

NATIONAL BROADCASTING COMPANY  
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# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



**SPECIALIST  
IN  
SPOTS**

- |               |                      |               |                       |
|---------------|----------------------|---------------|-----------------------|
| KOB-TV .....  | Albuquerque          | WNEW-TV ..... | New York              |
| WSB-TV .....  | Atlanta              | WTAR-TV ..... | Norfolk               |
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| WBAL-TV ..... | Baltimore            | KMTV .....    | Omaha                 |
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| WFAA-TV ..... | Dallas               | WTVD .....    | Raleigh-Durham        |
| WNEM-TV ..... | Flint-Bay City       | WROC-TV ..... | Rochester             |
| KPRC-TV ..... | Houston              | KCRA-TV ..... | Sacramento            |
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| WSM-TV .....  | Nashville            | KARD-TV ..... | Wichita               |

Get the best coverage for your advertising dollars. Follow the lead of hundreds of alert national advertisers . . . who are spotting their TV advertising where it works most effectively—on these great stations.

Television Division

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

The Original Station Representative

## ARE SPOT CARRIERS FAIR TO SPOT TV?

Next season will see new high in network video participations. The reps are worried.

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## Bristol-Myers has 'old-style' tv headaches

Page 38

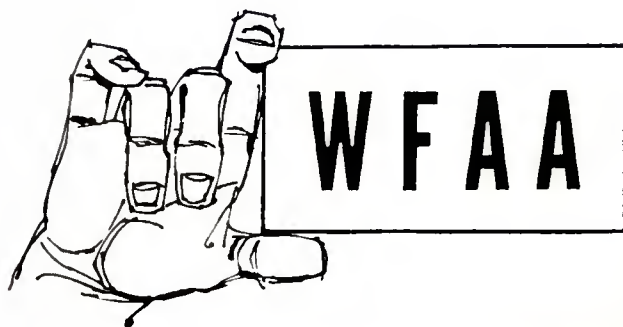
## D.j. hath charms to soothe the savage beast

Page 40

## A SPONSOR plan for a federal NAB

Page 42

# THE QUALITY TOUCH



radio & television • dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

There are no short cuts to quality, as evidenced by the beautiful prints produced by the age old process of stone lithography.

Neither are there short cuts in the building of a quality image so precious in the operation of today's better radio and television stations.

*Represented by*

Edward Petry & Co., Inc

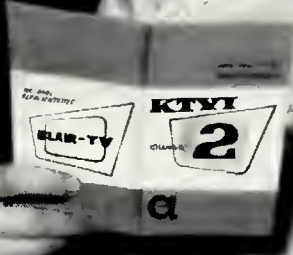
*The Original Station Representative*



*buy St. Louis a la card\**

**KTVI RATE CARD**

*your lowest  
cost per thousand  
TV buy in St. Louis*



Amid the floral beauty of  
Forest Park's JEWEL BOX

**KTVI**  
CHANNEL 2  
ST. LOUIS

Represented  
nationally by



# WSIX-TV

Tops Them All In  
The Nashville Area

LEADING IN . . .

6 out of TOP  
\*10  
3 out of TOP 5  
SHOWS

\*Source: Jan. 1960 Nielson Report

★ **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 Middle Tennessee,  
Southern Kentucky, Northern Alabama  
TVA area.

## (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

\*Source: Television Magazine



**TV 8 LAND OF THE  
CENTRAL SOUTH**  
Represented by: Peters, Griffin, Woodward, Inc.

© Vol. 14, No. 17 • 23 APRIL 1960

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

- Are network spot carriers fair to spot tv?**
- 35** Evidence of a trend slowly developing for several years turns up force. Here SPONSOR explores opinions about its effect on the industry.
- Bristol-Myers' old-fashioned headache**
- 38** Ad Director Whittaker has old-style sales and cost headaches, rather than new Washington-originated jitters suffered by some drug advertisers.
- 'I know she won't bite, but . . .'**
- 40** D.j. meets lioness as part of station promotion in photograph studio, and initial fear is replaced by affection between man and beast.
- More than one president for NAB?**
- 42** With the industry search for a successor to Hal Fellows, SPONSOR's 11-year-old proposal for a federated NAB gains new broadcaster support.
- Renault snow romp ups sales 20%**
- 45** Dealer enthusiasm on Dauphine's sure-footedness sparks giant winter promotion spearheaded by sponsorship of CBS TV's *Winter Olympics*.
- Ghost audience stuffs ballot boxes**
- 47** Getting socked with a zero rating is no joke to a small radio station like WZIP, Cincinnati. Here's how it fought back and reversed the trend.
- Higbee's night radio jackpot**
- 48** This Cleveland department store buys two three-hour night music shows, 1500 copies per week and hikes its record sales to home radio audience.
- \$70 in merchandising reaches 100,000 homes**
- 49** To promote *This Man Dawson*, WAST (TV), Albany, enlisted help of J. C. Penney, J. P. Morgan & Co., gained maximum exposure with minimum cash outlay.

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# A NEW RIGHT ARM



**TELEVISION ADVERTISING REPRESENTATIVES, INC.**

Offices in principal cities . . . representing:

**WBZ-TV Boston • WJZ-TV Baltimore • KDKA-TV Pittsburgh  
KYW-TV Cleveland • KPIX San Francisco**

Everywhere

we go . . .



they know

**WALB-TV**

is the

exclusive

**NBC station**

in South Georgia

and N.W. Florida!

- Serving over 750,000 people with over \$739 million spendable income.
- New 1,000 foot tower, 316,000 watts power.
- Grade "B" coverage area includes Albany, Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.

**WALB-TV**

ALBANY, GA.  
CHANNEL 10



Represented nationally by  
Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.

## NEWSMAKER of the week

*ABC Radio is setting its sights on the 'young married' market. Under the leadership of Robert R. Pauley, newly appointed vice president in charge, ABC plans expanded program service with this youthful group, "forsaken by other networks," as Mr. Pauley puts it, primarily in mi*

**The newsmaker:** Robert R. Pauley has been named vice president in charge of the ABC Radio Network, succeeding its former head, Edward DeGray. Mr. Pauley has served as eastern sales manager since March, 1959. He joined ABC Radio in October, 1957, as account executive. Earlier assignments: account executive, ABC Radio; associate account executive, Benton & Bowles; account executive, NBC Radio, and account executive, WOR, New York.

Mr. Pauley foresees extensive improvement and expansion in ABC Radio program service within the new emphasis on the youthful audience. "We have no intention of bypassing other segments of the populace," he explains, "but in so far as it's compatible with affiliates, advertisers and the other listeners, we do plan an orientation in the direction of youthful tastes."

More will be known as to specific steps to be taken in pursuit of the young marrieds after the Affiliates Advisory Board meeting scheduled for early May. Mr.

Pauley anticipates a welcome reception for the new approach among affiliates, because, as he sees it, the programming most of them develop on their own falls into a similar category.

In outlining company policy Pauley states. "ABC Radio will strive to give the advertiser true value for his dollar, supported by sound effective merchandising but without gimmicks. Advertisers are tired of the gimmick and it does nothing for the listener. Radio's true value can stand on its own."

ABC Radio is currently averaging about 36 hours of program per week, 22 of which are commercial. Under the new regime, the number is going up. In announcing Mr. Pauley's elevation, American Broadcasting-Paramount Theatres president Leonard Golden stated, "ABC is in network radio to stay, and we plan to expand program service to the millions of Americans to whom network broadcasts are a daily necessity."

The new ABC Radio head received his M.B.A. from Harvard in 1951. He is a member of RTES, the Harvard Club of New York, New Canaan, Conn.; the Empire State Society.



Robert R. Pauley

# NEWSMAKER STATION of the WEEK

**WNOR** NORFOLK VIRGINIA **appoints EASTMAN**

# WNOR



THE TIDEWATER AREA'S ORIGINAL FULL TIME INDEPENDENT STATION HAS..



More local advertisers than any other Norfolk station. (52% more local business than next station).



Record of superior sales performance (list of local advertisers average 5½ years on WNOR).



Exclusive radio advertising franchise with many local clients. (1/3 of all local advertisers use WNOR exclusively).



Community-oriented personality salesmen (Warren Hull, Jerry Joiner, Bob Kalomeer, Paul Hennings, Bruce Miller, Bryce Bond, Dan Steele).



Award winning news department (Associated Press Award for coverage of segregation issue).



Exclusive coverage major league night baseball.



Jack Harris, Vice President and General Manager.

Warren Hull, Vice President Public Relations



**robert e. eastman & CO., inc.**  
representing major radio stations

**NEW YORK:**  
Madison Avenue  
New York 22, N. Y.  
Phone 9-7760

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

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

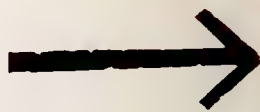
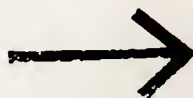
**DALLAS:**  
211 North Ervay Bldg.  
Dallas, Texas  
Riverside 7-2417

**ST. LOUIS:**  
Syndicate Trust Bldg.  
915 Olive St.  
St. Louis, Missouri  
Central 1-6055

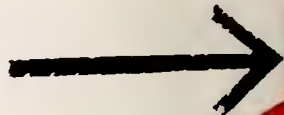
**LOS ANGELES:**  
Taft Building  
1680 N. Vine St.  
Hollywood, Cal.  
Hollywood 4-7276

**DETROIT:**  
Book Building  
Detroit, Mich.  
Woodward 5-5457






**VOICE**







*"As long as there is a voice, there is hope . . ."* Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.

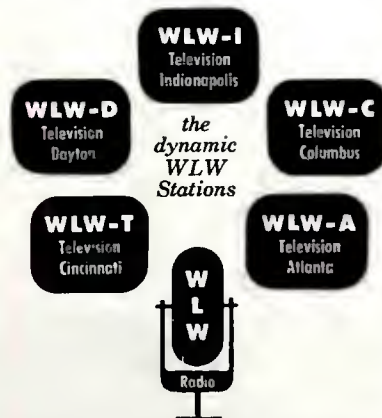
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency—helping to beam broadcasts in 37 languages to countries of the globe.

# OF AMERICA

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities.

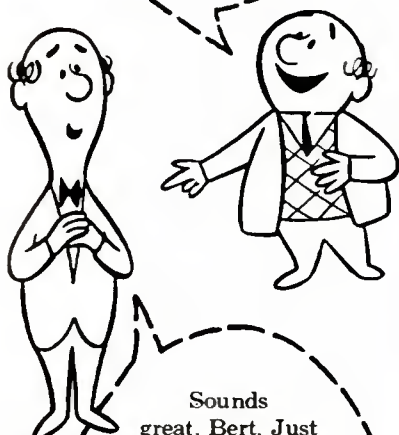
And thru cooperation with the Voice of America, it is service to the community of the world.

This is our pride and our privilege.



Crosley Broadcasting Corporation,  
a division of **Arco**

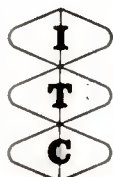
Attention  
advertisers!  
Piel's Beer is sponsoring  
**INTERPOL CALLING**,  
starring Charles Korvin as  
Inspector Paul Duval  
on New York's WPIX,  
Sunday nights at 10:30.  
Now Interpol's story,  
which the public has been  
reading about in  
Reader's Digest and other  
magazines and  
newspapers, comes to  
television . . .  
presented by  
Piel's.



Sounds  
great, Bert. Just  
like you and me,  
**INTERPOL CALLING**  
and Piel's make a  
sure-fire selling  
combination. And if I may  
make one small pun,  
both Duval and Piel's  
always keep their  
heads . . . in any  
situation.

## 'INTERPOL CALLING'

*the new television series that  
Bert, Harry, Blitz-Weinhard,  
Pfeiffer's, Labatts, Miller High Life,  
Santa Fe Winery and so many  
other kinds of advertisers are  
buying, buying, buying!*



**INDEPENDENT  
TELEVISION  
CORPORATION**

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

**ITC OF CANADA, LTD.**

100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

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## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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**Production Manager**  
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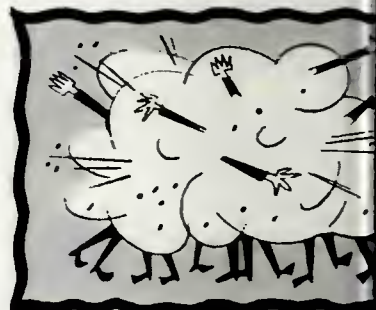
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## Far - Reaching



Today's the day



our schedule starts on



Must be nearly  
time for lunch.

More than a few adver-  
have been pleasantly surpr-  
by SIX's far-reaching  
One reason is the pro-  
dominance we have maint-  
for 6 straight years. See  
Weed TV man about it.

**WCSH-TV**

**6** NBC for  
**PORTLAND  
MAINE**



**MAINE BROADCASTING SYSTEM**

WCSH-TV 6, Portland WLBZ-TV 2,

WCSH Radio, Portland

WLBZ Radio, Bangor WRDO Radio,



...in Cleveland, particularly

A spot announcement on WHK is the only way she can get through to him now. For she's not the only one who's overboard. He is, too—overboard for Metropolitan's brand of news, service and showmanship which rescued WHK from the deep, and brought it Cleveland's second largest\* radio audience. Is your product in competition-infested waters? S.O.S. Blair, or General Manager Jack Thayer. Just call EXpress 1-5000.

Cleveland **WHK**  
A station  
of the  
Metropolitan Broadcasting  
Corporation

**LISTENING HABITS HAVE CHANGED!**



Concentrate in

# JACKSON, MISS.

*Did you know?*

## LEADING THE SOUTH

in . . .

**General Business Gains**

**Bank Activity Increase**

**Retail Sales Performance**

**WJTV**

**CHANNEL 12**

**KATZ**

**WLBT**

**CHANNEL 3**

**HOLLINGBERY**

by John E. McMillin

## Commercial commentary

### Sons and lovers in Chicago

The lights in the Grand Ballroom of the Conrad Hilton went dim, and suddenly in the back of the hall there rose the hubbub of a hundred valkyries.

Then, as heads craned to see if Bob Kintner had invaded the joint and was trying to pull out Ollie Treyz' hair, five squealing, scrawny, scantily clad cheer leaderettes came yipping down the aisles and swirled in front of the footlights.

"A-B-C-T-V," they chanted, stomping their feet and kicking their heels and wheeling in intricate rhythm patterns. "Let's have a long cheer and a tiger for dear old A-B-C-T-V."

Thus opened, with appropriate showmanship, what was to me the most dazzlingly colorful session of the entire NAB convention, the ABC affiliates meeting on Sunday afternoon.

It was, by any standards, a terrific show. No sooner had the cheer leaderettes concluded their old-college-try bit and scampered off amid startled laughter and applause, than ABC swung into its success story pitch with a fresh and crackling gusto.

Julie Barnathan had put together an entirely new presentation of the network's rise-to-power charts, and I thought it had a zip and pungency that outmatched previous ABC efforts. His cartoon and Cellomatic comments on the plight of Networks Y and Z (particularly Network Z!) had the affiliates roaring with delight.

Even FCC Chairman Ford, a surprise speaker, was impressed. Recalling that he had been a commission attorney when Paramount was negotiating for the ABC purchase, he said, "Both ABC and seem to have come a long way."

### O Absalom, my son, my son

To me, though, the fun, excitement, and razzle-dazzle of the ABC presentation were somewhat obscured by what happened a little later in the program. After the network had detailed its proud history and potent plans Leonard Goldenson called on Edgar Kaiser of Kaiser Industries.

The younger Kaiser, in an emotion-charged speech, paid tribute to, then introduced, the finest dad a man ever had, Henry J. himself.

The stocky sovereign of the Kaiser empire then lumbered to the podium and paid tribute, not only to Edgar, but to "all my sons" of the Kaiser Industries.

When he had finished a stirring 20-minute address, Spyros Skouras, titan of 20th Century Fox, rose with tears in his eyes to pay tribute to the paternal-filial relationships of the Kaiser family. The not to be outdone, he called on his own boy Peter Levathes, president of 20th Century Fox Television, to share the platform with him.

Man, we were up to our hips in fathers and sons before the afternoon was over. We wallowed in parental piety.





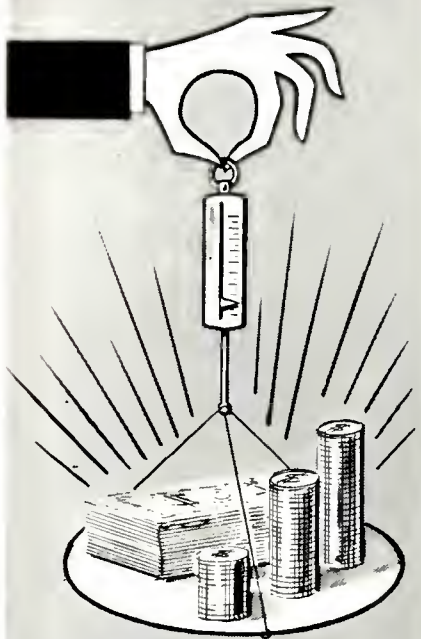
# IN THE NEW YORK MARKET

MORE INDEPENDENT RETAIL DRUGGISTS AND MORE INDEPENDENT RETAIL GROCERS LISTEN FREQUENTLY TO WPAT THAN TO ANY OTHER RADIO STATION ■ MORE DRUGGISTS AND GROCERS ESPECIALLY ENJOY WPAT THAN ANY OTHER RADIO STATION ■ MORE OF BOTH CONSIDER WPAT THEIR FAVORITE RADIO STATION ■



These are the findings of a massive qualitative study of radio listening among the independent druggists and grocers in the New York market. Commissioned by Radio Station WPAT and conducted by Bennett-Chaikin Incorporated, this singular survey proves that WPAT dominates retail listening at point-of-sale in the more than 6,000 independent pharmacies and 28,000 independent grocery stores in the tri-state area of New York, New Jersey and Connecticut. And that's only the beginning of this extraordinary story of retailer loyalty in the world's largest market. For the middle, the end, and complete information on how it can benefit your product, call or write the favorite station of Greater New York's independent retail druggists and grocers **RADIO STATION WPAT, 60 EAST 56th STREET, NEW YORK 22, MU 8-9300**

# EVEN SMALL SCALE BUDGETS CARRY A LOT OF WEIGHT



ON  
SAN ANTONIO'S

Channel  
**K 12**  
**ON tv**

ABC Television in San Antonio...  
the Greatest Unduplicated Live  
Coverage in South Texas!

Represented by  
**THE KATZ AGENCY**

## Commercial commentary (continued)

During the course of all this Old Testament-type schmalz, I kept looking across at George Gribbin, president of Young and Rubicam who was sitting in the second row.

Many an agency executive grows nervous, embarrassed, upset if he thinks a potent client is publicly bathing himself in bathos.

But Gribbin is a good man. Not a shadow of doubt or embarrassment flickered across his keen and handsome features. During the Kaiser speech, he looked bright, alert, interested, respectful. He gave, I thought, the finest performance of the entire day.

### "Our statures touch the skies"

The reason for the Kaiser oratory and the parade of sonnies and daddies was what Henry Kaiser called "electrifying news."

ABC, 20th Century Fox, and the Kaiser companies are going, I said, to "wage the biggest, boldest battle of the coming broadcasting season. We're taking on a television giant. We're going all-out with the new tv adventure series *Hong Kong* to win a tremendous viewing audience for the hitherto unchallenged time of 7:30 to 8:30 Wednesday evening."

In loving and colorful detail, Kaiser described "the unremitting Honolulu conferences" that had led up to this "daring announcement."

He related how Levathes had declared that for *Hong Kong*, "We must and we will use the best writing and producer skills obtainable. He told how Skouras had sent word "This is the biggest undertaking that 20th Century Fox has ever taken on! We must make good."

He repeated Ollie Treyz' statement, "We're committing ourselves to a much bigger job than when we undertook *Maverick*." And he described Leonard Goldenson's enthusiasm, "This is terrific! . . . This is certainly a challenge to our people. We'd better pull out every stop."

He explained how the Kaiser sales departments and the Kaiser advertising agencies would apply "the old needle" to do a far, far better job than ever before of "combining salesmanship and the power of television."

And he ended with these stirring words, "Let's together resolve to make no little plans, but bold plans to be given daring execution."

"Let's give the best to those we serve, and the best in achievement will flow back to gladden our hearts and make life truly rewarding."

"Let's see in each new challenge the opportunity to use our individual talents better than before, knowing in our inner selves, as the poet wrote—

*'We never know how high we are  
Till we are called to rise;  
And then, if we are true to plan  
Our statures touch the skies.'*"

No question about it, Mr. Henry J. Kaiser, in the course of a long and distinguished career, has probably never been more eloquent.

His speech rang with all the evangelical fervor of a Peter the Hermit summoning the Middle Ages to a great crusade.

His vibrant phrases were those that might be used to spark a movement for world peace, for finding a cancer cure, or for rescuing the Holy Sepulcher from the fell hands of the infidel.

That is why I was a little startled to realize that all this passionate oratory was directed to dethroning *Wagon Train* as the rating king of the 7:30 slot on Wednesday nights.



**NOW, FOR THE FIRST TIME,** you can choose your brand new network show without taking a chance. All 39 spine-jolting episodes of "The Third Man", starring Michael Rennie, are completed . . . in the can. This means you, personally, can gauge the audience-holding power of any one of these half-hours—or all of them. You'll see proof positive. This is the show to thrill millions. Graham Greene's novel was a best seller. The feature-length movie was a world-wide box office smash . . . and this new TV version is the greatest of them all. You'll see how an extraordinary production expenditure of \$2,000,000 has resulted in week-after-week peak quality programming. You'll be sure of your exact costs . . . no unforeseen production delays. You can audition not just a pilot but a whole year's chilling shows. Take advantage of NTA VP Berne Tabakin's unusual offer. Check one . . . check two . . . check several . . . check 'em all. You'll be making your first move in the TV game without a gamble!

9570 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA  
10 COLUMBUS CIRCLE, NEW YORK, NEW YORK  
A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC.

**NTA**

**check  
any number  
from  
1 to 39**



- 1 CONFESSIONS OF AN HONEST MAN
- 2 SPARKS FROM A DEAD FIRE
- 3 DEATH OF AN OVERLORD
- 4 THE HOLLYWOOD INCIDENT
- 5 A QUESTION OF PRICE
- 6 THE TROUBLE AT DRILL HILL
- 7 THE MAN WHO DIED TWICE
- 8 ANGRY YOUNG MAN
- 9 DARK ISLAND
- 10 THE GIRL WHO DON'T KNOW
- 11 THE THIRD MEOALLION
- 12 CASTLE IN SPAIN
- 13 THE INDISPENSABLE MAN
- 14 LISTEN FOR THE SOUND OF A WITCH
- 15 A MAN TAKES A TRIP
- 16 A POCKETFUL OF SIN
- 17 HOW TO BUY A COUNTRY
- 18 AS THE TWIG IS BENT
- 19 BROKEN STRINGS
- 20 FIVE HOURS TO KILL
- 21 ONE KIND WORD
- 22 THREE DANCING TURTLES
- 23 THE BEST POLICY
- 24 AN OFFERING OF PEARLS
- 25 THE IMPORTANCE OF BEING HARRY LIME
- 26 BARCELONA PASSAGE
- 27 A COLLECTOR'S ITEM
- 28 DINNER IN PARIS
- 29 HIGH FINANCE
- 30 TOYS OF THE DEAD
- 31 THE MAN WITH TWO LEFT HANDS
- 32 THE MAN WHO WOULDN'T TALK
- 33 A DEAL IN OILS
- 34 THE TENTH SYMPHONY
- 35 AN EXPERIMENT WITH MONEY
- 36 HARRY LIME AND THE KING
- 37 A BOX OF EYES
- 38 THE WIDOW WHO WASN'T
- 39 DEATH IN SMALL INSTALLMENTS

1.

the  
place  
to  
stay



The Park Plaza Hotel situated in the heart of Toronto - the city that is the centre of Canada's rapidly expanding market.

