

Television Age

How does television reach America's rich farm market? PAGE 31

Car sales soar in Columbus since dealers turned to tv PAGE 38

What's the secret of breaking spots into feature film? PAGE 40

wfrv-TV **CH. 5** delivers
GREEN BAY

Lowest cost per million

See Headley-Reed

Now **NBC** too!

Actually WFRV-TV Channel 5, Green Bay, Wisconsin delivers 6,000,000 eyes and ears.

STACKED!

CBS

Gumshoe
Have Gun Will Travel
Playhouse 90
Jack Benny
Ed Sullivan
Alfred Hitchcock
G.E. Theatre
Phil Silvers
Person to Person
Perry Mason

Oh Susanna
Jackie Gleason
Name that Tune
December Bride
The Millionaire
I've Got A Secret
Danny Thomas
Red Skelton
To Tell the Truth
Douglas Edwards
What's My Line
Keep Talking

Lessie
Bachelor Father
20th Century
Hit Parade
Trackdown
Zane Grey
Lux Playhouse
Wanted Dead or Alive
Robin Hood
Mighty Mouse
Garry Moore
Captain Kangaroo
For Love or Money

Play Your Hunch
Arthur Godfrey
Top Dollar
Love of Life
World Turns
Jimmy Dean
House Party
Big Payoff
Verdict is Yours
Edge of Night
Secret Storm
CBS Hockey
Parade

ABC

Cheyenne
Sugarfoot
Zorro
Walt Disney
Lawrence Welk
Rin Tin Tin
American Bandstand
Mickey Mouse Club
Wed. Night Fights
Voice of Firestone

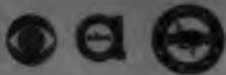
Pat Boone
The Lawman
Patti Page
All-Star Golf

NTA

This Is Alice
Man Without a Gun
How to Marry A
Millionaire

as for coverage, NCS #3 confirms Channel 9 domination in the rich Upper Ohio Valley.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., N.Y. • 41 Smithfield St., Pittsburgh
Represented by Averg-Macdonell, Inc.



WSTV-TV

JANUARY 26, 1959

Television Age

31 TELEVISION HARVEST

Rural America—and farm-product advertisers—reap rich benefits from tv farm programs

37 TELEVISION FARM DIRECTORS

Current list of farm-department heads of stations throughout rural areas of the U.S.

38 SALES SPARKLE

Columbus automobile dealers hang up shining mark with the assistance of television

40 IT'S THE BREAKS THAT COUNT

Picking right spots for feature-film commercials is more of an art than a science

75 NYLON YARN

Du Pont breaks a precedent to promote the first synthetic on its 20th anniversary

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TAKE A CLOSER LOOK AT San Antonio!



Make Certain Your
Spots Can Be Seen
CLEARLY!

There's a unique situation in San Antonio that requires a closer look. Before you buy time in this great market, be sure you get the complete picture.

Channel
K 12
O N O
tv

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

Represented by
H-R TELEVISION • CLARKE BROWN

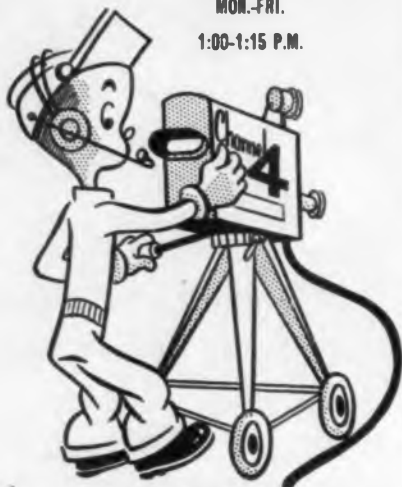
LADIES LISTEN

to NEWS & WEATHER

• WOMEN ARE THE MOST DOMINANT VIEWERS* EVERY DAY, MONDAY THROUGH FRIDAY, DURING ALL SCHEDULED NEWS AND WEATHER CAST! NOW....

"MIDDAY EDITION"

MON.-FRI.
1:00-1:15 P.M.



• 83% OF ADULT AUDIENCE** ARE WOMEN,
MONDAY THROUGH FRIDAY 1:00-1:15 P.M.

* ARB Report April '58
** PULSE January '58

Low CPM
Class "C" Plan

Channel
WRBL-TV

4



The only media completely covering and dominating this rich progressive trade area.

CALL
The HOLLINGBERY CO.

Letter from the Publisher

Community Antennas and the FCC

The FCC's refusal to regulate community antenna systems has been one of the most glaring derelictions in the history of that august body. The existence of community antenna systems is contrary to the intent of the Communications Act. The FCC's attitude towards this all-important problem has been to turn its back and do nothing.

Meanwhile, the community antenna systems have sprung up all over the country and in many areas are directly competitive with local service. By picking programs off the air and selling the service to subscribers, community antenna systems are in a unique business. It is probably the only enterprise where the promoter pays absolutely nothing for the programming transmitted. Programming costs are high, whether it be network programming, syndicated shows or rights paid for local sporting events. Add to this many hidden costs such as music licensing, and it adds up to a wonderful deal for the community antenna operator. Combining as it does the use of broadcast facilities with closed circuit, it is the only communication of its type not regulated by the FCC. In the face of this paradoxical situation the CATV systems have had a field day.

Cox Points Up Error

It remained for Kenneth Cox, special counsel for the Senate Commerce Committee, to show the FCC the error of its ways. Mr. Cox's report, which has the support of Senator Warren Magnuson (D-Wash.), is the kind of document which should have come out of the FCC. The FCC has privately complained that its functions were at times usurped by the Senate Commerce Committee. Here is an instance where the laxity of the commission forced the Senate Commerce Committee to call attention to some important deficiencies in broadcast regulation. "It is unfair," the Cox report stated, "to impose standards of public service on part of those who furnish tv service to the public while leaving others similarly engaged free of all such obligations. It seems quite clear that the over-all tv industry cannot thrive and grow to the greatest united public interest if it continues to exist only half regulated."

Competitor of Station

The economic aspects of unlimited, unregulated CATV systems also came under Mr. Cox's scrutiny. "With the lapse of time," the report stated, "the CATV system ceases to be the benefactor of the new station and becomes its competitor. The question is, therefore, whether on balance and in the long run the antenna system is going to build or destroy stations' economic support."

Admittedly, the CATV systems give circulation in fringe-area communities. At the same time, a successful CATV system precludes a station operating a needed local community service and in some areas has threatened the survival of existing stations. All of these factors make it imperative that the FCC step in and regulate CATV. It can no longer ignore an important area of broadcast business which comes under its jurisdiction on the basis of realistic applications of the Communications Act.

Cordially,

S. J. Paul



RUSS VAN DYKE MARY JANE CHINN

Man Alive!



PAUL RHOADES BILL RILEY AL COUPEE



WM DOUGLASS RON SHOOP BILL JOHNSON



DON SOLIDAY GORDON GAMMACH



WALT RENO TED HAZARD



THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV'S "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales \$1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

You've Got A Live One When You Buy

KRNT TV

A COWLES
OPERATION
CH. 8

Here is the Up-Dated Picture in the South Bend Station Standings

Trendex Ratings 9:30-11 Wednesday, January 14 (telephone coincidental for the South Bend-Elkhart Market)

9:30-10 60.4 Sets-In-Use		
	Share of Audience	Rating
WNDU-TV ("Flight")	29.1	17.6
Station B	48.5	29.3
Station C	19.4	11.7
Others	3.0	1.8
10-10:15 52.8 Sets-In-Use		
WNDU-TV ("News & Weather")	39.5	20.9
Station B	39.5	20.9
Station C	21.0	11.0
10:15-10:30 53.2 Sets-In-Use		
WNDU-TV ("Jack Paar Show")	36.3	19.3
Station B	41.5	22.1
Station C	22.2	11.8
10:30-11 36.4 Sets-In-Use		
WNDU-TV ("Jack Paar Show")	49.5	18.0
Station B	35.1	12.8
Station C	10.8	3.9
Others	4.6	1.7

Call Petry for the Trendex Study.

Bernie Barth
Tom Hamilton



VOL. VI

NO. 13

Publisher
S. J. Paul

Editor
Art King

Associate Editors
Daniel Richman
Dick Donnelly
Don Dunn

Assistant Editor
Virginia Peters

Washington Correspondent
David Stewart

Eastern Sales Manager
Don Kuyk

Advertising Representative
Ben Rachlis

Production Director
Fred Lounsbury

Advertising, Sales Service
Lee Sheridan

Circulation Director
H. C. Gainer

Reader's Service Dept.
Marcia Krinsley

Business Office
G. S. Smith

Chicago Office
333 North Michigan
Tel: FRanklin 2-7100

West Coast Office
R. J. Friedman
5880 Hollywood Blvd.
Los Angeles
Hollywood 7-5625

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NOW



the
first

ITC

series
of
stature
to be
offered
for

local and regional
sponsorship

ACTION!

Two-fisted drama with a one two punch!



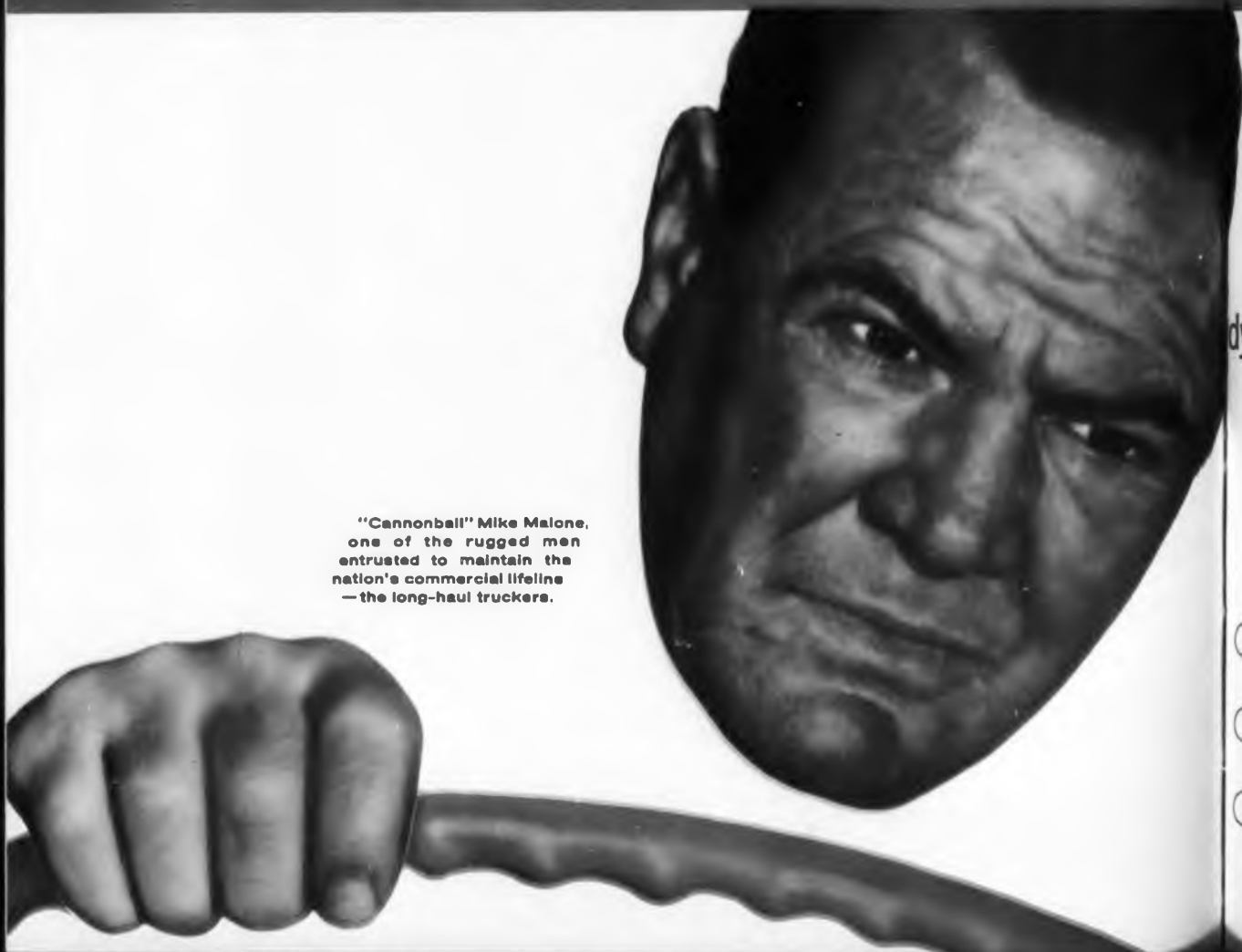
ADVENTURE!

