

The problems and decisions it will face include these:

- Whether to put new stations on the clear radio channel, which would be much to the displeasure of the 50KWers now occupying these channels all to themselves at night.
- What to do about getting more tv stations on the air. (With the commission due soon to have all members available, action on new "drop-ins" is expected quickly.)
- The advisability of cutting down on mileage operations between tv stations—something that ABC has been urging and existing vhf stations have been bitterly opposing—although the FCC has no genuine plans for that service.
- The final decision on what proposals to **adopt for a half-hour cut in network option time,** while at the same time strengthening the right of affiliates to refuse networks programs.
- The "\$64,000 Question" itself: whether it should use powers over station programing, if it's got them, or whether, if it's lacking them, should Congress be asked for such powers. (Of course, a lot depends here on how tough Harris or Magnuson actually get. The commission itself favors a minimum of program regulation and maximum avoidance of censorship, and it'll probably move as far as Congressional, or public, pressure demands.)

Present indications are that **some general over-all standards of operation will be described for broadcasters,** but that these standards will cause complications at license renewal time only; that is, in a comparison of original station promises with actual performance.

# FILM-SCOPE

2 JANUARY 1960

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There's good news for syndication in the return to local control of the 10:30 p.m. EST Saturday time period following Gunsmoke on CBS TV, now being exited by Schlitz's Markham (JWT).

On the surface some 120 choice station time periods appear to fall back into syndication's lap, but underneath there are these complexities:

1) **No more than about 60 of these stations actually cleared the post-Gunsmoke slot for Markham; the rest were D.B.**

2) Of these 60-odd stations, all are now placed in the position of quickly making a more or less unforeseen midseason decision on what, in many markets, is the best of any availability open to syndication.

3) Many CBS stations that built up a powerful syndicated show in this time period saw it wander to an ABC rival when Markham arrived—and must now ironically go against a show they themselves once nurtured.

**One of the most realistic ways of charting the syndication course is to look over the stern view at its wake for the past 12 months.**

Hence a recap of syndication's biggest aspirations and chief headaches during 1959 is of real value for decisions that must be faced in coming months.

Here then are some of the most significant highlights of the past year:

**NEW MONEY:** Cigarette and automotive advertisers were two of the largest new buyers in syndication: Among these were Lucky Strike, Volkswagen and Renault.

**RETURNING BUYERS:** Jax Beer returned to syndication after several years' absence.

**SYNDICATION EXITS:** Two blows to syndication were Schlitz's departure from the medium and the end of Nabisco's national spot film campaigns.

**TAPE SYNDICATION:** the biggest upbeat here was more coverage — more markets, more stations, more recorders—but the **complexion of tape programing failed to alter drastically from the previous year; many tape shows still depended on film prints to get into non-tape and one-recorder stations.**

**FILM PROGRAMING:** The unusual thing about film syndication is **how little programs changed;** action-adventure series and westerns continued strong, and mystery-detective shows did better, but new types like science fiction never got started.

**FILM STRATEGIES:** There were a number of new trends in the ways advertisers were using syndication, including these:

- Ballantine switched from full sponsorship of Ziv's Highway Patrol to alternate week sponsorship of two MCA shows, Shotgun Slade and Johnny Midnight.

- Schaefer tried using **entire feature films as local specials** in New York, and consolidated its syndication into Four Just Men in other markets.

- Falstaff took MCA's Rod Cameron and moved him from a western (State Trooper) to a mystery (Coronado 9)—which is just where client, syndicator and star got started some seasons ago (City Detective).

**HOLLYWOOD MAJORS:** Activity in tv by Hollywood picture companies included Paramount's entry into tv film, the Warner Bros. affiliation with Filmways, National Theater's purchase of NTA and UA's talks with Ziv.

**WASHINGTON:** CBS Films and CBS stations came under a new corporate policy that had still uncertain implications for syndication production and scheduling: **don't cover up on a show's appearances or illusions.**

Syndication grosses with the off-network backlog of a re-run show can compare very favorably with the business of a new first-run series.

CNP's Life of Riley, for example, grossed \$3 million in re-run with its 217 episodes over an 18-month selling period.

A second factor behind the re-run gross is **strip programing in almost every market**, which greatly accelerates the rate of film usage.

Here are latest ARB ratings of Life of Riley in these markets:

MARKET	ARB	MARKET	ARB
New York	6.9	Phoenix	6.8
Houston	16.4	Providence	7.1
New Orleans	7.9	Harrisburg	6.2
Detroit	6.7	San Antonio	6.3
Wichita	12.9	Scranton-Wilkes-Barre	14.0

## COMMERCIALS

**In the past 12 months the commercials field took for itself more of the lime-light than ever before in television history.**

There appeared to be every indication at year's end that commercials would continue to attract more and more of the industry's attention and interest.

With this in mind, here is a review of many of the most significant or far-reaching developments that took place in commercials during 1959:

**WASHINGTON:** The threat of potential government action spurred many advertisers and agencies to **re-work commercials rather than face the publicity of investigation:** Ted Bates, for one, remade over 30 tv spots.

- Under the same shadow of possible Washington action, many advertisers re-examined their copy claims and production techniques. The result: An anticipated landslide of new business for commercials producers.

**TAPE:** If the top headache of the year in tape was the lack of head standardization, then the top contribution was the formation of a committee to arrive at a uniform "tip penetration" setting for the industry.

- The experience of certain agencies and producers with tape was especially significant: Compton found that tape handling costs could offset production savings, and Filmways found itself doing so little business it sold its tape equipment last summer.

- **The battle for the tape future played a part in mergers**, such as Warner Bros.-Filmways and Screen Gems-EUE, while smaller producers lacking capital found themselves without tape facilities of their own.

**NON-BROADCAST BUSINESS:** Film and tape work not intended for broadcast use played an increasing role in producer income, as the horizons of industrial and business films expanded and packagers moved in on a growing field.

**PROGRAM EXPERIMENTS:** Commercials producers announced ambitious plans to enter programing last year; with but a few exceptions, all these experiments failed.

The broadcasters are showing that they definitely intend to maintain the jump in video tape commercials production that they have over the independent producers.

CBS and NBC were first into tape commercials, but don't underestimate the strength of local station tape sales units.

In Chicago, for example, WNBQ's video recording sales department has been doing work for General Mills, Peter Hand Brewery, Jewel Tea, Serta Mattresses, and Wrisley Soap.

WBBM-TV, the CBS station in Chicago, is expected to start a similar unit shortly.

# SPONSOR HEARS

2 JANUARY 1960

Copyright 1960

SPONSOR  
PUBLICATIONS INC.

Because of its long roster of nighttime shows on the tv networks, it had to happen sometime to JWT: three programs out of the same agency competing against one another.

Come next week the JWT threesome in the Thursday 9:30 slots: Schlitz's Markham, CBS TV; Ford's Ernie Ford, NBC TV; 7-Up's participations in the Untouchables, ABC TV.

Metropolitan Broadcasting boss John Kluge's business is predominantly advertising now that he not only operates two tv stations, two radio stations and a short-wave setup (WRUL) but an outdoor firm, Foster & Kleiser.

His other investment interests are still food brokering and real estate holdings.

Here are some advertisers that played it fairly big in network radio 20 years ago but you don't see or hear much about in air media these days:

U. S. Rubber, Cudahy, Campagna, McKesson & Robbins, Zenith, International Silver, Barbasol, Cities Service, Lady Esther, F. W. Fitch.

## THINGS YOU SHOULDN'T EXPECT TO HAPPEN IN 1960:

- A rep salesman on losing out on a schedule to congratulate the timebuyer on showing good judgment by picking the competitive station.
- All stationmen visitors to New York coming heavily primed with new information to pass on to timebuyers.
- Media people to go into verse and chapter and facts and figures after telling a rep, "Sorry, yours is not as efficient a buy as your competitor's."
- Sellers of spot, because of the agency's constant flow of orders and cancellations, to keep ahead of Compton on paperwork.
- Advising radio stations: Don't send us your logs, because we have implicit faith in how you place our spots.
- ABC TV research refraining from telling the trade how well it's doing against the other networks on average nighttime ratings for the week.