2.



Check in ... modern suites, designed to combine comfort with practicability, ideal for that informal pre-meeting get-together.

5.



For after-business relaxation and informality the Prince Arthur Cocktail Lounge, the Long Bar, the Roof Lounge, the King Cole Room and the Plaza Room.

6.



Rest in the luxurious quiet of large, airy bedrooms, with private balconies overlooking trees and gardens - forget you are in the heart of a great city.

**THE HOTEL TELEVISION/RADIO**



4.

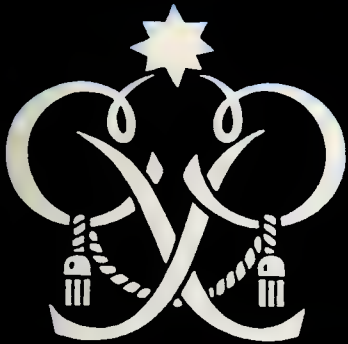


Satisfy the inner man with award-winning cuisine from the world over, served with quiet dignity amidst the most pleasant surroundings.



The adaptable Empress Room lends itself admirably to all your convention requirements, and for entertaining in the Grand Manner.

8.



# THE PARK PLAZA HOTEL

Bloor Street West and Avenue Road  
Toronto

The efficient yet dignified service of this hotel has, for the past twenty years, established the tradition "In Toronto - the Park Plaza of course".

Phone WALnut 4-5471 for a reservation that will bring you unqualified enjoyment without reservation.



# WGAL-TV

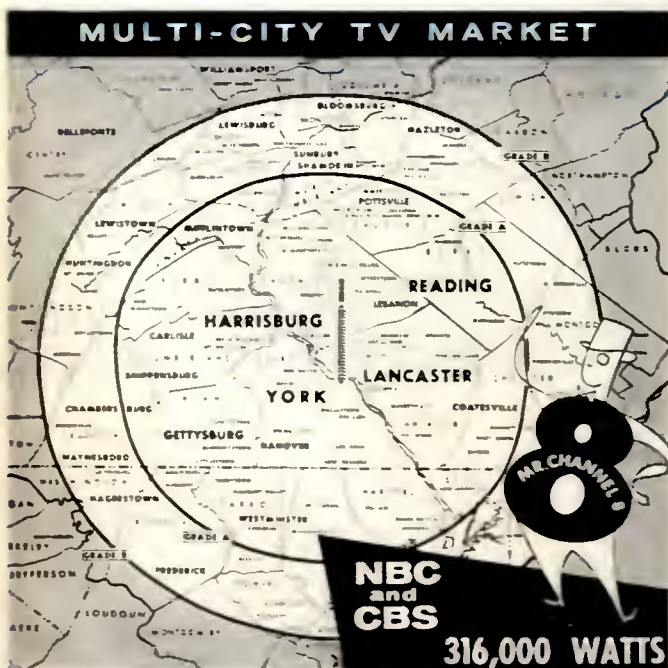
viewers spend well and wisely



THE BETTMANN ARCHIVE

## \$3,871,587,000

retail sales



There's a story of sales-security for your product in this far-reaching Channel 8 market. Here are prospects with money to spend. But, more potent is the fact that station WGAL-TV delivers an audience which is greater than the combined audience of all other stations in its coverage area.

See ARB or Nielsen surveys.

**WGAL-TV**  
*Channel 8*  
**Lancaster, Pa.**  
**NBC and CBS**

STEINMAN STATION  
 Clair McCollough, Pres.

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



# SPONSOR-SCOPE

23 APRIL 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

What Continental Baking (Bates) has in mind as a new approach for its spot tv domain could turn out to be a significant milestone and opportunity for local live programing.

The bread-cake chain, which uses 80-90 tv markets, last week asked the reps to find out from their stations what types of live community programing, in addition to sports, would be available on a continuing basis.

It's Continental's plan, after compiling this roster, to determine whether the pattern was of sufficient scope and depth to make it worthwhile for it to embark on this type of sponsorship on a grand scale.

At the rate they were asking and buying last week it should be a record May in national spot tv—at least for the top markets.

The activity in New York included: **Roi Tan** (Gumbinner); **LaPalina** (Compton); **Armstrong Tire** (Lennen & Newell); **Black Flag** insecticide (Y&R); **Popsicle** (Gardner); **Manhattan Shirt** (Daniel & Charles); **General Aniline's Anasco Div.** (B&B) **Corn Product's Magnolia Cooking Oil** (Lennen & Newell).

Out of Chicago: **General Mills' Betty Crocker potato products** (Knox Reeves); **Toni**, various products including **Silver Rain** (Tatham-Laird, North, C. E. Frank), sharing the same 60 market buys, 18 weeks; **Schlitz Old Milwaukee** (Gordon Best). **Abbott Lab's Sucaryl** (Tatham-Laird) is testing in a couple markets.

With the exception of Ford and Chevrolet, the situation is so badly scrambled in Detroit that the automotives may delay making their network tv decisions for another six-eight weeks.

Take Buick, for instance. It's got a compact on the way and before it can set up plans for the big car it has to decide on the marketing dimensions of the newcomer.

As has been obvious, the headlong rush to compacts in Detroit has set the industry on a new kind of competitive spin—a situation that may produce for network tv, as well as spot, spasmodic rather than long-range buying.

To keep their dealers happy the manufacturers have no choice but to go on spreading their price lines.

**Buick (McCann-Erickson)** meanwhile, will unleash its radio blitz of four-second announcements in the top 50 markets.

In New York the division is concentrating on **Thursday, Friday and Saturday** with **130 spots** a week spread over six stations.

Another big one for radio coming out of Detroit: the **GMAC schedule in 135 markets** which starts **28 May** and runs for **16 weeks** via **Campbell-Ewald**. It will be saturation traffic bulletins in **20 markets** and **10 weekend newscasts** in the remaining markets. The schedule's about the same as last year.

The warm weather accounts out of **General Foods** have started to break for spot radio: the action this week was on **Certo** and **Sure-Jell** (Y&R).

Two beverages—**Instant Siesta** and **Minute Maid**—got on the what-have-you-got available list via Bates.

**LaPalina** (Compton) is gearing up for a midwest radio test.

Buyers for Chicago agencies last week aired a couple gripes to SPONSOR SCOPE which they hoped stations would take heed of and give them a little cooperation.

**GRIPE #1:** In smaller markets, particularly, where a station carries shows from more than one network, the buyer can't be sure where or when the delayed program will run. These stations could help a lot by finding out who the network buyers are, the agencies involved and send them copies of the weekly log.

**GRIPE #2:** During the seasons of volume buys, when agencies and reps are busy they have to deal a little too much with the rep's secretaries by phone. But, as capable as these girls are in the area of sales service, the buyers would rather get through the rep's accountmen to make sure they get all the service they're entitled to. (You know, just to have that secure feeling that nothing's gone amiss.)

The CBS Radio co&o's will probably pull out of the RAB after Arthur Hayes has gone through the formalities of resigning from the bureau's board of directors.

The seven stations have been telling Hayes that they feel they haven't been getting the value they require for the \$36,000 they've been collectively putting into the RAB coffers annually.

What these stations have in mind: Recruiting three other 50KW's—WCCO, WB and WTOP—allied with them via CBS Spot Sales for a jointly subsidized promotional setup.

As had been anticipated, the transfer of Burnett's Ken Eddy to the New York office from Chicago has created a rivalry between rep offices in the two cities.

Availabilities from both rep ends are matched between Burnett New York and Burnett Chicago but where the New York rep offices have an advantage is this: since the bulk of spot tv buying is in New York, a New York salesman can offer more cancelled spots as they become available without having to advise the station.

Hence Burnett New York is in a better position to improve schedules continuously.

More and more reps are resorting to this device to keep their radio stations from dealing direct with national agencies which may be entitled to the local rate, splitting the station commission in half.

These reps feel that it's better to take half a loaf in connection with business placed at local rates than to lose control of their function as agency go-between.

Under the proposed arrangement, after the station decided that the account is entitled to a local rate, it asks the agency to follow through with the station's rep.

There's been a big shift just within the past three seasons in the sources of nighttime program control, in the area of network tv.

Here's how this control compares in terms of percentages:

| YEAR | INDEPENDENT<br>PACKAGERS | NETWORK<br>WHOLLY OWNED | NETWORK<br>PARTNERSHIP | AGENCIES |
|------|--------------------------|-------------------------|------------------------|----------|
| 1957 | 64%                      | 16%                     | 15%                    | 5%       |
| 1960 | 20%                      | 28%                     | 52%                    | 0%       |

For those who buy their chainbreaks by the rating book it's going to be quite more perplexing than usual for the early fall months: there's so much starting from scratch on NBC TV and CBS TV's nighttime program lineups.

On NBC Friday night has been completely made over, while just a smidgeon survives Monday and Tuesday nights. The latter also applies to CBS Thursday and Friday and you might even include Wednesday.



Ollie Treyz told the AB-PT board of directors last week that ABC TV was over 75% sold out at night for the fall.

The basis of Treyz' calculations: the network's commercial minute by commercial minute count as plotted for the fall totals 155 and of these 120 minutes have been sold firm.

By the way, ABC's new programing is going for about \$33,000 per commercial minute, time and talent, to those with a small discount position, while the holdover hour shows would cost the same contingent \$3,000-\$3,500 more.

P.S.: The program price on Disney has gone up to \$49,000 net per half-hour. Hence it'll take about \$2 million to cover time and talent on alternate weeks.

This might be taken as a demonstration that Chicago-headquartered agencies with savvy New York and Hollywood media-program offices get the best deals.

NL&B (via the New York adjunct) snagged the alternate week of Jack Benny for State Farm Insurance, which calls itself the world's largest car insurance company and heretofore has been allied with pieces of network sports programs.

Inspiring this upgrading: if State Farm's to maintain its lead position a program with the reputation of Benny and his ratings was imperative.

CBS TV keeps making more and more daytime minutes available to its affiliates.

The latest gesture in that direction: effective 9 May, all sustaining programs will be shortened to allow for 70-second station-breaks, which makes it possible for the stations to sell both a minute commercial and an ID.

But as for nighttime minutes for spot sale by affiliates, there won't be any this fall. The stations for a while had at least two of them between 7:30-7:50 p.m.

In some quarters the "liberalization" on minutes is seen as admission by the network that it doesn't expect its daytime business this summer to be up to snuff.

Incidentally, a competitive network is quite confident that ABC TV will turn down its affiliates' request for the extension of nighttime breaks to 40 seconds.

Remember in the heyday of radio when CBS was able to pull 'em out from under NBC's nose because William Paley was quicker with the decision and check-book?

Well, it's happening all over again in tv—this time the party with the fast I'll-take-it and payoff being ABC TV's Leonard Goldenson.

While Lever was negotiating for Fred MacMurray's My Three Sons with NBC TV's Wednesday 8:30 as the time, ABC swept off the property and sold it to Chevrolet.

The film series came as a saver in this respect: Chevrolet saw the pilot of the Pat Butram show and changed its mind about sponsoring Butram.

National Biscuit (McCann-Erickson) is staying with what it's got for 1960-61.

And that's the alternate week of Wagon Train, a third of Rawhide and the juvenile perennial, Sky King.

Chalk up one that ABC TV, despite a strenuous pitch, wasn't able to wean away from NBC TV's daytime roster: Brillo.

The account has renewed for another 13 weeks (about \$250,000), taking it through August.

What with Dodge (BBDO) now agreeing to let it share Lawrence Welk alternate weeks, Pharmaceuticals, Inc. (Parkson) this fall will have the bulk of its billings on ABC TV.

The basic nighttime buy includes a couple segments on ABC's nighttime spot carriers. Pharmaceuticals will also buy some daytime.

## SPONSOR-SCOPE *continued*

Ralston (Gardner-GB&B) has wrapped up its 1960-61 tv network commitments, giving it eight commercial minutes a week on ABC TV.

The weekly minute alignment, Expedition, 2½; Leave It to Beaver, 2; Guestw: Ho!, 1½; Stagecoach West and Cheyenne, one each.

Ralston's total tv expenditure: \$10.5-11 million a year.

Food products, and not the cigarettes, are the biggest customer at the moment of nighttime tv network spot carriers.

As broken down by SPONSOR-SCOPE, the classifications in terms of the largest number of 20-minute segments (which permits two minute-commercials over two weeks) come out as follows:

| CATEGORY               | ABC TV    | CBS TV   | NBC TV    | TOTAL     |
|------------------------|-----------|----------|-----------|-----------|
| Food, beverages, candy | 21        | 2        | 3         | 26        |
| Soaps-toiletries       | 6         | 1        | 7         | 14        |
| Cigarettes             | 8         | 3        | 3         | 14        |
| Drugs                  | 5         | 1        | 2         | 8         |
| Hard goods, etc.       | 3         | 0        | 2         | 5         |
| Gasoline               | 0         | 2        | 0         | 2         |
| <b>Total</b>           | <b>43</b> | <b>9</b> | <b>17</b> | <b>69</b> |

(See Are Net Spot Carriers Fair to Tv?, page 35.)

Credit CBS TV with asking the highest price yet per commercial minute on nighttime series, and, to top it all, the program is a rerun.

It's the Father Knows Best series and the price per minute, time and talent, effective in the fall: \$42,000. Share allotted for the program: \$17,000 per 10 minutes.

And for an advertiser to be entitled to this price he'll have to have a pretty good account going for him.

For a contrast: at ABC TV and NBC TV the commercial minute going rate for established shows—not repeats but first run—is \$34-36,000.

P&G will have eight shows—adding up to five hours a week—going on network tv come the fall, an increase of half an hour over the year before.

The roster and the extent of sponsorship: Rifleman, all; Real McCoys, all; Captain of Detectives, all; Peter Loves Mary, all; The Rebel, Wyatt Earp, Mr. Jones and Law, alternate weeks; Cheyenne, two minutes a week. ABC's got them all but Peter Loves Mary, which will be on NBC TV.

The big tobacco six collectively spent over \$135 million for time and talent on all air media in 1959.

An interesting sidelight on where the money went: network radio got about \$2 million, whereas spot radio garnered \$13.1 million net.

SPONSOR-SCOPE's estimates of the sextette's '59 participation in tv and radio, based on net time billings from various sources plus its calculation of program costs:

| ADVERTISER         | NETWORK TV          | SPOT TV             | SPOT-NET RADIO      | TOTAL                |
|--------------------|---------------------|---------------------|---------------------|----------------------|
| R. J. Reynolds     | \$25,500,000        | \$4,400,000         | \$5,600,000         | \$35,500,000         |
| Lorillard          | 17,500,000          | 3,300,000           | 2,700,000           | 23,500,000           |
| Liggett & Myers    | 16,000,000          | 2,400,000           | 2,800,000           | 21,200,000           |
| American Tobacco   | 14,000,000          | 3,600,000           | 2,700,000           | 20,300,000           |
| Brown & Williamson | 12,000,000          | 6,200,000           | 700,000             | 18,900,000           |
| Philip Morris      | 13,500,000          | 3,400,000           | 800,000             | 17,700,000           |
| <b>Total</b>       | <b>\$98,500,000</b> | <b>\$23,300,000</b> | <b>\$15,300,000</b> | <b>\$137,100,000</b> |

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 50; News and Idea Wrap-Up, page 64; Washington Week, page 59; SPONSOR-SCOPE, page 62; Tv and Radio Newsmakers, page 78; and Film-Scope, page 60.



# Take four... from RCA Recorded Program Services

## *The Automotive Sales Library*

New and unique: a powerful radio commercial campaign designed to tap the largest source of local radio revenue — new and used car dealers — plus every other business associated with automobiles. In the package: over 700 lead-ins, spots, and "featurettes," including hints for car-owners, and informative sell-spots on every make of used car from 1954 through 1959.

## *Thesaurus Musical Library*

Now in preparation: a series of 200 L.P.'s containing 2000 selections—all specially programmed for 15-minute broadcasts. These selections are the cream of the Thesaurus music library and new releases added monthly keep you right up-to-date.

## *The Jackie Robinson Show*

An exciting new five-minute radio series starring one of the nation's most dynamic sports personalities, and his big-name guest stars (such as Ed Sullivan, Don Drysdale, and Johnny Mathis) with anecdotes of great sports events. Audition "Jackie Robinson's Sports Shots." It's available for sponsor presentation now.

## *Thesaurus Commercial Library*

A low-cost, high-potential commercial radio service that gives local stations the big-time sound. The Library consists of commercial campaigns, station promotion IDs, singing jingles, etc., and each month new additions are made to keep you on top in the solid-selling Sixties.

RCA RECORDED PROGRAM SERVICES 

New York, Chicago, Atlanta, Dallas, Nashville, Hollywood



Jack Brickhouse and Vince Lloyd, ace sportscasters, add colorful word pictures to the exclusive color telecasts of Chicago Cubs and White Sox home games over WGN-TV.







# The world's most colorful station!

This season marks WGN-TV's 13th year of telecasting baseball in Chicago—and the only television station in the nation covering two home teams.

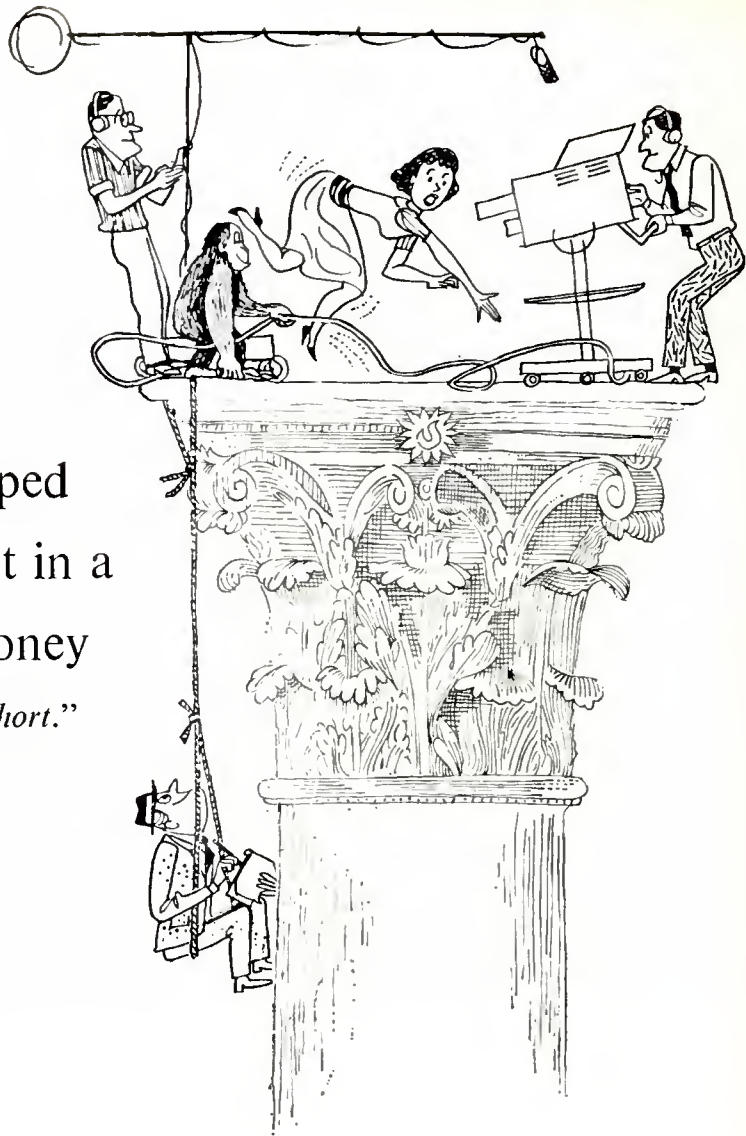
Beginning with the season's opening home baseball game, WGN-TV is telecasting every daytime home game of both the Chicago Cubs and White Sox (120 in all) in Color . . . becoming the World's Most Colorful Station!

*Cubs and Sox home games sponsored by Theo.  
Hamm's Brewing Co. and Oklahoma Oil Co.*

## WGN-TV CHICAGO

*symbol of responsibility in broadcasting*





“The cashier slipped  
and caught her foot in a  
loose basket of money  
... now we are \$12.60 short.”

“... but it’s a small price to pay for the entertainment,” concludes the manager of a Fort Wayne company, in a tongue-in-cheek fan letter to Ann Colone.

The Ann Colone Show (WANE-TV, weekdays, 1 to 1:25 p.m.) includes burlesqued as well as conventional physical exercises, interviews with visiting firemen, occasional cooking sprees, and, on one memorable occasion, an unscheduled bout with a chimpanzee that tripped her on a mike cord.

“Ask stout lady giving instructions to please join in . . .” “My tv picture’s off but I still hear sound . . . hope you do hair-curling part again when set’s fixed . . .” “My specialty is spaghetti . . . I get the real cheese at your brother’s grocery.

...” (From real, live letters; Ann’s brother hasn’t written, but we understand he also approves.)

The Ann Colone Show is daily confirmation of the vitality of local, live daytime tv. It takes its viewers (85% women) out of the kitchen, provides color, humor, and serious information, draws an audience double that of either of two competing network shows. It typifies the Corinthian approach to programming—that it is not enough to rely on network service, even when it is as good as CBS makes it. Corinthian stations create their own programs to meet specific regional needs and tastes. This builds audience loyalty, wins viewer respect, helps make friendly prospects for our advertisers.

*Responsibility in Broadcast*

**THE CORINTHIAN**



## Reps at work

**Roger Hudson**, sales manager, McGavren-Tv, Inc., New York, reports that selling techniques for spot television are currently undergoing a period of change. "There's such hot competition for the spot tv dollar, that it's incumbent on all stations to make sure they get their story (results of successful campaigns) told. And equally important — stations have to constantly develop sound, new approaches in selling the medium, not only with the idea of attracting new customers, but of showing those who already use the medium how they may profitably increase their buys. One approach involves demonstrating to the advertiser (through the agency) how he may have to add additional markets in order to adequately cover his own distribution patterns. For instance, should an advertiser buy Cleveland and neglect Akron and Canton, he may be neglecting an area where he has distribution, for the Cleveland station may not adequately penetrate the other markets." A successful campaign, says Hudson, can only better relations between reps and buyers. "This kind of successful collaboration works for the client, based as it is on constructive service to the advertiser."



**Lionel Colton**, v.p., Walker-Rawalt Company, Inc., Chicago, would like to see a little less hurried buying. "Sure, there probably isn't as much of it as is sometimes supposed, but it still gets hectic enough around here as we scramble to come up with a solid, last-minute schedule of avails. In the final analysis, the timebuyer and the rep

are the ones who carry out the client's aims. Why, then, are there so many instances of buyers requesting availabilities that are needed immediately, and requesting at the same time that, due to the pressure of time, the availabilities be given to a third party designated to collect them? This situation makes it impossible for the rep to see the buyer until after the buy has been completed, or until it's too late to take advantage of



the added information that can be gained in a personal interview." Colton believes that the buyer is sometimes short-changed by other agency departments. "Would it not be in the best interests of the client if other people in the agency considered the buyer and gave him more time in his important job of meeting with station representatives in order to secure the best possible results for his clients?"

**KOTV**  
TULSA (H-R)

**KHOU-TV**  
HOUSTON (CBS-TV Spot Sales)

**KXTV**  
SACRAMENTO (H-R)

**WANE-TV**  
FORT WAYNE (H-R)

**WISH-TV**  
INDIANAPOLIS (H-R)

**WANE-AM**  
FORT WAYNE (H-R)

**WISH-AM**  
INDIANAPOLIS (H-R)

**TATIONS**








# ...an' over to first!

## **ABC TAKES THE LEAD IN NETWORK SPORTS.**

ABC Television will be sporting 189 hours of sports this year: major league baseball, NCAA football, pro boxing and pro golf.