Danger can lurk at every turn of the road!



CANNONBALL

"Cannonball" Mike Malone,
one of the rugged men
entrusted to maintain the
nation's commercial lifeline
— the long-haul truckers.



EMOTION!

Real moments and warm human interest!

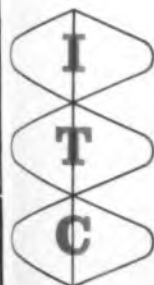
IDENTIFICATION!

The empathy of real-life people!



UMBALL

Created and produced by Robert Maxwell,
famed creator of *Lassie*,
and combining for the first time
dynamic action adventure and intense human interest
in a brand-new series.



INDEPENDENT

TELEVISION

CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100

**REACH
HER
FIRST
IN
DETROIT**



with WJBK-TV's **MORNING
SHOW
MOVIE!**

Children off to school . . . husband off to work . . . a cup of coffee and now a Good Movie! The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

"Famous on the local scene"

WJBK-TV

CHANNEL



DETROIT

100,000 Watts CBS AFFILIATE 1057-foot tower N. Y. Sales Office: 623 Madison Ave., N. Y. 22 • PLaza 1-3940



Storer Television

WJBK-TV WJW-TV WSPD-TV WAGA-TV WITI-TV
Detroit Cleveland Toledo Atlanta Milwaukee

Colgate Spends More and More in Tv

Colgate-Palmolive's television spending increased more than \$4 million in 1958, when the giant company put more than \$30 million into the medium. Total budget for Colgate-Palmolive advertising in 1958 came to an estimated \$46 million, with 66 per cent in spot and network tv and the balance in all other media combined.

Busch Bavarian Push

Anheuser-Busch, Inc., St. Louis brewer of Budweiser beer, is reportedly stepping up activity on getting its Busch Bavarian brand into national distribution. The newer beer expanded last summer and fall from its original midwest territory, moving into Texas, Florida, Ohio and other states, coming as far east as Pennsylvania. The reason behind the heightened drive is the brewery's participation buy of NBC-TV's nationally viewed *Game of the Week* telecast this year. (One of seven teams contracted to play before the cameras is the Busch-owned St. Louis Cardinals.) While the sponsorship deal has not yet been officially announced, John Naylor, account executive on the Bavarian brand at Gardner Advertising Co., St. Louis, is believed to have finalized it early this month in New York.

Take-It-With-You Tv

Really portable tv within the year is the prediction of Philco Corp. officials. The company recently press-previewed an "advanced automated" transistor production line that should make battery-controlled sets feasible. To date, transistors have required several phases of hand production, keeping the rate of turnout down to about 100 an hour. By March, Philco believes it will be able to turn out the tiny conductors at the rate of more than 400 an hour. The speed-up would mean that assembly-line battery tv's could be made to be sold at retail. Several set manufacturers have exhibited handmade battery sets, but none has yet marketed one.

Super Suds Drive

Mid-February is the starting date for a new spot campaign for Colgate-Palmolive's Super Suds. The product ran 13-week schedules of day and night minutes and 20's late last year in about 25 top markets, and will return to virtually the same list of markets for another 14 weeks. Cunningham & Walsh, Inc., New York, is the agency; Steve Semons is the timebuyer.

NBC-TV Bullish on Ampex Equipment

NBC-TV's \$862,560 purchase of Ampex videotape equipment again raises the question of what its parent company, RCA, is doing in the field. The network is using several RCA prototype models, and RCA made its first

station sale last fall, but since then nothing has happened. The latest NBC-TV order to Ampex calls for 12 recorders, each complete with a color-conversion accessory kit, plus four additional color accessory kits. According to Ampex, when delivery is completed, the network will have 27 Ampex recorders in service, all equipped for full color operation.

Wispee Back

Wispee Corp., having first used video spot last spring for its line of full-fashioned girdles, notes good results and plans to re-enter the medium late next month or in early March. About 30 markets received brief placements of filmed minutes previously, but this year's schedules are expected to go into 35-40 major areas. Joseph Sonnenreich handles the buying from the New York agency bearing his name.

New Mix

About 25 major markets will get spot schedules the end of this month for General Mills' new Betty Crocker chocolate cake roll mix. Four-week schedules of daytime minutes will introduce the product, with network probably to be used after full distribution is reached. The cake roll is the latest in a series of new mixes that General Mills is introducing, and similar spot buys will probably follow for other products. Hal Davis is the timebuyer at Batten, Barton, Durstine & Osborn, Inc., New York.

High Costs Reduce Merchandising?

Are the high costs of tv programming tending to minimize the supporting merchandising campaigns of network advertisers? That question was raised last week by Michael M. Sillerman, president of Gross-Krasne-Sillerman, Inc., when, in an address to the Hollywood Advertising Club in Los Angeles, he declared: "Maximum merchandising effort is a must if we are to close the gap between the tv screen itself and the final sale." Mr. Sillerman, who described merchandising potential of syndicated film at some length, also asked whether the increasing number of advertisers who have gone on an alternate-week basis or have resorted to infrequent specials have not reduced "the consistency factor necessary to successful advertising."

Dan River Promotion

Although the spring budget for Dan River Mills' spot tv campaign is considerably less than the \$1-million figure reported, the fabric concern will run its usual promotion right after Easter in 10-15 major markets. Last year's drive lasted six weeks, with daytime live and film minutes set in women's programs. Aileen Barry, timebuyer at Grey Advertising, Inc., New York, handles the placements for the textile company.

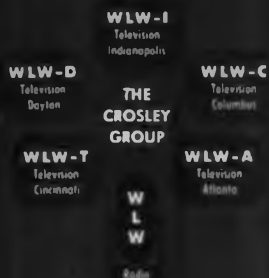
rd is written in pencil

Of course we're proud of the silver and bronze plaques, the medals, the handsomely lettered scrolls that make up the more than 100 major awards won by Crosley Broadcasting Corporation.

But our finest award is written in a child's hand on lined paper. It simply says, "Thank you for the toys you sent me when I was in the hospital. I still have them."

In our 36 years of broadcasting and over 10 years of telecasting, we have been privileged to make many contributions to the progress of the industry. Our public services, our showmanship and technical skills are widely known. But our finest achievement, acknowledged by a child, is keeping heart and humanity in broadcasting and telecasting.

Wherever there is a WLW—Indianapolis, Cincinnati, Columbus, Dayton, Atlanta—there is also the warm and friendly spirit of a station that puts service to the community above all other considerations.



Crosley Broadcasting Corporation, a division of **Avco** Manufacturing Corporation



**Typical? Not really.
Only a great show
can rack up audience
shares and late-evening
ratings like these.*
But they prove again
that big movies on
CBS Owned Stations
draw huge audiences.
And now, of course,
the audiences will be
bigger than ever: four
CBS Owned Stations
have just added the
Paramount pictures
to their star-studded
film schedules. (And
this week, these films
make their debut on
WCBS-TV, New York.)**

GBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

KMOX-TV, ST. LOUIS
68.4% share
27.9 rating

WBBM-TV, CHICAGO
76.3% share
40.6 rating

WCAU-TV, PHILADELPHIA
54.5% share
24.8 rating

KNXT, LOS ANGELES
72.8% share
32.9 rating

*Trendex study of "Going My Way" broadcast Jan. 10 -
starting at 10:15 pm on KMOX-TV, St. Louis;
11:15 pm on WCAU-TV, Philadelphia; and 10:00 pm
on WBBM-TV, Chicago and KNXT, Los Angeles.

STATION G 1.0 2.2
STATION F 2.7 5.9
STATION E 1.4 3.1
STATION D 0.3 0.7
STATION C 1.7 3.8
STATION B 5.2 11.5
PACING: 10000

STATION E 12.1 27.3
STATION D 2.1 12.2
PACING: 10000

STATION B 7.5 14.1
STATION C 4.2 7.9
STATION D 0.9 1.7
PACING: 10000

STATION B 6.1 12.5
STATION C 7.8 15.1
PACING: 10000

Shrimps to Telepathy



BILLION-ODD YEARS AGO, on the floor of the ocean, the art of advertising was born when some forward-looking shrimps learned to crack their knuckles and some females (God bless 'em — still most sought after by most advertisers) responded. But don't think there wasn't hell to pay.

The sea anemones, and in fact all the frond-waving crowd, said that this new form of advertising was vulgar, disgusting, and a very low form of attention getting. The sea slugs, en masse, decried it as a really dreadful thing to bring noise into a world where there had been no noise before and where practically nobody had ears. You would have thought the world was coming to an end, rather than a beginning.

After a couple of million years all the shrimps were cracking their knuckles all the time, and everybody had got used to it and things were quite happy and normal until — well, until some "gifted" crustaceans thought up the idea of long antennae as a means of communication.

A terrific row was raised by everybody else — and the shrimps squawked the loudest. They said that this innovation would make their own advertising system outmoded, and unfairly so. Since it was unfair to them, it was degrading to the entire world. This row quickly settled down in an aeon or two and in the meantime things were beginning to happen up on earth — on dry land.

Here the competition in the advertising field was so bitter and so bloody and so useless that we'll skip the saurian details and come down to the last split-second of history, to Modern Man — to the last micro-second of history, to Modern Western Man.

Still confining our attention to the advertising field, we might first mention the prodigious ruckus raised by the Fraternal and Peregrinating Order of Town Criers when the job printers first started turning out handbills. You should have heard what the bell ringing news crooners had to say about the bill posters — or perhaps you shouldn't have. These latter didn't have long to enjoy the invective being heaped upon them because soon the bill posters had to turn their attention to a horrible conspiracy to wipe them out of existence — namely the introduction of the newspapers.

You've probably caught on by now and realize that newspapers were an invention of the devil. The newspapers lived a mighty rosy life for years and years. They managed to get along with their sister medium, the magazines, because the rhythm of publication was so different.

Then in the early 20's — Oh Brother! Some fiend incarnate taught wireless telegraphy how to talk! Here, indeed, was a frightening challenge to the newspaper industry. Here was a novel means of communication, and a great disseminator of news, entertainment — and advertising!

The familiar useless battle ensued. Newspapers tried in every way to prevent the

Edward I

*This advertisement
also appeared in the
'New York Times,'
'New York Herald Tribune,'
'Chicago Tribune' and the
'Wall Street Journal.'*

public acceptance which was bound to come for this new medium. They pretended it wasn't there and closed their columns to news of radio.

They vilified it. They ridiculed it.

Later, equilibrium was established once again in the advertising industry. Newspapers even used radio as an advertising medium to get circulation for their own publications, and radio used newspapers to get listeners. It seemed as if peace might reign forever in the advertising world. Then a few witches and men of magic got together in dark caves and planned to ruin all advertising media by persuading somebody to invent a thing called "the picture tube." When this new invention finally arrived — television — it proved to be such an amazing phenomenon that it stunned the entire industry.

Radio, still in its comparative youth, made a few feeble efforts at ridicule, calling the television men "the magic lantern boys," and then sat around stunned at its loss of listeners until finally, with good sense, it started to rebuild its medium to fit the needs of the public, and today is once more flourishing and a fine competitor to other advertising media. Newspapers and magazines remained appalled — but they remained in business.

Within the last few months the hue and cry against television has become louder. Some publications are seeking to fight this demon who is taking away their advertising dollars. The sad thing about it is that they

are fighting in the same million-year-old way. They are attempting to deprecate television as an advertising medium.

We like all advertising. We like newspapers, radio, television, magazines, and all the others. They are all effective. If a newspaper or magazine didn't print what the public wants (be it entertainment or news), it would not be read. If a radio or television station failed to broadcast good programs, it would not be watched or heard. The fact is that successful newspapers and magazines *are* read — and people *do* watch television and *do* listen to radio. Without listeners and viewers and readers, they would be without advertisers, without whom they could not exist.