As the business shuffles into another decade it might bemuse the veteran—and the newcomer—to note where some of the workers in the air media vineyard were 20 years ago.

A random flip of the album brings these to mind:

NAME	20 YEARS AGO	NOW
Edward Aleshire	Radio director, B&B Chi	Cohen-Dowd & Aleshire
Leonard Erikson	CBS Chicago sales	McCann-Erickson
William Fagan	B&B radio department	CBS TV sales service
Arthur J. Kemp	CBS Pacific sales	Marschalk & Pratt
Tom Lewis	Y&R radio department	C. J. LaRoche
Bill Lewis	CBS programing	Kenyon & Eckhardt
Tom McAvity	Lord & Thomas radio	McCann-Erickson
Lewis Titterton	NBC script department	Compton tv/radio
Niles Trammell	NBC executive v.p.	WCKT, Miami, pres.

# A PART OF EVERY COMMUNITY PROJECT\*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area...a circumstance that must be reflected in audience response to advertising carried.

\* Five full ½ hours of local public service programming each week.

## WTHI-TV

CHANNEL 10 • CBS-ABC

### TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.



# Do production refinements in commercials get across to

The trend in tv commercials is minute detail, artistic polish and often subtle audio and video effects. Here, three experts discuss the effectiveness of these values

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

It's admirable to be a perfectionist, but there's a point of diminishing



*There's a point of diminishing returns in making effective commercials*

returns in making tv commercials. Looking that point isn't easy, it's purely a matter of judgment. Client, agency and producer must clearly define the all-important viewer's view. It can't make an overall impression which will impel him to buy. Some refinements will help. Some won't. Good visualization is life expectancy. The size, control and frequency of refinements are the same. A refinement that isn't likely to be noticed at home is wasted. Who sees it? Who notices it? If it requires a second or third viewing, it's probably not worth making. I've seen a "Tasty" toast, six minutes. The bread didn't take time to cook, and contrast papers. It didn't quite rise. Seeds, big stars, production, "in, should" with... (text is partially obscured)

A... (text is partially obscured)

the label a fraction of an inch may infuse a feeling of artificiality. Reshooting product shots for symmetry can lend sameness, put the product in a sterile atmosphere.

Sitting in a blacked-out viewing theater staring suspiciously at a big bright screen, we can spot little specks in the background that no eagle eye will detect at home. It's easy to panic over a wrinkle on a sleeve in an otherwise perfect take. Often we spray wax onto silverware, shiny metal, anything which might "kick" or throw a flare of light. To the experts, these flares are always mistakes. To the viewer who doesn't know about the wax job, they may be realistic sparkles.

However, there are essential refinements. Dirty fingernails in a close-up ought to go. People do see such things that bear on personal cleanliness. Superimposed titles which "ride" or jiggle on the screen can make a viewer uncomfortable and create the risk of having him reject the message.

Exploring refinements, a pattern emerges: in general, the tiny technical faults probably don't get across to the viewer. Such defects lose their magnitude or disappear entirely when seen at home. It's the refinements which bear in a larger sense on the over-all commercial that are important. Yet each flaw, big or little, must be judged individually and carefully—stroboscopic effect, rocky camera dollying, crumbs on cake plates.

The most respected experts don't make a perfect score every time. There's no such thing as a perfect film, whether it be an eight-second I.D. or three and a half hours of epic. If you look closely at the parting of the Red Sea in "The Ten Commandments" you'll observe a clearly visible matte line between the receding waves and the land. Cecil B. De Mille apparently didn't consider it unforgivable, yet such matte lines have caused numberless refinements in

commercials. Fixing them isn't worth the candle if it's just balm for professional ego and means nothing to the viewer at home.

**William LaCava**, v.p. in charge of commercial production, *Cunningham & Walsh, Inc.*, New York

My answer to this question would be an emphatic "Yes" if the question means what I think it does. Of course production refinements would be grouped under two headings—*obvious* and *subtle* refinements. Let's start with the obvious production elements:

When tv first began, the thrill of seeing this electronic marvel commanded the viewer's almost unvarying attention, including commercials. Then, as the novelty began to wear off, commercial tv had to work to hold the viewer's attention. This started a progression of obvious refinements—studied care was given to sets, props, costumes, hair styling, etc. With the inclusion and betterment of these obvious elements, commercials entertained the viewers and did a better selling job.

The viewer is not always aware of more subtle refinements yet they do make an unconscious impression. Production elements falling into this category are lighting, timing, continuity, music, etc. By proper integration of these elements, the viewer is moved to accept the message, regardless of whether or not he is an immediate potential consumer.



*Both obvious and subtle refinements are necessary to total impression*

The most important thing is that all refinements must be properly used. They can be a great negative if not used correctly, and a great asset if used knowingly.



# to viewers?

Harold M. Spielman, vice president,  
Schwerin Research Corp.

Our answer to this one would have to be a qualified "No." Having tested



*The clothing in which an idea is dressed is of secondary importance*

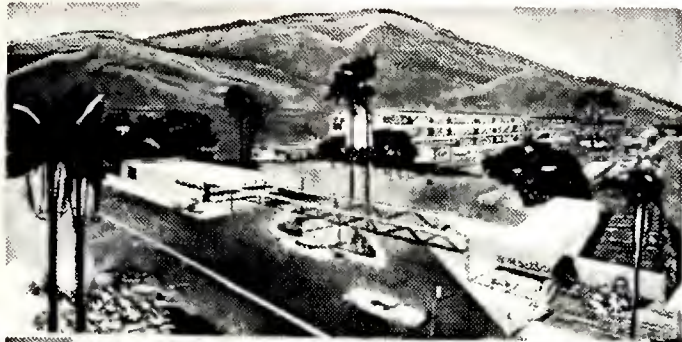
some 15,000 tv commercials in the past 10 years, we have been forced to conclude that in tv advertising nothing is as important as the motivating force of an idea. The clothing in which the idea is dressed is of secondary importance.

I've no doubt that production "values"—the artful use of lighting, musical background, sets, and so on—  
—increase the viewer's aesthetic pleasure in watching a commercial.

But winning an art director's award for a commercial is not synonymous with creating an effective one. We have seen any number of award-winning animated commercials, bright, witty and truly creative, fail absolutely to influence viewers' brand preferences.

We do considerable pre-testing of "rough" commercials for our clients. The purpose of this testing is to evaluate the basic motivating idea or the specific approach presented in a given commercial. What surprised us at first, but has since become a commonplace, was the fact that a "rough" commercial could do as well in motivating people as its polished, finished version.

Finally, nothing, not the most ingenious production work in the world, will rescue a basically weak commercial idea. The right visualization of a strong idea is the ideal to be sought. But production gimmicks play a relatively minor role, we think, in the construction of effective commercials.



## Largest and most complete Resort Motel in Palm Springs, Calif.

5 Acres of Fun in the Sun. Your choice of new picture-window rooms, or a Bungalow for the whole family—each commanding a breathtaking view of desert and mountains. Enjoy swimming in our Olympic Pool, playing Badminton, Ping Pong, Horseshoes, Lawn Croquet, Shuffleboard, and many other activities. Arrangements made for desert wagon rides, hay rides, horseback riding, or a campfire barbecue. Many excellent golf courses nearby. Whatever your desires we have it. The Pueblo is only a few blocks from the world's most fabulous shopping center—yet secluded in a garden of flowers to give you every privacy you wish.