This major development of the New Look of ABC breaks down like this: 13 afternoons of NCAA football (12 Saturdays and Thanksgiving); 25 Saturday afternoons featuring the baseball game of the week; 52 nights of professional boxing (switching to Saturday in the Fall); 26 afternoons of All-Star Golf; a number, as yet undetermined, of other eye-fuls in the sports spectrum.

It pleases us, of course, to have the nation's press hail this program rounding-out as a major coup. Nonetheless, it represents not so much a coup as a "completing" of a continuing programming philosophy aimed at attracting the maximum of the younger audience. For it is the younger audience, with its growing families, that does the most viewing and the most buying.

These 189 sports hours can only widen this ultra-receptive audience reached by ABC Television. 

**WATCH ABC-TV IN '60**  
(more people will)

# Make Every Spot Count

If you want every spot to count, put it in KCRA's balanced programming that reaches a receptive, upper-income audience. Six long-established local personalities . . . news gathered, edited, and broadcast by 12 full-time newsmen, supplemented by NBC news coverage . . . leading sports coverage from Little League to the Worlds Series . . . plus the services of a full-time merchandising department that produces tangible results. And your commercial on KCRA is in a good "climate", too. Spots are restricted to three minutes per quarter hour (and we count promos and public service spots, too!), so your client's sales message can really be effective. Availabilities? Right now!



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

## 49th and Madison

### Coup for radio

I was much interested in "Radio: New King of the Newsbeat" in the 12 March SPONSOR because it appeared at the very same time we were sending out direct mail on a WCAU radio "scoop."

On February 25th, WCAU radio broadcasted a taped interview between one of our reporters and Philadelphia district attorney Victor H. Blanc concerning the city vote fraud story (one of the biggest local news stories to break here in some time). It was aired on our 6:00 p.m. news.

The next day (2/26), the *Philadelphia Evening Bulletin* carried the complete transcript. Our news operation is a 24-hour a day, 7-day a week operation.

The city vote fraud interview (carried by a major newspaper the next day) is not an isolated instance, I assure you. Our news department, headed by George Lord, is continually on the prowl to capitalize on the immediacy of radio when something happens of importance on the local scene, while CBS news, of course, provides us with its superb, national and international coverage.

Fred Birnbaum  
WCAU  
Philadelphia

### Well said!

I have just read your tribute to Hal Fellows in the convention issue (2 April) of your magazine. It is a moving and deserved tribute. No one has said it so well.

Charles H. Tower  
mgr., broadcast personnel  
& economics

NAB  
Washington, D. C.

### Rising to mass taste

Quite by chance, last Friday, I was a witness to a thrilling experience. I just could not get over it and I had to write and tell SPONSOR about it.

I was working at radio station WCCC in Hartford, Connecticut doing my regular monthly audit and happened to overhear the broadcast of a program entitled *What's on Your Mind*, in which the listeners telephoned in and express their opinions on a subject at all. They were receiving a call at least every 20 seconds, and an overwhelming number commented the station on the excellence of its musical programs (the station features *Music and News* all day long). Even after the program completed calls kept coming in quite a long time.

The thing that impressed me was the public's desire for "good music" as I was always under the impression that the general public's musical tastes were on a low level.

I want to compliment radio station WCCC for its attempts to come up to the level of what the public really wants in the way of musical programs instead of going down to meet that level.

Sidney C. Roller  
certified public accountant  
Hartford, Conn.

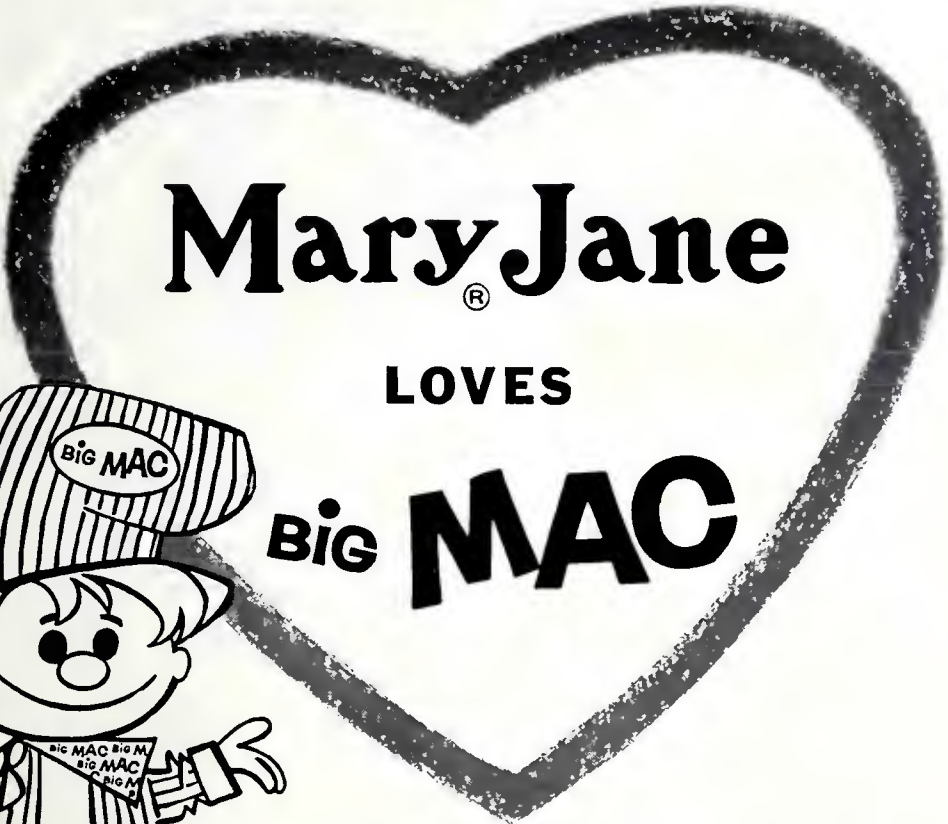
### Well taken point

I can't resist the temptation to congratulate you on the "Commentary" column in your March issue. McMillin's point is well taken! As he so aptly sums up his position in his last paragraph, progress would be made if the bawling and shrieking were to cease. If, in their stead, there could be responsible critical standards, Scotty Reston, a Red Smith, Brooks Atkinson."

Congratulations to you for a fine issue.

Lee B. Wailes  
exec. v.p., planning & finance  
Storer Broadcasting Co.  
Miami Beach





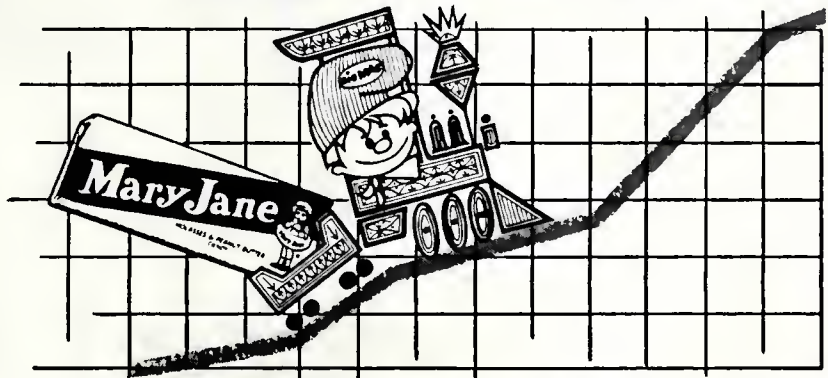
# Mary Jane<sup>®</sup>

LOVES

# BIG MAC

BECAUSE HE INCREASED HER SALES

**90%** OVER THE PREVIOUS YEAR  
IN JUST 1 MONTH!



The only advertising of Mary Jane candies in March was one half-hour weekly on the **BIG MAC SHOW**, over WHDH-TV, Boston, through Ingalls Associates. After just one month on the air, sales jumped 90% over the previous year, the biggest March in history, according to Richard Gates, Sales Manager of the Charles N. Miller Company, makers of Mary Jane candies. You'll love the results Big Mac will get for you. Get aboard the Big Mac sales train today.

CALL OR WIRE

# U.C.I.

NEW YORK  
CHICAGO  
DALLAS  
LOS ANGELES

247 Park Avenue, MUrray Hill 7-7800  
75 E. Wacker Dr., DEarborn 2-2030  
1511 Bryan St., RIVERSIDE 7-8553  
400 S. Beverly Drive, CREstview 6-5886



SPOT-BUYING  
FACTS NOT ON  
THE RATE CARD  
ABOUT WBZ-TV  
BOSTON

# MOST NATIONAL

*of any Boston TV station*

— 193 compared to 148 for the second-place station





# ADVERTISERS

and look at these other facts about WBZ-TV! ■ Most local air personalities — more than any other Boston TV station. ■ Most newscasts of any Boston TV station. ■ Public service programming — 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.\* ■ Most awards of any Boston TV station.

\*ARB

That's why in Boston, no TV spot campaign is complete without the WBC station —

represented by Television Advertising Representatives, Inc.

© WESTINGHOUSE BROADCASTING COMPANY, INC.

**WBZ-TV**  
**BOSTON**



It's a habit...



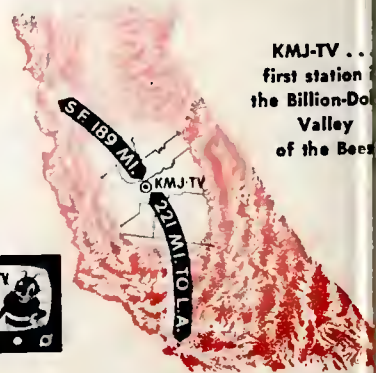
# watching **KMJ-TV** in **FRESNO** (California)

TV viewers in Fresno see top shows in every category on KMJ-TV. For example:\*

- Top syndicated show . . . . . Highway Patrol
- Top late-night show . . . . . Jack Paar
- Top network show . . . . . Wagon Train
- Top network news show . . . . . Huntley-Brinkley Report
- Top local news show . . . . . Shell News

\*ARB - Nov. '59

**THE KATZ AGENCY, NATIONAL REPRESENTATIVE**





## WEB TV PARTICIPATIONS RISE SHARPLY



## ARE SPOT CARRIERS FAIR TO SPOT TV?

- Fall will find about a score of prime time network shows sold via minutes as trend abruptly advances
- Question: will it adversely affect spot tv selling or might it actually lose the nets some advantages?

As fall network tv schedules continue to drop into place this week, an increasing drift to spot-carrier shows becomes more and more apparent. There are many—especially those involved in selling spot tv—who view the trend with something akin to the misgivings the late Wolcott Gibbs expressed in his parody of *Time Magazine*: “Where it all will end, knows God.”

Consensus is it won't end unless:  
 (1) The pendulum swings back from hour-or-longer network night-

time shows to halfhours again, or

(2) Network becomes a paperwork jungle, with all the complications of spot, or

(3) Sponsors cry out again for program/star identification.

At the moment, none of these things seems likely to happen in the near future; indeed, even the severest critics of the trend admitted to SPONSOR that they only see it growing stronger.

Next fall, about a score of night-time shows (mostly hours, of course)

are slated to be spot carriers. The majority of these show up on the advance slates of ABC TV. Anticipated is a strong surge in the same direction by NBC TV which will show up in 1960-61 line-up, with CBS TV forced to follow.

“We're watching this thing develop, if not with alarm, at least with apprehension,” a station representative told SPONSOR. “It's not quite new enough to excite alarm (the trend has been showing for about two years), but it's sure as hell in clear enough focus now to point up a need in spot tv for three things: (1) awareness, (2) apprehension, and (3) girdling up the loins.”

The fact that has tempered feelings among reps and stations has been the fact that spot business has been roaring along, that last year spot tv came close to edging out net tv as

# CURRENT NET SPOT CARRIERS — AND MORE TO COME

| PROGRAM                    | SPONSORS   |
|----------------------------|--|
| <b>ABC</b>                 |  |
| <b>ALASKANS</b>            | <b>L&amp;M</b><br><i>Armour</i><br><i>Seven-Up</i>   |
| <b>CHEYENNE</b>            | <i>Amer. Chicle</i><br><i>Armour</i><br><b>Johnson &amp; Johnson</b><br><i>P&amp;G</i><br><i>H. F. Ritchie</i><br><i>Ralston</i>           |
| <b>BOURBON STREET BEAT</b> | <i>Van Heusen</i><br><b>P&amp;G</b><br><i>Reynolds</i><br><i>Libby-Owens-Ford</i><br><i>Brown &amp; Williamson</i><br><i>Helene Curtis</i> |
| <b>BRONCO/SUGARFOOT</b>    | <i>Simoniz</i><br><i>Helene Curtis</i><br><i>Quaker</i><br><i>Hagger</i><br><i>Carnation</i><br><i>Brown &amp; Williamson</i>              |
| <b>RIFLEMAN</b>            | <i>Miles Labs</i><br><i>Ralston</i><br><b>P&amp;G</b>  |
| <b>HAWAIIAN EYE</b>        | <i>Carter</i><br><i>Amer. Chicle</i><br><i>Whitehall</i><br><i>H. F. Ritchie</i>   |
| <b>UNTOUCHABLES</b>        | <b>L&amp;M</b><br><i>Seven-Up</i><br><i>Ritchie</i><br><i>Colgate</i><br><i>Armour</i><br><i>Carnation</i>                                 |
| <b>WALT DISNEY</b>         | <i>Hills Brothers</i><br><i>Ward Baking</i><br><i>Mars, Inc.</i>   |

| PROGRAM                     | SPONSORS  |
|-----------------------------|---|
| <b>77 SUNSET STRIP</b>      | <i>Canada Dry</i><br><i>Derby Foods</i><br><i>Amer. Chicle</i><br><i>Reynolds</i><br><i>Whitehall</i><br><i>Ritchie</i>   |
| <b>CBS</b>                  |   |
| <b>RAWHIDE</b>              | <i>Gulf</i><br><i>Parliament</i><br><i>Nabisco</i><br><i>Pream</i><br><i>Colgate</i><br><i>Wrigley</i>                    |
| <b>PERRY MASON</b>          | <i>Parliament</i><br><i>Sterling Drug</i><br><i>Gulf</i>  |
| <b>NBC</b>                  |   |
| <b>LAW OF THE PLAINSMAN</b> | <i>American Tobacco</i><br><i>Midas Muffler</i><br><i>Sterling Drug</i><br><b>P&amp;G</b>                                 |
| <b>OVERLAND TRAIL</b>       | <i>Lorillard</i><br><b>P&amp;G</b><br><i>Warner Lambert</i>   |
| <b>RIVERBOAT</b>            | <i>Noxzema</i><br><b>P&amp;G</b><br><i>Dow Chemical</i>   |
| <b>LARAMIE</b>              | <i>Miles Labs</i><br><i>Liggett and Myers</i><br><i>Sunshine Biscuits</i><br><i>Colgate</i><br><i>Simonize (one time)</i> |
| <b>BONANZA</b>              | <i>RCA</i><br><b>P&amp;G</b>  |

Sponsors in boldface type: In the top 50 national advertisers of 1959

No. 1 national advertising medium, that there are some hopes among spot sellers that it may do it in 1960.

But there are those who are becoming a little more than apprehensive about networks muscling in on their territory. Among these is the

Station Representatives Association which has been asking that if nets won't "lay-off," that at least they compensate their stations in some other way.

There have been moves by the nets to try to assuage feelings of affiliates.

CBS TV, for example, has been giving their affils minutes to sell in daytime; NBC TV has been offering for nighttime minutes to their stations; ABC TV has been giving back 4 second chain breaks. But none of these has quite eased the soreness



is much to solve the problem. CBS's four minutes isn't always regarded as a fair trade; CBS daytime routines aren't regarded quite as highly as prime nighttime, and the second breaks on ABC TV are usually sold off as a pair of 20-second commercials that lead to triple spotting and often to a break-down of the highly-esteemed "product proportion." Probably never before have works gone to such lengths to please affiliates, but in this case appreciation on the part of the recipients is considerably less than overwhelming. There are stations who say that, with the networks' competition as it is, they can't worry anymore about such things as product conflict or protection.

"It's sad but true," a broadcaster said, "but the economics of tv rules the roost. Networking as it developed during the heyday of net radio in the earlier days of tv (up to as recently as two years ago) has been thrown out the window.

"In former years, the strength of tv lay in two big pitch points: (1) program identification for the spot show sponsor, (2) the opportunity to merchandise this identification right up to the supermarket check-out aisle.

"During this time," he went on, "the strong selling point for spot tv is that it was the most efficient, economical way to use the medium."

To capsule the differences between spot and network: spot was set up market-by-market; network was a chain take-up. Network advertisers received the prestige of the shows they identified with. Spot tv offered the benefits of programming (through agencies) without the costs of programming. Today, the difference is hardly visible.

"They say imitation is the sincerest form of flattery," this broadcaster included, "but I'm not sure it's helping anyone."

On the client/agency side of the fence there also is some speculation about the far-reaching effects of the trend. But any large concern is offset by the realization that there's nothing much to do about it, and that might as well be accepted since, if network were not possible to buy on this new "spot carrier" basis, all of

television would have a different image. In addition, some advertisers have gone into network tv on a spot basis without even realizing it.

Among the advertisers' speculations over the increase of spot carriers is whether network buys are not going to get complicated out of all proportion. "Network stands to lose one of its greatest advantages," an agencyman told SPONSOR. "That is the ease of buying. The old claim that a network buy could be handled with a single bill falls apart when buying in on spot carrier shows. It's possible to come in for only a few times in a handful of markets, move in and out with all the flexibility of a spot flight. But the paperwork becomes pretty monumental. That 'single bill' becomes a whole bookful of bills and affidavits. Compound that with discounts and what-not, and you long for an electronic brain to figure out the net."

Just the same some of the biggest, blue-chip accounts are going in for net spot carriers (See chart). The reason is simple: They want full one-

minute commercials in prime time, and this is the only way they can get them except on independent stations.

"If they'd take the trouble to condense their sales messages into 20-second commercials," an adman told SPONSOR, "I think they'd come close to doubling efficiency. On a spot carrier, their cost-per-1,000 runs around \$4.00. In spot tv, with shorter commercials and the right adjacencies, they might arrive at a cost-per-1,000 of about \$2.00."

On the network side, it is not hard to see why the trend has developed. Increasing costs plus the growing popularity of longer shows (an hour or more) make it necessary to sell in segments; it is the next step in the evolution that began with co-sponsorships. Another factor is the network knowledge that it must attract as wide a field of sponsors as possible. The economics of this is as simple as basic English: If an hour show is divided between only two sponsors and one drops out, it is only half sold; but if six sponsors share a show

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## AMONG HOUR SHOWS, MANY ARE CARRIERS



**Typical threesome:** *A trio of good-rated shows that nets sell like spot. (Above) NBC TV's Laramie; (Upper right) Rawhide on CBS TV; (Right) ABC TV's Adventures in Paradise series*

# BRISTOL-MYERS: DRUG CLIENT

➤ Many drug executives have modern-day problems with government's concern about product, copy claims

➤ But B-M's ad chief Alfred Whittaker has old-hat migraines about tv costs, show control, competition

The noise level of complaints about the drug industry went up several decibels in Washington last week as the Senate heard new testimony charging lack of ethics in ethical drugs. And drug men in the ethical and proprietary fields alike suffered worsening headaches which show little sign of lessening.

But in New York last week a leading drug advertising executive was carrying on business as usual with the old-fashioned varieties of headaches. He's Alfred A. Whittaker, vice president of Bristol-Myers' Products Division and advertising director of some \$45 to \$55 million in ad money every year. He, unlike his drug industry colleagues over the past few months, is less perturbed about Washington events and more concerned with the infinitely numer-

ous problems of new product development, marketing, advertising and costs.

Alfred Whittaker's problems are fairly old hat, in contrast with the new obstacles which seem to have bestrewn paths of many drug companies. They're concerned about Federal Trade Commission intervention in copy and product claims. Mr. Whittaker, on the other hand, is more involved in the matter of program control. (He thinks the advertiser should have a large say-so in selection.)

Where other drug companies are knocking themselves out trying to find solutions to problems of visual treatment in tv commercials and possible deception—inadvertent or otherwise—he's disturbed about the costs of the medium itself.

Alfred Whittaker thinks "the FTC has made its position very clear. FTC's stepped-up activity in copy matters has brought no wholesale changes in approach, procedure or philosophy at Bristol-Myers." In his opinion, "virtually every advertiser makes a concerted effort to be honest. And where misunderstandings arise, we feel they were nine times out of 10 unintentional and done in good faith. Although the drug business is competitive, it's not the dog-eat-dog situation of some industries, which 'find' their people riding close to the line," he contends.

These two dilemmas—who should control network programming and how can tv costs be lowered—absorb much of his thinking time. They're both subjects of constant discussion by his tightly knit ad team and among executives at the ad agencies serving the various products—DCS&S, BBDO, Ogilvy, Benson Mather and Young & Rubicam.

Many of the current marketing problems are centered in the accounts serviced by Y&R. These are the drug items, all across-the-county products circulating in a tightening



**AD DIRECTOR** Alfred Whittaker, who supervises \$20 million for tv

## B-M's SALES AND TV BUDGETS GROW TOGETHER

|      | Product sales* | Total tv*    | Spot tv*    | Net tv*      |
|------|----------------|--------------|-------------|--------------|
| 1959 | \$131,544,253  | \$20,361,357 | \$7,744,650 | \$12,616,707 |
| 1958 | 113,870,317    | 18,918,692   | 2,845,890   | 16,072,802   |
| 1957 | 106,847,430    | 14,620,964   | 2,131,010   | 12,489,954   |
| 1956 | 89,403,544     | 9,996,495    | 864,040     | 9,132,455    |

\*Product sales are for parent firm, North American subsidiaries; tv expenditures, for Products Division only. Source for tv figures: TvB-Rorabaugh; network, LNA-BAR, released by TvB.



# WITH OLD-STYLE HEADACHES



## COMPANY SHUFFLES 15 BRANDS AND FOUR AGENCIES

| DCS&S                |                     | Young & Rubicam | BBDO    | Ogilvy, Benson & Mather |
|----------------------|---------------------|-----------------|---------|-------------------------|
| IPANA                | VITALIS HAIR CREAM* | SAL HEPATICA    | TRIG    | BAN                     |
| IPANA PLUS           | MUM                 | BUFFERIN        | TRUSHAY |                         |
| IPANA TOUCH-'N-BRUSH | MUM MIST*           | EXCEDRIN**      |         |                         |
| VITALIS              | THERADERM           | FORTISUN**      |         |                         |

\*Not currently advertised. \*\*In test marketing.

distribution and sales circle. These represent great growth potential in the Bristol-Myers product line (for all products, see adjacent chart).

Why? "Because all of our advertised products, except for Trig, already are among the top sellers in the product line," explains Mr. Whittaker. Mum Mist, Vitalis hair cream and Theraderm dandruff remedy are not currently being advertised.) Thus the biggest potential area of expansion is in the field of new products. Two of the most promising in the Bristol-Myers lines are the new Excedrin, a headache remedy similar to Bufferin but with additional components which alleviate more severe types of pain, and Fortisun, a cold remedy with therapeutic ingredients

mixed as an orange flavored powder which mixes with and dissolves into a beverage.

Both items are being test marketed, Excedrin in the Michigan-Wisconsin and Denver areas, and Fortisun in a large market mass centered on San Francisco. Television spot is the primary advertising medium, supplemented with print, and the company does not use any cut-ins on its four network shows during the testing.

Television is allotted more than half of the Products Division's advertising appropriation, SPONSOR-estimated at some \$40- \$50-million in all, with \$20.3 million for tv last year (see chart, page 38). Sal Hepatica's entire ad budget goes to spot tv; Bufferin's, more than 75% of the allo-

cation to spot and net tv.