All advertising media might well follow the proven path of "peaceful co-existence," and make sure that they are geared to the wants and needs of present-day America to the nth degree. Along this path alone lie prosperity and success for all.

Anyway, we have to spend a lot of time thinking up all the things we're going to say about the next advertising competitor — telepathy. That's going to be a pretty cheap medium for the advertiser, because anybody (with brains, that is) will be able to get the message.

do you agree?

rd Petry & Co., Inc.

full power!
top
programming!
complete
coverage!
and now...

award
winning
audience
promotion...

TWX NBC NEW YORK
W R ROBERSON JR.,
PRESIDENT & GENERAL MANAGER,
WITN,
WASHINGTON NORTH CAROLINA.

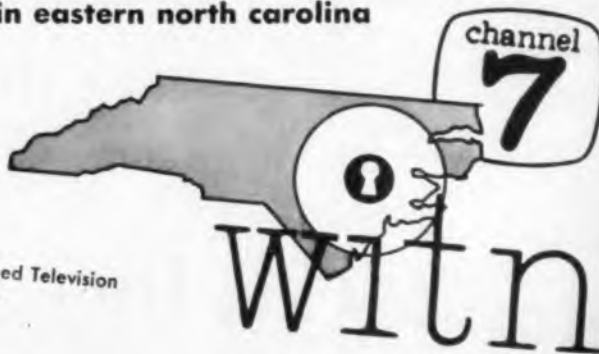
CONGRATULATIONS, JUDGES OF THE NBC DAYTIME AUDIENCE PROMOTION CONTEST
HAVE AWARDED FIRST PRIZE AMONG OPTIONAL AFFILIATES TO WITN.

EIGHTY NBC-TV AFFILIATES ENTERED THE CONTEST, MORE THAN 30,000
ON-THE-AIR PROMOTION SPOTS FOR THE NETWORK'S DAYTIME PROGRAMS WERE
BROADCAST DURING THE CONTEST AND STATIONS PLACED MORE THAN 100,000
LINES OF LOCAL NEWSPAPER ADVERTISING, THE COMBINED VALUE AMOUNTED
TO MORE THAN \$1,000,000. BEST WISHES.

KENNETH W BILBY,
EXECUTIVE VICE PRESIDENT FOR PUBLIC RELATIONS.

there's nothing finer in eastern north carolina

NBC television
for eastern
north carolina



Reps.: Headley-Reed Television
James S. Ayers Co.

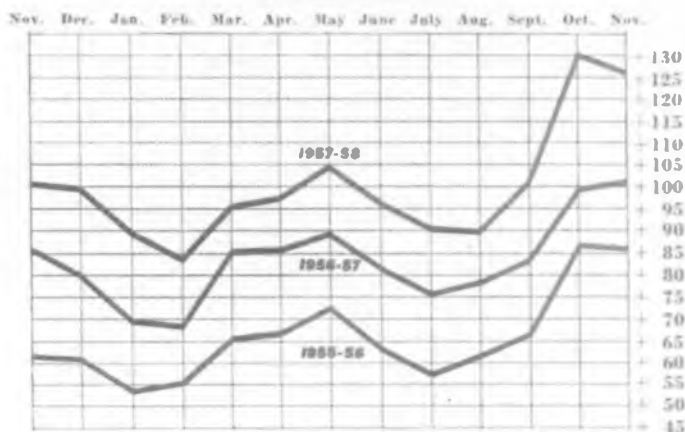
Business barometer

Following its record-setting rise in October, local and national spot billings leveled off in November.

The exclusive Business Barometer survey shows that local billings in November were off 3.7 per cent from those in October, while national spot business dropped 0.6 per cent.

While November has shown more strength, as compared to the previous month, in some past surveys the record seems good when it is remembered that new one-month gain records were set in both local and national spot in October. The charts on this page indicate the comparative levels.

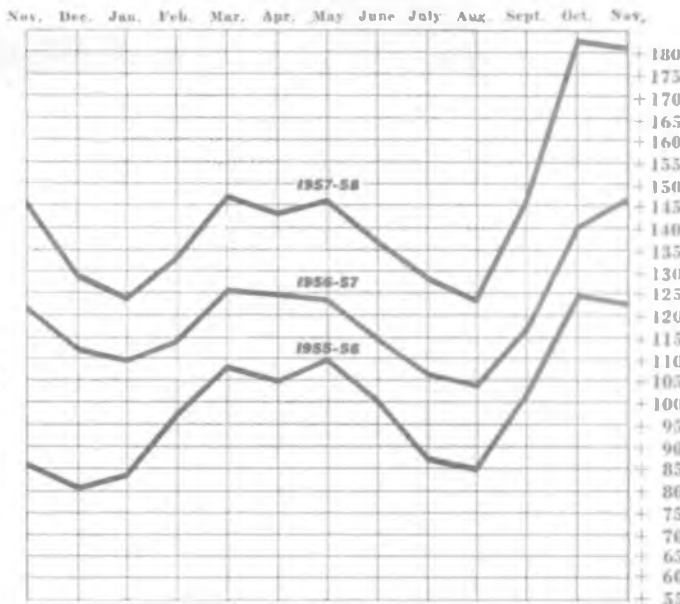
LOCAL BUSINESS



Checking on previous Novembers shows the following trends for local billings: 1953, up 3.3 per cent; 1954, off 2.5; 1955, up 3.4; 1956, off 0.7; 1957, up 1.7, and 1958, off 3.7.

SPOT BUSINESS

The national spot record for November for previous years: 1953, up 4.4 per cent; 1954, off 0.5; 1955, up 2.3; 1956, off 1.6; 1957, up 6.1, and 1958, off 0.6.



It will be noted that November is an up-and-down month for both local and national spot billings. The record shows that local gained three times in past years in November as compared with October and lost ground three times.

National spot shows exactly the same record—three gains and three losses.

When the exceptional gains of October 1958 are taken into consideration, the performances of both local and national spot television seem very good. Spot, in particular, with its fractional loss, is in an exceptionally strong position after the 35.5 per cent gain which was chalked up in October over billings in September.

Business Barometer surveys are conducted for TELEVISION AGE by Dun & Bradstreet and furnish the only month-by-month comparison of all phases of television billings.

A report of network business for November will be carried in the February 9th issue.

FROM COAST-TO-COAST . . .

TREMENDOUS DEMAND

FOR ECONOMEE'S TWO GREAT NEW SERIES!

SNAPPED UP BY STATIONS LIKE THESE:

KMSP-TV Minneapolis	KNOP North Platte, Neb.	WFMJ-TV Youngstown, Ohio	KXJB-TV Valley City, N. D.
KDIX-TV Dickinson, N. D.	WEAR-TV Pensacola, Fla.	KHSL-TV Chico, Calif.	KTNT-TV Seattle
KRBC-TV Abilene, Tex.	KABC-TV Los Angeles	WRCV-TV Philadelphia	CKLW-TV Detroit
KXMC-TV Minot, N. D.	WGR-TV Buffalo, N. Y.	KBMB-TV Bismarck, N. D.	WTOK-TV Meridian, Miss.
KRTV Great Falls, Mont.	WGN-TV Chicago	WSIL-TV Harrisburg, Ill.	KVKM Monahans-Odessa- Midland, Texas

AND MORE!

The proven audience appeal for *both* of these power-packed prestige series offers a golden opportunity to strengthen programming, boost sales.

You'll win community praise* as you out-pace your competition with these timely, vital shows. They are still available in some markets for full or alternate sponsorship or as spot carriers. Get details NOW!

*EXTRA! AN EXCITING, ALL-NEW CONTEST PROMOTION! ENDORSED BY SUPERINTENDENTS OF THE U. S. MILITARY AND U. S. NAVAL ACADEMIES AND THE DEPARTMENT OF DEFENSE. Use it to gain immediate attention, interest and response in your community! For exclusive use of sponsors of "MEN OF ANNAPOLIS" and "WEST POINT".

THRILLING TALES OF
ACTION! GALLANTRY! EXCITEMENT!

WEST POINT

Produced in cooperation with the U.S. Military Academy,
the Department of the Army and the Department of Defense



TERRIFIC

1ST RUN RATINGS
FOR "WEST POINT"

BOSTON	PITTSBURGH
43.5	52.5

OMAHA	PROVIDENCE
42.0	37.5

MINNEAPOLIS	SYRACUSE
32.3	33.8

Source: ARB and Pulse

SENSATIONAL
1ST RUN RATINGS FOR
"MEN OF ANNAPOLIS"

KANSASVILLE	NEW ORLEANS
31.0	49.5

DAYTON	PEORIA
32.5	32.5

BUFFALO	BOISE
26.0	28.6

Source: ARB and Pulse

ALL THE
IMPACT OF A
21-GUN SALUTE!

Produced in
cooperation with
the U.S. Naval
Academy, the
Department of the
Navy and the
Department of
Defense

MEN OF Annapolis



RATING
PROVED-
ZIV
PRODUCED

Economée TV

ECONOMEÉ TELEVISION PROGRAMS

488 Madison Avenue • New York 22, New York



“Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.

 **WJAR-TV** CHANNEL 10

Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



Growth potential for tv strong page 23

TvB tells NRMA television's story . . page 23

Upturn in station equipment sales . . page 76

For the Defense

In his syndicated column recently, television critic John Crosby admitted that the past year's programming had not been anywhere near as depressing as some observers had thought it would be at the beginning of the year. On the whole, Mr. Crosby found, the season had been generally average, frequently exciting and sometimes superb. It was a satisfying over-all report which he passed on to his readers.

Within the trade itself, a similarly satisfying report was presented this month by Jerome Feniger, vice president of Cunningham & Walsh, Inc., in an address before the Tv-Radio Advertisers' Club of Philadelphia.

Specifically rebutting charges made in the *Fortune* and *Life* anti-tv articles, Mr. Feniger pointed out the following facts:

1. While network profits declined last year from the preceding year, a large portion of the decline can be attributed to increased investment in videotape and color equipment, new programs and other materials with which to provide the public a better product.

2. Despite the magazines' contention that viewers are watching fewer programs due to "choosiness," Nielsen data report both total audience and minutes-viewed-per-day continuing to rise.

The agency executive cited conflicting discrepancies in the attitudes and statements of *Fortune* and its sister magazine, noted that three major tv advertisers—Ford, Westinghouse, Lever Bros.—have taken issue with the article and expressed their own satisfaction with tv advertising, and refuted the "pay-tv-is-the-answer-to-lacklustre-programming" theory by recalling a great number of high-budget and/or hugely successful pro-



JEROME FENIGER

. . . cites critic's discrepancies . . . grams, as well as the failure of the Bartlesville pay-tv experiment.

In a case such as the controversy over the Time, Inc., articles—in which it has been suggested the magazines sought to increase their advertising at the expense of other media, and in which most of the rebuttals have come from persons connected with the tv industry or allied fields—a new, impartial and unbiased study of television by the Value Line Investment Survey is of considerable importance.

"The case against tv," says the company's January 12th report, "may have been overstated. The growth potential of tv remains strong."

In the area of programming, the survey notes today's shortcomings merely represent areas for future improvement, not a sign that the medium has failed its public.

As to the "buyers' market" situation which *Fortune* claimed trims broadcasters' profits, Value Line states, "The combined figures of the three networks for the last two years have been distorted by the results of ABC-TV alone. Actually, CBS-TV has been achieving wider profit margins

with each passing year. Had not NBC-TV poured millions into color prematurely, it too would have done equally well." While admitting ABC-TV has experienced a profit squeeze, the investment survey concern finds the network has incurred extra costs in its struggle to gain a stronger position. Such costs are non-recurring, and ABC-TV will enjoy a rising rate of profits by 1960 when it is operating on a more normal basis, concludes the survey.

"True," the report states, "the number of viewers and prospective sponsors per program may decline from the current high standards . . . but it takes only one or two satisfied advertisers to support a tv show. Moreover, advertisers are aware that even if their messages reach but a small fraction of total tv homes, their cost per unit impression is still relatively low."

Doesn't the current 90-per-cent level of tv saturation imply that tv has reached its maximum penetration? Granted, says Value Line, but the fact that the medium has reached such a height in 10 years is a factor in its favor, one which attests the great public interest in it, as well as its effectiveness as an advertising medium. "With the exception of radio, no other medium can deliver such extensive circulation."