MEMBER  
the Diners Club

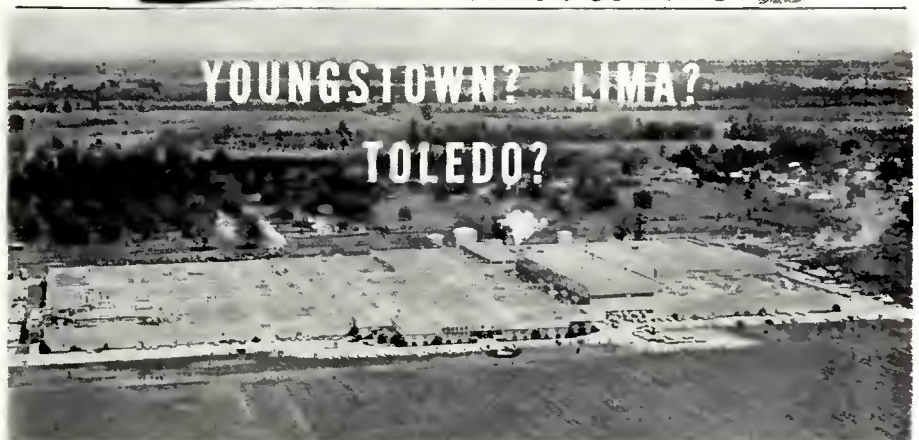
REFRIGERATED COOLING

from \$ 8 single \$ 10 double

CALIFORNIA RESIDENTS CALL  
COLLECT FOR RESERVATIONS  
Telephone FAirview 5-2273  
1983 North Palm Canyon

the Pueblo  
LUXURY MOTOR HOTEL  
100 UNITS

OPEN ALL YEAR  
PALM SPRINGS



## NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

### JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income		General Merchandise	\$ 148,789,000
	\$1,761,169,000	Total Retail Sales	\$1,286,255,000
Food Sales	\$ 300,486,000		

### KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

# KNOE-TV

Channel 8  
Monroe, Louisiana

CBS • ABC  
A James A. Noe Station  
Represented by  
H-R Television, Inc.

Photo: "Greenville Mill, Division of Mohasco Industries, Inc.", Greenville, Mississippi, Manufacturers of the finest carpets and rugs.

# NEWS & IDEA WRAP-UP

**SANTA DOES HAVE HELPERS!** When over 45,000 pieces of Xmas mail destined for destruction due to insufficient postage caught attention of WPST-TV, Miami, station got into spirit of things fast. Here (l-r), Pat Ulrich, Percy Manley, asst. administrator, Miami post office, Virginia Booker, Helen Waller transact exchange of station's check for extra postage



**NO TOIL AT ALL** for Jacob Barowski (l), head of Adell Chemical Corp., who spoke before Radio & Television Club in Pittsburgh. KDKA-TV sales mgr. Henry V. Greene, Jr., hosted; station's Miss Lestoil (Edythe Tylka), handed out Lestoil dolls and product samples



Philip Morris this week began merger talks with ASR Products (formerly American Safety Razor Corp.).

The basis of this merger consideration would be the exchange of one share of Philip Morris common stock with four and one-third shares of the razor and blade manufacturer's common stock.

If the boards of directors at their respective meetings scheduled at the end of this month approve of the merger, it would mark the first time a U.S. cigarette manufacturer entered an entirely different field.

Note: Early in 1959, R. J. Reynolds sought to acquire Warner-Lambert Pharmaceutical Co., but the deal fell through.

Food brokers holding their annual convention in Chicago last week had something provocative to say about air media.

**QUEEN OF MUSICALS**, Mary Martin, accepts citation of merit for her contribution to radio 'tv from Mimi Hoffmeir, pres., N.Y.C. chapter, American Women in Radio & TV



It was: Their most effective sales tool in dealing with the grocery trade is the efficient merchandising of a radio or tv campaign.

In other words, the broker can't just depend on the campaign; he has to impress the retailer with the way the campaign will move goods.

**Campaigns:**

- **Clorox** liquid bleach is introducing its new pitcher-handle bottle nationally via a stepped-up schedule of day and night tv spots on stations reaching an estimated 84% of all U.S. tv homes. Agency: Honig-Cooper & Harrington, San Francisco.

- **Santa Fe Wine**, product of the DiGiorgio Co. in California, will be introduced into the Eastern market next month. An all-media campaign is currently being prepared to introduce the wine in the New York Metropolitan area, with some \$250,000 earmarked for this local promotion. Agency: Cole, Fischer & Rogow.

- **General Foods Corp.** is turning to Columbus, O., as a radio test

market for its **Jell-O Tapioca Pudding**. The schedule, running on **WCOL**, is designed to reach the housewife via 15 one-minute spots per week on a Tuesday through Friday basis, to run through mid-April.

- **The Purex Corp.** will present a series of six one-hour specials, budgeted at \$1.2 million, on **NBC TV** during the first part of this year. The dates scheduled: 16 January, 19 February, 27 March, 22 April, 22 May and 29 May.

**The Miller Brewing Co.** will film the **National Football League's 1960 Pro Bowl Game**.

This half-hour film of the annual classic held 17 January in Los Angeles will be added to Miller High Life's sports film library and will be available free of charge to civic groups and tv stations.

**P&G** topped the list of the top 10 national advertisers in the first nine months of '59 on network

and spot tv by gross time expenditures, according to **TvB**.

Following are these top 10 advertisers with their total tv gross time expenditures in the nine-month period of 1958 and 1959:

COMPANY	1958	1959
P&G	\$62,088,295	\$72,639,411
Lever	27,937,741	36,900,073
Colgate	25,868,960	28,549,617
Amer. Home	18,673,081	27,617,314
Gen. Foods	23,312,743	26,527,316
R.J.Reyn'lds	14,061,289	16,217,071
Gen. Motors	15,958,568	14,990,702
Brist'l-Myers	13,857,262	14,099,911
P. Lorillard	12,061,986	13,982,586
Adell Chem.	8,470,700	13,707,900

**NETWORKS**

A special conference of executives of **CBS TV** and the network affiliates has been scheduled for **29 February** in **Washington, D.C.**

Purpose of the meeting, according to **CBS TV** president **James A. Aubrey, Jr.**: to examine the tv broad-

**CRYSTAL CLEAR**, in another moment, will be results of John Blair Co.'s timebuyer contest. TvB's Ann Carhart, assisted by John Blair, draws, as executive vice president Ed Shurick (l), and Art McCoy (r), eagerly await the lucky winners of Corning's Steuben crystal



**VOICES FROM THE PAST**, dating prior to 1910 and recorded on some 50,000 Edison disks, were recently unveiled by WSB, Atlanta. The entire collection (recorded vertically) was donated by Ted Grob, Jr. (l), exec director, Goodwill Industries to Bill Foster of **WSB Radio News**



**MONEY GROWS ON TREES?** It would seem that way. Actually, Bob Vaddell, **WFMY-TV** (Greensboro, N.C.), is clipping bills to tree as part of "Nancy's Best Christmas" station's project to buy gifts for teenage fan who is 11-year polio victim. Bills were sent in by listeners



**PSYCHOLOGICAL WARFARE**, some might call it, but no matter what their heritage, these cuddly Siberian pups (first born in Okla. City) look pretty cute. Four were named for Russian notables. Cap'n Art, **LOCO-TV** poses with pets owners after contest which tagged fifth "Ike"



casters' role, their public responsibilities, and how best these responsibilities can be fulfilled.

The affiliates conference will be addressed by Sen. Magnuson, Rep. Harris, FCC chairman Doerfer, and FTC chairman Earl Kintner.

**New network tv series:** ABC TV is preparing for next fall a weekly, half-hour tv show based on six volumes of Sir Winston Churchill's memoirs covering world history from 1919 onward . . . *FYI* (For Your Information) a new weekly public affairs series spotlighting topical issues will debut on CBS TV Sunday, 3 January, 11-11:30 a.m. . . . The first in a series of mystery classic specials dubbed *The Dow Hour of Great Mysteries* will premiere on NBC TV Thursday, 31 March, 9-10 p.m., for the Dow Chemical Co. (MacManus, John & Adams) with attorney Joseph Welch as host.

**Dow Corning Silicones makes its initial entry on tv via a one-quarter weekly hour buy on ABC TV's Daybreak schedule, to run for nine weeks.**

Other recent daytime business for ABC TV includes buys by: **Clearasil**, increasing its schedule in *Bandstand*; **Nucoa**, renewing one-quarter hour alternate of *Bandstand*; **Goodrich Rubber**, for one-half hour alternate on *Bandstand*; and **Sterling Drug**, for one-quarter hours on Daybreak.