The shows sponsored by Bristol-Myers are *Alfred Hitchcock* (Sunday, CBS TV); *Producer's Choice* (Thursday, NBC TV, replacing *Johnny Staccato*); *Peter Gunn* (Monday, NBC TV), and *I've Got a Secret* (Wednesday, CBS TV). The first is sponsored entirely by the company; the other three are co-sponsored with the R. J. Reynolds Tobacco Co.

Because of the importance of spot and network tv to product sales and to across-the-counter drug items particularly, Mr. Whittaker is perturbed by the show control and cost facets of the medium.

"For about the first time since television has been a major medium, de-

livery is not being given us in the same proportion as the increase in costs. The cost per commercial minute is going up, for time as well as talent, but the results we get aren't matching these cost rises," he charges.

Why? "Because the network pie is being divided into three parts rather than two. This means delivery is less and the impact hasn't changed so that we've come out with quite a loss." He contends "some advertisers are staying in television only by the skin of their teeth." Others, he thinks, will ultimately move to print or to radio unless the seller's market in tv either level or becomes a buyer's market. He thinks spot suffers from this pie-splitting and as a result the announcement time slots themselves are increasingly difficult to find and to buy.

As a 52-week network program client, he's involved daily in the hassle as to whether the network or the advertiser or both assume ultimate program responsibility. "I don't like the extent to which I see networks taking control of programming. Advertisers and networks should work together in contracting for and supervising shows." He recommends that "every advertiser individually do his level best in opposing this trend.

"A network cannot hope to know the individual requirements of its advertisers to the extent that the advertiser himself does. Further, the stimulation and demand for better and varied programming on the part of agencies and advertisers, in addition to networks, will make for greater viewer pleasure and acceptance."

He and his company have turned down programs—approved by networks—because of their questionable content. "Nobody is infallible, and nobody's taste is so good that they know all the answers. That's why clients and networks should cooperate. It isn't healthy for broadcasting if the advertisers renounce responsibility or the networks usurp it."

Taste and discrimination, as well as public responsibility, have been guide lines to Bristol-Myers manu-  
(Please turn to page 54)

"Music hath charms..."

ART FORD'S  
"MILLION  
DOLLAR MUSIC"  
10-12 NOON, 4-6 PM  
WRCA 660



SUBWAY CARD campaign for Art Ford, WRCA, New York, d.j., features shot of year-old lioness named Candy. Photos at right show Ford posing with beast for a future promotion.

## 'I KNOW SHE WON'T BITE—BUT DOES SHE KNOW IT?'

**G**ive a promotional-minded station a lion and there's no telling where it'll stop—the station, that is.

Case in point: WRCA, New York, the NBC Radio flagship, has been touting its new, soothing sound since it made its debut under the title of "wall-to-wall music" last July.

Some of this new sound—which emphasizes fully-orchestrated music a la Percy Faith, Montavani, etc.—is aired under the aegis of Art Ford, whose two-hour segments in the late morning and late afternoon have been dubbed *Million Dollar Music*. Ford is a well-known name in New York and the station decided to take advantage of the fact.

What could be more natural than a music-hath-charms-to-soothe-the-savage-beast approach. And, after all, what is more savage than a lion?

Result: the station rented a 170-lb.,

year-old lioness named Candy from the All-Tame (it says here) Animal Agency. Accompanying the animal to make sure that none of the Madison Ave. types would turn pale was trainer Robert Deitch.

The subway card, prepared by Grey under the direction of art director Richard Loew and shot by photographer Ramon Rosario (see picture above), was not the end of it. Rosario also shot a series of publicity stills with Ford and the lioness for a yet-to-be announced promotion.

The pictures at right give some idea of what went on during the picture-taking session. Not having brought his 10-foot pole, Ford was at first, rather wary about striking up a conversation with the animal. Later, a warm friendship developed. The parting, it was reported, was bearably tearful.





"I don't know why I ever agreed to do this. I guess it was because they told me it was a female."



"Okay, so snap already. Look, I'm holding a radio and she's eyeing me with love. Can I go now?"



"To paraphrase some famous last words, Robert, 'I know she won't bite—but does she know it?'"



"Honestly, I didn't mean it. This chick I got a reputation with doesn't mean a thing to me. Now, how about turning the camera? And puhlease, don't smile!"

"Atagirl. I should have thought about turning the camera on the radio before. I didn't know you were so hot on Montavani. Say, is that purring—or your stomach?"



# JUST ONE PRESIDENT? —DOES THE NAB NEED MORE?

- ▼ Problem of choosing successor to Hal Fellows raises doubts on NAB's structure
- ▼ 11-year-old SPONSOR proposal for a Federated NAB gains broadcast support

Still unsettled at SPONSOR presstime this week is the troubling question—who will succeed Harold E. Fellows as president of the NAB?

But conversations with responsible broadcasters, both at the Chicago convention and since, reveal a growing conviction that the industry's dilemma goes far deeper than the naming of a man to fill this top post.

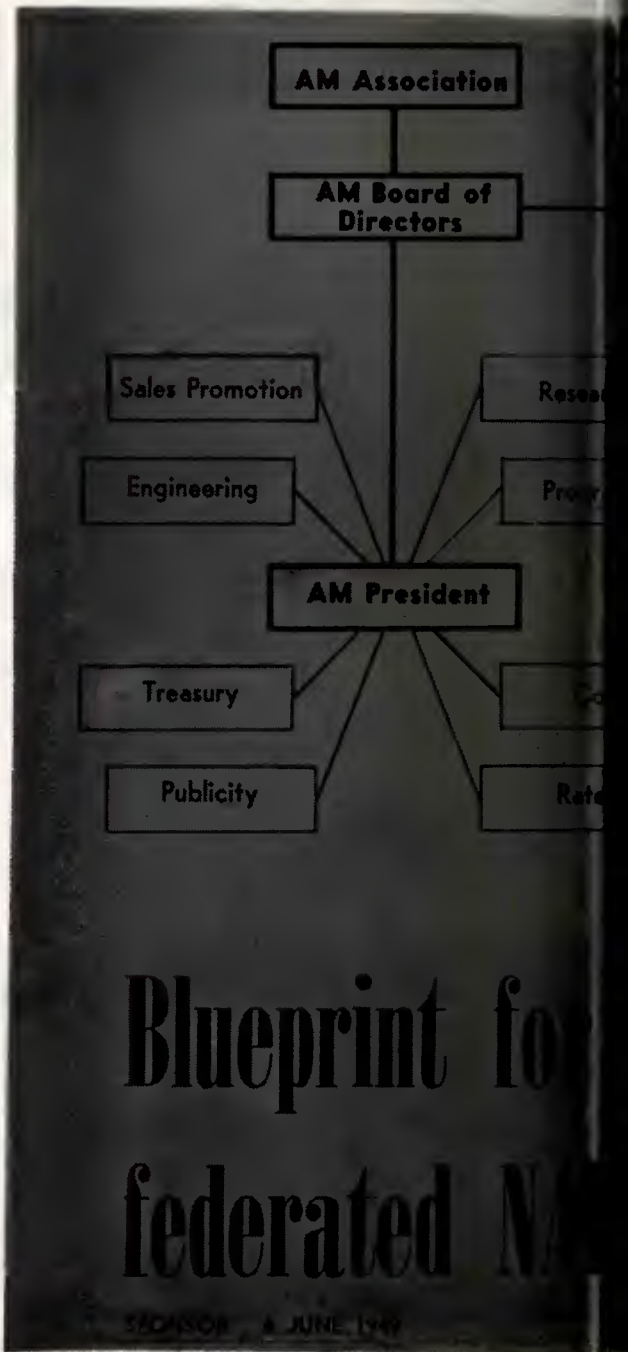
Thoughtful radio and tv leaders are asking, "Is the NAB structure adequate for the industry's needs? Or has it evolved into a loose, formless operation which is diffused, confused, and overly expensive?"

Most important, many station men are asking, "Should a new NAB organization plan be drawn, even before a new Association leader is chosen?"

Doubts about NAB's basic structure are not new. In its issue of 6 June 1949 SPONSOR crusaded for a "Federated NAB" (see chart at right.) The SPONSOR proposal attracted much industry attention but no action was taken on it.

Now, with radio and television facing the most serious challenges in their history, the idea of reforming the NAB as a fully functional, tightly integrated federation of broadcast associations is again gaining favor.

Evidence of the problems which the present NAB structure imposes on smooth functioning operation is seen in the current industry discussions on possible NAB presidential timber.



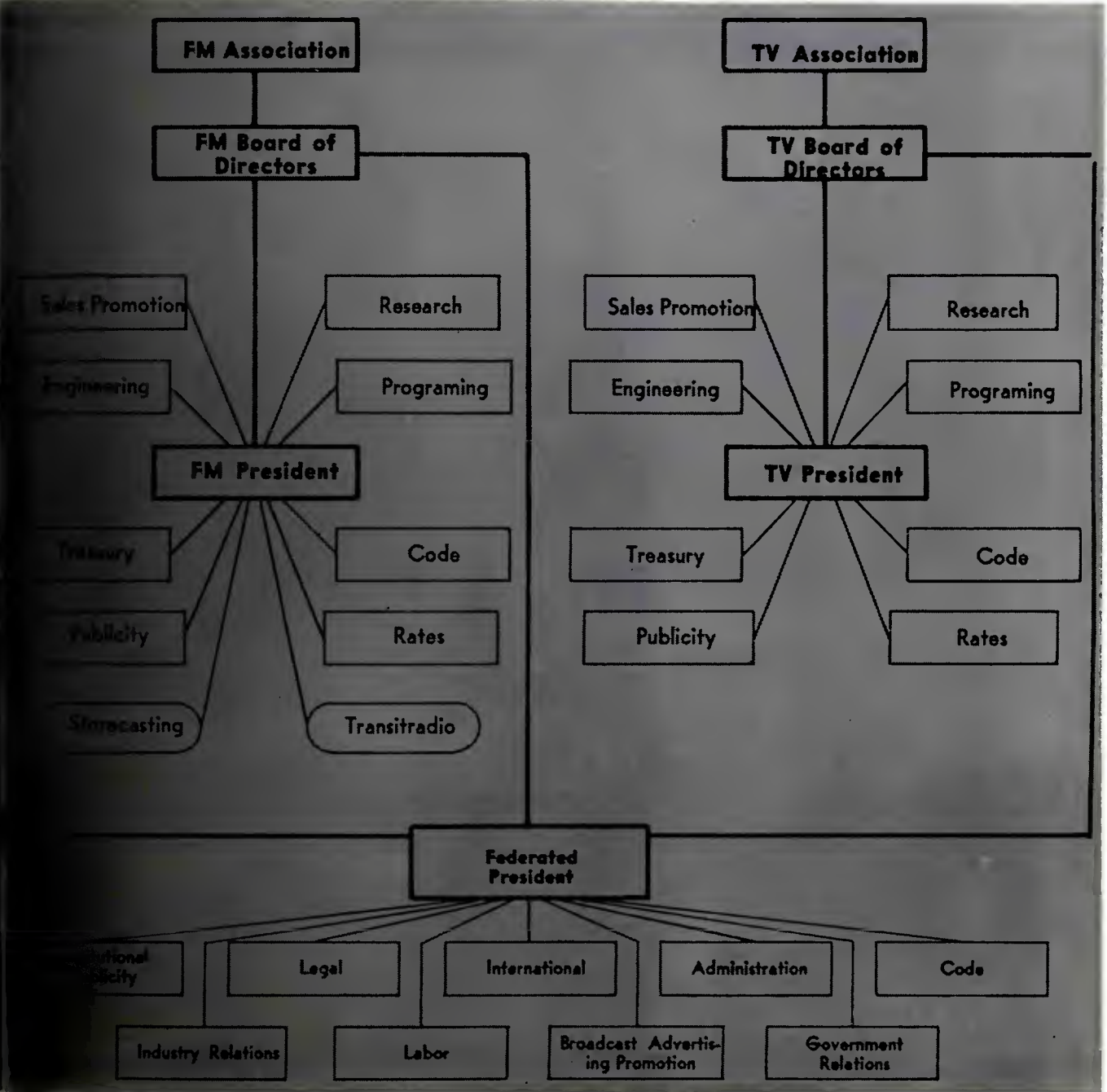
Some broadcasters are advancing the idea of a substantial "public figure" to head up NAB activities. Among those mentioned: Adlai E. Stevenson, General Alfred M. Gruenther, ex-Senator and Ambassador Chester B. Nelson, Neil H. McElroy, even Dwight D. Eisenhower. It is reliably reported that at least two of the networks favor the "public figure" approach.

On the other hand, strong radio and tv factions are holding out for the naming of an industry-trained leader who has the capacity to grow into the "public figure" class.

Prominently mentioned are such broadcast statesmen as Clair R. McCollough, NAB's Broadcaster of the Year; and



# CHARTED A FEDERATED NAB WAY BACK IN JUNE 1949



...ld H. McGannon, pres. Westinghouse Broadcasting; Ward ... Quaal, gen. manager of the WGN stations. Robert D. ... Swezey, formerly gen. manager of the WDSU stations.

Behind the public figure vs. industry figure argument lies much genuine confusion about the ideal functioning of the Association itself.

It is generally agreed that in the future no one man should be asked to assume the backbreaking dual roles of NAB president and Chairman of the Board, held by Hal ... fellows at the time of his death.

"Hal had to wear too many hats," was a general comment among broadcasters at the Chicago convention. "No-

body can do all those jobs. The industry has grown so huge that no one man can possibly look out for tv, am, and fm on every front."

SPONSOR's 1949 plan for a Federated NAB proposed an entirely different organization structure and one which, many experienced industry leaders now believe, would have eliminated the diffusion of effort and costly splinter group movements which have plagued NAB during the past decade.

Though a number of developments in broadcasting have made obsolete some features of the 11-year-old plan, and although several important industry bodies have come into

being since it was introduced—notably RAB, TvB, TIO—the basic features of the proposal are still timely and practical.

Essentially, SPONSOR's plan has these parts.

1. The establishment within the NAB of three separate broadcast associations—a TV Association, an AM Association, and an FM Association.

2. The establishment for each of these broadcast associations of its own nine-man board of directors, its own full-time president, and its own staff.

3. The establishment of an over-all Federation Board of Directors and a Federation President's office with staff.

4. The delegation to the individual broadcast associations of all problems of engineering, promotion, programming, research, publicity, codes, rates, etc., which are peculiar to its own particular form of broadcasting.

5. The delegation to the Federation Board, president, and staff, of all over-all industry problems, such as government relations, labor, industry relation, broadcast management, and legal matters involving the entire industry.

6. The choice of presidents of the individual broadcast associations to be made on the basis of industry training, business experience, administrative ability, and specific knowledge of the problems affecting his own branch of broadcasting.

7. Choice of the Federation President to be made on the basis of his ability to represent the industry on all high-level governmental, public relations, international, legal and institutional matters.

The logic of the SPONSOR proposal to divide the NAB into three separate broadcast associations for Tv, AM, and FM, can be readily understood by any station owner who has tried running Tv and AM operations under a single management.

During the early 1950's, station men discovered that inevitably one or the other phase of their business was neglected, and that the conflicting pressures could not be resolved until separate management units were set up. Today, most tv and radio operations have their own independent management.

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## SEVEN STEPS IN SPONSOR PLAN FOR FEDERATED NAB

- 1** **SEPARATE ASSOCIATIONS** to be set up for each major branch of the broadcasting business—*NATB for tv, NARB for am radio, NAFB for fm radio—all joined in an over-all NAB Federation.*

---

- 2** **EACH INDIVIDUAL ASSOCIATION** to have its own nine-man board of directors, its own full-time president, and its own staff to handle problems and activities pertaining to its form of broadcasting.

---

- 3** **AN OVER-ALL FEDERATION OFFICE** to be established under a Federation Board of Directors, chosen from the individual associations, with full-time Federation President, a special president's staff.

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- 4** **DELEGATION TO INDIVIDUAL ASSOCIATIONS** of all problems of engineering, programming, research, publicity, codes, rates, etc., which are peculiar to that particular type of broadcasting.

---

- 5** **DELEGATION TO THE FEDERATION OFFICE**, president, and staff, all over-all industry matters such as governmental, industry and public relations, legal and labor problems, international affairs.

---

- 6** **CHOICE OF ASSOCIATION PRESIDENTS** to be made on the basis of industry training, business experience, administrative ability, leadership, and knowledge of a particular phase of broadcasting.

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- 7** **CHOICE OF FEDERATION PRESIDENT** to be made on the basis of ability to represent the industry on all high-level governmental, public relations, international, institutional broadcasting matters.





**ON LOCATION** at Lake Placid, N. Y., Kudner crew puts Dauphine through winter performance paces for television commercials. Dealers' praise for car's "go-in-snow" quality gave birth to winter-oriented campaign

## Renault snow romp ups sales 20%

Tv commercials depicting the Dauphine's winter performance spearhead French car firm's promotion

"Winter Wonder Car" commercials reach some 4 million viewers via CBS-TV's Olympics coverage

Europe-bound on the *Liberté* last October, Renault account strategists in Kudner got a liberal education on the Dauphine's winter advantages. It snowballed into a mammoth winter promotion spearheaded by quarter sponsorship of CBS-TV's Olympics coverage—and a 20% sales increase.

Dealers from the northern U.S. in a group (awarded a trip abroad for sales performance) extolled the car's ability to go in snow, start in

cold weather, and keep passengers warm. Once back in the States, the newly-enlightened Kudner team set to work on tv commercials playing up the winter theme. The plan was to run them on CBS-TV's *Markham*, sponsored on alternate weeks by Renault, and lend them to dealers.

It was rough sledding in November with virtually no snow at the larger U.S. ski resorts. In early December the Kudner crew found adequate snow at Butte, Mont., but warm winds

cut them short with meagre footage in the cans. By the week before Christmas they finally were able to resume operations, this time at Lake Placid, N. Y.

Renault was so pleased with sample footage it immediately called for a dealer-level promotion built around the not-yet-completed film commercials. Kudner responded with "Winter Sales Olympics," a promotion to tie in with the upcoming world-renowned sports event. No sooner was this idea developed when CBS-TV announced that partial sponsorship of its Olympics coverage was available.

Kudner saw it as a made-to-order vehicle for the winter promotion. Renault wholeheartedly agreed to the \$440,000 outlay, and the deal was on.

And what a deal it was. Nielsen



**MADE-TO-ORDER** shot of Dauphine 'at home' on Lake Placid ski slopes was a natural for later-arranged one-quarter sponsorship of CBS TV's coverage of the 1960 Winter Olympics

cumulative figures show 78.6% of all tv homes watched the 10-day series six minutes or more. Based on three viewers per set, this comes to 114,513,000 people. Nielsen's daily total audience rating ranged from 17.1% to 43.3% of tv homes, the latter equivalent to 19,000,000 households. The average minute audience was 21.7%, representing over 8,000,000 homes — a network audience share amounting to 51.5%. Cost per thousand per commercial minute is computed at \$1.59, compared to an average of \$7.20 for this year's specials and \$4.98 for the highest rated special of the season. In the words of Kudner v.p.-account supervisor Jim Cochran, "This looks like the greatest advertising buy in television history."

As for the four one-minute commercials themselves, though shot before anyone had an inkling of Olympics sponsorship they couldn't have been better suited for the assignment. The Dauphine is shown racing up and down ski resort hills, kicking up snow at the camera in its wake. It passes a snowplough on a hairpin

curve or zooms by a horse-drawn sleigh, causing the animals to run at the sound of its horn. And, while the car is at rest at the foot of a steep hill, skiers whizz past from different directions.

Dauphine was named official car of the 1960 Winter Olympics, and the Squaw Valley site was replete with 75 of them transporting participants to and fro. Kudner made mention of this Olympics status in the tv commercials' audio, lending an extra boost to the "winter wonder car" theme.

Dauphine's Olympics tie-in was focal point of the dealer-level promotion which ran from 21 January to 29 February. Kudner supplied the dealers with voluminous kits of Olympics-oriented materials just two weeks after the promotion-sponsorship decision.

Dealers were provided with a large red-white-and-blue "Olympics scoreboard" divided into four winter sports "events," each covering about 10 days. Each was a separate sales incentive contest, with daily scores kept for the salesmen. After selling

one car to qualify, the salesmen received extra cash for every car sold thereafter, beginning with \$5 for the first and jumping \$5 for each additional sale, leveling off at \$25 per car. Top salesman for each 10-day contest had his name inscribed on the scoreboard as "Le Gold Medal Winner" and received \$50. Low man was listed in the "Le Bum" slot on the scoreboard.

To dealers went large red-white-and-blue window posters with the Olympics daily telecast schedule and word that they'd be sponsored by Renault, "The Winter Wonder Car." There were tri-colored window streamers citing Renault as official automobile of the 1960 Winter Olympics.

Included in the kit were suggested radio scripts and print ads plugging the Dauphine's winter features and Olympics official car status. There were "conversation starter" salesmen's badges with the words Renault and Winter Olympics. Detailed instructions, including diagram, for setting up winter motif showrooom displays were sent, along with suggestions on obtaining skis, ski racing manikins in ski clothes, winter sort travel posters, etc., for the exhibit from local business people return for a display card giving credit to contributors.

Among the other sales-aids shipped to dealers:

- Different-color showroom window "balloons," each listing a Renault winter feature, such as "Come in Snow When Other Cars Won't," "Heater, No Extra Cost;" "Automatic Choke for Quick Cold Weather Starts."

- Suggestions on how Renault dealers outside the snow-belt could tie in with winter promotion by plugging up Dauphine's performance on wet pavement, in slippery mud, deep sand, and on rough dirt roads.

- Renault Winter Olympics official car windshield stickers.

- "Come in for Demonstration" window posters.

- Special "Winter Sales Olympics" stationery.

- List of publicity suggestions as contests, tie-ins with local winter athletics, etc.



# HOST AUDIENCE STUFFS BALLOT BOX

WZIP, Cincinnati, takes case to the people when hit with zero rating; favorable responses exceed 16,000

Station publishes results in booklet designed to set record straight for ratings-conscious national agencies

hard enough for a small radio station to land national business, but being socked with a zero rating is just too much.

Yet, that's what happened to WZIP, Cincinnati, a while ago—some rating outfit came up with a big goose for the "good popular music" station. Dismay blanketed the station in the recent blizzard. How reconcile this denial of audience existence with the steady stream of complimentary phone calls and letters WZIP received from area listeners since abandoning rock and roll over a year ago? And, more pressing: How set the record straight for the national agencies which might well withhold business on the basis of this misleading report?

Let the listeners disprove the report was the decision. WZIP produced "ballots" via local newspaper that explained the situation, and with "tear-offs" its supporters were urged to fill out and mail to the station. At the latest count some 1,000 pro-WZIP ballots were in, along with 3,000 letters and over 1,000 phone calls which also endorsed the station's better music approach to programming.


Nearly this was the antidote for the deadly zero rating poison, but the job was only partially done. The ratings-oriented industry now had to be informed of the size, quality and enthusiasm of WZIP's "non-existent" audience or the election victory would be for naught.

To do the job, station staffers prepared a 16-page booklet, for mailing to national agencies, complete with a ballot story plus a wealth of additional facts about the station. It also included a list of about 200 local advertisers represented on the station

over the past six months—more local accounts than any other Cincinnati radio station, according to WZIP's calculations.

While awaiting agency reaction, WZIP has been keeping things stirred up locally, "so they won't take us for granted," as sales v.p. Don Balsamo puts it. He and the others on the sales force have lugged piles of lis-

tener mail—in borrowed U. S. Government white mail bags—to 23 agencies and several of the larger advertisers in and around Cincinnati. "We carried our listeners on our backs, and it was hard work," says Balsamo. "We wanted both agencies and advertisers to see and feel the evidence of our sizeable, enthusiastic group of listeners."

In the work, too, is a mass mailing of "Thank You" letters for ballot casters, with WZIP automobile bumper stickers enclosed. To get a more thorough breakdown on penetration by neighborhood, and therefore by audience economic position, the station plans to sort the mail received according to postal zone. 