The existence of available time in network tv, the report states, "has been created by the emergence of ABC-TV as a major network. Believing as we do that advertising expenditures on television will continue to advance, we suspect that before long the tv industry will again enjoy a sellers' market."

NRMA and the TvB

The recent National Retail Merchants Association meeting in New York, with its corollary showings, clinics and sales meetings, was the signal for a great deal of activity on the part of the Television Bureau of Advertising's retail sales department.

Under the guidance of director

(Continued on page 74)



THE 1958 STORY. *In 1958, America grew and so did American television and so did America's first television network. Starting its second decade of commercial service, the NBC Television Network placed new benchmarks along the path of progress:*

NBC introduced "Continental Classroom," the first nation-wide television course. Carried by 149 stations, accepted for full academic credit by 265 colleges and universities, viewed by 270,000 Americans, this course in

Atomic Age Physics was universally described as a bold experiment in the nation's interest.

NBC News, through its 300 correspondents stationed around the world, responded to the explosive events of 1958 with a 20% increase in news coverage.

NBC Special programs, covering a broad range of entertainment and informational forms, paced the entire industry with nearly 100 separate productions.

NBC flew the proud ensign of color almost alone, tele-



eastin
NI
natio
NI
by 15
more
N
passir
NBC

casting a record total of 664 hours of color programs.

NBC logged a record 300 hours covering a variety of the nation's foremost sports events.

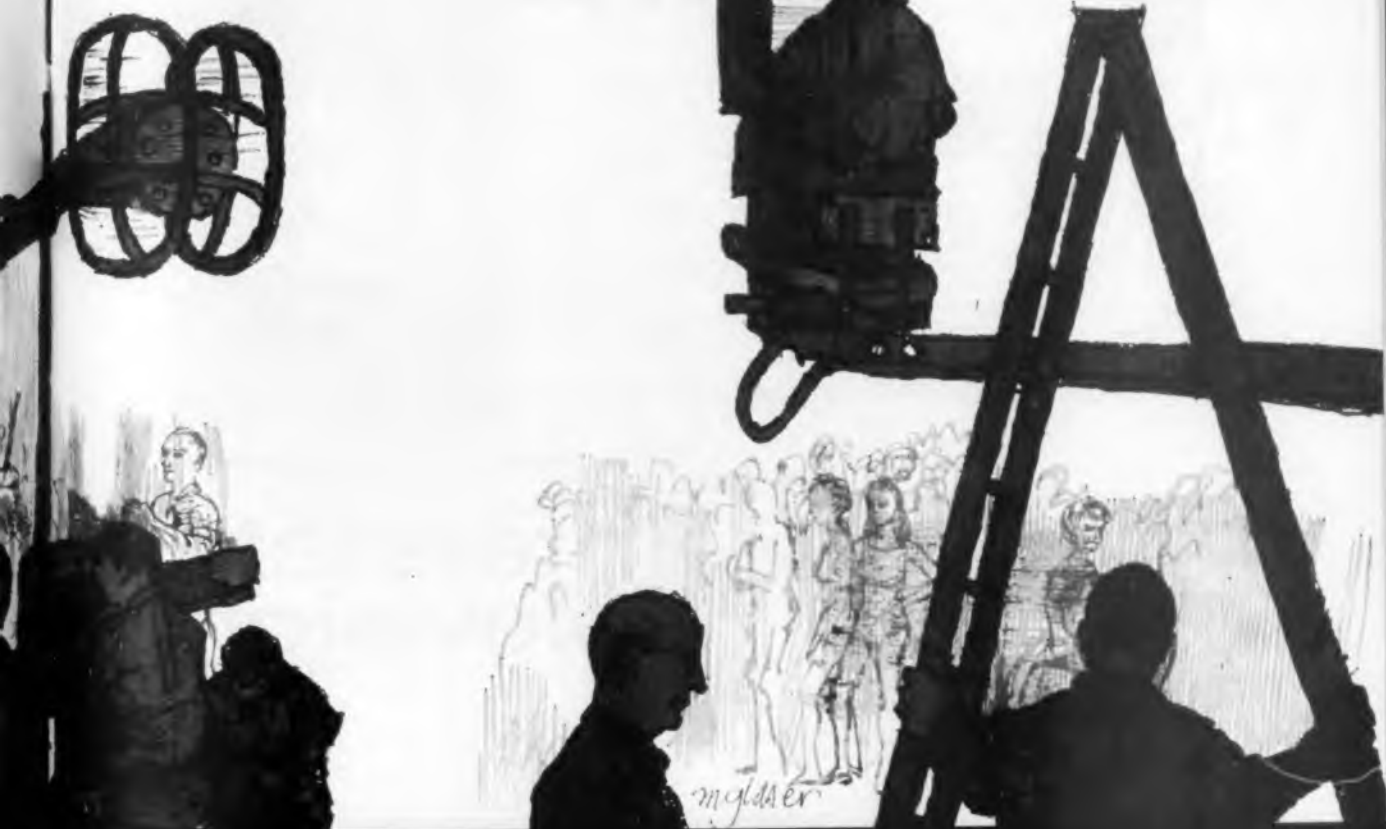
NBC's average daytime program increased its audience by 15% more homes; its average evening program by 10% more homes.

NBC reached its all-time high in gross time sales, surpassing 1957 by 13%. A record total of 205 sponsors gave NBC the largest gross dollar increase of any network. At

year's end, NBC led all networks in evening sponsored time.

The true measure of a network's greatness lies in the totality of its service. One measure of that totality is the recognition accorded a network's programming by responsible independent groups with different interests. In 1958 NBC, its programs and its personalities, received more awards than any other network.

NBC TELEVISION NETWORK





**WHAT A
RATING
FROM THIS
MATING!**

JOAN DAVIS IN
"I MARRIED JOAN"
 co-starring **JIM BACKUS**

The ratings are rolling right up to the summit! The 98 segments of "I Married Joan", shown daytime or night-time, reach the peak of family enjoyment — and they're sky-high in sponsor interest! That's why these stations coast-to-coast have just signed up "I Married Joan":

WABC-TV	New York City	KABC-TV	Los Angeles, Calif.
WNAC-TV	Boston, Mass.	WWJ-TV	Detroit, Michigan
WTEN-TV	Albany, N. Y.	KFJZ-TV	Ft. Worth, Texas
WMAL-TV	Washington, D. C.	WRGP-TV	Chattanooga, Tenn.
WIIC-TV	Pittsburgh, Pa.	KPHO-TV	Phoenix, Ariz.
WNBF-TV	Binghamton, N. Y.	WKJG-TV	Ft. Wayne, Ind.
WXEX-TV	Petersburg, Va.	KGMB-TV	Honolulu, T. H.
WBTW	Charlotte, N. C.	KTNT	Seattle, Washington

Join them and inject some solid fun into your programming!

Call your Interstate Television representative now!

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545
 SAN FRANCISCO, CAL., 260 Kearny Street
 CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue
 DALLAS, TEXAS, 2204-06 Commerce St.
 GREENSBORO, N. C., 3207 Friendly Road
 TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

**Interstate
Television**
CORPORATION

444

Letters to the Editor

News Article

. . . You did an excellent job on "The Three Faces of News." Perhaps the News Directors Association will want to order reprints of this article for distribution among its members. . . . Again . . . hats off to TELEVISION AGE!

LEE RUWITCH
*Executive Vice President and
General Manager
WTVJ Miami*

Empire State Antenna

The compilation of antenna heights published in TELEVISION AGE (Dec. 29, 1958) is of great interest, and we value it for reference purposes. However, we are intrigued by the heights shown for five of the seven stations located in the Empire State Building. The heights published would indicate that the antennae of WABC-TV, WNEW-TV, WCBS-TV, WPIX and WRCA-TV are located at the same elevation above ground.

This is obviously an error because, as you know, the antenna arrays atop



Canada Dry's advertising manager, Mr. F. E. Bensen, above, was incorrectly identified in the story "For All the Family" which appeared in the January 12th issue of TELEVISION AGE. "Spot television," Mr. Bensen was quoted as saying in the article, "plays an increasingly large part in our local media selections and will continue to do so in the near future."

the Empire State are stacked one above the other. The actual heights, taken from the blueprints of the building are as follows:

- (1) WNTA-TV—1,200 ft.
- (2) WOR-TV—1,240 ft.
- (3) WCBS-TV—1,283 ft.
- (4) WNEW-TV—1,339 ft.
- (5) WABC-TV—1,375 ft.
- (6) WPIX—1,400 ft.
- (7) WRCA—1,440 ft.

Heights indicated are from the street-curb level.

HENRY L. DABROWSKI
*Chief Engineer
WNTA-TV New York*

Success Stories

We have read with interest a series of reprints having the following titles: "Grocery Stores and Supermarkets" "Dry Cleaners and Laundries" "Banks and Savings Institutions" "Homebuilding and Real Estate" "Jewelry Stores and Manufacturers" "Furniture and Home Furnishings" We are anxious to obtain a set of these reprints . . .

J. C. McCAULEY
*Marketing Services Director
O'Brien Advertising Limited
Vancouver, B. C.*

Promotion Tips

. . . congratulations on the fine article in the November 17th issue of TELEVISION AGE, "Promotion Primer."

EDNA L. SEAMAN
*Promotion Manager
WFBC-TV Greenville*

Inauguration Coverage

The entire story of South Dakota's January 6th inauguration was brought to thousands of KELO-land viewers through a combined effort of newsmen, technicians and photographers using a full range of equipment, including mobile trucks and cars . . . a complete closed-circuit installation was put into operation. With a half-dozen television sets placed strategically around the capitol building in Pierre, overflow crowds could watch the inauguration, the governor's reception and a number of other activities. The KELO-TV, KDLO-TV, KPLO-TV banner was everywhere . . .

JOE FLOYD
*President
KELO-TV Sioux Falls*

WLBC-TV

MUNCIE

Middletown, U.S.A.

WLBC-TV

MUNCIE

Crossroads of the Middle West

WLBC-TV

MUNCIE

Cross-section of the nation

WLBC-TV

MUNCIE

Test Market, U.S.A.
and the Gateway to Sales
in "the heart of Indiana"

WLBC-TV

Muncie, Indiana

the nations #1

"THE PEOPLE'S

starring **JACKIE COOPER**



6 in
NEW YORK
among all syndicated shows

10.4
RATING

28%
SHARE

3 in

Los Angeles
among all syndicated shows

13.7
RATING
32%
SHARE

LANDSLIDE
WDAF-TV
Kansas City
SRO FIRST WEEK ON AIR

6 in
San Francisco
among all syndicated shows

16.5
RATING
30%
SHARE

featuring
PATRICIA BRESLIN



Produced by
IRVING BRECHER

Written by
**ALLAN LIPSCOTT &
ROBERT FISHER**

"THE PEOPLE'S CHOICE"

*it's a show title!
it's a proved fact!!*

1 syndicated comedy

S CHOICE™

1 *in*
FRESNO
among all syndicated shows

24.3
RATING
44%
SHARE

8 *in*
ATLANTA
among all syndicated shows

ALREADY SELLING
for
CARNATION MILK
BETTY CROCKER
CONTINENTAL BAKING
KROGER CO.
LEVER BROS.
NUCOA
PROCTER & GAMBLE
VICKS
WONDER BREAD
GLYNER'S DAIRY
HACKERS DEPT. STORE
KATZ DRUG CO.
PARKS NATIONAL BANK
and many, many others

ABC FILMS *Inc.*
1501 BROADWAY, NEW YORK 36, N.Y.
Lackawanna 4-5050 • Call, Write or Wire

"still time to
get on the bandwagon
in good markets"

SLIDE
F-TV
s City
WEEK ON AIR

16.5
RATING
30
SHARE

D
OWNE

IN CHARLOTTE (top TV market of the Southeast)*

THE "OLD" BROOM SWEEPS CLEAN



NSI

Nielsen credits 10 year "old" WBTV with a clean sweep of Charlotte, the Southeast's largest TV market!° WBTV wins 40 out of the top 40 programs, 441 out of 469 quarter-hour wins and an overwhelming share of audience sign-on to sign-off . . . all in the metro report. The total area figures are even more decisive in the clean sweep!