**Sports business:** The **Schick Safety Razor Co.** (Compton) will sponsor eight quarters of the Sunday afternoon professional basketball telecasts on NBC TV, January through March. Other sponsors of the Sunday telecasts are **Phillies Cigars**, **General Mills**, and **Anheuser-Busch**.

**Network radio sales:** Orders totaling \$3 million in new and renewed business were placed with ABC Radio during the past 30 days. Among the new clients: **Frito**, **Maxwell House Coffee**, **Universal Pictures**, **Foster-Milburn**, **Winegard** and **The Watchmakers of Switzerland** . . . **Mutual reports 19 new advertisers on the network since 1 July.** According to MBS president Robert Hurleith, all advertisers with Mutual on that date—the day he initiated federal court financial reorganiza-

tion for MBS—are still with the network.

**New network affiliations:** KBEE, Modesto, Cal., and KFBX, Sacramento, both McClatchy Broadcasting stations, to **CBS Radio** . . . WTMT, Louisville; WMFT, Terre Haute; KOFE, Pullman, Wash.; and WRPB, Macon-Warner Robins, Ga., to **ABC Radio**.

**Disaffiliation:** Effective this week, **KROY**, Sacramento, leaves the CBS Radio Network, to program independently as a music, sports and public service station.

**Add to network personnel news:** **Herbert Halin**, elected v.p. of ABPT . . . **John Heywood**, to director of business affairs, NBC TV . . . **John Beebe**, to ABC TV Central Division sales staff . . . **Robert Wood**, to v.p. of CBS TV Stations Division and general manager of KNXT, Hollywood . . . **Kenneth Bilby**, to v.p., public affairs, at RCA.

## AGENCIES

During the next 10 years the American economy will grow as much as it has in the past 25, according to a report prepared by **Market Planning Corp.** for **McCann-Erickson**.

The report, a detailed study of the economic and marketing outlook through 1969, makes these projections:

- 1) In 1960, the **total national output of goods and services** for the first time will cross the \$500 billion mark; by 1965 total national output will be approaching \$600 billion, and by 1970, beyond \$700 billion.
- 2) The **average income** of non-farm families, now \$7,500, will be \$9,500 by 1970.
- 3) **Discretionary income** (income available after paying for necessities) will double its level of last year, reaching almost \$90 billion a year.
- 4) Increased spending for **consumer durables**—\$58 billion by 1965, \$70 billion by 1970 (with cars accounting for \$30 billion).

Other predictions at the turn of the new year include these from

agencies regarding increased billings:

• **Mogul, Williams & Saylor** forecast a \$30 million billing level by the end of 1965. This prediction is based on a "conservative" projection of 7% increases annually over the agency's 1959 billing of \$19.25 million.

• **Ketchum, MacLeod & Grove** predicted that 1960 billings will hit \$34 million—an increase of about 17% over 1959.

**Foote, Cone & Belding's executive committee chairman Fairfax Cone** berated the major advertising associations for failing to act more positively in wiping out the wrongs done in the name of advertising.

In a year-end memorandum to the agency's Chicago staff, Cone criticized the 4 A's, the ANA and the AFA for not insisting that advertising be free of "unproved claims and tasteless promises."

**Agency appointments:** The **Paper Plate Association**, appropriating \$1.5 million for the next three years, to **C. J. LaRoche** . . . **Lady Esther cosmetics**, a division of **Chemway Corp.**, billing \$550,000, from **Donahue & Coe**, to **Cohen, Dowd & Aleshire** . . . **Perfect Circle Corp.**, manufacturer of piston rings and other automotive products, to **Compton**, Chicago . . . **Amalie Division of L. Sonneborn Sons and Greensburg Division of I.T.E. Circuit Breaker Co.**, to **Carr Liggett Advertising**, Cleveland.

**Name change:** This week, **Honig-Cooper, Harrington & Miner**, San Francisco and Los Angeles, becomes **Honig-Cooper & Harrington**.

**New agency:** **Ernest Fladell** and **Leslie Harris**, both formerly with **NTA**, have formed **Fladell/Harris Advertising**, at 352 West 56th St., New York.

**Admen on the move:** **Allen Flouton** and **Jack Rees**, elected executive v.p.'s of **Compton** . . . **Richard Farricker** joins **Geyer, Morey, Madden & Ballard** as executive v.p. . . . **H. Milton Gurwitz**, to v.p. of **Friend-Reiss Advertising**, New York . . . **Harvey Victor** and **Edgar Rose**, named v.p.'s of **Jay Victor &**

Associates, Newark, N. J. . . . **Hal Davis**, to Sudler & Hennessey, New York, as director of radio and tv . . . **Pieter deKadt**, to market research group head on the Ogilvy, Benson & Mather research staff . . . **J. Robert Conroy**, to director of public relations for Ross Roy, Detroit . . . **James Sage**, to account supervisor in the Los Angeles office of Compson . . . **Lou Perkins**, to the radio/television production staff of Tatham-Laird . . . **James English, Jr.**, and **Alfred Lawton**, elected v.p.'s of K&E . . . **Henry Stockbridge** and **James Symington**, to v.p.'s of Y&R . . . **G. Douglas Morris**, to v.p. of Warwick Legler . . . **Edward Bodensiek** and **Irwin Roll** to v.p.'s of F&E&R and **Bernard Rasmussen**, to associate media director in the agency's New York office.

## FILM

Typical of the bullish attitude of syndicators who have had a successful 1959 is Ziv's attitude in expanding its sales staff.

Last week Bud Rifkin, Ziv v.p. in charge of sales, disclosed that it would increase its sales staff by 20%.

There are reportedly 117 men on the Ziv staffs at present; this will increase to a total of 140.

The sales staff increase will affect all five areas of Ziv's activity: network, national, regional, syndication and re-run (Economee).

**International:** Screen Gems was especially active on the international front last week. **M. J. Frankovich** was elected board chairman of Screen Gems, Ltd., the London affiliate, and **Kenneth Hargreaves** was named managing director. At the same time, **Lloyd Burns**, international operations v.p., revealed that London would become the focal point of Screen Gems' entire European sales efforts. Yet another international development at Screen Gems was the beginning of a coordinated sales drive for the worldwide distribution of the half-hour documentary series based on Winston Churchill's Memoirs.

**Programs:** Will Rogers, Jr., will be the host in Crosby/Brown Productions' syndication of Death Valley Days under the title *The Pioneers* . . . Writer-producer **Phil Rapp** and

California Studios chief **Philip N. Krasna** have joined forces to produce tv film series.

**Commercials:** Music Makers has completed spots for **Lipton Soup** via Young & Rubicam; agency producer was Paul Blustain.

**Promotion:** **Jerry Franken**, named executive director for advertising, promotion and publicity of NTA . . . Joining the Los Angeles office of NTA in the promotion department are **Sheldon Levine**, **Jane Kirk** and **Mrs. Gladys Boule** . . . Screen Gems' *Tightrope* series will appear in a magazine version published by Great American Publishing Company.

**Tape:** **Mobile Video Tapes, Inc.**, of Los Angeles, has appointed **Television Communications, Inc.**, as its sales representative in the 11 Western states outside the Southern California area.

**Expansion:** CBS Films has termed 1959 a year of expansion. Of special importance were five personnel appointments: **Robert F. Lewine** as program v.p., **Ralph Baruch** as international director, **Joseph B. Irwin** as business director, **Murray Benson** as licensing director, and **Robert A. Fuller** as publicity director.

**Promotion:** Official Films and B.O.A.C. cooperating to promote *International Detective*.

**Programs:** Screen Gems signed with Robert L. Wacks productions for two shows . . . ITC's *Ding Dong School* reached its 1,700th program.

### Strictly personnel:

Bill Sturm Studios appoints **Arthur L. Manheimer** midwestern representative . . . **Terry O'Neill** joins Governor Television sales staff . . . **Harold J. Klein** elected v.p. of business affairs at ABC Films.

**Promotions:** Four regional advertisers will spend \$200,000 for consumer promotion of Ziv's *Tombstone Territory*. They are: Pacific Gas and Electric Light Co.; Morning Milk; Moulson's Brewery; and Stroy Brewing . . . **Four Star Television** received an award from the Los Angeles Press Club.