**SUBSTANTIAL BOOST** for WZIP as thousands endorse under-rated station's programming. Sales v.p. Don Balsamo is all smiles, but secretary Marilyn Ayers needs a rest after opening all mail



# HIGBEE'S NIGHT RADIO JACKPOT

- Cleveland department store showcases recordings on twice weekly nighttime radio musical spectaculars
- 30 shows thus far account for over \$58,000 in music department sales, schedule to continue thru '60

**H**igbee's department store probably has the largest record listening booth in the world. It extends over a 50-mile radius of Cleveland, Ohio, and it keeps open after the store has closed.

Who populates this listening booth? Members of the radio audience for Higbee's nighttime music spectaculars.

The Higbee music spectaculars, aired Monday and Thursday evenings, from 8-11 p.m., have thus far accounted for more than \$58,000 in

store music department sales. They were started almost by chance from a one-time-only musical tribute to the late Mario Lanza, and have since mushroomed into a powerful selling tool for Higbee's, and manifest the faith in nighttime radio of Marc Jonas, Higbee's ad manager, and of Guy Harris, program director and Richard Klaus, v.p. of WERE.

The Lanza special was aired by WERE on the evening of 8 October 1959. Higbee's, a long-term advertiser on WERE, was offered sponsor-

ship. The department store reason it would be a good buy in terms of a public service vehicle, and would enhance its institutional image. However, when d.j. Bill Randle, host of the show, suggested that listeners wanting to obtain the Lanza recordings featured on the tribute call either the station or the store, the switchboards were jammed with calls for orders that finally totaled \$2,700.

Higbee's, hardly anticipating such results even remotely approaching this figure, had but three Lanza albums in stock at the start of the broadcast. However, the store was quick to realize the potential of a series of like music spectaculars held to increase record sales, and quickly huddled with station men and discussed the idea of sponsoring programs on a regular weekly basis.

Inasmuch as nearly 100 new

**CHOOSING ALBUMS**, working out program details for a music spectacular, including background information on music and artists, is a joint project, undertaken here by Dick Klaus, WERE v.p. and general manager (l), and Guy Harris, program director (c) with show host, Carl R...





is are received a week by Hig-  
s music department, they cannot  
be displayed advantageously. The  
e felt that showcasing a series of  
ted disks on nighttime radio  
ld be an excellent way of pro-  
ing many of these albums that  
e not enjoying the popularity they  
ht if the public were more aware  
hem.

arris and Klaus, spurred on by  
tremendous success of the first  
tacular, were already busy de-  
ping a second one when they met  
Higbee's. Store representatives  
e the green light to the venture.  
one week after the first broad-  
the second music spectacular  
aired.

he album chosen for "spectacu-  
treatment was the RCA-Victor  
ase *60 Years of Music America*  
*es Best*. Out for two months,  
disk had been described by re-  
ding company officials as "mildly  
uccessful." How well did Higbee's  
ic department do with the rec-  
? Officially, \$4,899.38 were rung  
in cash register sales that resulted  
ctly from the WERE broadcast.

The series was thus launched in  
nd style. The sponsor was so  
sed with the week-by-week results  
eafter that the spectacular sched-  
was upped to two-a-week after  
first of the year. Random results  
e then: On the 25th of February  
s were \$1,188.10; the 3rd of  
rch, \$8,474.70; 31 March,  
87.20, and on 11 April, \$1,165.

Higbee's has signed to sponsor  
spectaculars through December,  
0.

he spectaculars themselves are by  
means haphazard affairs that ram-  
on for three hours, but tightly  
t, planned-in-detail programs with  
cific aims. Harris, music librarian  
lt Masky, and Carl Reese, who  
y hosts the shows, meet every  
day afternoon to discuss selections  
upcoming programs. Each show  
made up from three albums that  
together thematically and/or artis-  
tically. Reese is supplied by Masky  
h background information on both  
music and artists. Harris, who  
pts the shows, believes the more  
nowledge the M.C. has of his mate-  
the more sincere his on-the-air  
(Please turn to page 76)



BARGAIN promotion by WAST (TV), Albany, for "This Man Dawson: hotdog bag insert

## \$70 IN MERCHANDISING REACHES 100,000 HOMES

**A** meat packer's hot dogs are at work publicizing a television show.

It all started when Armour & Co. took on sponsorship of *This Man Dawson* (Ziv-UA) over WAST (TV), Albany, N. Y. The show was new to this market and needed exposure. Station and client were agreed that point-of-sale should be employed. Large signs in every supermarket and grocery store would do it, but so Herculean a task seemed out of the question.

The WAST promotion department decided to investigate the publicity potentialities of Armour's fast-moving, one-pound frankfurter packages. From Armour local people it was learned that some 100,000 packages would be sold during the spring. Here was an effective, if unique, outlet to publicize the show and thus expose Armour's many other products to viewers.

WAST offered to pay for printing 50,000 inserts in the packages if the advertiser would pay for the remainder. Armour agreed and also took on the expense of additional packaging involved. The station contributed the original and finished art work.

Right into the packages went the *Dawson* message, printed on high

gloss paper, easily readable through the clear wrapper. It was placed behind cardboard so as not to touch the frankfurters, since paper that touches food must undergo special treatment—and that costs money.

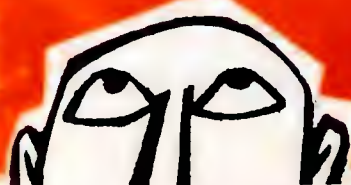
Cash outlay by WAST for this widespread show promotion: \$70. The cost fits in neatly with the WAST philosophy that requests by advertisers for promotion/merchandising "extras" when they buy air time are getting out of hand. WAST promotion manager Michael Artist does not feel stations should get very far into merchandising of the product itself. In his words, "The primary purpose of a promotion manager is to promote the show so that the client's message *on the air* will get the largest exposure possible."

As for promotion methods, WAST has its doubts about direct mail. Says Artist, "There is something to be said for direct mail of jumbo sized post-cards or merchandising letters; if and when they are read, they do inform. But how many times are they read? WAST looks on its *Dawson* promotion as an example of how a little money spent selectively can achieve "far more than several hundred mailings would have done"

## **KYW is way up in Cleveland!**

*KYW influences more sales than any other radio station in the nation's sixth market in Total Retail Sales. Size it up--KYW is your No. 1 radio buy in Ohio's No. 1 market.*

*Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.*



National and regional buys  
in work now or recently completed

## **SPOT BUYS**

### **TV BUYS**

**Pharma-Craft Corp.**, sub. of Jos. Seagram & Co., Cranbury, N. J.: Going into the top markets with schedules for Fresh deodorant. Prime and late night minutes and 20's are being used starting the last week in April for 26 weeks, including hiatus. Frequencies range from 10 to 25 spots per week per market. Buyer: Diane Neugarten. Agency: Daniel & Charles, Inc., New York.

**Colgate-Palmolive Co.**, New York: Campaign begins late this month for Aerosol air deodorant. Schedules are for four weeks. Prime time and nighttime I.D.'s. Buyer: Elenore Scanlon. Agency: S. J. & Finney, Inc., New York.

**Norwich Pharmacal Co.**, Norwich, N. Y.: Buying nighttime minutes and chainbreaks in the top markets for Pepto-Bismol. Schedules start 9 May for six weeks. Buyer: Jack Scanlon. Agency: Bent & Bowles, New York.

**E. I. Du Pont DeNemours & Co., Inc.**, Wilmington: Schedules for its paint products begin late April and May, depending on market, weather conditions. Fringe weekday minutes and 20's, and weekend runs are being placed for four to six weeks. Buyer: Jack Coville. Agency: N. W. Ayer & Son, Philadelphia.

**DCA Food Industries, Inc.**, New York: About 80 markets with schedules for its Gold Mine icicle and Gold Mine stick confectionery novelties. Kid show participations are being used primarily, starting in May through the end of June. Other activity is on its Minute Orange Bar, where similar schedules are being bought on a market-by-market basis as DCA expands distribution. Buyer: Stewart H. Agency: Ted Bates & Co., New York.

**Colgate-Palmolive Co.**, New York: Schedules for Lustre-Creme Shampoo start this month for four weeks. Prime minutes and 20's are being placed in about eight markets, light frequencies. Buyer: Harry Durando. Agency: Lennen & Newell, New York.

### **RADIO BUYS**

**Diamond National Co.**, New York: Lining up summer schedules to start 22 May for one week and 26 June for four and five weeks for Neet Heet Charcoal Briquettes. Traffic minutes, and news and show adjacencies are being set in an estimated 40 markets. Buyer: Virginia Burke. Agency: Gardner Adv., New York.

**Rolley Co.**, San Francisco: Campaign for Tanfastic sun tan lotion starts in a number of top markets 16 May for eight weeks. Daytime I.D.'s and minutes in d.j. shows with strong teen-age appeal are being bought. Agency: Foote, Cone & Belding, San Francisco.

**Standard Brands Inc.**, New York: Short-term schedules start this week in April for Royal desserts. Traffic and daytime minutes and chainbreaks will run for three weeks in the top markets. Buyer: Ted Decker. Agency: Ted Bates & Co., New York.



o Get to  
**MONEYED**  
**HOUSEHOLDS**

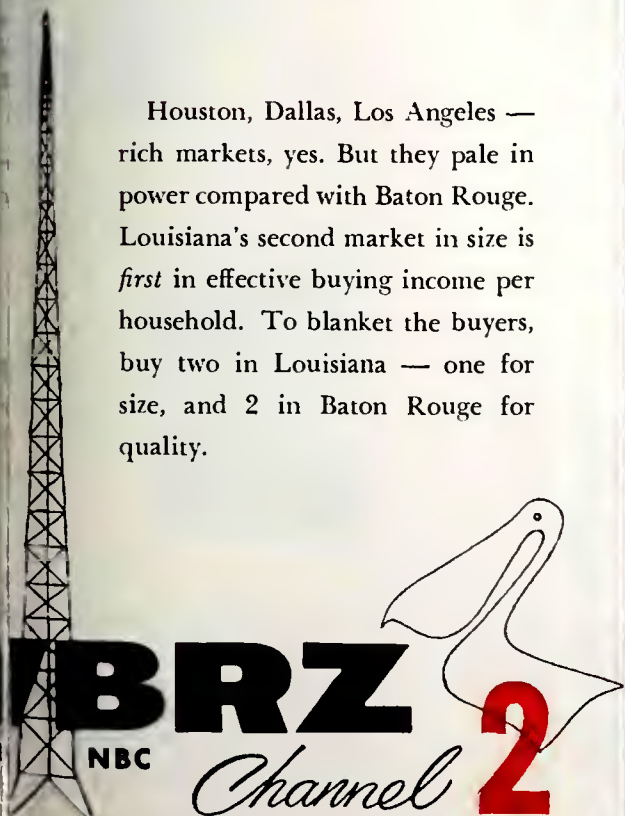
**BUY**

**2**

**in LOUISIANA**

Houston, Dallas, Los Angeles — rich markets, yes. But they pale in power compared with Baton Rouge. Louisiana's second market in size is *first* in effective buying income per household. To blanket the buyers, buy two in Louisiana — one for size, and 2 in Baton Rouge for quality.

|                          |               |
|--------------------------|---------------|
| Buffalo, N.Y.            | *\$6510       |
| <b>BATON ROUGE</b>       | <b>\$6455</b> |
| Albany-Troy, Schenectady | \$6420        |
| Houston, Texas           | \$6310        |
| Los Angeles, Long Beach  | \$6306        |
| Dallas, Texas            | \$6229        |
| Utica-Rome, N.Y.         | \$5930        |
| SHREVEPORT               | \$5796        |
| NEW ORLEANS              | \$5676        |



**BRZ**  
 NBC  
*Channel 2*

**BATON ROUGE, LOUISIANA**  
 TOWER: 1001 FT. POWER: 100,000 WATTS  
 REPRESENTED BY METRO ADVERTISING

\* Source of all figures for these Metropolitan areas: SM Survey, 1959  
 Effective Buying Income per household.

# What has been your most successful sales-producing plan?

Three tv station people give views as to the kind of promotions most likely to win new advertisers for the video medium

**H. Needham Smith**, national sales manager, WTRF-TV, Wheeling, W. Va.

By far the most successful tv selling tool we have used for new ad-



*Closed circuit tv tailored for the potential advertiser*

vertisers on WTRF-TV has been television itself. Not on-the-air tv, naturally, but a closed circuit version tailored for the potential new advertiser and, more important, for his product.

Closed circuit tv has been used for many purposes and we have found that the presentations we made on closed circuit tv had an exceptionally high sales completion value. So much so, that during one period WTRF-TV, in a total of 15 closed circuit presentations to prospective advertisers, signed contracts with 13 of the 15, and received tentative approval from the other two for future use.

The idea for using closed circuit tv for these presentations started with our executive vice president and general manager, Robert W. Ferguson, who had been impressed with the use of closed circuit by the networks and many industrial organizations, particularly those to sales groups. He felt that the interest it developed for huge outfits might work equally well with smaller companies—particularly local advertisers who had never tried tv advertising before.

Consequently, we developed the WTRF-TV closed circuit presentation. Basically it is a combination educational and selling presentation. Many local businessmen are unfa-

miliar with the terminology of tv so our educational phase of the closed circuit presentation is designed to inform the prospect as to the rudimentary uses of tv for advertising purposes.

We discuss tv terminology, explain and describe the various spots, I.D., slides, film, etc. When we feel the businessman understands the general idea of tv advertising we make our sales pitch, why tv should be used, how effective it can be for his product, what it has done for similar advertisers in other markets, promotional and merchandising advantages, and other sales data.

The prospect is first invited to the station for the closed circuit presentation by an account salesman. He sits in the viewing room while the presentation, which has been specially tailored for his benefit, is telecast live from the WTRF-TV studio.

The presentation is a four-part operation: analysis of the market from the client's viewpoint, comparative analysis showing advantages of using television over other media, sample commercials, spot and program availabilities. All of these parts utilize original material created for this one presentation by the WTRF-TV staff.

Any questions the prospect has concerning what he is watching are taken up by either the station manager or myself, and he is made to feel that all of the facilities of the station are at his disposal. The various types of commercials—filmed, cartoon, live, voice over, etc., are discussed with the client so that he may select the most suitable ones, and his preferences are recorded for future use.

The "personalized" approach given each prospective advertiser has been extremely effective. Many of the advertisers were unfamiliar with the routine of television advertising and, more important, were unaware of the advertising potential of that medium. With the closed circuit presentation, much of their lack of knowledge has been dispelled, and they have gained

a new insight into the medium and its potential.

**William Scruggs**, promotion director, WSOC-TV, Charlotte, N. C.

A 21-minute color slide presentation, which we produced for the purpose of telling the story about "The Big New Picture in Charlotte WSOC-TV," has been our most successful sales-producing plan. Using a coordinated tape recording narration, this presentation told the complete story of our station's move to the Cox Enterprises, presented the new building and facilities, described the many new film properties recently purchased, introduced our on-the-air personalities, and afforded each viewer a pictorial tour of the important Charlotte market.

Another important role of the slide presentation was to present and describe the multi-phase promotional and merchandising program which WSOC-TV proudly affords its advertisers. Presented visually, with appropriate commentary, this portion of our presentation brought a sharp focus a big "plus" of our operation which might easily have gone unnoticed in, say, a printed motion picture.

Through the splendid cooperation of our sales representatives, small groups of important ad-



*A color slide presentation tells our story*

personnel were invited to see and hear our story in New York. Their questions answered, and they join us for lunch afterwards. As a reminder of the occasion, important ball point pens were given to each person in attendance. Variations of this procedure were also used



story to key agencies in Chicago Cincinnati.

Our sales representatives tell us in their follow-up calls at the agencies, they noticed the effects of presentation on those who had heard—instant recall of our station and the complete services available here, the sales potential of the Davenport market, and an actual desire to learn more.

Quite obviously, then, an effective sales-producing plan for the station if necessary, the first step toward winning and later satisfying both local and national clients. Once they are on the air, other custom-tailored sales-producing plans are put into action to secure maximum results for each client.

We are satisfied that our slide presentation played an important role in the recent sales surge at our station, and many new advertisers are using our facilities for the first time and March sales have topped every previous month on WSOC-TV.

**Rich Schlanger**, promotion manager, WKTU, Utica-Rome, N. Y.

recent WKTU sales-producing which (aside from its primary



*Sales-producing gimmicks need not be costly*

...tion of increasing sponsor sales) ...ht two valuable lessons: that effective sales-producing gimmicks need not be costly—nor terribly involved; that “selling” to youngsters should not be under-rated.

The sponsor in this instance was a world, a local toy shop which purchased a weekly half hour radio show on WKTU. The program, shown from noon to 12:30 on Saturdays, consisted of a variety of cartooned interspersed with live commercials.

The kiddie show itself was not unique. Nor were the toys displayed commercially: they were items generally stocked in retail toy shops everywhere in the locale. The surprising sales-producing implement was an unimpressive appearing (Please turn to page 76)

# 47<sup>th</sup> TV MARKET IN THE NATION

\$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost \$3 billion in effective buying income; over \$1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level—the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness—WOC-TV offers the greatest amount of local programming—over 33 hours each week.



THE QUINT CITIES

DAVENPORT } IOWA  
BETTENDORF }

ROCK ISLAND } ILL.  
MOLINE }  
EAST MOLINE }

PETERS, GRIFFIN, WOODWARD, INC.  
EXCLUSIVE NATIONAL REPRESENTATIVES

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



NB

*Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.*

New, exciting  
**Kvill**  
music

**1150**  
DALLAS



Joie de vivre

## SPOT CARRIERS

(Continued from page 37)

and one drops out, it is still five-sixths sold.

Beyond the economics is still another reason for spot carriers: it is proving a good way to achieve network show control (See "Which Road for TV Show Control," SPONSOR 2 April), and this is a legacy that networks are now inheriting—with the blessings of FCC.

For some idea of how the spot-carrier concept has taken hold, here is a look-in on ABC TV's line-up for next season. (Among the networks, no one values program control more highly than does ABC TV).

*Adventures in Paradise*, next season, becomes a spot carrier; it will include the following list of sponsors: L & M, Armour, Ludens, Johnson & Johnson, Bulova, Seven-Up, Reynolds Metals, Anahist, Polaroid Cameras, Du Pont, and Isodine.

Another new spot carrier coming up on this network is *Jubilee USA*. Its clients include: Massey Ferguson, Williamson Dickie, Polk Miller, and National Carbon Co., a division of Union Carbide & Carbon. Shows on the same network, which this year are spot carriers, pick up additional sponsors, and the list is like a tear sheet from *Wall Street Journal*.

*The Alaskans*, for example, will serve as an hour-long vehicle for: L & M, Johnson & Johnson, Seven-Up, Armour, National Carbon, Anahist, Ludens, Corning Glass, Bulova, Du Pont, and P&G.

*Cheyenne* takes on a distinguished list of clients: Ralston-Purina, P&G, American Chicle, National Carbon, Armour, Johnson & Johnson, Corning Glass, Anahist, and Mattel Toy Co. *Bourbon Street Beat* will be underwritten by buys from Van Heusen Shirts, P. Lorillard Tobacco, Libby-Owens-Ford, Reynolds, Anahist, and Isodine.

It is interesting to note in the ABC TV schedule how frequently the same names of top advertisers keep turning up on spot carrier shows. Joining them are others such as Canada Dry, Carnation and Whitehall. Apparently these like the "conditions as prevail."

As long as these conditions prevail, practically no one in the industry looks forward to an abatement of the net spot carrier practice. ▀

## BRISTOL-MYERS

(Continued from page 40)

facturing and advertising for many years. This may explain partially why many other drug-makers and their Madison Avenue ad representatives are in a frenzied state in the wake of governmental investigations . . . and why Bristol-Myers isn't.

One company executive tells this anecdote as illustrative of the company's attempts at stringent self regulation and ethical operations.

William Bristol, co-founder of the company in 1887, was offered a money-making idea by a staff chemist in the early years of the company. The offer: a quinine pill double the standard size but containing only a third of the standard dosage of the drug. Profits, obviously, would have been tripled. Within 10 minutes after the idea had been presented, the chemist was given his final paycheck and sent on his way.

The company started as an ethical house and switched into over-the-counter items when it realized some eight brands out of 4,000 were carrying most of the sales load. Since that time, Bristol Laboratories Division has responsibility for the ethical products and the Products Division for the consumer items. Still other divisions are International, Luzier (a door-to-door cosmetics operation), Clairol (purchased from the owners a year ago) and Grove Labs. (taken over by the corporation two years ago).

The company keys its success and its growth to three factors: faith in advertising, product planning and people, says Mr. Whittaker. Its faith in advertising has been long evident. It was one of the nation's first three network radio sponsors in 1925, buying the *Ipana Troubadours* and then becoming identified with such classics as Fred Allen and his *Town Hall Tonight*, *Eddie Cantor*, *Duffy's Tavern* and *Mr. District Attorney*. ▀

## FEDERATED NAB

(Continued from page 44)

dividual managing groups.

Similar conflicts of interest will always exist within the NAB until there are clear-cut organizations dedicated to the welfare of each of the several branches of the business.

As to the financing of a Federated

■ SPOT-BUYING  
FACTS NOT ON THE  
RATE CARD ABOUT  
KPIX, SAN FRANCISCO





# MOST NEWSCASTS OF ALL SAN FRANCISCO TV STATIONS



And that's not all! ■ Only over all rating gain scored by a San Francisco TV station in 1959  
 ■ Most total advertisers of all San Francisco TV stations ■ Most national advertisers of all San Francisco TV stations ■ Most local live shows of all San Francisco TV stations ■ That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, **KPIX 5** SAN FRANCISCO

Represented by Television Advertising Representatives, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.



NAB, details of dues and membership fees would have to be worked out in close consultations between member groups.

As a principle, however, the SPONSOR plan proposes that each broadcast association allocate a fixed percentage of its income (perhaps 20%) to financing the Federation office, president and staff, and that the balance be devoted to its own tv, am, or fm work.

The clear-cut division of activities between the Federation and individual associations would, many broadcasters believe, sharpen up the whole range of NAB work.

## Send us your views

*Do you agree with SPONSOR's proposal for a Federated NAB? Please write us your reactions to this plan, as well as any other suggestions you may have for the reorganization of the NAB.*

For years, the NAB departments which have attracted most favorable comments from member stations have been labor and governmental relations.

Other NAB activities have been frequently under fire, and in fairness to the NAB staff, it must be admitted that the diffusion of responsibilities and objectives, inherent in the current association structure, have made effective operations difficult if not impossible.

The creation of separate, but federated associations (called possibly NATB, NARB, and NAFB) would focus and channel activities pertaining to tv, am, and fm and should improve them.

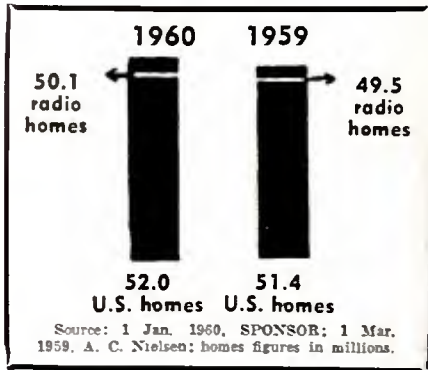
On the other hand the removal of day-to-day operating problems from the province of the Federation's president would free him to represent the industry, as it should be represented, on high-echelon levels.