The Charlotte-WBTV market is the Southeast's largest with 632,070 homes compared to second-place Atlanta's 579,090.° Decidedly, your first big step in Southeastern television market selection is WBTV-Charlotte. Contact CBS Television Spot Sales for the full "clean sweep" story.

P. S. We "suspect" a comparison of other rating services will confirm Nielsen!

*—NCS #3 Total TV Homes



JEFFERSON STANDARD
BROADCASTING COMPANY

*Rural America (and
farm-product sponsors)
reap rich benefits
from video*



Television harvest

Perhaps no field of American productive endeavor presents as paradoxical a picture as agriculture. During the past decade the nation's farm population, along with the number of farms and ranches, has declined at a rapid rate, and yet agricultural production and total farm income have continued to rise.

Responsible for this seeming contradiction are, of course, the sweeping technical improvements in farming methods and efficiency. The old gray mare definitely ain't what she used to be. Today she's a tractor that can plow an acre in 45 minutes instead of the three hours that it took in grand-paw's day.

With equal advances in harvesting, storing and all other production tasks, the number of those engaged in farm labor has been decreasing steadily. The Department of Agriculture places the farm population last year at 20,827,000, which, although representing 12 per cent of the total U. S. population, is nevertheless some four million farm workers less than in 1954.

But despite the diminishing rural population, realized gross income of farmers in 1957 remained stable at the 1956 level—\$34.3 billion—and rose \$3.3 billion in 1958 to total \$37.6 billion. Including income to farmers of \$6.3 billion from non-agricultural sources in 1957, per



Jack Crowner of WAVE-TV Louisville



WHAS-TV goes to the Kentucky State Fair



KOTV's Sid Lasher shoots some footage at n Tulsa stockyard

capita farmer income that year was \$967. Although final '58 figures on non-farm income are not yet in, the Office of Information of the Department of Agriculture estimates that per capita farm income from all sources for last year will go above \$1,000 for the first time in history.

Along with the farmer's 10-per cent increase in income for 1958, his production expenses went up five per cent. These expenditures—for equipment, feed, fertilizer, trucks, repairs, pesticides, seed and other operational necessities—rose from \$23.5 billion in 1957 to \$24.5 billion during the past 12 months.

Unlike other population categories, the farmer offers television advertisers a double target at which to shoot: as a customer for the material, equipment and services he needs to run his farm, and, like everybody else, as a consumer of the products necessary to

family living and well-being.

According to Layne Beaty, chief of the tv-radio division of the Department of Agriculture's Office of Information, the number of farm homes with television sets reached 3,150,000 in 1958—70 per cent of all rural homes in the United States. Two years ago set penetration of farm areas was slightly over 50 per cent of all U. S. farms; in 1957 the figure climbed to 65 per cent. The significance of these percentages for tv advertisers of farm and general consumer goods is as obvious as the arithmetic is simple: an audience potential 20 per cent greater than it was a brief couple of years ago.

With the shrinking number of farms and ranches, there are now more miles between customers for farm merchandise—and less customers in the same area. To expand sales, the farm advertiser needs to expand

the market he serves—new customers as well as present clients—and this means more salesmen, less frequent calls, or both.

Considering this, plus the constantly increasing penetration of video into rural areas, it's hardly surprising that more and more businesses serving agriculture are taking advantage of television advertising to augment and implement their regular sales efforts. And with each of the annual surveys of farm tv conducted by TELEVISION AGE, the arguments for farm-audience advertising have become increasingly overpowering.

For this fifth yearly TV AGE study of farm television, one of the most typical examples of rural buying power—and of how a local tv station can capitalize on it—comes from KHQ-TV Spokane, which covers the so-called Inland Empire in the state of Washington, a market with a gross farm



President Eisenhower at a corn-picking contest televised by WMT-TV Cedar Rapids

income of half-a-billion dollars annually.

An Inland Empire farmer, reports Tom Templeton, KHQ-TV farm editor, has nearly three times the buying power of his urbanized brother, with the average value of farm products sold per farm 227.7 per cent over the national average—\$14,770 in the Inland Empire, \$6,488 nationally. (For his source for these figures, Mr. Templeton refers to a *Sales Management* "Survey of Buying Power" of last May.)

To capture this lucrative farm market, KHQ-TV programs *The Inland Empire Farm Summary* each Saturday morning from 8:45 to 9. Says Mr. Templeton: "*Farm Summary* considers the business of farming as *news*, and treats it with a fast-moving intelligent news format, paced with interesting features, film reports and interviews.

"Each edition of the show contains at least three to five minutes of up-to-the-minute actual farm news; three to six minutes of feature material; that all-important farm-program 'must,' the weather report; film reports, both silent and sound-on-film, and features on marketing economics, seasonal reports on gardening, dairying, the Columbia Basin and events of important farm organizations throughout the year."

Farm programs may vary slightly in detail, but their concept and pattern are basic—service to the farmers who tune them in. Following, in alphabetical order by city, is the way this service is carried out by other tv stations in farm areas throughout the nation, together with the feeling and attitudes of farm directors toward their work, and the benefits derived from it in many instances by their farmer-viewers.

At KCNC-TV Amarillo *Cotton John's Farm and Home Show*, presented Saturdays at 12:30 p.m., is "the oldest live-talent program in Amarillo television," according to the station's general manager, Jack Liston. "In fact," he adds, "it is the only program as old as KCNC-TV itself."

During the half-hour *Cotton John* features talent from a five-state area—personalities, award winners, farm and ranch demonstrations, livestock, Farm Bureau queen contests, banquets and 4-H-FFA-FHA conventions.

At the same hour on Sunday KCNC-TV offers *Cotton John's Week-end Farm Report*, a filmed presentation of events of significance in Golden Spread agriculture, with special emphasis on human interest in farm and ranch life. Subject matter includes the standard beat of stock shows, fairs, field days, conventions, harvests and field work; on one occasion the pro-

gram covered an eight-day buffalo drive over the historic Santa Fe trail; on another occasion it reported the funeral of a cowboy.

Also on Sunday, from 1:15 to 1:30 p.m., KGNC-TV airs *Purina Visits With Hal Mayfield*, filmed Purina success stories featuring Purina users of livestock and poultry feed. Finally, as a special farm-and-ranch service, the station produces sound-on-film documentary shows. One such, *The Seven Lean Years That Waxed Fat*, a half-hour film, has been shown more than 300 times before as many groups in all five Golden Spread states.

The Georgia-Carolina Farm and Home Hour on WJBF Augusta, aired Saturday midday for three-quarters of an hour, has over the past five years proved extremely beneficial to rural families in its coverage of every phase of farm work and farm life. Hosting the program, and greatly responsible for its success, is Richmond County Agent J. W. Chambers.

Because of WJBF's wide coverage area, says John Radeck, program di-

rector, "we feel that the *Farm and Home Hour* is very important to the county agents in being able to reach more people at one time. It keeps farmers up on the very latest methods, as well as giving them a look at what other counties and communities are doing. And it also gives the city dweller an opportunity to take advantage of the many home demonstration techniques presented each week."

Mrs. Karin Kristianson of the Vermont Extension Service is in charge of the five farm programs scheduled weekly by WCAX-TV Burlington—programs which are, states Charles S. Lewis, director of the station's public affairs, "of great importance, since they reach a population where one out of every four employed workers is engaged on farms or in forests.

"Two years ago," he continues, "our daily 15-minute farm show, which is called *Across the Fence*, was instrumental in making Vermont a 'modified brucellosis-free area.' An intense campaign by extension special-

ists, county agents and Department of Agriculture specialists resulted in this designation for the state, which was of utmost importance to all dairy farmers, since Vermont might have lost some of its major milk markets if the brucellosis certification had not gone through."

Bob Nance, farm-service director of WMT-TV Cedar Rapids, feels that "real farm service takes a different form in the 'farm belt' than it does in the more metropolitan areas." Claiming that no other state is so evenly divided between agriculture and industry as is Iowa, Mr. Nance goes on to say:

"We believe that here agriculture is everybody's business because it has a direct and definite effect on everyone's way of life. Because farm news plays so important a part in our overall news picture, a random sampling from WMT-TV's three daily newscasts shows at least five per cent of all local news is devoted to agricultural activities and developments. This, of course, is in addition to our seven strictly

... an annual affair which last year drew a record-breaking crowd of 120,000 people





A champion steer faces the WGN-TV cameras



Contestants ponder matters during a land-judging competition

farm programs per week, plus the special shows or series of them that we frequently schedule.

"One such series was a 13-week skein of half-hour panel programs called *The Voice of Agriculture*, participated in by a total of 60 people from various fields of agriculture. The object of this series was to acquaint city viewers with the problems facing today's farmers, and what stake the consumers have in the manner in which these problems are solved."

Evidence of the importance of rural programming is shown by the continued emphasis placed upon this type of programming by WLW-TV Cincinnati in scheduling 20 farm programs during an average week. The Crosley station's farm department is under the direction of Bob Miller, last year's president of the National Association of Television and Radio Farm Directors, and a veteran of 15 years of farm broadcasting.

Says Mr. Miller: "Rural programs have such an appeal to all listeners when programmed WLW-TV-fashion that their importance cannot be measured just by the farming in the area. Our mail reflects a large urban viewing audience, and we attract these

non-farm viewers to get the farm story across and to win friends and customers for the farmers of our area. We constantly change our programming to include the non-production elements of farm and rural interests."

Bob Bailey, farm director of WIS-TV Columbia, gives his opinion of the importance of farm programs in serving his station's area thusly: "Despite great industrial growth in the past decade, South Carolina's economy is still primarily agricultural. Columbia, being the political as well as geographical center of the state, is where Federal and state agricultural agencies are located, and it is to Columbia that the farmer turns for news of prices, legislation and advances in farm technology.

"It is then natural that great responsibility in this area falls upon central South Carolina's only vhf station. We do not believe that the importance of our farm programming can be overstated. Local farm officials have given our programs a great share of the credit for stopping an outbreak of hog cholera by getting a mass immunization campaign under way. Similarly, after spotting the symptoms of a boll-weevil outbreak, WIS-TV's warning to cotton farmers to take im-

mediate action saved thousands of acres of cotton."

An interesting interpretation of the "right job" of farm programming comes from Dr. John E. Deloney, producer of farm shows for WRBL-TV Columbus, Ga. "We feel," he says, "that our one weekly program, *Chattahoochee RFD*—which has won three state awards—is entirely adequate to meet the needs of this area, where farming is not as diversified as it is elsewhere.

"To do the right job, though, there must be considerable relationship between station and rural communities. It can't all be done by correspondence. We go into the communities, film their activities, judge their contests and keep their newsworthy affairs on our regular newscasts. It is the 'combined' service that a broadcaster can give that makes the service real and important. We would be entirely inadequate if we just stuck to 'putting on' programs."

WEHT Evansville has increased its emphasis on farm programming in the last year by adding features to its daily half-hour *Noontime Neighbors*. The program now includes national news, local farm news, livestock reports, weather warnings and a 20-



KWTX-TV Waco televises daily programs direct from the field at its own experimental farm



Bob Miller at WLW-TV's "Everybody's Farm"

KWTV lauds a pig-feeding contest winner



minute presentation by the area's county agents.

Recently, valuable information on the soil-bank program was broadcast by WEHT, and over 400 farmers took advantage of this material. Grading of tobacco for market was the subject of several programs, which resulted in improved tobacco handling that found the tobacco in better condition when it arrived on the market. Still another service performed by the station's farm department found many farmers benefiting from a beef-cattle program which stressed reorganizing management of this stock.

To WSVB-TV Harrisonburg, Va., farm programming is of prime importance in serving the Shenandoah Valley area of Virginia and West Virginia. Particular stress is laid on the many aspects of the poultry industry through market reports and a half-hour Monday program called *Prosper With Poultry*.

The latter, a panel show, has performed an outstanding service for poultrymen and general farmers of the area, says Homer Quann, WSVB-TV farm director, in providing a means of communication between those engaged in agriculture and business

people of the area. "The forward step in this relationship of rural and urban groups," he adds, "will be the basis of a new WSVB-TV farm series starting soon under the title of *Agribusiness*. All of our farm programming has this basic attribute—closer relationship and understanding between urban and rural residents of the area."