## RADIO STATIONS

More than nine out of 10 middle-income men listen to radio during an average week, documents RAB in its latest study on this group.

The report, conducted for RAB by Pulse among middle-income men in six metropolitan markets, also reveals that they listen on an average of two hours per day, with more than half of these men tuning in radio during morning hours.

### Ideas at work:

• **Radio hitting back:** **WPTR**, Albany-Schenectady-Troy, has been waging a campaign against purveyors of "newsola"—a term coined by the station's editorial staff to cover the newspaper practice of filling editorial columns with free plugs for advertisers. Station has been airing editorials about this practice, and at the same time reprimanding the papers for their slanted attacks against the radio industry.

• **The top 30 newspaper advertisers** in Omaha are being bombarded by **KOIL** with a direct mail and personal delivery campaign. Each day they've been receiving an item pointing out the station's dominance in the area. For example: the first day of the campaign models delivered a small piece of pie to each of the advertisers. The next day, the girls were back with the whole pie, and a card that said "Opportunity never knocks, it broadcasts. So why settle for just a piece when you get the whole pie on KOIL."

• **Winners in KYW.** Cleveland's "Million Dollar Sound" campaign among the agencies: Lee Currlin, B&B; Leonard Matthews, Leo Burnett; and Jack Bistrow, BBDO.

• **How they helped during the holiday:** **WKYB**, Paducah, Ky., to raise toys for tots, moved its entire studio to a store window in the downtown shopping area for full-time broadcasting there over a 10-day period . . . **WEJL**, Scranton, Pa., aired a variety show, complete with gifts, refreshments and a visit by Santa, for some 200 crippled children and adults.

• **Growing, growing, gone:** To signify the "Growing sound in town" at **WTHE**, Spartanburg, S. C., sta-

tion d.j.'s grew beards. With the promotion over, WTHE decided to shave them with the oldest razor that could be turned up. The winner came through with a straight razor dating back to 1724. D.j.'s will be shaved in the window of a downtown drug store as a promotion for Ronson Electric Razors.

**Further indications of the trend among smaller local am stations toward the fm format:** WAIT, Chicago, heretofore a standard chart tune operation, is revising its image, via its new schedule of nothing but "beautiful" music. Station's announcers are being schooled in elocution—lowering the pitch of their voices, and slowing down the delivery rate.

**Thisa 'n' data:** Ground-breaking ceremonies were held last week for the new transmitter site for WFYI, Long Island, after FCC permission to increase its power from 250 to 10,000 watts . . . The winner: **Doug Holcomb**, director of promotion and advertising for WDAU, Scranton, Pa., named winner of the \$500 first

prize in the "Du Pont Everyone Wins" contest.

**Station staffers:** Warren Hull, to v.p. of WNOR, Norfolk, Va. . . . **Robert Tyrol**, to v.p. in charge of sales at WTIC, Hartford . . . **Bob DeBardelaben**, to general manager for WLAQ, Rome, Ga. . . . **William Schnaudt**, to general sales manager, WKNB, West Hartford . . . **George Allen, Jr.**, to local sales manager for KWIZ, Santa Ana, Cal. . . . **Ernest Gudridge** and **Victor Bushong**, to v.p.'s of the Air Trails Stations . . . **Joseph Parsons**, to national sales manager and **Bill McDowell**, local sales manager for KHJ, Hollywood . . . **Louis Wolfson**, to v.p. of WFGA, Jacksonville . . . **Anthony Hartman**, to local sales manager of WICE, Providence, R. I. . . . **Duane Shupe**, to the sales staff at KEYZ, Williston, N. C. . . . **Terry Mann**, to account executive at KFI, Los Angeles . . . **William Hoftyzer**, to the sales staff at KFRC, San Francisco . . . **Bill Gorman**, to the sales staff at KFRC, San Francisco . . . **Ralph**

**Petti, Jr.**, to sales manager and **Robert Doherty**, to account executive for KROY, Sacramento . . . **Claudia Bennett**, to the sales force of WSWM-FM, East Lansing, Mich. . . . **Walter Stark**, to account executive at WNTA, Newark, N. J.

## TV STATIONS

**Ideas at work:**

• **New tv monitoring system:** **Henry M. Hume** has devised a method for banishing tv bloopers. This system eliminates the dangers of unscheduled bloopers via electronically storing all camera sequences for a second or two before transmission so that the program director can cut off a camera that picked up an unexpected picture. Hume has dubbed his device "Good Trap."

• **Support for a tv program:** **Colonel Humphrey J. Flack**, a syndicated half-hour series about to enter its run on WWJ-TV, Detroit, made front page news there under the production of the city's Crisis Club. The group staged a tongue-in-cheek pro-

## UPPER STRATA STRATEGY!

Friend of ours who always attends the sessions in the lecture halls, starts on the Fourth Floor with Production Items . . . and works his way down to Components on the First Floor. Says his feet tell him it's easier to come down than to go up! And he never misses a trick this way. Sounds like good engineering logic. Why don't you join him this year . . . and see if it doesn't work for you!

*Will Copp*

Show Manager

## COME TO THE COLISEUM...

*the place to look for*

## NEW IDEAS IN RADIO-ELECTRONICS

# 1960!

Here, in New York City's Coliseum, is where you'll find the very latest information about the giant, radio-electronics industry's plans for the future.

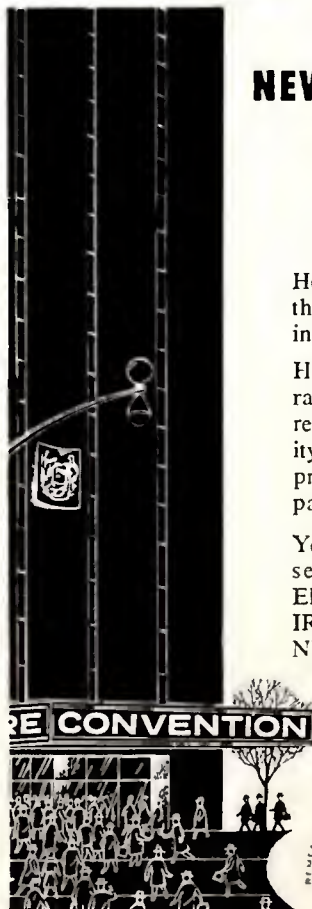
Here, you'll rub shoulders with over 60,000 of your tellow radio-electronics engineers. Here, you'll see 950 exhibits, representative of 80% of your industry's productive capacity, covering equipment, component parts, instruments and production. Here, you'll hear your choice of more than 200 papers to be given during the CONVENTION.

Yes, here—and only here—is your once-a-year chance to see and profit by all the NEW IDEAS IN RADIO-ELECTRONICS, 1960 gathered in one place. Attend the IRE NATIONAL CONVENTION AND RADIO ENGINEERING SHOW. Come to the Coliseum!

**The IRE NATIONAL CONVENTION**  
Waldorf-Astoria Hotel  
and The RADIO ENGINEERING SHOW  
Coliseum, New York City

**MARCH 21, 22, 23, 24**

The Institute of Radio Engineers  
1 East 79th St., New York 21, N. Y.



est over the program's demise via a 200-line newspaper ad. This was followed-up by several hundred letters supporting the campaign, and a front page newspaper article describing the problems of Col. Flack.

**New radio/tv group:** The W. R. Baker Radio & Tv Corp., formed in Syracuse by seven business men, to "engage in radio and tv broadcasting, with strong emphasis on community service." The group will apply for the next tv channel allocated to Syracuse.

**Financial reports:** Wometco Enterprises' earnings for the 44 weeks ending 7 November are up 31.8% over the comparable period in 1958. Storer Broadcasting declared quarterly dividend of 45¢ per share in its common stock.

**This 'n' data:** WTCN-TV, Minneapolis-St. Paul, revealed its new portable mobile videotape recording unit at its annual client-agency cocktail party last week. George Murphy, appointed tv director for the "Dinner with Ike" closed-circuit event at the Pan Pacific Auditorium 27 January on the West Coast.