As to the composition of the all-Federation Board, the SPONSOR plan proposes that nine directors be chosen from the three broadcast associations, with representation allocated roughly according to dollar (Please turn to page 76)

# Facts & figures about radio today

## 1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

| End of March 1960 |                 |                |                      |                              |
|-------------------|-----------------|----------------|----------------------|------------------------------|
|                   | Stations on air | CPs not on air | New station requests | New station bids in hearing* |
| Am                | 3,465           | 81             | 609                  | 231                          |
| Fm                | 706             | 161            | 77                   | 34                           |

| End of March 1959 |                 |                |                      |                              |
|-------------------|-----------------|----------------|----------------------|------------------------------|
|                   | Stations on air | CPs not on air | New station requests | New station bids in hearing* |
| Am                | 3,344           | 123            | 496                  | 130                          |
| Fm                | 594             | 141            | 49                   | 24                           |

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

Radio set index

| Set location  | 1960               | 1959               |
|---------------|--------------------|--------------------|
| Home          | 106,007,095        | 98,300,000         |
| Auto          | 40,387,449         | 37,900,000         |
| Public places | 10,000,000*        | 10,000,000*        |
| <b>Total</b>  | <b>156,394,544</b> | <b>146,200,000</b> |

Source: RAB, 1 Jan. 1960, 1 Jan. 1959, sets in working order. \*No new information.

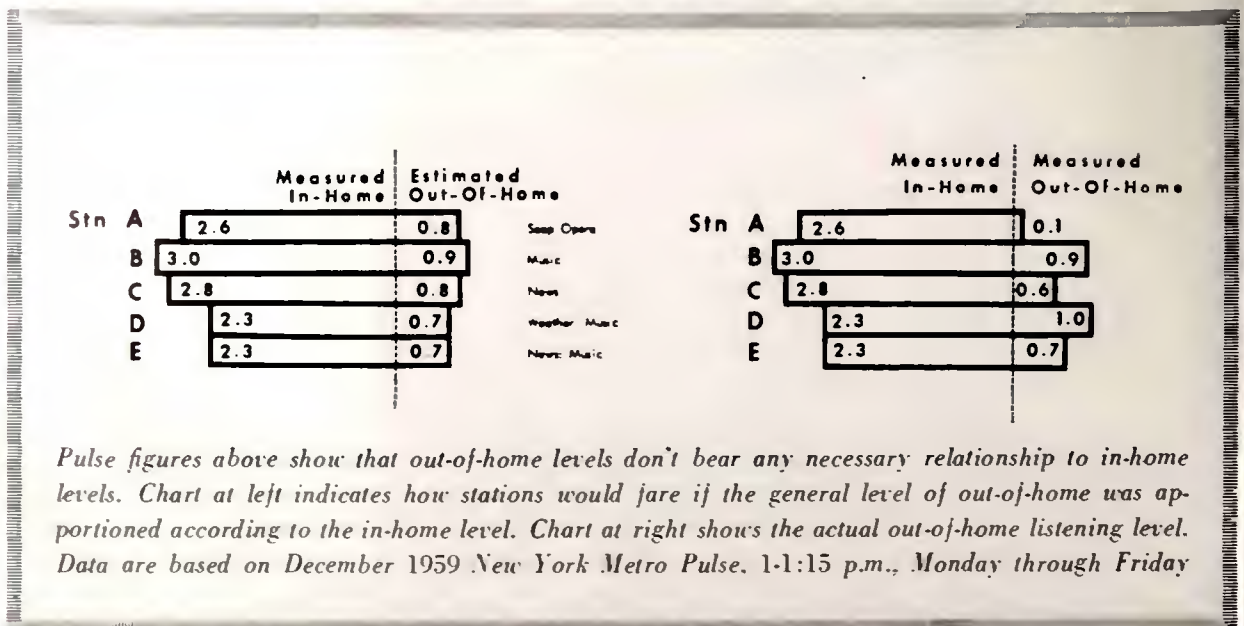
Radio set sales index

| Type         | Feb. 1960        | Feb. 1959      | 2 months 1960    | 2 months 1959    |
|--------------|------------------|----------------|------------------|------------------|
| Home         | 611,579          | 474,888        | 1,414,867        | 1,175,378        |
| Auto         | 596,872          | 420,052        | 1,229,333        | 852,603          |
| <b>Total</b> | <b>1,208,351</b> | <b>894,940</b> | <b>2,644,200</b> | <b>2,027,981</b> |

Source: Electronic Industries Assn. Home figures are estimated retail sales, auto figures are factory production. These figures are of U.S. production only. Radios in phonographs add another 15-20% to the home sales figures.

## 2. CURRENT LISTENING PATTERNS

### How out-of-home listening differs by stations







Twenty-five central Nebraska International Harvester salesmen hear Farm Director Arnold Petersen and Sales Manager Bill Wiseman tell The Big Radio WOW story at Grand Island, Nebraska, 150 miles west of Omaha.

## TOGETHERNESS . . . Big WOW Radio Variety

The GENTLEMEN who sell radio advertised products to (or buy them for) retail outlets are V.I.P. in BIG Radio WOW's daily operation. Big Radio WOW *knows* the

Chain-store buyers . . . Manufacturer's Agents  
 . . . "Rack" Jobbers . . . District Managers . .  
 Brokers . . . . . Company Salesmen . . . . .  
 . . . . . Wholesalers . . . . . Distributors . . . .

Can "make or break" any advertising campaign.

So, BIG RADIO WOW keeps these GENTLEMEN on BIG RADIO WOW's side. WOW keeps

them FULLY INFORMED on every campaign detail. Each of them knows the entire BIG RADIO WOW story.

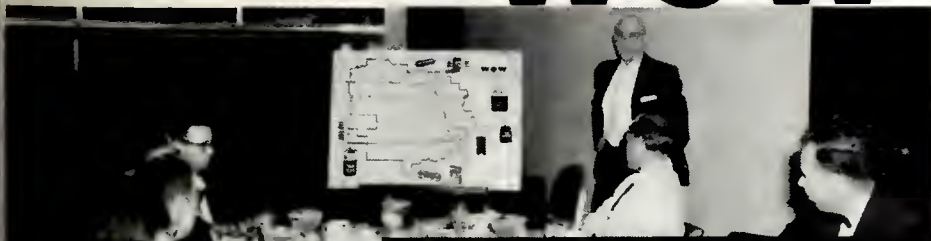
To cement this "togetherness" BIG RADIO WOW meets with groups of these GENTLEMEN almost every week. They listen eagerly to campaign details.

They sell your product better because BIG RADIO WOW keeps their interest at a high peak. BIG Radio WOW knows that selling these GENTLEMEN hypotes company loyalty and increases your sales.

REGIONAL RADIO  
 A MEREDITH STATION

# WOW

OMAHA, NEBRASKA



BELOW: Thirty-five food brokers and salesmen who sell to 1,200 Nebraska-Iowa stores every week hear the BIG Radio WOW story at a WOW merchandising luncheon.

ABOVE: Actual drug buyers for Safeway (120 stores), Hinky-Dinky (40 stores), Nuway (2,000 racks) and United AG Stores (250) heard a pitch for Mennen and WOW by Big WOW Radio Sales Manager Bill Wiseman.

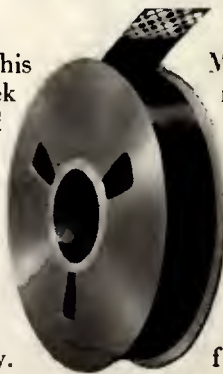




*It's "SCOTCH" BRAND Video Tape "Live" Action for*  
**"THE PLAY OF THE WEEK"**

Television is proving its potential again this season to viewers across the nation. Each week "The Play of the Week", a highly-acclaimed dramatic series, presents a theater classic with a cast of top Broadway talents. Integral to the show is "SCOTCH" BRAND Video Tape, used by the show's producers, National Telefilm Associates, Inc., to capture the "live" perfection of the original performance. Tapes are then used for rebroadcast by television stations from coast to coast.

And so it goes throughout the television industry.



Memorable moments as well as "hard-sell" commercials are being captured on tape in increasing numbers. The wonder of tape pares production costs substantially, creates "fluff-free" performances, permits flexibility in rehearsals and shooting. Is it any wonder that tape has revolutionized the television industry?  "SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the kind of research that keeps 3M magnetic products first in proved quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY  
... WHERE RESEARCH IS THE KEY TO TOMORROW



Scotch™ and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M



# WASHINGTON WEEK

23 APRIL 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

For salty examples of how Congress fails to support its homilies, take the action of the House Appropriations Independent Offices subcommittee on funds for the FTC and FCC.

After all the haranguing for the press about ad policing in tv and radio, this contingent of congressmen slashed the FTC's requested appropriation by \$185,000.

The money asked by the FCC was clipped by \$385,000, thus cutting out half the new people the FCC wants.

The subcommittee, however, did allow \$2 million—\$2.5 million had been asked—for the construction of uhf facilities in New York to find out whether they can work there.

Congress plays it both ways. There is always a receptive press when somebody attacks the work of a regulatory agency. But if the agency seems to be getting too energetic, there is little public notice of the fact that Congress is tightening the pursestrings.

Although the FTC has been kept from "crusading" in this manner in the past, there is some doubt that the trick will work this time.

Present FTC chairman Earl W. Kintner, backed by the other commissioners, doesn't intend to pull in his ad-probing horns for anti-monopoly, anti-merger, or anything else.

While he appears to wobble in his speeches from a self-regulation-is-grand attitude to a government-big-stick position, he has charted a clear course. Radio/tv commercials will be scanned as never before, but the bigger share of commission attention will be devoted to printed ads. There is no doubt that Kintner thinks the print media have been playing up the broadcasting scandals for their own benefit.

Given Kintner's attitude, Congress can dissuade him from paying too much attention to advertising only through affirmative direction, rather than the backdoor withholding of funds, and Congress will not be that forthright.

Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee and of its Legislative Oversight subcommittee, also weighed pulling a sneaker.

With no time left in the current Congressional session to push the controversial proposals to tighten up payola, plugola, rigged quizzers, to provide fines and temporary suspensions of station licenses for rules violations, to hold hearings in the areas to be served on all license applications, Harris mulled a bypass method.

He planned to tack at least some of these proposals to a bill already passed by the Senate so that it would go directly to conference and need not be the subject of hearings in the other chamber. However, firm NAB and CBS opposition to most of the Harris recommendations makes it unlikely that this course can be successful. The Senate Commerce Committee would probably not want to rubberstamp without hearings anything which has violent opposition.

Harris was quite unhappy with NAB and CBS opposition, told NAB it would do better to help secure needed changes in the groundrules rather than standing firmly on the status quo. His irritation may have been caused by a feeling that opposition would block him for this year.

Meanwhile, Harris and the FCC Commissioners did appear to agree that record company gifts of single records to broadcasters, with no assurance they would be used, is not payola but is a bona fide business procedure.

So it appears that, even if Congress doesn't act, the FCC will correct its 16 March payola directive, at least in this respect.

# FILM-SCOPE

23 APRIL 1960

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SPONSOR  
PUBLICATIONS INC.

One of the last places in broadcasting where such a thing as a time franchise still exists is in regional syndication where established buyers have obtained control of local half-hours in many markets.

Regional and national spot advertisers who control local time through long standing syndication franchises include these: Falstaff, Borax, Ballantine, Standard Oil (California), Carnation, Kellogg, Standard Oil (Indiana), Kroger, and DX Sunray.

ITC has made a very unusual re-run deal with NBC TV for Fury.

NBC TV gets 52 episodes of the series for two years in weekend telecast, but ITC retains syndication rights for the show on weekday nights under the title Brave Stallion.

In syndication, Brave Stallion is already in 114 markets.

Incidentally, some other sales tallies of recent re-runs in syndication are: CBS Film Phil Silvers, 126 markets, and Trackdown, 62 markets, and Ziv's Highway Patrol, 112 markets.

In two important top personnel changes this week Robert Seidelman was elevated v.p. in charge of syndication at Screen Gems and Ira Gottlieb became the president of Flamingo.

Seidelman has been Screen Gems syndication director since last fall; his new post is one formerly occupied by Jerry Hyams, Screen Gems v.p. and general manager.

Gottlieb's elevation to the presidency of Flamingo followed the resignation of Henry Rush, who has left to take on production assignments.

ITC's Sweet Success, now sold in 40 markets, has a high percentage of banks and financial institutions among its local advertisers.

Here are six: Detroit Bank and Trust (WWJ-TV), Anchor Securities (KXLY-TV, Spokane), Santa Barbara Trust Deed & Mortgage (KEY-TV), San Diego Trust & Mortgage (XETV), and Denver Trust Deed & Mortgage (KLZ-TV, Denver).

The ratings strength of some syndicated shows continue to grow as the shows stay on the air for subsequent seasons in its markets.

Screen Gems' Rescue 8, for example, has scored higher ARB ratings this year, the show's second season, than it did during the same months in 1959.

Here are six markets where the ratings increase was pronounced:

| CITY           | MARCH 1960 ARB | MARCH 1959 ARB |
|----------------|----------------|----------------|
| Philadelphia   | 24.0           | 22.6           |
| Milwaukee      | 37.1           | 25.6           |
| Portland       | 24.2           | 18.0           |
| Chicago        | 13.2           | 10.0           |
| Seattle-Tacoma | 26.9           | 17.7           |
| Indianapolis   | 20.9           | 13.1           |



Canadian and Australian broadcasters will capitalize on the fact that they'll telecast CBS Films' Robert Herridge Theater before the show is seen in the U. S.

A Canadian or Australian premiere of a U. S. show is unusual and becomes a broadcaster's point of prestige.

## COMMERCIALS

An analysis of the first 600 commercials received as entries in the American Tv Commercials Festival and Forum gives a cross-section of the type of products and entrants that are participating.

By product, the count is: cars, 66; consumer service, 60; beer, 58; gas & oil, 34; cigarettes, 34; institutionals, 24; cosmetics, 22; meat, 22; apparel, 20; hair preparations, 18; prepared food, 16; paper goods, 16, and coffees, 14.

Here's who's entering: agencies, 54; producers, 36, and advertisers, 6.

These are other details: 40 entries were in color, 160 were regional and 68 local, and 24 were Canadian; also, 194 entries included requested information on advertising purposes.

Robert Lawrence Productions will install two RCA tv tape recorders and three Marconi cameras in its Toronto studios.

However, Lawrence won't install any tape equipment in its U. S. studios, since it will be able to use Ampex equipment at the stations of its affiliate, RKO: WOR-TV, New York; KHJ-TV, Los Angeles; CKLW-TV, Detroit; WNAC-TV, Boston, and WHBQ-TV, Memphis.

Burgomeister Beer recently discovered that video tape could solve its problem of creating, producing and trafficking a set of spots in a period of only six days.

Not until 12 February did it purchase a part of the Winter Olympics to be telecast on 18 February. A set of four commercials was produced through BBDO, San Francisco, on 14 February at CBS Television City in Hollywood.

Tape copies—and film transfers for stations requiring them—were dropped in the mail on 16 February, two days before the air date.

NTA Telestudio's new Television Audience Research (TAR) service will introduce a new measurement system, the EQ, or effectiveness quotient, for relative rating of brand commercials.

For the first time, via TAR, advertisers will be able to test commercials in homes under normal viewing conditions.

TAR will measure the rates of "walkaway," interest, memorability, credibility, and responsiveness (likelihood of buying)—this last factor getting very heavy weight in the analysis of scores.

Here are some features of the new commercials testing method:

- Random sampling of names from telephone directories.
- Special questions can be posed to answer unusual or particular advertising problems.
- Selective sampling can be done if the advertiser is specially interested in particular types of audiences.

Cost to test a one-minute spot will be approximately \$1,200, including time and program material provided on WNTA-TV, New York.

# SPONSOR HEARS

23 APRIL 1960

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PUBLICATIONS INC.

Firestone is apparently over its peeve against the networks for what happened to its institutional pride a few seasons back.

The tire maker this week was shopping among the tv networks for a nighttime show

Colgate's about ready to unveil its first two proprietary products for summers.

One, a stomach remedy, will be acceptable to tv, but the other hasn't a chance in the medium. In fact, Bates, after a feeler here and there, has dropped it as a tv item.

You can count on P&G never to buy into a network show on the basis of a first rating, regardless of how impressive that rating may be.

Its tendency is to be suspicious about that initial rating and to wait for another rating or two before exercising its "judgment."

William Paley is reported to have assigned to himself the finding of a solution for that 10-11 a.m. stretch on CBS TV which hasn't been faring so well.

One possibility: using the hour for an elaborate educational-information series.

A leading spot agency this week took a key midwest station to task for compelling it to take—at the same price—a low-rated spot on a local show in order to get three Jack Paar spots over four weeks.

The agency's argument: since the rating of the local participation was a tenth the value of the Paar spots the client was getting an inequitable cost-per-thousand on Paar, it would be preferable for the station to raise the Paar rate.

Don't be surprised when you hear that one of the soap colossals is negotiating for an old-line cosmetic house.

What could stymie the deal: uncertainty about unfavorable FTC reaction.

General Foods is said to have appropriated \$12 million for the initial push of its Yuban instant coffee.

After the New York tv blitz and sampling it's headed for similar treatment in Philadelphia, Atlanta and St. Louis.

(For New York Yuban bust-out see 16 April SPONSOR-SCOPE.)

P&G and General Motors are the towering giants in their respective fields, but the twain won't meet during the coming season.

GM was offered an alternate sponsorship in the Law and Mr. Jones and the answer is that everything we sponsor in tv is on an exclusive basis.

The GM spokesman apparently forgot that Chevrolet and United Motors are busy 30 minutes on ABC TV.

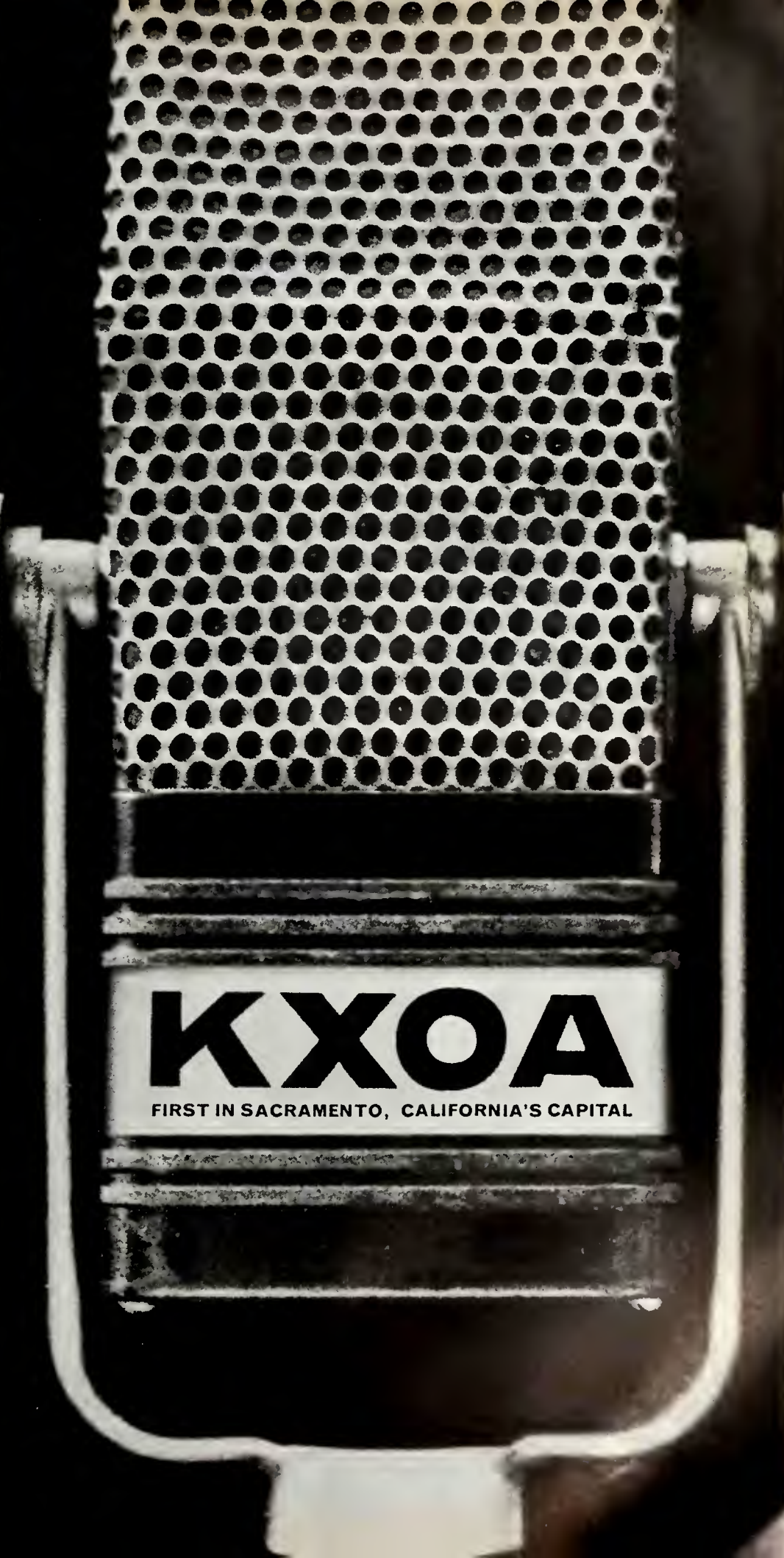


# 5

# 5 TIMES MORE POWER

ay, KXOA, The number 1  
ion in Sacramento, Cali-  
a's Capital, booms out with  
times more power than ever  
re! Now the dynamic KXOA  
ophone brings the right  
ination of programming and  
onalities to more people in  
prosperous Sacramento  
ay than any other station.  
d first in both Hooper (Dec.  
eb. '60) and Pulse (Sept.  
'59), KXOA reaches the  
n's 20th ranking market  
all Sales per Household,  
5) with 5,000 watts ... five  
s the power it took to be  
er one. And enough power  
ll more goods and serv-  
e for you and your clients.

NAL REPRESENTATIVES: DAREN  
GAVREN COMPANY, SOUTHERN  
S: CLARKE BROWN COMPANY.  
ated with KAGO Klamath Falls,  
.....Rep. Paul H. Raymer Co.



# KXOA

FIRST IN SACRAMENTO, CALIFORNIA'S CAPITAL



# NEWS & IDEA WRAP-UP

**SPEED DEMONS** — Not just emergency crew (above), but KOLN-TV's newsmen, who rushed to the scene in Army 'copters, trucks, motorboats and cars, thereby covering within a 100-mile radius, recent Lincoln, Neb., floods



**X-RAY DAY** in Harlem, N. Y., launched by WLIB with N. Y. Tuberculosis & Health Society, Dept. of Health, drew scores to buses, including station staffers (l-r) Billy Taylor, Hal Jackson, Norma Greenstein, Betty Frank



**CLOWNING TOUCH**, by pantomimist Emmett Kelly, consists of pause for Coca-Cola on parched desert. Occasion: minute commercial filmed by Robt. Lawrence Pdcnts., bowing in May



P. Lorillard (L&N) seems to be favoring NBC TV more than ABC TV in allocating its network largess for the fall.

So far Lorillard has committed self on NBC for alternate weeks of the *Tab Hunter Show* and *The Western* (Sunday, 8:30 and Tuesday 9:30, respectively), and is considering a third show. Westclox will sponsor the Hunter show on alternate weeks.

Rexall (BBDO) has lined itself for the fall with an alternate week *National Velvet*, which will precede Hunter.

Bayuk cigars (Wermen & Schor) will sponsor two-thirds of a bowling series with Milton Berle as m.c. on NBC this fall. The time: Monday 10:30-11 p.m.

The appointment of Fritz Ohlinger as ad manager of Hunt Foods and Industries may have favorable implications for tv.

Ohlinger was formerly with Bennett, NL&B, and Fitzgerald, all

**EXPERT AT WORK:** the little man, aptly named Little Mr. WIBW (Topeka), checks gear for '60 baseball broadcasting season. An avid fan he'll be tuned to Kansas City Athletics, CBS TV's "Game of the Week"





ch have a strong kinship with tv. On the other hand, the medium can't got much else but lipservice so out of Hunt, which, incidentally, controls the McCall Corp. and Gio Match. Wesson Oil is also in Hunt empire.