William D. Click of WSAZ-TV Huntington, W. Va., is a prime example of a television farm director who really lives up to the title and the job. With the station since 1952, he has 45 years of experience in the field of agriculture; a graduate of the Agriculture Department of Berea, Ky., he was a county agent in West Virginia for nearly 38 years.

He owns and operates a 300-acre farm in Mason County, W. Va., and owns 441 acres of timber land in Ohio. He was one of the leaders in setting up the 4-H Club movement in West Virginia, and last September he was named "Farmer of the Year" by that state's Farm Bureau. Not surprisingly, all this has put his six WSAZ-TV farm shows each week among the most widely viewed and highly respected programs on the station's schedule.

"Any station which serves a pre-

dominantly agricultural area, as we do," asserts Howard Langfitt, farm-service director of WLBT Jackson, Miss., "has an obligation to serve that rural audience. Our farm programming has built more goodwill for us and has given us more prestige than probably any other single thing which we do. Rural people depend upon farm programs for pertinent information. Farm advertisers buy our station because they know we deliver a rural audience.

"Our agricultural weather-reporting service has saved Delta cotton producers thousands of dollars over the past two years—money that would have been wasted on insecticides. Agricultural chemicals are of tremendous importance to the Delta cotton farmers, and weather is the vital factor in timing of applications. We have been able to alert the farmers to abnormal rain conditions during the past two years, so that they might make their insecticide applications at a time when they could expect them to stay on the plants for a maximum period."

Jack M. Crowner, farm-program director of WAVE-TV Louisville, is

(Continued on page 67)

Station farm directors and schedules

Following is a list of the farm directors or otherwise-titled heads of farm-program operations of those commercial television stations in the United States with farm departments. Where available, information is given on the number of full-time employes (e.) in the stations' farm departments, the number of farm programs (pgms.) scheduled weekly and the total number of hours (hrs.) per week per station covered by these programs.

ALABAMA:
Birmingham:

WABT: Boyd Evans.

Florence:

WOWL-TV: John Utley; 2 e.; 5 pgms.; 2½ hrs.

Mobile:

WKRG-TV: Kevin O'Neill; 7 pgms.; 1 hr., 25 mins.

Montgomery:

WSFA-TV: Gene Jacobsen, pgm. mgr.; 6 pgms.; 1 hr.

ARIZONA:

Phoenix:

KTVK: Gene Burrus; 5 pgms.; 25 mins.

ARKANSAS:

Little Rock:

KARK-TV: Bob Buice; 1 e.; 5 pgms.; 50 mins.
KTHV: Marvin Vines.

CALIFORNIA:

Eureka:

KIEM-TV: Doug Pine.

Fresno:

KFRE-TV: Wally Erickson.
KJEO: Phil McPherson.
KMJ-TV: Edward C. Sturgeon.

Sacramento:

KBET-TV: John MacKenzie.
KCRA-TV: Charley Mitchell.

COLORADO:

Denver:

KOA-TV: Chuck Muller.

FLORIDA:

Jacksonville:

WFGA-TV: Jim Watson; 5 pgms.; 1¼ hrs.

Miami:

WCKT: Bill Bishoff; 1 e.; 5 pgms.; 1¼ hrs.

Tampa:

WFLA-TV: Mardi Liles; 1 e.; 4 pgms.; 20 mins.
WTVT: Bob Hanger; 5 pgms.; 1¼ hrs.

GEORGIA:

Atlanta:

WAGA-TV: Dale Clark.

Augusta:

WJBF: J. W. Chambers; 2 e.; 1 pgm.; 1 hr.

(Continued on page 68)

Sales sparkle

*Columbus automobile dealers
hang up shining record
with help of television*



Lex Mayers' penny-shoveling contest

Dan Rohyans packs in the customers



One of the brighter spots in the automobile sales picture is the metropolitan area of midwestern Columbus, Ohio, where dealers in many instances sold more cars in sales-slumping 1958 than they did in booming 1957.

The reason is mostly the efficient use of television, probers into economic ways and wherefores have discovered. For in Columbus, a city of some 600,000, 15 of the principal auto dealers are consistent television users, while most of the others are seasonal advertisers in the sight-and-sound medium.

In Columbus, for instance, one Ford dealer is among the top 10 in the country, a second is in the top 20, a Chevrolet dealer is among the top 10, a DeSoto-Plymouth dealer is the largest in the nation, and the nation's leading Dodge dealer has one of his most important agencies. Other dealers selling these and other makes also rate high nationally.

Last year Ford dealers in the Columbus area sold more new cars than were sold in nearby Cincinnati, a city with half again as many people as the Ohio capital.

Digging into the facts about the market, Murray Gross, Television Bureau of Advertising director of sales development, has compiled some interesting evidence which tends to prove how thoroughly Columbus auto dealers believe in television and how well auto buyers in the area are sold on it.

So impressive was the record that when TvB made a special presentation to 135 key advertiser and agency representatives in the automobile capital, Detroit, they asked two Columbus dealers to come along and tell about their experience with the medium.

One of these was John Spitzer, of the famous Spitzer Management brothers, largest Dodge dealers in the world and also holders of agencies in Ford, Buick, DeSoto, Plymouth, Mercury, Edsel and English Ford among their 14 dealerships, one of which is in Columbus.

Mr. Spitzer, who believes that the "easiest way to make money is to sell something," has proved his point in his thriving auto agencies. Speaking to the Detroit TvB audience, he af-

firmed his belief that much of the auto companies' national advertising is too conservative and too complacent. Urging more impact in national advertising, Mr. Spitzer told dealers they should use more television.

"We feel that television combines radio and newspaper advertising into one convenient package," he said. "We have the audible advantage of radio and the visual impact of a newspaper ad, plus the movement and live appeal of a Spitzer salesman, the announcer, talking directly to the public.

"We have been very pleased by the results we have seen from our advertising on television," Mr. Spitzer added. "Not only have we made sales as an immediate result, but through the entertaining and wholesome nature of our show we have created goodwill towards Spitzer. The over-all effects of this goodwill can never be computed, but it can never be dispensed with."

Another tv booster heard at the De-

troit meeting is Dan Rohyans, of Dan Rohyans Ford, an agency which has been in the top 10 in profit-making among all Ford dealers for the past four years. Spending \$15,000 a month in television, Mr. Rohyans believes that automobile prospects are interested in total cost, trade-in price, terms and payments. Of each advertisement used by his company he asks

the question: "Are we advertising a bargain?" If the answer is not in the affirmative, copy is changed. Mr. Rohyans spends \$75 per car on advertising and is a strong advocate of television. Up until last year, he told the Detroit meeting, his company spent about one-third of this money in newspapers, one-third in radio and one-third in tv. In 1958 he switched to put 40 per cent in television, 40 per cent in radio and the balance in newspapers. "We can pretty well tell," he reports, "what brings people to our showroom. We've gotten more sales directly from television than from any other advertising medium."

Dan Rohyans Ford is a seller of both new and used cars. It finds spot saturation campaigns are the most effective use of tv. On an average it buys 25 to 30 spots per week on WBNS-TV Columbus. For a new-car introduction or a specific promotion the company may use up to 50 or 60 ID's per week.

For the new-car season Mr. Rohy-



Crowds came to the free ox roast given by a Columbus Chevrolet dealer

ans used: 1. A saturation introductory campaign of 25 to 30 announcements weekly for two or three weeks, using 20's and ID's; 2. A long-term campaign of 25 to 30 announcements per week of minutes and 20-second spots purchased via package plans. Mr. Rohyans would consider switching to a feature-film package if a

(Continued on page 52)

It's the breaks that count



Lee Dudek is an experienced, practical telecaster who has been supervising director of WBAY-TV Green Bay, Wis., and presently is a producer-director for that station. He is also assistant professor and chairman of the speech department at St. Norbert College, West de Pere, Wis.

The bride locked herself in her bedroom and lay huddled beneath the bed covers. Down the corridor toward the room stalked her husband, from whom she had fled in mortal fear. Terrified, she drew back against the headboard. The husband pushed against the unyielding door. He knocked—

An instant of black, and the scene changed to a view of another door, the outside door at the front of a house. A doorbell chimed, and another woman intoned, off screen, "Avon calling!"

The group watching the late-evening full-length feature movie burst into laughter. But not nearly as loudly as they did less than a minute later when the film commercial concluded as it had begun. Again the scene of the outside front door of the house, doorbell chimes and the voice repeating, "Avon calling." Another instant of black, followed by a shot of the bedroom door again. Only this time the door frame was shattered, and the door swung crazily on one hinge. Without noticing the immediate fade-out of the scene, one of the viewers commented, "Persistent, those Avon people!"

It happened during the showing of *The Foxes of Harrow* over a Wisconsin tv station. The effect was, of course, ludicrous and hardly desirable if only because the likelihood of the commercial's message even being heeded was reduced to insignificance.

If this were an isolated example of unfortunate placement of a spot in a feature-length movie, even the spon-

sor might laugh it off. How frequent is the incidence of unfortunate sequences of feature film and participating commercials? Well, the sales-service staff of at least one station in mid-America has been deluged by area sponsors alone to set up a policy whereby commercial breaks are chosen carefully to eliminate any possibility of sequences either ludicrous, in bad taste or otherwise undesirable. True, one swallow doesn't make a meal. But it would seem by the law of averages that the burden of proof would rest upon him who would assert that this station's experience is not typical.

Recently this same station ran a movie which included a poignant church scene. The choir had just completed the singing of Schubert's *Ave Maria*. The film editor broke into the film for a live commercial spot. It was a high-pressure pitch for a furniture dealer's going-out-of-business sale. The film sequence immediately following was another religious scene featuring an instrumental chorus of the *Ave Maria*.

Neither the furniture dealer, members of his faith, nor the members of other faiths thought too highly of the occurrence, and the salesman servicing the account heard about it the following morning.

Examples of equally embarrassing or ridiculous film-commercial sequences are supplied me at least once a week by viewers or studio personnel of the three stations in my area.

The cause would seem to be twofold: a lack of acquaintance on the part of the film editor with the content of commercials filling feature-film breaks, and failure to determine whether or not the scenes preceding and following spot breaks are suitable places for the given commercial messages.

The remedy? Mere acquaintance on the part of the film editor with the

content of feature films and commercial spots and the avoidance of inappropriate sequences are at best negative ways of solving the problem. What's needed is a positive, psychologically sound policy of film editing—a policy whereby film-feature commercials are inserted at as near as possible to psychologically optimum places and intervals.

Station managers are perfectly justified if right here they object. Newspapers and magazines don't make any such concessions to advertisers! Desired positions in the pages of printed publications are secured by special arrangement and usually for an extra fee.

Why then should tv advertisers get privileged treatment?

Because what a tv station can do without extraordinary effort or cost, it *should* do. And I am prepared to submit that with the trend in the tv industry toward more and more film showings, stations cannot afford *not* to select places within movies for spot breaks with at least some care.

Moreover, it's not a question of privileged treatment. Newspaper and magazine editors can readily see by their proof sheets if they have placed side-by-side ads and editorial copy that are not suitable to each other. Tv film editors lack such an immediately evident check. But this is not to say that tv advertisers are therefore not entitled to some sort of equivalent check for suitability of sequence.

Station representatives stay awake nights devising data and other means to coax timebuyers to choose their stations for their clients' spots. But who seems to be aware of the fact that before a commercial in a feature film can be truly effective, it not only has to be well written, well performed, well produced, it also has to make its viewers attentive, it has to arouse their curiosity, it has to put them in the proper frame of mind and emotion for the selling message.

Depth-psychology researchers are saying and writing a great deal about "mind-set" and "mental and emotional conditioning" as primary factors in selling the consumer.

But editing according to time segments or at fade-outs, as seems to be common practice, leaves choosing the best places for the commercial to chance.

Cutting at the most exciting places is a step in the right direction. But the trouble with it is that it's too big a step usually. It has, at least, the virtue of recognizing that commercial breaks are unwelcome interruptions when unwisely timed.

It would seem axiomatic that, to hold your viewer's attention through an interruption, you pick your spot breaks at places where curiosity and suspense are high. So high that the viewer will stay glued to his set throughout the commercials for fear of missing what happens after the breaks.