**Sports sales:** The National Brewing Co. has purchased one-third sponsorship of the Washington Senators baseball games on WTOP-TV, Washington, D. C. Colgate has joined the Hudepohl Brewing Co. and Standard Oil of Ohio in the sponsorship of 53 Cincinnati Redlegs baseball games via WLW-TV, Cincinnati.

**On the personnel front:** Phil Cowan, named director of publicity and special events for Metropolitan Broadcasting Corp. R. Earl Higgins, to business manager for WJZ-TV, Baltimore. Walt Hawthorne, to merchandising manager of KGW-TV, Portland, Ore.

## REPRESENTATIVES

KGW president H. Preston Peters has been re-named president of the Station Representatives Association.

Other officers elected at SRA's annual membership meeting last week: p. John Blair; treasurer, Eugene Katz; secretary, Daren F. McGavren;

and directors, Frank Headley and Richard O'Connell.

**Adam Young, last week, issued a study to its salesmen on teenagers, and how much money they have to spend.**

Included is a breakdown of what they purchase and own. Reason for the study: to help "sell" the positive side of the teenage radio/tv audience.

**Rep appointments:** To John Blair & Co., WBBF, Rochester. To Walker-Rawalt, WSWM-FM, East Lansing, Mich. To the Bernard I. Ochs Co., as Southeastern rep, WEDR, Birmingham; WMFJ, Daytona Beach; and WFEC, Miami. To Avery-Knodel, KISN, Portland, Ore. To B-N-B Time Sales, for West Coast reps. KEEP, Twin Falls, Idaho.

**Rep personnel notes:** Robert Huth joins the San Francisco radio sales staff of The Katz Agency. Hal Thompson, account executive in charge of PGW's Ft. Worth office, presented with a gold watch in honor of his fifth anniversary with the representative firm.

## RADIO/TV ANALYSIS

(Continued from page 29)

2. Money market controls have been moving in short cycles. Right now the money market is tight and interest rates are high. There doesn't appear to be any reason why the money market should loosen or that interests rates should decrease during 1960. In fact, past Federal Reserve policy would indicate the likelihood of tighter money as business upswings during the next year. No economy will avoid a corrective recession in the face of tighter and tighter money controls—except where wide inflation is in progress. Consumer buying credit will also tighten.
3. Farm prices are already a drag on the economy; real farm purchasing power is receding. During 1960, the continued fall of farm prices, in the face of a rising cost of living, will begin to produce pains in the agricultural sector of our economy.
4. Higher labor costs will result in heavier production costs. In 1960, we believe that the wage-operating, cost-profit ratios will gradually

erect a barrier, in many companies, to cumulative expansion.

5. The U. S. export trade will grow less healthy in the year ahead. The economic recovery of foreign nations, it is true, provides us with greater markets for our goods. However, many of these nations—Germany, Japan, Italy, France, England, etc.—are underselling us (by virtue of their internal mechanization coupled with lower wages) in world markets. In fact, an increasing volume of U. S. imports from these countries indicates a growing ability to undersell us in own American market.

## Conclusions:

1. 1960 will not be a boom year, but it is practically certain to be a year of wide economic and business expansion.
  2. Broadcasters, tv and radio, should have the best year of their lives, so far as sales are concerned, even though profit margins are cut slightly.
  3. Despite the widespread criticism of tv, the television industry will not only achieve a 10%-11% expansion in sales but will again increase its percentage share of the all-media advertising pie.
  4. The political and regulatory phase of broadcasting will be the most harassing and difficult the industry has ever faced. In this area, the broadcasting industry will, in all probability, suffer reverse, but of a nature which will not hurt the P/L results.
  5. Most radio and tv stations should improve their dollar profits during 1960 even though their profit margins may shrink slightly. Being faced with a prosperous 1960, smart broadcast operators will improve reserves, control expenses and make plans for a corrective economic recession in 1961. Years of growth and improvement are years when farsighted and alert management consolidates gain and builds for the future. 1960 will offer this opportunity to broadcasters.
- During 1960, progressive station management will strive to strengthen its station's audience position; promote and advertise itself into a solid sponsor and/or agency acceptance and, using the effective tool of advertising, improve its competitive status within the market and broadcast industry.

## ANHEUSER-BUSCH

(Continued from page 31)

area map, the U. S. appears not as a list of states or a ranking of metropolitan areas but as a series of contiguous television markets."

This is the Anheuser-Busch concept of modern marketing: determining which of these massive tv areas to use, working out media coverage factors and shifting the former concept of sales and wholesaler territories. Until six months ago, while the new product was still emerging as a leader, the Busch Bavarian sales had been handled by the Budweiser field force. But this year—as barrelage for Busch Bavarian mounted on order from the salesmen—the new brand hired its own salesmen and assigned them to media coverage areas. They now visit more wholesalers than the Budweiser men used to, but they see them less frequently.

The reassignment was predicated on Mr. Reisinger's analysis: "The important thing today is not where advertising originates; it's where the impressions go. The more of them that go into your distribution area, the more effectively you're spending your advertising dollar.

"Radio and tv, the most effective media for telling our story, do not confine themselves to geographical lines. They cross wholesaler territories, even state boundaries, in reaching out into their effective coverage areas."

So he explains that Busch Bavarian is broadcast marketed on these three new concepts of local advertising:

1. "We now say that local advertising is the advertising pressure received within a wholesaler's territory, regardless of where the advertising comes from."

2. "We have changed our method of selecting areas for new distribution. Instead of opening entire states, all at the same time, we now select those areas that can be most effectively covered by advertising without any regard to geographical boundaries."

3. "We are now concentrating our advertising dollars in tv, which we consider the most effective medium for telling our story. We now define a market not in terms of states or wholesaler territories but in terms of those areas most effectively covered by tv emanating from major population centers."

He illustrates this new approach

with an example of the newly defined Memphis media coverage area.

"When an advertiser buys time on Memphis tv stations, he automatically buys coverage of the entire area, for the people living in this area have no local tv stations. They have become dependent on Memphis for their tv entertainment. Therefore, to get maximum value from the dollars we spend on these stations, we must take our distribution to all wholesalers serving this entire area, even though geographically speaking, they are located in four different states. To extend distribution beyond this area would require advertising pressure from somewhere else."

Replacing the traditional rule that advertising follows distribution with the concept of distribution following advertising has resulted in this kind of sales success for Busch Bavarian.

"We have opened more than 50 major marketing areas in 14 states since we launched Busch Bavarian in September 1955. In 1958 we doubled our barrelage over '57, and in 1959 we'll double barrelage over '58 to the point where our marketing success has exceeded our present production capacity. Busch Bavarian represents the most successful introduction of a new beer since the turn of the century, and in just four years ranks among the first 20 brands in the country in sales."

The beer, itself, has been sold with mood and atmosphere copy rather than with descriptions of the product's attributes. Much of the reputation of the Busch name as a quality beer producer has been imparted to the new Busch Bavarian.

The Anheuser-Busch marketing concept, says Mr. Reisinger, is the same as that which the Corinthian Broadcasting Stations group calls Tele-Urbia, and he thinks "this perhaps more accurately describes this new marketing concept." The Corinthian name, analyzes a company spokesman, "suggests the urban origin of a television signal whose contour determines the size of a market."

Whatever the name, Anheuser-Busch is in the vanguard of modern marketers in tracing its distribution pattern to the outlines of the television signal coverage in any given sales area. And this is the idea, concludes Mr. Reisinger, "which has led to profound changes in our marketing philosophy and operation." ■

## DIETZ

(Continued from page 33)

much the order of the day that very few accounts have their own shows and don't seem to go all out promoting a shared star.

The long road to marketing head and membership on K&E's board began for Stephens Dietz the night his sister sat next to a P&G advertising executive at a dinner in Cleveland who happened to ask if her brother would like to be in advertising. Dietz promptly applied at P&G for a job. This was two years after he had been graduated from Dartmouth in 1938, summa cum laude, and complete with Phi Beta Kappa key. Until he applied at P&G, he had had exactly two jobs—one of fairly long duration, stretching through late high school and through college vacations which was helping out on bill collecting and floor sales in a washing machine manufacturing business his family had in Cincinnati. The other job, after college, was the post of assistant to the president of Globe-Warneck Office Equipment Co., also in Cincinnati.