The Sweets Co. of America is entering the ice cream field via national distribution of its new Tootsie Roll Ice Cream Bar. Plans call for a heavy advertising schedule with emphasis placed on coast-to-coast tv. Local campaigns will feature promotions at the point-of-sale.

It is expected that the Tootsie Roll Ice Cream Bar will be on sale in many areas about 15 May.

**Campaigns:**

Von's and Shopping Bag markets, food chain in Southern California, has a new promotion keyed to create a strong corporate image. It's a series of "non-price" commercials emphasizing the company's extra care and attention given to its various de-

partments and services. The campaign calls for increased radio spots on KMPC, KPOL, and KBIG, incorporating a jingle built around this theme. Agency: Honig-Cooper & Harrington, Los Angeles.

• **Nalleys, Inc.**, Tacoma, Wash. kicks-off new tv schedules this month, to run through June, for its chip dips and specialty dressings. The campaign covers the market areas of Northern California, Utah, Idaho, Montana, Oregon and Washington. Agency: Pacific National Advertising, Seattle.

**Special promotion: Texaco (C&W)** this week launches a consumer contest. The idea: motorists are being invited, via Texaco's *Huntley-Brinkley Report* (NBC TV) as well as spot tv announcements, to write their own tv commercials for Fire Chief and Sky Chief Super-Gasolines. More than 1,200 prizes will be awarded.

**Winners of the Ohio Stations' first annual award program competition:**

Sun Finance & Loan Co. (Wyse Advertising); International Old Dutch (Marcus Advertising); Nickles Baking Co. (Griswold-Eshleman); Standard Oil—Ohio (McCann-Marschalk); Eckert Packing Co. (Central Advertising); Ohio Bell Telephone Co. (McCann-Marschalk); and The Ohio Farm Bureau (Byer & Bowman Advertising).

**Judges: John E. McMillin**, executive editor of SPONSOR; **Robert Edens**, v.p., Warwick & Legler; and **Clifford Field**, v.p., Ogilvy, Benson & Mather.

**Thisa 'n' data: Schlitz Old Milwaukee Bear** (Gordon Best) is lining up a few tv markets . . . Abbott Lab's **Sucaryl** (Tatham-Laird) is now testing in a couple of markets . . . General Foods **Instant Yuban** is supporting its tv introductory campaign with what it terms "the most extensive sampling campaign ever undertaken to launch a new coffee" in Philadelphia, Atlanta, and St. Louis . . . The **Campbell Soup Co.** has a new marketing effort: a premium



**CRYPTIC TRIPTYCH?** Maybe, but from locale (ABC TV affiliates meeting, (Chic.), and people (l-r, George Gribbin, pres., Y&R; Henry Kaiser, Oliver Treyz, pres., ABC TV), gab could be about radio/tv



**WHETTING WESTERN APPETITES**, femcee Julie Benell swaps Texas-style recipes, on WFAA-TV, Dallas, with caterer Walter Jetton against specially created art backdrop of famous and infamous Westerners



Y, IT'S WARM OUTSIDE . . . on this side of the street, that is, the WIP (Phila.) models brave the still-nippy weather to help pro-station's Color Radio campaign to downtown passersby shoppers

offer for silver soup labels in exchange for \$1 and a label from one of its five newest soups. The offer will be promoted via Campbell's tv commercials throughout May.

**Strictly personnel:** Theodore Rosenak, promoted to executive v.p. of Pabst Brewing Co. . . . John Taylor, to manager of marketing administration, broadcast and tv equipment division, RCA . . . James Whalen, to retail sales manager of the Jacob Ruppert Brewery.

## AGENCIES

Compton president Bart Cummings urged the advertising industry to "take off our sackcloth and take the offensive" in a talk last week before Chicago's Agate Club.

Cummings' stand: "Let's stop looking at our business with a microscope and, instead, use field glasses in scanning the American horizon."

Advertising men, he noted, should stop applauding critics of advertising and start to call attention to the

fact that it occupies an integral part of this American economy, and that it makes mass production possible because it gets people to agree on a product, thus bringing down prices for the consumer.

**Agency appointments:** Columbia Phonographs, CBS Electronics, a division of CBS, billing \$500,000, from McCann-Erickson, to Donahue & Coe . . . Citation, a new line of men's toiletries to be introduced this Fall by Mennen, to Warwick & Legler . . . The Oil Heat Council of greater Chicago, to D'Arcy . . . The Greater Miami Rambler Dealers Association, to Geyer, Morey, Madden & Ballard . . . Helene Curtis Industries' beauty salon division, to Altman-Stoller, New York . . . Brooks Foods, Inc., Collinsville, Ill., to S. E. Zubrow Co., Philadelphia . . . WLS, Chicago, to Reach, McClinton & Co.

**New quarters:** The Hollywood office of N. W. Ayer & Son, to the Taft Building, Hollywood & Vine. Edmund Rogers, Jr., v.p., is in charge.

**New officers of Campbell-Mithun, Minneapolis:** Ray Mithun, to chairman of the board of directors; Albert R. Whitman, elected president; and Norman Best, to executive v.p.

**They were elected v.p.'s:** Langdon Wesley, at Geyer, Morey, Madden & Ballard . . . Kerry Sheeran and C. James Fleming, Jr., at Ted Bates . . . Giancarlo Rossini, at Gardner . . . John Anderson,

Henry Muller, and John Souard, Jr., at B&B . . . Henry Hemstead, at D-F-S, Chicago . . . Nev Mitzman, at Ogilvy, Benson & Mather . . . Clifford McCall, Jr., at Albert Frank-Guenther Law . . . Bo Reichenbach, at Bernard B. Schmeizer, San Francisco . . . Philip Doran at Brown & Rowland, New York . . . Carolyn Churchman, at Ruben Advertising, Indianapolis . . . Herschel Goodman, at Stern, Walters & Simmons, Chicago.

**Other admen on the move:** Frank Morr, elected executive v.p. of Gordon Best Co., Chicago . . . Faris Jenkins, Neal Gilliatt, and George Park, promoted to senior v.p.'s McCann-Erickson Advertising (U.S.A.) . . . Richard Stevens, to senior v.p. in charge of administration Fletcher Richards, Calkins & Holdrege . . . Lawrence Williams, to director of radio and tv at Zimmer, Keller Calvert, Detroit . . . Ransom Dunnell, to director of radio and tv Potts-Woodbury, Kansas City.

## ASSOCIATIONS

CBS emerged as the biggest winner in the George Foster Peabody Radio & Tv Awards presented by the RTES in New York this week.

Here are the award categories, with the winners:

Tv News: *Khrushchev Abroad*, ABC.

Tv Entertainment (non musical): *The Play of The Week*, WNTA-TV, Newark, N. J., and David Susskind for *The Moon and Sixpence*, NBCTV, and *Great Music from Chicago*, WGTW, Chicago.

Tv Education: *The Population Explosion*, CBS, and *Decisions*, WGBH-TV, Boston.

Tv Contribution to International Understanding: *The Ed Sullivan Show*, CBS, and *Small World*, CBS.

Local Tv Public Service: WDSU-TV, New Orleans.

Tv Special Awards: Dr. Frank Stanton, CBS, and *The Lost Class of '59*, CBS.

Radio news: *The World Tonight*, CBS.

Radio Public Service: *Family Living*, '59, NBC.

Local Radio Public Service: WCCO, Minneapolis.

Ray Ellingsen

**P**

**HOTOGRAPHY**

can give your photographic needs the kind of attention you like . . . backed by experience and artistry!

Simply call DElaware 7-7249 or write to 12 E. Grand Ave. Chicago

In New York City

**WLIB**

has MORE

Negro programming

than ALL other

stations combined





## E PLURIBUS UNUM SQUARED

Suppose each of the thirteen original colonies sent an equal number of men to fight the Redcoats. Suppose they fought in solid phalanxes of perfect squares (that is, the men from each colony formed a square of  $n$  men on a side, so that the total number of men present was  $13n^2$ ). Suppose George Washington, the great unifier, decided to add himself to the total and rearrange the works, himself included, into one big solid, perfect square.

1. What's the smallest number of men each colony would have had to send to make the unification possible? (No fractions permitted. G.W. required whole men.)

2. What has this to do with Washington, D. C. time-buying?

*(We'll send you the answer to the first question upon request. Or, if you send us the correct solution, we'll send you a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y.)*

*(We never could figure out the answer to the second question.)*

# wmal-tv

**Channel 7 Washington, D. C.**

*An Evening Star Station, represented by H-R Television, Inc.*

Associated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

The NAB this week mailed two new jingles to the more than 2,100 radio members for use on the air beginning May—National Radio Month.

The jingles, created by Faillace Productions, Inc., promote radio stations and the medium.

NAB's manager of government relations, Vincent Wasilewski, told the House Communications and Power Subcommittee that the Association is opposed to giving the FCC power to suspend station licenses.

Regarding "payola," Wasilewski said this about NAB position: the problem might be best remedied through enactment of commercial bribery legislation rather than through amendment to Section 317.

**Mark The Calendar:**

- 4 May: SRA Advertising Awards luncheon, Waldorf-Astoria, New York, and Ambassador East Hotel, Chicago.
- 5-6 May: Montana Broadcasters Association's annual meeting, Finlen Hotel, Butte.
- 6 May: Radio & Tv Guild con-

ferences and banquet, San Francisco State College.

5-8 May: AWRT national convention, Pick-Carter Hotel, Cleveland.

10 May: Wisconsin Fm Station Clinic, University of Wisconsin, Madison.

12-15 May: AFA Fourth District convention, Beach Club Hotel, Ft. Lauderdale, Fla.

13-15 May: South Dakota Broadcasters Association meeting, Sheraton-Johnson Hotel, Rapid City.

14-16 May: AFA Second District convention, Skyline Inn, Mt. Pocono, Pa.

18-20 May: Electronic Industries Association convention, Pick Congress Hotel, Chicago.

18-21 May: Pennsylvania Association of Broadcasters, Galen Hall, Reading.

21-22 May: Illinois News Broadcasters Association spring meeting, University of Illinois, Urbana.

26-31 May: National Federation of Advertising Agencies management conference, Northernair Hotel, Three Lakes, Wis.

27-28 May: University of Kentucky Alumni Association seminar.

Subject: Communications, 1960  
 Speakers: John E. McMillin, executive editor SPONSOR, Don Whitehead, John Day, Jr., v.p., CBS News; Gilbert Kingsbury, v.p. for p.r. at Criley Broadcasting; Burton Milwar, William Small; William Arthur; Bill Ladd, Lexington, Ky.

**They were elected:**

Officers of the 4-A's Chicago Council: chairmen, Alex Franz, the firm bearing his name; vice chairman, Robert Brinkerhoff, Y&R; secretary-treasurer, William Edward D'Arcy.

Officers of the Association Maximum Service Telecaster: president, Jack Harris; 1st v.p., Charles Crutchfield; 2nd v.p., Don Davis; and secretary-treasurer, B. Old Essex.

**FILM**

The improved position of a number of syndicators in terms of business volume became clear in quarterly reports which survey the first three months of 1960.

ABC Films, for example, reports these increases in volume:

- Domestic sales, up 176% over 1959, including Canadian sales.
- Foreign sales, up 238% over 1960, counting all other areas.

Sales: *High Adventure* sold in Germany, Japan and Australia through N. R. B. Associates . . . *Economic Division of Ziv-UA* reports *Science Fiction Theater* and *Mr. District Attorney* are now in 152 and 147 markets, respectively . . . *Office Films' Almanac* sold to WGN-TV, Chicago; WOW-TV, Omaha; KSTV, El Paso; KOB-TV, Albuquerque; and WAFB-TV, Baton Rouge . . . *Banner Films' Speedway International* to WGN-TV, Chicago; KXTV, Sacramento; KSHO-TV, Las Vegas; Skyway Advertisers, Denver; WFTV, Indianapolis; KBAK-TV, Bakersfield; WNEW-TV, New York; WYTV, Milwaukee; WTVH, Peoria; WTTG, Washington; WAVY-TV, Portsmouth; KELP-TV, El Paso; WHNY-TV, Springfield.

Trade note: S.O.S. Cinema Supply announces a new Lectronotch lay timer.



**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 | \$1,761,169,000 | General Merchandise | \$ 148,789,000  |
| Food Sales                | \$ 300,486,000  | Total Retail Sales  | \$1,286,255,000 |

**KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE**

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

**KNOE-TV**

Channel 8  
 Monroe, Louisiana

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

Photo: Grambling College, Grambling, Louisiana; one of nine 4 year colleges in our coverage area. This college has an enrollment of nearly 3,000 and a staff of 238 persons.





King Henry V made things happen at Agincourt ...and



# WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility — and it is also good business. In Public Service... In Sales... And In Exciting Listening WPEN Makes Things Happen In Philadelphia.

## WPEN

Represented nationally by **GILL-PERNA**  
New York • San Francisco • Los Angeles  
Chicago • Boston • Detroit • Atlanta

CONSOLIDATED SUN RAY STATIONS




**largest ADULT**  
content per  
**100 homes**  
latest Pulse

**2**nd. in the market  
latest Pulse

**WJBO** 5000 WATTS  
full time


**WJBO** in **BATON ROUGE**  
represented by  
**HOLLINGBERRY**

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



**A Vast Urban Complex**  
*Where Millions of Your Customers*  
**WORK, EARN and SPEND.**  
and it's dominated by

**wfmy-tv**  
GREENSBORO, N. C.

**2**   
Basic Since 1949

Represented by  
Harrington, Righter & Parsons, Inc. • New York • Chicago  
• San Francisco • Atlanta  
• Boston • Detroit

**Commercials:** *Music Makers* to occupy expanded quarters at 6/8 West 57th Street, New York, on 1 July. The new facilities will include an advanced sound studio. The building will be renamed as "The Music Makers Building." . . . Cleo Hovel has joined Leo Burnett in Chicago as v.p. and assistant to the head of the tv commercial department . . . Stephen Muffatti to commercials director of Terrytoons and Eli Bauer named Terrytoons story and layout chief . . . Rex Benson appointed account executive and Jack T. Vinis to sales and production staff of United Film and Recording Studios, Chicago . . . Lionel F. Grower named v.p. in charge of the Hollywood division of Fred Niles Productions . . . John T. Westerlund and Arnold Wilkes become executive producers of Milner-Fenwick of Baltimore and Washington.

### NETWORKS

Those General Mills' Rev. Bob Richards five-minute transcriptions which Knox-Reeves has been talking to station about has found a home at CBS Radio.

They'll be aired at the rate of two a week for 13 weeks, starting 2 May.

Another CBS Radio sale the past week: 7-Up (JWT Chicago), 15 five-minute shows with the Kingston Trio for 13 weeks, beginning mid-June.

Mutual Broadcasting System has been sold again—this time to Minnesota Mining & Manufacturing Co.

Robert F. Hurleigh will continue as president of the radio network.

Terms of the purchase were not disclosed.

**Network tv sales and renewals:** Chevrolet (Campbell-Ewald) has renewed for the Dinah Shore *Chevy Show* on NBC TV next season. The series will continue its current Sunday, 9-10 p.m. period . . . The California Packing Corp. (McCann-Erickson), for thirds of *Laramie* and *Riverboat* on NBC TV, to start in May and run through the Summer . . . Positan Corp. (KHCC&A), for participations on Dick Clark's *American Bandstand*, ABC TV . . . The Bell System (Ayer) for alternate weeks with the *Bell Telephone Hour* on NBC TV next season on alternate

Fridays from 9-10 p.m. . . . The L. Gines-Wittnauer Watch Co. sponsoring three full hour *World Wide* programs, this month and next. NBC TV.

**Network personnel notes:** Robert R. Pauley, eastern sales manager has been appointed v.p. in charge of the ABC Radio network (See Network maker of the Week, page 6) . . . Arthur Fox, to the CBS TV Network affiliate relations department.

Harold B. Day, ABC TV v.p. in charge of daytime, veteran in both media and one of the most respected and liked salesman on Madison Avenue, died of a heart attack in his office last week at the age of 52.

### RADIO STATIONS

A survey to evaluate and determine the impact of radio on the independent food and drug store tailors of Greater New York sponsored by WPAT, Paterson during the summer of '59 came up with these findings:

- 77% of all druggists and 75% of all grocers have radios in their stores.

- 82% of all druggists and 60% of all grocers have car radios.

- 99% of all druggists and 90% of all grocers have radios in their homes.

- 43% of all druggists and 35% of all grocers own and use portable radios.

- Three out of four druggists and grocers use in-store radio for their own listening pleasure and are exposed to radio advertising.

- 85% of all druggists and 70% of all grocers rate music as their first preference in radio programming in-store, in-home, in-car and leisure listening.

**Another key station switches to good music policy:** Storer's WJW Cleveland, after several years of featuring a news and music personality format, changes its programming in May. Station will continue to carry the NBC news on the hour and other regular NBC network features.

**Ideas at work:**

- Win a 'dream house': KTF





THE 17<sup>TH</sup> ANNUAL  
 NEWS PICTURES OF THE YEAR COMPETITION  
 IN RECOGNITION OF  
 OUTSTANDING CONTRIBUTION TO THE FIELD OF PHOTOJOURNALISM  
 ACCLAIMS

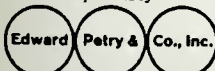
KFMB-TV, SAN DIEGO  
 NEWSFILM STATION OF THE YEAR  
 1959

THE NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION  
 SCHOOL OF JOURNALISM, UNIVERSITY OF MISSOURI  
 ENCYCLOPAEDIA BRITANNICA

FROM  
 1949  
 RIGHT TO  
 THIS MOMENT,  
 KFMB-TV  
 NEWS IS  
 STILL FIRST  
 IN RATINGS  
 AND  
 IMPORTANCE

**KFMB  TV**  
**SAN DIEGO**

*Represented by*



*The Original Station Representative*

A TRANSCONTINENT STATION  
 CHANNEL 8



**IN MASON CITY,**

**MARION,**



THE PLACE TO BE IS

**KGLO-TV**

- FIRST IN COVERAGE!\*
- TOPS IN PROGRAMMING, AND RATINGS!\*
- CBS (Of course)
- LOWEST COST PER THOUSAND!  
\*NCS #3 \*\*Pulse



**KGLO-TV**

MASON CITY, IOWA

See Branham Co. National Reps.

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 1/2 hours of local public service programming each week.

**WTHI-TV**

CHANNEL 10 CBS - ABC

**TERRE HAUTE**

INDIANA

Represented Nationally by Bolling Co.

Austin, next week wraps-up its two-months long "Dream House" contest. The idea: Listeners, via a heavy schedule of on-the-air promotions, are asked to write a 10-word slogan promoting Civil Defense and to identify a "mystery scene" from photographs displayed at the site of the dream house. Winner receives this fully-equipped home.

• **Promoting good landscape:**

Last week culminated a civic project initiated and supported by KCBS, San Francisco, dubbed "Plant A Tree Week." During this week some 6,000 trees were planted in 28 different cities throughout the Bay Area. Awarded for the best landscaping was Sunnysvale.

• **Spring snowmen:** Heavy snowfall in Cincinnati during late March prompted WCKY to come up with this quickie promotion: station offered awards for photographs of snowmen bearing the WCKY call letters.

**This 'n' data:** Quality Radio Group member stations will hold a June programing, promotion and public relations clinic . . . **WLIB, New York**, has aired more than 200 special radio newscasts and features on aspects of the Civil Rights bill since 24 February . . . **KDKA, Pittsburgh**, last week staged, in cooperation with the Easter Seal Society, a "Big K Easter Egg Scramble" for children from six to 12 years of age.

**Station staffers:** Mark Evans, named v.p. of public affairs for Metropolitan Broadcasting Corp. . . . **Al Boyd**, to national sales manager, and **Armand Belli**, sales manager, WLS, Chicago . . . **Inez Aimee**, to research and sales promotion director for WINS, New York . . . **Randell Clay**, to sales manager for WOAI, San Antonio . . . Five new v.p.'s elected at Storer: **Terry Lee**, WAGA-TV, Atlanta; **Reginald Martin**, WSPD, Toledo; **Ben Wickham**, WJW-TV, Cleveland; **Bernard Neary**, WGBS, Miami; and **Maurice McMurray**, national sales director headquartered in New York.

**REPRESENTATIVES**

FTC chairman Earl Kintner will be keynote speaker at the SRA 1960 Advertising Awards lunch-

eon a week from Wednesday May).

The honors: the "Silver Nail" time buyer of the year award, the "Golden Key" award, and, for the first time, the "Chicago" timebuyer of the year award.

The presentations will be made in New York at the Waldorf-Astoria and simultaneously in Chicago at the Ambassador East Hotel.

**NBC Spot Sales this week issued the results of its Timebuyer Opinion Panel on "State Public Service Programing."**

The highlights:

• Seventy-two percent of the panel would recommend the purchase of a public service show if they were supplied more qualitative information.

• Sixty-five percent feel that station having a strong public service image provides greater sales effectiveness for advertisers.

• Ninety-five percent agreed that public service is effective in molding a corporate image.

• The top three types of public service programing that panelists believe have the greatest audience appeal during evening time are news, significance, documentary, and local problems.

Seventeen sales representatives from national radio and tv firms and local stations participated in the D'Arcy "Media Relations Seminar" in St. Louis last week.

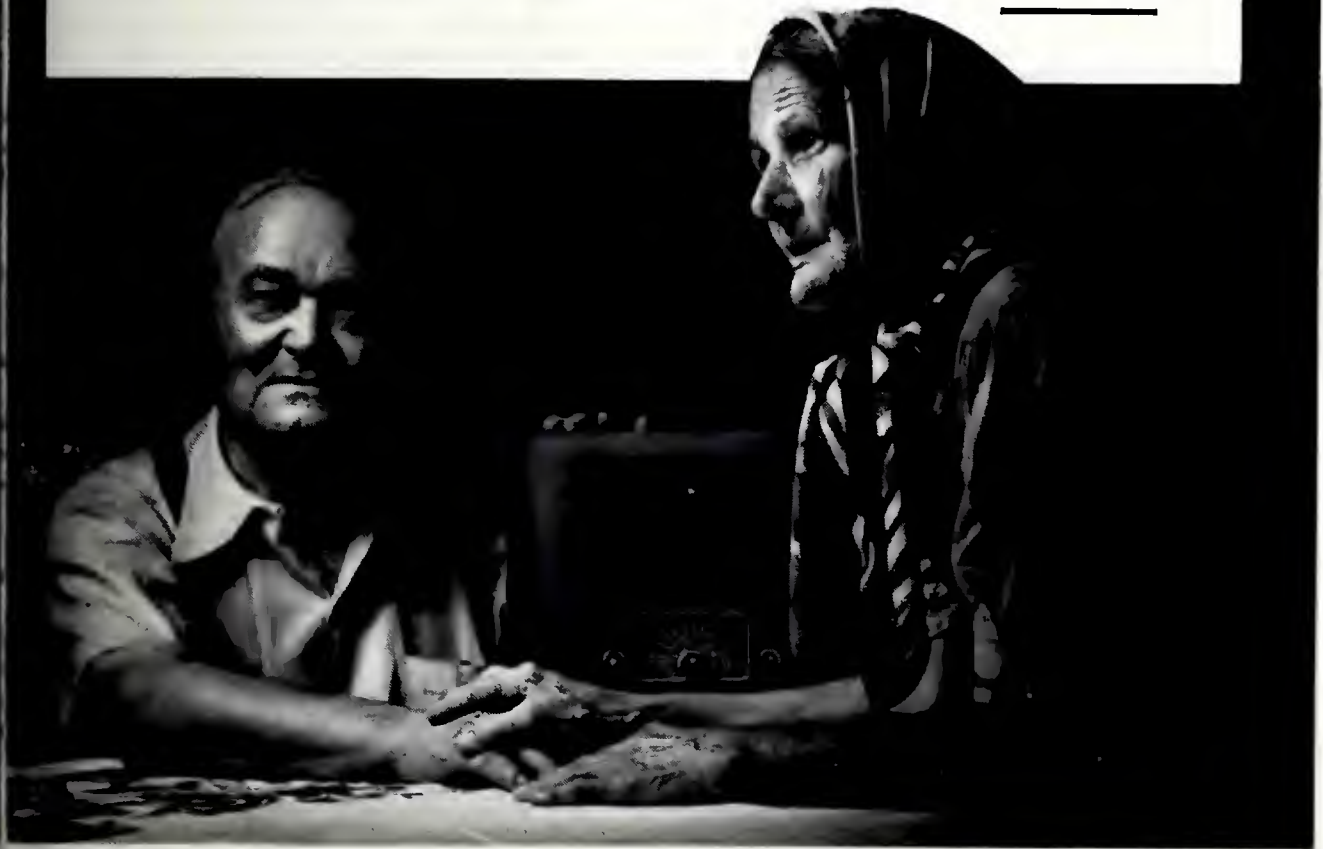
The program was the 11th in a continuing series of meetings between agency personnel and media representatives instituted two years ago to introduce D'Arcy to the reps on a personal basis.