But when you choose spots where your viewer is likely to be on the edge of his seat in suspense, he'll tend to resent your breaking in and be likely to have a negative attitude toward the spots. And advertisers are getting the tip-off that it is just occasions like these that make viewers decide *against* their product.

Finally, it would also seem to be a mistake to cut out at exciting spots where the fortunes of the hero or heroine are definitely reversed. So reversed that the empathized viewer's curiosity, which keeps him rooted to his chair, is canceled out. He's so busy worrying about the hero or feeling sorry for him that his attention to the commercial is in losing competition.

The proper place to break would seem, then, to be at places where mental and emotional conditioning is positive, affirmative. That is, where it is likely to be in the sponsor's favor. That suspenseful, keep-them-at-their-

(Continued on page 71)

Picking spots for feature film commercials more an art than a science

BY LEE DUDEK



VIDEOTAPE

DYNAMIC NEW DIMENSION IN TV ADVERTISING

However you measure it — quality, convenience or economy — tape adds new dimensions to television advertising, and for at least 9 good reasons:

TAPE OFFERS THE ADVANTAGES OF LIVE TV

- Use of popular local personalities
- Conveys a sense of immediacy
- Permits last minute copy changes

PLUS THE ADVANTAGES OF FILM

- Perfect performance every time
- Accuracy of the sponsor's message
- Identical commercials in all markets

AND THE ADVANTAGES ONLY TAPE CAN OFFER

- Immediate viewing of the recording
- Erasability and re-usability
- Change audio without affecting video



Provided displayed by progressive stations in major markets everywhere

© 1959 AMPEX CORP.

REDWOOD CITY, CALIFORNIA
Offices and representatives in principal cities throughout the world



Film Report

FLAMINGO EXPANSION

Look for still newer features on television in the near future. Flamingo Telefilm Sales, in addition to completing a production deal with Pyramid Productions for a minimum of two half-hour series for syndication per year, is readying a new batch of foreign and independently produced domestic movies for tv.

Bulk of the new features will be foreign (as is "Critics' Award Package," sold in some 80 top markets), and all of them will be of recent vintage. Flamingo has purchased 10 more pictures to date, and according to

Herman Rush, president, at least an additional 26 will be acquired within the next six months. The company, he says, plans to purchase only top features, provided prices are "realistic." One of the recently acquired films is *Sail Into Danger* with Dennis O'Keefe, produced in Spain in 1957.

"Critics' Award Package" consists of 60 features.

First new series under the deal with Pyramid is *Deadline*, currently in production in New York at Gold Medal Studios. Based on factual cases of newspapermen detecting or assisting in the detection of crime, and star-

ring Paul Stewart, the program is scheduled to go into syndication within a matter of weeks. A full 39 episodes will be made, 13 of which have been completed. Pyramid, producer of such series as *The Big Story*, *Man Behind the Badge*, *Decoy* and *Playhouse 15*, will also make a number of pilots for Flamingo which will be aimed at national and network advertisers.

In addition to the new series, Flamingo has placed into syndication *Screen Directors Playhouse*, an anthology series consisting of 35 half-hour films starring top Hollywood names. Various episodes of the series had served as summer network replacements, and until next fall only 26 will be available in syndication, since nine of them are tentatively scheduled for network use this coming summer.

With these new programs, president Rush has initiated an expansion of his syndicated sales force.

WHILE THEY SLEPT . . .

One of the better sleeper plays of the fall season (excluding for a moment *Army's Lonesome End*) was executed by Screen Gems when it placed *The Three Stooges* into syndication. To date, the Columbia films have demonstrated they have what it takes to get a tv audience.

Currently aired in approximately

FILM SUCCESS All State Carpet Co.

California National Productions' *Union Pacific*, currently aired in approximately 154 markets, has proved itself a natural for many advertisers across the nation, but in Los Angeles it developed into more than a natural: it became a necessity, apparently, for its sponsor.

The All State Carpet Co. bankrolls the railroading epic over KRCA in that city, and, according to Harold Parets, advertising manager, the company has experienced a 20-per-cent increase in sales since purchasing *Union Pacific*. "I am delighted to report great satisfaction with our sponsorship of *Union Pacific*. The television medium has been used by this company for some years, but never with more effectiveness. The first 13 weeks of our participation has been one of continuous 'building,' and we have just signed for an additional 13 weeks at the end of our current 26."

Mr. Parets reports a tremendous response to an on-the-air "phone-in" commercial used in the program, and he says that customers frequently mention the show in the store. "CNP," he says, "conducted a most effective pre-program merchandising and promotional campaign and to no small degree is responsible for its present success."

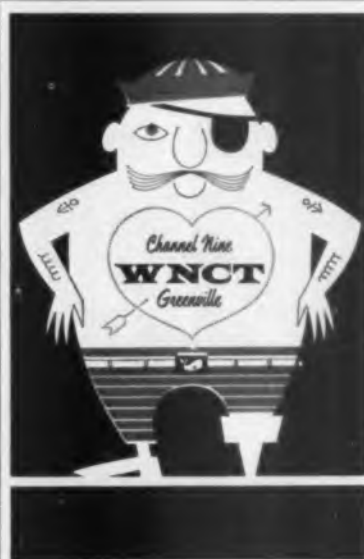
Ratings across the country continue to be impressive. In Los Angeles, where *Union Pacific* is telecast by



Jeff Morrow and Susan Cummings in *Union Pacific*

KRCA on Wednesdays at 7 p.m., it more than doubled its predecessor's rating with its first American Research Bureau listing. The second ARB report put the program in first place with an 11.3, delivering a share-of-audience 10 per cent greater than the average evening program on the station.

Union Pacific, consisting of 39 films, was placed into syndication early in 1958. Jeff Morrow portrays a retired Union Army officer helping to forge the railroad west. The series was produced by George M. Cahan, directed by Sobey Martin and created for CNP by Robert Cinader.



50 markets (where they are generally stripped for late afternoon-early evening viewers), the success of the films supports talk of a trend toward comedy, and toward comedy of the simplest, most uncomplicated kind: slapstick. A few representative American Research Bureau ratings:

In Chicago, over WGN-TV, the program led in its time slot throughout the week in November with a 9.3. In December the rating almost doubled, reaching a 17.3. In Philadelphia where it is also stripped, (6-6:30 p.m. over WFIL-TV) *The Three Stooges* again clobbered the opposition with a November average of 24.8. In New York, over WPIX, weekly averages again indicate that the program can edge out established competition.

The films, starring Moe Howard, Larry Fine and the late Curly Howard are two-reelers of approximately 18 minutes in length. There are 78 of them, produced by Columbia in the late '30s and early '40s. After Curly Howard's death Joe Di Rita joined the team to round out the trio. As a night club act they went nowhere in particular, and it wasn't until their films went on the air in September that they found themselves in demand again. In recent weeks they have done guest shots on several network programs, and they have been booked for a three-month night club tour, designed to hit mostly those markets where the films are telecast.

PERSONNEL . . .

ABC Films has created two new sales positions—eastern division sales manager and Chicago city sales manager. James F. Delaney, who joined



HURLEY

DELANEY

the company last April, has been appointed to the eastern-division post. Richard Hurley, with ABC Films for two years, has been promoted to the Chicago position.

Mr. Delaney, formerly a home-office

sales executive on special assignments, now supervises sales activities in 16 eastern states and will report directly to Phil Williams, vice president in charge of syndicated sales. Mr. Hurley, formerly central division account executive, is now responsible for syndicated sales and sales service to Chicago advertising agencies, clients and stations. Al Lanken has been appointed an account executive, covering the Carolinas, Georgia, Florida and Virginia.

Arthur Spirt, formerly with Television Programs of America and then Independent Television Corp., has



MR. SPIRT

been appointed vice president in charge of the midwest division of Gross-Krasne-Sillerman, Inc. GKS has opened a new office in Detroit, and Raymond Wild, vice president, will move to that city from Chicago, where he will head the newly formed central-west division. Mr. Spirt will headquarter in Chicago.

William Froug has joined Goodson-Todman, Inc., as creative head of production in Hollywood under Harris Katleman, vice president in charge of west-coast operations. Mr. Froug's initial assignment is to produce the *Philip Marlowe* series, which will be distributed by California National Productions. James Mosher, originator of *Medic and Dragnet*, will write the first 10 scripts. Other G-T film productions are *The Web* and *Jefferson Drum*. Mr. Froug was formerly with Screen Gems, where he produced such shows as *Alcoa Theatre* and filmed *Playhouse 90* programs. . . . Samuel Bischoff is producing the remaining 13 segments of *The Texan*. He was signed by Rovic-Desilu to replace Jerry Stag, who has formed his own production company.

Jack Kelley and George Stanford

How about ALASKA?

How will your message come through in those faraway spots beyond the suburbs? An ivory tower is a sure road to nowhere! Pre-testing becomes more and more vital as costs grow.

And film makes pre-testing easy . . . lets you use impartial audiences where and when you want . . . lets you test to your heart's content . . . economically!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films. Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.



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NY

Always shoot it on EASTMAN FILM . . . You'll be glad you did!

Advertising **SELLING** Directory of **COMMERCIALS**

American Cyanamid • Cunningham & Walsh



HANKINSON STUDIO, INC., New York

Columbia Broadcasting System



FINE ARTS PRODUCTIONS, Hollywood

American Telephone & Telegraph Co. • N. W. Ayer



ELECTRA FILM PRODUCTIONS, INC., New York

Crest Toothpaste • Benton & Bowles



WARNER BROS. TELEVISION, Burbank

Banquet Frozen Foods • D'Arcy Advertising



HEITZ & BERNDON, Dallas

Du Pont • BBDO



KLAEGER FILM PRODUCTIONS, New York

Beech-Nut Gum • Young & Rubicam



WOMSEL, CARLISLE & DUNPHY, INC., New York

Max Factor



LAWRENCE-SCHNITZER PROD., INC., Hollywood

have joined the New York City sales force of Independent Television Corp. Mr. Kelley was formerly with the Katz Agency in television spot sales, and Mr. Stanford was previously an account executive for WPIX New York. Both men will report to Russell Clancy, ITC's New York City sales manager. . . . John O. Downey has joined the program department of the CBS Television Stations Division in New York. He will work with Hal Hough, director of program services for the CBS-owned television stations. Howard Berk has been named director of publicity for the stations and for CBS Television Spot Sales.

David J. Melamed has joined National Telefilm Associates as vice president in charge of business affairs. Mr. Melamed has had a long association with Chesapeake Industries, Inc. and its affiliated companies. He joined Chesapeake's Pathe Laboratories in 1941, and following a hitch in the Army returned to Chesapeake Industries as assistant treasurer. In 1949 he was assigned to Eagle Lion Films, Inc., another affiliate, and served as treasurer. Mr. Melamed returned to the parent company in 1952 and served variously as assistant treasurer, treasurer, of Pathe Laboratories, vice president, and then executive vice president of Pathe.

Charles C. (Bud) Barry, formerly vice president in charge of television



MR. BARRY

for Loew's, Inc., has been appointed president of the NTA Film Network. Mr. Barry succeeds Eli A. Landau, board chairman of National Telefilm Associates, who is now free to devote his energies to NTA's myriad operations.

Eugene C. Wyatt has joined Bernard L. Schubert, Inc., as vice president in charge of network sales. Formerly na-

tional sales manager of ABC-TV, Mr. Wyatt had served with that network as an account executive, eastern sales manager and national program sales manager. The Schubert company has announced two programs for network airing: *Counterspy* and *The New Adventures of Mr. and Mrs. North*.

SALES . . .

MCA TV has placed into syndication a new action-adventure series and has sold it to Lucky Strike cigarettes for 34 markets in what is said to be the sponsor's first non-network program buy. The program, *SA 7*, stars Lloyd Nolan as a special agent of the Intelligence Bureau, Department of Internal Revenue, was produced for MCA TV by David Hire at Revue Productions, and has 26 half hours ready for immediate airing. Majority of markets in Lucky Strike's regional spread are in the cast.