Hired by P&G, Dietz started off his marketing career by reporting to Sharon, Pa., where he tramped the streets of the town handing out free samples of P&G products door-to-door. "Believe me, I met Mrs. America in those days," says Dietz.

Soon Dietz was handling such door-to-door crews, and finally—field training period ended—he returned to P&G headquarters in his home town and worked at advertising under roof. He was there until 3 February 1943, on which day his son was born and he went into the Navy. "I'm not sure my wife has ever quite forgiven me or the Navy for that day," he says. He came out of the Navy a Lieutenant in November 1945, returned to his job as copy supervisor at P&G where he worked on such products as Drene, Tide and Oxydol.

In 1916, he left P&G to become assistant ad manager for Albers Milling Division (Friskies dog food and a line of cereals sold on the West Coast) of the Carnation Co. in Seattle. When the company decided to move to Los Angeles in 1918, Dietz decided he didn't want to move along, and came to New York instead to join Ted Bates Co. as an account executive, handled Yellow Blue Bonnet



Margarine and Instant Royal Puddings. From Bates, he went to Ogilvy, Benson & Mather in charge of that agency's marketing activities on all products, but primarily on the Lever account which comprised Good Luck Margarine, Rinso and Dove.

He joined K&E in 1955 as supervisor of the Hudnut and Mennen accounts, was involved through them in such heavy tv sponsorships as Hudnut on *Hit Parade* and Mennen's *Wednesday Night Fights*. (K&E was just awarded the Necco account, a heavy investor in spot tv.) A year later, he was named vice president in charge of merchandising, the post he held until his recent promotion to group vice president, marketing services.

Dietz commutes from Mamaroneck, N. Y., where he lives with his wife Elizabeth; they have two children: Stephens, 16, and Kristin, 9. He is a member of the Academy of Political Arts and Sciences, and recently was elected director of American Youth Hostels Assoc., which he became interested in after his son took a Hostels junket last summer.

## SWEENEY

(Continued from page 36)

*adult listening*, Sweeney said this: "When you measure the daily listening habits of adults—the only customers that count for anything—radio and tv are not too different in hours of use. If you don't give a damn who is in front of the set, and measure simply on the basis of *home set use* there is a substantial difference in favor of tv. But if you are interested in adult viewing and in adult listening, the differences are not major."

*Of summer listening*. Sweeney noted that 1959 had brought a dramatic reversal in the trend begun in 1951 when tv began to snatch from radio its leadership in total sets tuned hour by hour.

Sindlinger studies in the summer of 1959 showed radio clearly ahead of tv in adults reached during a 24-hour day, for eight consecutive weeks. (Radio was ahead for only one week in 1958.)

In addition to these new developments in set sales and listening, Sweeney stressed new research studies undertaken by RAB and aimed at simplifying media decisions.

"Most promising," he said, are the 'on target' studies which seek to lay down a radio pattern to reach the known buyer of a commodity, rather than just a listener of a certain type."

"For example, some families are heavy buyers of *canned fruit*, rarely buy *frozen fruit*. Does the purchaser of such specific grocery products have a specific listening pattern? The answer apparently is 'yes'—and there is reason to believe this pattern may repeat itself from market to market."

"How dramatic this pattern can be is illustrated by the canned milk study we recently received. In a market where dozens of stations are available on the dial, a single station reaches half of all canned milk buyers during its Monday through Friday *morning schedule* alone, and 40% of all buyers with its afternoon schedule. The combination of two stations in this huge market reaches virtually all buyers of canned milk."

Turning to another phase of the RAB media-simplification studies, Sweeney outlined new "listening pattern" research—what single working women listen to and when and where, the same facts for married working women, housewives, middle income

wage earners, etc.

Sweeney cited several examples of important conclusions to be derived from them including the following:

a) The best combination to reach people who spend their day outside the home is a combination of early morning and early evening spots. For example, a spot at 7 a.m. and one at 6:30 p.m. is a better combination to reach middle income working men than two morning spots—7 a.m. and 7:45 a.m.

b) To reach the lady who stays at home the period after 8 a.m. is better than early morning. Times like 9 a.m., 10 a.m., 2 p.m., 3 p.m. show better in total housewife audiences than the so-called prime times—7-8:30 a.m. and 4:30-6 p.m.

c) "Generally speaking a *less expensive combination than morning and evening drive times reaches more of the kind of folks you want to reach*—at a considerable saving to the client."

"This new pattern of targeting listeners and of combining times more scientifically to increase total reach—when combined with radio's rapid expansion and its inexorable taking over of three places to listen for every place it had a decade ago—this pattern is what will assuredly make radio the major medium for many brands in the 1960's," says Sweeney.

Sweeney concluded his RTES remarks by referring to the current wave of investigations now plaguing broadcasting, told the timebuying group. "Through a large part of 1960 there will be an invisible participant in every conversation you, as a buyer, have with broadcasters.

"The invisible participant is going to be the station's Washington counsel, the one who helps him get and preserve his license. Both are a lot less likely to see it your way in 1960 than in 1957 or 1958. Broadcasters, both radio and tv, are going to be supercritical of many product claims and even more alert than they have been to serving the public first and the advertiser second. I mention this because it is important for you to know that the complete climate in which radio operates has been changed materially. Radio will be occupied protecting itself for several months. We hope you will not forget us while we are busy in this direction."

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meeting lack

**C. A.\***



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ACRES DEDICATED TO YOUR MODERN COMFORT  
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**Tv and radio  
NEWSMAKERS**



**Robert D. Wood** has been named v.p. of CBS TV Stations Division, and general manager of KNXT, Hollywood. He has been general sales manager for KNXT and the CBS TV Pacific Network since 1955. Prior to that, he was an account executive with CBS TV Spot Sales in New York. Wood has been associated with the network since 1949, following his graduation from the University of Southern California. He was sales service manager for KNX; acct. exec with KTTV; and then acct. exec for KNXT.

**Charles R. Hook, Jr.**, executive v.p. of Kudner for the past four years, has been elected president of the agency. He succeeds C. M. Rohrabough, who was elected chairman of the board and chief executive officer. Hook joined Kudner in 1955 as executive v.p., after resigning his post as Deputy Postmaster General. Before that, he was v.p. in charge of personnel for the Chesapeake & Ohio Railroad. Also elected: Robert Watson, senior v.p., to executive v.p. of Kudner. He was formerly chmn. of EWR&R.



**Harold J. Klein** has been appointed v.p. in charge of business affairs for ABC Films, Inc. He joined the company in May of this year as a N. Y. acct. exec and as assistant to the president in business affairs. Prior to that, Klein was exec v.p. of JJ Theatres of New York, which he joined as film buyer in 1941. In his new post, Klein will be responsible for contract negotiations, will serve as chief liaison officer with producers for ABC Films. Extra-curricularly he is a member of the Variety Club of New York.

**Walter Nilson**, tv sales manager of The Katz Agency, has been elected to the rep firm's board of directors. He joined Katz in 1917 as a member of the Chicago sales staff, and was named tv sales manager two years ago. From 1946-47, he was western radio sales manager for J. P. McKinney Co. Nilson began his broadcasting career with WTNT, Hartford in 1937 as an announcer and then salesman. He served as a major in the Army during World War II. Nilson will continue as tv sales manager.



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



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



## The seller's viewpoint

*Do you adhere strictly to the "Standard Metropolitan Area" concept? J. Robert Covington, v.p. of research and promotion, Jefferson Standard Broadcasting Co., points out that this guide is not infallible and should not be used as a yardstick by which to measure markets. Covington notes, too, that the Standard Metropolitan Area was devised by the government as "a unit for the collection of statistical data," and that it recently changed its name to Standard Metropolitan Statistical Area, in order to more accurately define its objective.*



### Don't let SMSA 'do you in'

**C**onversations with advertising people and articles in trade magazines make us wonder if the word "market" may be the most used and most poorly defined term in advertising today.