Among the participants: **A. Knippenberg** and **Tom Taylor**, PG Fred Edwards, Weed & Co.; **Tom Simpson**, Adam Young; **Fred Man**, Paul H. Raymer; **Tom Helington**, Katz; **Arthur Kelley**, H and Eugene Gray, Bolling Co.

**Rep appointments:** **KWKY**, Des Moines, to **Broadcast Time Sales** . . . **KXII-TV**, Ardmore, Okla., to **Shuman-Denison**, Tex., to **Venard, R. Toul & McConnell** . . . **WABY**, Albany; **WRIP**, Chattanooga; **WDMV**, Pocomoke City, Md., to **H. Walton Associates** . . . **WKN**



# THIS CAPTIVE AUDIENCE IS TRYING TO REACH YOU!



## Help forge the only link with freedom that 76 million satellite captives have— support Radio Free Europe

Leaders of the broadcasting industry—men like Goldenson, McGannon, Sarnoff and Stanton—are today urging you to help tell the truth to the audience that needs it most. Use *your* programs, *your* voice to back up your Radio Free Europe colleagues. Seldom has American broadcasting had such an opportunity to help sustain *free* broadcasting throughout the world. Your RFE kit contains all the radio and television materials you need to do a complete job.

### What Radio Free Europe is

RFE is a privately supported network of 28 transmitter and relay stations broadcasting to

*76 million* captive peoples in Poland, Hungary, Czechoslovakia, Bulgaria and Romania. It is on the air up to 18 hours a day reaching this vital, truth-hungry audience.

### Why RFE is important

Without broadcasts like those of RFE, the captive peoples of satellite countries would never know the truth about the outside world. It gives moral sustenance to those nations which have traditionally loved freedom. During the Special Campaign period, April 24—May 8, please give Radio Free Europe your all-out personal support.

# Broadcasters for Radio Free Europe

# YOU KCAN'T KCOVER TEXAS

without

# KCEN-TV



5 & 10!

our plans for top rated spots in class B, C and D time deliver viewers at lowest cost per thousand.

**NBC**

**CHANNEL  
KCEN-TV**

TEMPLE - WACO

**BLAIR TELEVISION ASSOCIATES**  
National Representatives

Keene, N. H., and WKNY, Kingston, N. Y., to Walker-Rawalt Co. as their New England rep.

**New offices:** Hal Walton Associates, New York, opened a Midwest sales office at 333 North Michigan Avenue, Chicago.

**Rep appointments — personnel:** Richard Levy, to tv account executive in the New York office of Edward Petry & Co. . . . Gideon Giliam, to the Atlanta radio sales staff, and John Sherwin, to the New York tv sales staff of the Katz Agency . . . John Rohrbach, Jr., to account executive in the NBC TV Spot Sales, Central Division . . . Roger Choquet, to sales and sales promotion at Foster & Creed, New England regional rep.

## TV STATIONS

The tobacco industry in 1959 had record gross time billings on national and regional spot and network tv of \$106,659,190, compared with \$93,443,822 spent in 1958 reports TvB-BAR-LNA.

Cigaret advertising spot and network tv gross time billings totalled \$96,356,529, compared with \$89,248,461 in 1958. Cigars and pipe tobacco gross time billings on spot and network tv in '59 were \$9,635,647 as against \$3,413,776 in 1958.

Here are the gross time billings of the top 10 cigaret brands on tv during 1959, according to TvB:

| BRAND           | SPOT        | NETWORK     |
|-----------------|-------------|-------------|
| 1. Kent         | \$2,859,230 | \$7,331,735 |
| 2. Viceroy      | 3,125,610   | 5,236,084   |
| 3. Winston      | 1,096,860   | 6,195,042   |
| 4. Salem        | 2,266,130   | 4,633,990   |
| 5. L&M          | 1,474,890   | 5,093,975   |
| 6. Camel        | 809,000     | 5,275,128   |
| 7. Pall Mall    | 1,020,600   | 4,098,601   |
| 8. Parliament   | 2,285,540   | 2,705,102   |
| 9. Chesterfield | 392,380     | 3,968,516   |
| 10. Tareyton    | 1,676,670   | 2,091,869   |

**More industry expenditures on tv during 1959, as reported by TvB:**

• The nation's brewers used tv at a record pace as their number one advertising medium last year. National spot tv advertising gross time billings were \$42,945,000, against \$40,299,000 in '58. Network gross

time billings for beer and ale advertising in '59 were \$6,021,026 compared with \$5,873,656 in 1958. The 10 leading brewery tv spenders in order: Anheuser-Busch, Falstaff, Schlitz, Carling, Pabst, Hamm, Ruppert, National, Piel Bros., and Blantine.

• The toy industry also turned tv at a record pace. Network and spot tv gross time billings last year were \$6,206,764 — an increase of 77% over 1958's \$3,497,873. The leading toy and game spenders in order: Mattel, Remco, Louis Marx, Colortforms, Ideal, Emenee Industries, American Character Doll, Hassenfeld Bros., Selchow & Righter, and Hold Hahn.

**TIO chairman Louis Hausman** at the NAB convention, introduced a monthly bulletin listing outstanding contributions in information, education and the arts presented over Chicago's four commercial tv stations.

The stations cooperating in the bulletin's publication: WBKB, WBBM-TV, WNBQ, and WGN-TV.

A similar service is being undertaken by Los Angeles' seven tv stations.

**On the personnel front:** Edward Pfeiffer, to sales manager of WGTN-TV, Buffalo . . . Clay Forker, to national sales manager of WFGA-TV, Jacksonville . . . Gideon Klein, sales manager of KWWL-TV, Waterloo, Iowa . . . George Andrick, local sales manager of WSAZ-TV, Huntington, W. Va. . . . Lew Carpenter, to the advertising department of WLUK-TV, Green Bay . . . Don Pierce, to account executive WSPA-TV, Spartanburg . . . James Gustafson, to local sales manager and George Oliviere, to account executive at WTTG-TV, Washington, D. C. . . . Eugene McCurdy, to director of local sales for WBAL-TV, Baltimore . . . Hugh Wallace, national sales account executive for WNAC-TV, Boston . . . Carl Burland, to general manager of TIO . . . Mary Herrick, to sales promotion director of WTOP-TV, Washington, D. C. . . . Ted Rosenberg, to director of sales for The Leonard F. Feiman Co. . . . Earl Hickerson, operations director of KOCO-TV, Oklahoma City.





**Top  
family shows  
add to the  
big new picture  
in  
CHARLOTTE**

THE REAL McCOYS  
DINAH SHORE  
PERRY COMO  
OZZIE & HARRIET  
ERNE FORD  
DONNA REED SHOW  
AMERICAN BANDSTAND  
LAWRENCE WELK  
ARTHUR MURRAY  
LEAVE IT TO BEAVER  
THIS IS YOUR LIFE  
THE LONE RANGER  
GAIL STORM

Advertisers who know the value of a big "viewers per  
hour" figure can make book on this—nowhere in the  
Carolinas will you find family fare to equal that of  
Charlotte's WSOC-TV. The pick of NBC and ABC, plus  
high-rated syndicates and top film libraries, is rapidly  
changing the viewing habits of America's 25th largest  
market. Buy WSOC-TV, the big area station.

**WSOC-TV**

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

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

# \$ 100 WEEKLY BUDGET?



On WJAR, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of adult buyers, and the lowest cost per thousand impressions on any Providence station.\*

# \$ 200 WEEKLY BUDGET?



On WJAR, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. **WANT RESULTS? BUY ADULTS** at the lowest cost per thousand in the market.\*

**"QUALITY IS  
WELCOME EVERYWHERE"**

\*Pulse Oct. '59  
and NCS



Sister station of WJAR - TV

Represented by



The Original Station Representative

## FEDERATED NAB


(Continued from page 55)

volume of the associations themselves.

Some questions have been raised as to where (if anywhere) such organizations as TvB, TIO, RAB, AMST, and others fit into the Federation plan.

Nothing in the SPONSOR proposal envisions any change in the current structure, and relationships, of these groups. The establishment of separate associations, however, would provide a spearhead for all activities concerning a particular type of broadcasting, and should work for greater co-ordination of this work.

11 years ago, SPONSOR said, "The NAB has outlived its usefulness as a giant grab bag. Broadcasting needs an overall spokesman. It also needs aggressive groups that will fight for television, for AM radio, for FM radio, and for every other form of electronic entertainment the future may uncover. Only a Federated NAB can do this job."

SPONSOR urges industry consideration of these principles today. 


## HIGBEE'S

(Continued from page 49)

performance will turn out to be.

The music and comment is worked into a standard format developed by Harris, comprising 10 minutes of music, followed immediately by a minute and a half commercial. The pitch stresses the store and station phone numbers, where orders may be placed. The tone is intense, with a "buy now" theme. The pitch gives way to the comment, which in turn leads into the music and so the cycle runs for three hours.

Client reaction was summed up by a Higbee's music department spokesman, saying, "We're delighted! In addition to those who call in and order the evening of the show, we always receive an added 10% more business in the next few days. And amazingly enough, there are very few cancellations of any of these orders."

At the moment, the spectacular schedule has been set back to one-a-week because of the baseball season and problems in clearing time. However, they'll be back up at two in September, as night radio continues to hit the jackpot for Higbee's. 

## SPONSOR ASKS

(Continued from page 53)

toy retailing for less than a dollar.


The toy, "Slap-Stik" (a revolving hoop-like gadget attached to a stick was secured by the WKTV promotion department from the Keen-Eye Company of Butler, Wis. This marked the toy's debut in this area. Youngsters in the Playworld kiddie show viewing audience were given a brief (less than 60 seconds) demonstration of the mobile toy. They were then invited to enter their name in a drawing during which a dozen youngsters would each win a coveted toy.

The gimmick here, of course was that to compete in the drawing, children had to deposit their names in a receptacle in the sponsor store. Naturally, the sponsor anticipated (with tongue in cheek) a certain amount of increased traffic as a result. He was totally unprepared, however, for the surge of traffic. Youngsters of all ages experienced a mass attraction for the little toy!

They came, all sizes, all shapes and from miles around, everywhere in the Mohawk Valley! They came to drop their childishly scrawled names into the "Slap-Stik" drawing box—and with their reluctant parents in tow. Parents who had been accustomed to shopping elsewhere, found themselves, all of a sudden, examining, and purchasing, the Playworld wares.

Hundreds of new customers were acquired by Playworld during the "Slap-Stik" drawing promotion staged over a four-week highly competitive shopping season. Persons who admittedly had never set foot inside Playworld were forcefully guided into the store by their young ones.

The end result was a sizable sales increase of toys available at comparable prices in many retail toy shops in the area. The Playworld management, whose elevated eyebrows had not yet returned to their normal position, is convinced that tv advertising is, after all, the most potent.

To us, here at WKTV, it points out that all it takes to direct an unusual amount of traffic into a store devoid of unique items, is looking about for a little gadget small in size but large in attraction. Then your potential is only limited by your imagination to set sales soaring and win new friends for tv. 



# fatter pot <sup>S</sup> You rake in much

more audience when you put your sales message on  
**KELO-TV SIOUX FALLS** and its booster hookups.



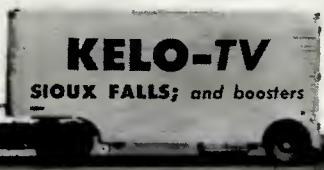
## KELO-LAND tv gives you . . .

- 48.6% MORE VIEWERS than the highest rated Omaha station
- 49.2% MORE VIEWERS than the highest rated Des Moines station
- 46.8% MORE VIEWERS than the highest rated Duluth station
- 84.3% MORE VIEWERS than the highest rated Sioux City station
- 96.0% MORE VIEWERS than the highest rated Fargo station

And KELO-LAND'S husky audience outdelivers TWO of the four Minneapolis-St. Paul stations, by 204.5% and 10.5% respectively. **YOUR BET, MR. ADVERTISER!**



# KELO tv LAND



General Offices: Sioux Falls, S.D.

JOE FLOYD, President • Evans Nord, General Manager • Larry Bentson, Vice-Pres.

Represented Nationally by H. B. In Minneapolis: Wams. Evans & Associates

BS • ABC

ated from Nov. ARB 6  
 o.m. 7 days a week. Sur-  
 how that KELO-LAND  
 the same general rate  
 priority all hours.

ava poker  
 pler, who me?  
 KELO-LAND  
 ho up that gives  
 the winning hand."



| APRIL |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|
| S     | M  | T  | W  | T  | F  | S  |
|       |    |    |    |    | 1  | 2  |
| 3     | 4  | 5  | 6  | 7  | 8  | 9  |
| 10    | 11 | 12 | 13 | 14 | 15 | 16 |
| 17    | 18 | 19 | 20 | 21 | 22 | 23 |
| 24    | 25 | 26 | 27 | 28 | 29 | 30 |

*Miss April*

Miss April is so sure  
it is going to rain,  
she has prepared for it . . .  
and we are so sure  
that you'll want to buy  
Oklahoma's largest coverage,  
we have reserved same  
time for you on . . . .

**THE STATION WITH  
AN IMAGINATION . . .**

**KOCO-TV**



CHANNEL  
**5**

**OKLAHOMA CITY**

**BEN WEST, GEN. MGR.**

**BLAIR TELEVISION ASSOCIATES.**

## Tv and radio NEWSMAKERS



**Carl Lindemann, Jr.**, has been named v.p. of program sales, NBC TV. Previously v.p. of daytime programs, he joined the network in April, 1948, rose to associate producer of *The Kate Smith Hour* in 1953, and a year later, was named senior unit manager of the *Home* show. He has also held the post of business manager of the NBC TV program department. A native of New Jersey, Lindemann and his family currently live in Old Greenwich, Conn. He is a graduate of Massachusetts Institute of Technology.

**Larry Saunders**, account executive at WTAR, Norfolk, has been presented with the 1960 Distinguished Salesman Award by the Norfolk-Portsmouth Sales Executive Club. Saunders began his radio career at age 15 as announcer at various Tidewater stations. He joined WTAR in the same capacity in 1955, became news editor in 1957, and joined the sales staff in '59. Saunders was graduated from the University of North Carolina in 1957, and received the Va. Associated Press Award for special events in 1958.



**Felix Jackson** has been appointed v.p. NBC TV programs, West Coast. Before joining the network last month, he was Y&R and CBS TV where he produced *Schlitz Playhouse of Stars*, *Four Star Playhouse* and *Studio One*. At Y&R, he supervised all dramatic tv programs sponsored by the agency's clients. As a writer, Jackson was associated with *Robert Montgomery Presents*, *Pulitzer Prize Playhouse*, and other programs. Born and educated in Europe, he now lives with his family in Sherman Oaks, Calif.

**Clay E. Forker** has been appointed national sales manager of WFGA-TV, Jacksonville, Fla. Before joining Channel 12, he was v.p. and office manager of Paul H. Rayer Co., Chicago representatives. Previously, Forker was account executive for the Dupont Divisions at BBDO and account executive for Chevrolet at Campbell-Ewald. Also promoted: William Walker, to assistant national sales manager. He joined WFGA-TV three years ago and has served as promotion manager and regional sales manager.





A BRIEF

# HISTOIRE D'AIR FRANCE

(that is also a history of French aviation)

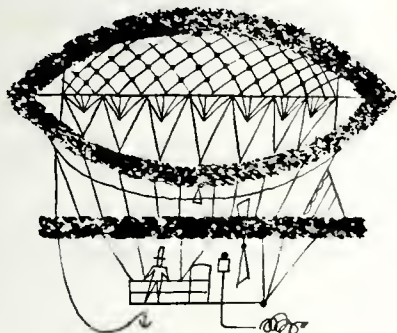
## L'HISTOIRE ANCIENNE



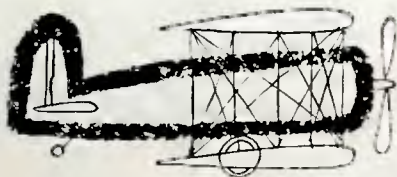
**FIRST MEN TO FLY.** Joseph and Etienne Montgolfier successfully take to the skies, June 5, 1783. Man's ancient dream of air-borne travel suddenly becomes a practical reality.

## L'HISTOIRE "PIONEER"

**FIRST ENGINE-POWERED DIRIGIBLE.** Remarkable speed of 6½ MPH was clocked by Henri Gifford on a Paris-Trappe flight, September 24, 1852. An early demonstration of the French genius for technical achievement that is a tradition with Air France today.

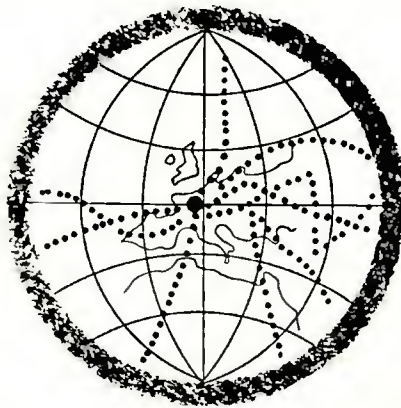


**FIRST INTERNATIONAL PASSENGER FLIGHT.** Air France's flight from Paris to London, February 8, 1919. Eleven passengers made the trip. Flew 187 miles in 2½ hours. Today, Air France passengers fly 1500 miles in the same 2½ hours.



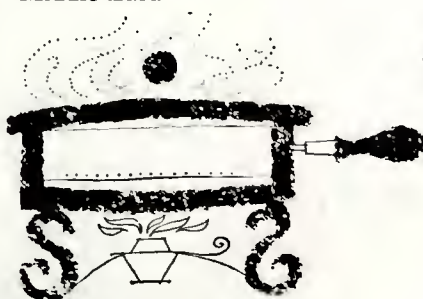
**FIRST INTERNATIONAL FLIGHT.** French aviation gained new stature when Louis Blériot flew 25 miles across the English Channel, July 25, 1909. This memorable journey focused world attention on the immense possibilities of commercial flight.

## L'HISTOIRE MODERNE



**LES PLUS GRANDES ROUTES.** Today, Air France the world's largest airline. Routes cover more than 202,000 unduplicated miles...connect 210 cities in 76 countries. Air France is the largest French airline, too. Though it cooperates closely with all other French airlines, none are part of Air France. As the official French national airline, Air France maintains its unique identity...the oldest, the largest, the most experienced of all.

**LES PLUS GRANDS JETS.** All Air France jets are superb! The 707 Intercontinentals are the largest, fastest, longest-range jets in the world. Air France Caravelle Jets have an outstanding performance record. Air France uses both to provide the world's only jet-to-jet service between the U.S.A., Europe, Africa and the Middle East.



**LE PLUS GRAND SERVICE.** Air France service is incredibly lavish, incomparably French. On every flight, passengers enjoy superb French cuisine, exquisite French service at no extra cost. Experienced Air France pilots are experts at providing smooth, restful flights. They have flown more than 5 000 000 pure jet passenger miles.

# SPONSOR SPEAKS

## Needed: a better NAB market place

Broadcasters come to an NAB Convention to (1) attend meetings, (2) visit with friends and exchange points of view, (3) check up on new developments and products with an eye to doing some buying, and (4) have some fun.

The 1960 Convention wasn't much fun. Nor was the agenda anything to shout about. But what caused special distress and frustration was the fact that anyone trying to visit the scores of commercial firms quartered in the Conrad Hilton was in for a hard time. The broadcasters didn't like it. The services were unhappy.

Aside from the heavy equipment, like RCA, Ampex, Gates, Collins, and GE, the marketplace was missing. And, in our opinion, an easy-to-find and easy-to-look-through market place is an essential at an NAB Convention.

Several years ago the Convention market place was discontinued and for a good reason. It had gotten out of hand. It was honky-tonk. The NAB was forced to take action.

After two years, SPONSOR concludes the cure is worse than the disease. We believe that the marketplace should be restored, that it can be restored in a sensible, orderly fashion.

Here is the SPONSOR plan.

We recommend that, effective with the 1961 convention, the many services now scattered throughout the convention hotel be invited to rent space in a specified and easily accessible area. Ground rules, including visiting hours and exhibiting standards, should be carefully spelled out and adhered to. Exhibitors should be grouped on the floor according to service categories. Everyone would cooperate.

A useful marketplace will add immeasurably to the value of the Annual Convention. It must be restored. We urge that the NAB reconsider this urgent matter so that the 1961 Convention will provide a better exchange of information on ideas, services, and products.



**THIS WE FIGHT FOR:** *Continuing improvement in radio/tv commercials. (Incidentally, have you registered for SPONSOR's 1st American Tv Commercials Festival—18-20 May?)*

## 10-SECOND SPOTS

**Capsuled:** Columnist Kupcinet in the *Chicago Sun-Times* reported this summing up by Ben Klitzner of the NAB Convention—"From hookups to hi cups."

**Brrrr:** RCA's John P. Taylor passed on this overheard snatch of conversation between two visitors at the RCA automation exhibit in Chicago during the NAB Convention—

1ST VISITOR: (*Looking at the automation equipment*) Just think what that stuff will cost.

2ND VISITOR: Just think of what it save!

**Quote:** 77 *Sunset Strip* star, 41-year-old Efrem Zimbalist, Jr., in *Tv Guide*—"A tv series is a fine idea for an actor who is 25 or younger. He still has plenty of time left to live down."

**Information, please:** An admiral who spent some years in the Pacific with the Marines tells us that in Cantonese "Ma Ti Ni" means "Kick of a horse."

**Ahoy, Hathaway:** CBS TV's R. Skelton on *At Random* over WBBM Chicago—"I'm marketing eye patch for people who love Lucy but can't stand Desi."

**Partisan:** A SPONSOR staffer called a N.Y.C. fm radio station to ask for some information. She said she was from SPONSOR. Replied the switchboard gal at the fm outlet: "But that would be like helping the enemy."

**Right, Mrs. Post?** Hardwick, d.j. KVI, Seattle, gives this etiquette tip—"It is improper to walk out of a party of any kind . . . Be a gentleman and wait until you are carried out."

**Definition:** Tv/radio coverage of upcoming national political conventions — Soft-soap operas. — From Hughes.

**Recall:** On *New York Story* program over WCBS Radio, N. Y., a girl from the U.S.S.R.'s Georgian Folk Dancers kept insisting, "No spik English," until she came to the commercial for Dannon Yogurt. Then she told in great detail—and in pretty good English—how yogurt was invented in her homeland. *Not another fix?*



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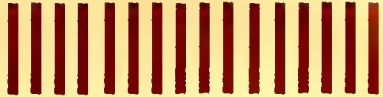
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