Obviously, an advertiser must have some concept to guide him in appropriating to various sections of the country the money made available for a specific advertising campaign. Too often, those responsible for breaking the total appropriation down by marketing areas take the easy way by using lists based on Standard Metropolitan Area rankings instead of making their own market analyses.

There are three major reasons why Standard Metropolitan Areas are not an infallible guide to effective marketing.

First, Standard Metropolitan Areas are tied to county lines. Except in New England, all Standard Metropolitan Areas consist of one or more *whole counties*. These counties vary sharply in total land area. For example, Mecklenburg (N.C.) County in which Charlotte is located contains 552 square miles; the county in which San Bernardino, California, is located contains 20,031 square miles.

Second, there is an enormous variation between states as to the percentage of total state population living in Standard Metropolitan Areas. The percentage ranges from over 97% in Massachusetts down to zero in four states that have no Standard Metropolitan Areas. In approximately half of the states, less than 50% of the population lives in Standard Metropolitan Areas.

Third, the current criteria for adding counties to existing Standard Metropolitan Areas depend on "commuting workers" almost to the exclusion of all other criteria showing the relationship of people in the "outside" counties to the central city. A central city may have a tremendous inflow of people from the outside area for shopping, enter-

tainment, medical service, transportation and scores of other services; it may have a densely populated contiguous area extending into several other counties; but if the people in the contiguous areas don't come into the central city to work, the other relationships are ineffectual in bringing them into the Standard Metropolitan Area.

Actually, the Standard Metropolitan Area was never designed as a marketing tool. It was, and still is, basically designed as a *unit for the collection of statistical data by the government*. It is my opinion, based on many discussions with people responsible for defining Standard Metropolitan Areas, that they are still a little bewildered by the way a few marketing men have clutched Standard Metropolitan Areas to their bosoms and made them the "be all and end all" of market selection.

This would certainly appear to be one reason why the Bureau of the Budget has recently added the word "Statistical" to "Standard Metropolitan Area." In their own words, "The term 'Standard Metropolitan Area' has been changed to 'Standard Metropolitan Statistical Area' in order to describe more accurately the objective of the definition. That objective is, "... to utilize the same boundaries in publishing statistical data useful for analyzing metropolitan problems."

Lest anyone think that he has discovered a hidden motive for this little diatribe, let us clearly confess that we in Charlotte think that the Standard Metropolitan Area concept has "done us wrong." "Wrong," understand, but not "in." The majority of marketing men is inclined to see at the idea of appropriating money for Charlotte on the basis of its Standard Metropolitan Statistical Area ranking. Yet a few have still to see the light. It is to them that we throw the challenge.

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

## 7 WAYS BETTER...

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

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

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

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



**AMPEX**  
VIDEOTAPE  
professional  
products division

934 CHARTER ST. • REDWOOD CITY, CALIF. • TEL. 351-1

\*TM AMPEX CORP.

# SPONSOR SPEAKS

## What we hope for in 1960

In our lead article in this issue (page 27), Richard P. Doherty, well-known broadcast business consultant, outlines the prospects for radio and tv during the next 12 months.

His thoughtful analysis of business conditions and their meaning to the air media makes fascinating reading, and his predictions of dollar volume gains for both tv and radio will be cheering to everyone.

But, over and beyond the facts of increased advertising revenues and greater industry prosperity, there are certain things we hope will happen in 1960.

In *radio*—we hope that radio men will forget intramural squabbling, and station-against-station selling, and will concentrate on promoting the over-all image of radio itself.

Radio as a medium has not been placed in proper perspective for advertisers and for the public during most of the past 10 years. Its tremendous vitality, its extraordinary personal appeal, its power and importance in American community life have too often been overlooked, or underplayed.

In *television*—we hope that the industry will rebound sharply from the scandals, hearings and investigations that made 1959 tv's most turbulent year.

We hope that tv men will demonstrate by their actions—in programming and tv practices—that it was a good thing for the medium that all the unpleasantness happened, and that, though much of the criticism was unfounded and unfair, it spurred the industry to even greater heights.

And for agencies and advertisers—we hope that 1960 will see a greatly accelerated trend toward more qualitative measurements for both radio and tv.

There is evidence that more and more clients and agency-men are looking for the “facts beyond the ratings.”

We hope that 1960 will see great strides in this direction, for such an attitude is the healthiest possible one for both advertising and the air media.



**THIS WE FIGHT FOR:** Support for organizations in radio/tv which are striving to increase the prestige of the media. Confidence and respect are the industry's greatest assets.

## 10-SECOND SPOTS

**Post-Yule:** Stories heard or overheard at office Christmas parties—

A male robin was berating his mate over the fact that he found in their nest of robin's egg blue eggs, one that was speckled brown and white. “Don't get so excited,” said the she-robin. “I only did it for a lark.”

Two beatniks were walking down the street when one suddenly threw a fit. “Go, man, go!” applauded his friend.

**Robin Hood:** At WFBM-TV, Indianapolis, personality John Totten had as a guest on his *Hollywood House* an archery expert. After watching the expert demonstrate his skill with a bow, Totten decided to try his own hand. The arrow missed the target, crashed through three scenery flats and the glass pane of the control room. *And where was Gardol's “Invisible Shield”?*

**Sustaining:** The son of an agency account exec was being baptized. “Who stands as the sponsor of this child?” asked the clergyman. “I had no idea that this was for television,” said the father.—Frank Hughes.

**Swap:** *Tv Guide* reports the following ad in a Madrid magazine: “Would like to trade beautiful shady cemetery plot for tv set in good condition.” *Our set is a 21-incher; what size is the plot?*

**Encore:** Blair-TV's Bill Vernon did it again. Last Christmas, he sponsored a 30-minute play on WBAI-FM, NYC. This year, his greeting was a recording which could be heard by dialing PL 3-0052. *Next year a spot tv spectacular?*

**Explained:** Communiqué from Gene Deitch Associates, tv commercial producers, attempts to explain the “Nebbish” (Herb Gardner's popular cartoon character). “The Nebbish is not merely a nobody. He is a spectacular nobody. He is a being completely without status. When a Nebbish enters a room, you have the feeling someone has just left.”

**Definition:** We should be the last to repeat it—but we're only reporting: Gag definition of advertising is, “85% hokum, 15% commission.”

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in the **NEW PITTSBURGH**

# Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**



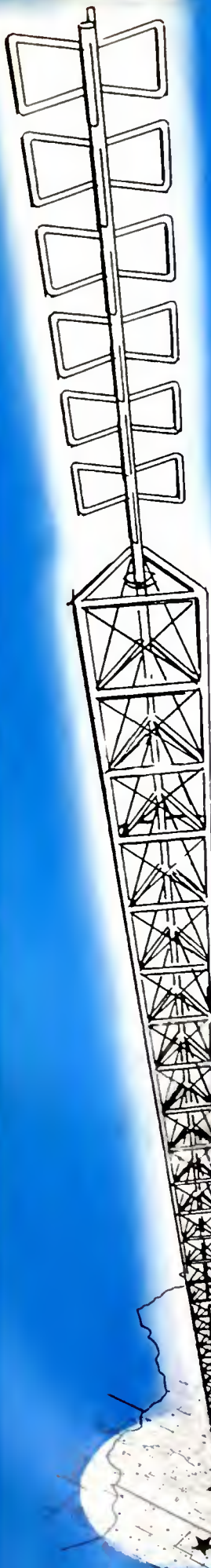
BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

GATEWAY  
TO THE FUTURE



PITTSBURGH RENAISSANCE  
1758  
GROWING WITH  
PITTSBURGH'S  
RENAISSANCE



Did you  
say  
1200 ft.  
high?



... and Rockford, too?

Yes, the prudent buyer knows that WISC-TV at Madison, Wisconsin has the tallest tower in the state, bringing service to 378,310 TV homes in thirty-two counties in Wisconsin, Illinois and Iowa. For instance, in the Rockford area, WISC-TV now carries 25 out of 38 nighttime CBS Network programs *exclusively*.

# WISC-TV

CHANNEL  
MADISON, WISC.



Represented Nationally by  
Peters Griffin Woodward, Inc.