Ziv's perennial *Cisco Kid* has been sold to several new regional sponsors. Dan-Lee Pretzels & Potato Chips, Cleveland, in a 52-week deal, has purchased the series for 12 markets: Cleveland, Buffalo, Pittsburgh, Huntington, Erie, Akron, Youngstown, Wheeling, Steubenville, Johnstown, Clarksburg and Parkersburg, W. Va. Another new regional sponsor of *Cisco* is Piggly Wiggly supermarkets for six North Dakota markets: Bismarck, Fargo, Grand Forks, Minot, Williston and Valley City. Eddy Bakeries division of General Baking bought the program in nine Idaho markets, and for the ninth consecutive year Interstate Bakeries renewed *Cisco Kid* in a seven-state buy. . . . Kraft and Sealtest have renewed Ziv's *Bat Masterson* (NBC-TV, Wednesdays, 9:30-10 p.m.) for another 26 weeks to make a full 52.

Fremantle International, Inc., reports December overseas sales amounted to \$218,000. The figure reflects deals made in Mexico, Australia, Great Britain, Bermuda, Hong Kong and various Latin American markets. Paul Talbot, president of Fremantle, says December 1957 sales were only a third of last month's amount. . . . Flamingo Telefilm Sales has sold 13 new Spanish-dubbed episodes of *Superman* to all Latin American countries, and has completed deals in those same markets for *O. S. S.*

Screen Gems' *Donna Reed Show*



Scenes from one of Tek Hughes' commercials for its brushes and combs, utilizing the "visual squeeze" technique. It was created by Tek's agency, Young & Rubicam, and produced by Transfilm, Inc. The method employs still photographs, an original musical score and voices which sing or speak copy written in a scanning meter. The photos appear in a staccato-like manner, keeping pace with the beat of the music and voices.

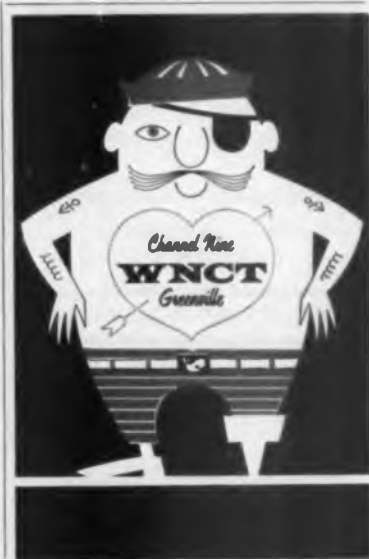
(ABC-TV, Wednesdays, 9-9:30 p.m.) has been renewed for another 26 weeks by Campbell Soup. . . . Three new U. S. stations and several overseas clients (including Telewizja Warszawa, Warsaw, Poland) have subscribed to CBS Newsfilm. The three new U. S. stations are: KDKA-TV Pittsburgh, WTVN-TV Albany and WHCT Hartford. . . . WNEW-TV New York has purchased Ziv's *Dial 999*, detective series produced in London.

United Artists Associated, with a strong last quarter in 1958, started the first week of the new year with sales of Warner Bros. features to 12 stations, *Popeye* cartoons to six stations and parts of the Gold Mine Library to several additional stations. . . . KHQA-TV Hannibal, Mo., has purchased Trans-Lux Television Corp.'s Encyclopedia Britannica Film Library.

NEW FILM FIRM

A new film company, Formula 7 Productions, has been formed to dis-

tribute and produce feature films, tv films and live programs. The firm will concentrate on production in the east by financing independent producers, according to Garvey Nelson, president.



Television Age Advertising Directory of TV SERVICES

TV FILM TRAFFIC SERVICES

1 GETS YOU 10

One call gets ten years experience in solving tv after-production needs.

CALL COLLECT

MODERN TELESERVICE, INC.

New York Chicago Los Angeles
OX 7-2753 DE 7-3761 WE 3-5674

TALENT AGENCIES

FOSTER-FERGUSON

(Jean & Babs)

141 East 44th Street, New York 17, N. Y.
YUkon 6-4330

A complete service, specializing in creative talent for tv. May we screen, from our vast resources of actors, models, etc., the types to fit your specific need.

CAMERAEQUIPMENT

CAMERA EQUIPMENT CO.

915 West 43rd Street, New York 36, N. Y.
JUdson 6-1420

RENTALS — SALES — SERVICE

Motion picture and television equipment
... lighting equipment ... generators
... film editing equipment ... processing equipment.

SCREENING ROOMS

PREVIEW THEATRES, INC.

1600 Broadway, New York 19, N. Y.
Circle 6-0865

President William B. Gullette
16mm, 35mm; magnetic or optical; all interlock combinations. Editing equipment and facilities. Film storage vaults. All facilities available 24 hours a day.

OPTICAL EFFECTS AND ANIMATION

K & W FILM SERVICE CORP.

1657 Broadway, New York 19, N. Y.
Circle 5-8080-1-2

President Norman Witten
Vice President Ralph Koch
OPTICALS ... TITLES ... SPECIAL EFFECTS ... SLIDE FILMS ... ANIMATION ANIMATION PHOTOGRAPHY

COLLECTION AGENCIES

STANDARD ACTUARIAL WARRANTY CO.

220 West 42nd Street, New York, N. Y.
Collections

For the Industry
All over the world
Serving radio, tv and film accounts
No Collections — No Commissions!!

Formula 7 is located at 1650 Broadway, New York 19, N. Y. Phone number is Columbus 5-8649.

PROGRAMS . . .

Ziv has announced several programming moves that have decided topical interest. The company has acquired television rights to Pierre Berton's *Klondike Fever*, a Book of the Month Club selection. The series, being prepared for the 1959-60 season, will dramatize the history of the 49th state, concentrating on the gold rush of the '90s. Ziv is also readying a series dramatizing space exploration. Titled *Moon Probe*, William Lundigan will portray an Air Force colonel charged with taking America's first manned missile to the moon. It is being produced in cooperation with the Department of Defense, the Air Force, Army and Navy.

Independent Television Corp. will launch another new series for world distribution in 1959. This one, which will bring the company's roster of programs up to 26, is titled *Treasury Agent*. Based on the best selling book by Andrew Tully, Scripps-Howard Washington correspondent, and produced by Robert J. Enders Productions, the program goes before the cameras next month. The Enders company, which is also producing *The Best of the Post* series for ITC, has embarked on a unique production

venture in filming that series: with 18 episodes completed, 13 more will be made in London, and the remaining eight are scheduled for Hollywood.

Screen Gems has signed Clarence Greene and Russell Rouse as a writer-director-producer team for *Underworld*, a series based on an undercover agent. Under the contract, the team will do two new shows a year for three years.

In another deal, the Columbia subsidiary will finance and distribute *The Secret Life of James Thurber*, to be produced by Jules C. Goldstone, who has acquired rights to all the Thurber properties. . . . ABC-TV, in the meantime, has bought re-run rights to the 26 half-hours of Mr. Goldstone's *The Court of Last Resort*, seen on NBC-TV last season.

Barbara Stanwyck has been signed by NBC-TV as hostess for an anthology series, to be dubbed *Barbara Stanwyck Theatre*. . . . Hal Roach Studios has plans for a new series titled *Fraternity Mother*. The show was created by Bill Cowley and Peggy Chantler. . . . Goodson-Todman has signed producer-writer Norman Retchin for filming of his pilot, *Heave Ho, Harrigan*. . . . Producers Aubrey-Schenck and Howard W. Koch are prepping a new series, *Miami Undercover*, to be released by United Artists TV. . . . A taped pilot of *The Rosebud*, Bud Yorkin created musical variety show, has been readied by NBC-TV.

Syndicated Film Profile FLIGHT

Produced and distributed by California National Productions. Al Simon, executive producer and creator; Jean Yarbrough, director; Robert Stillman, producer; Gen. George C. Kenney, USAF, ret., host.

Sponsors: Include Schlitz, Hanun, Wiedemann Brewing, General Electric, Schaefer Beer, Kroger Co., Progresso Foods.

Format: Aviation series produced with close cooperation of U. S. Air Force, showing world history of flight from Kitty Hawk to Cape Canaveral. Carefully documented fictional dramas based on actual incidents, filmed on location at various bases and in all Air Forces of the world.

Ratings: Series went into syndi-



Joel Marston and Dick Crane play vital roles in an episode of Flight

cation in the late fall of 1958. Has been sold in well over 100 markets. November ARB's show many good ratings.

COMMERCIAL CUES . . .

TV Spots, Inc., reports that it tripled sales for 1958 as compared to the previous year. Although no figures are yet available, largely responsible for the increase is the *Crusader Rabbit* series, of which 210 episodes have been filmed to date.

Animation, Inc., now has four different packages of spots in syndication. Two additional ones are planned for release early this year. . . . Newly organized firm of Alan Alch, Inc., has been retained by Bel Air Frozen Foods to do several animated commercials. Agencies are Weiner & Gossage, San Francisco, and Sherman Rifkin, I. A.

UPA Pictures and Four Star Films have entered into a reciprocal agreement whereby all animation coming to either will be made by UPA and all live action going to either shop will be done by Four Star. It was emphasized that the agreement is not a merger, but a combination of studio forces. . . . Herman Edel has joined Music Makers, Inc., as executive vice president. Mr. Edel, formerly sales manager, now has complete charge of all sales and administration of the company. . . . Hal Persons has been named account supervisor of Van Praag Productions. Mr. Persons, formerly account supervisor for Harry S. Goodman Productions, will also handle sales promotion and publicity.

One of the largest location jobs for Lawrence-Schnitzer Productions was a recently completed series of spots for Massey-Ferguson farm machinery (Needham, Louis & Brorby), filmed in Stockton. The firm is also producing a Max Factor commercial, *Paris Is A Woman*, for international use. . . . Animation, Inc.'s move into new quarters is resulting in the addition of several staff members, president Earl Klein reports. . . . Hanna & Barbera Productions also is expanding, having leased the first floor of the Cinema Research Building to house its camera department.

Filmways, Inc., is utilizing three image orthicon cameras with its videotape equipment. The cameras, according to Martin Ransohoff, president, enable the company to record commercials with the same technical quality as the feature portions of a program, since they are the same as those

(Continued on page 72)

Advertising
Directory of **SELLING
COMMERCIALS**

General Electric • Maxon, Inc.



KLAEGER FILM PRODUCTIONS, New York

Morton Frozen Foods • Ted Bates



NATIONAL SCREEN SERVICE CORP., New York

General Mills • Dancer-Fitzgerald-Sample



WARNER BROS. TELEVISION, Burbank

Mobisco Lorna Doones • McCann-Erickson



NFH PRODUCTIONS, INC., New York

Greyhound Corp. • Grey Advertising



KLAEGER FILM PRODUCTIONS, New York

National Life & Accident Ins. Co. • Noble Dury



FRED A. MILES PRODUCTIONS, INC., Chicago

P. Lorillard Co. • Lennen & Mewell



SOUND MASTERS, INC., New York

The Nestle Co. • Bryan Houston



GIFFORD ANIMATION/GOULDING-ELLIOTT-GRAMAM

PERSONALITY PROGRAMMING

KHJ-TV with its outstanding new roster of live personalities is changing the television buying and viewing habits of Southern California.

Such nationally known names as Oscar Levant, Don Sherwood and John J. Anthony plus such popular Los Angeles names as John Willis, Walker Edmiston and "Engineer Bill" Stulla are selling more product for more advertisers than ever before. Why? Because these personalities are live and local... Southern Californians know them and respond to their recommendations in a way that makes cash registers ring as never before.

When buying Los Angeles television, take advantage of the phenomenal selling "plus" that comes with Personality Programming... on the Los Angeles station with more live television personalities than any other.

KHJ 9 TV
LOS ANGELES

Represented by H-R Television, Inc.



Washington Memo

86th CONVENES. An unprecedented amount of tv activity, reflecting perhaps the maturity of the medium, and the problems that maturity brings, is on the agenda for the newly convened 86th Congress. Announced investigations run the gamut of channel allocations to program ratings, but it's extremely doubtful that some of the probes will produce more than headlines—which may be the primary objective in the first place.

Viewed in one light, the flurry of activity is evidence of the fact that tv has truly become the public's business. The fast-growing size of the tv audience in prime viewing periods, the enormous expenditures by sponsors and the breakneck competition for ratings, to name just a few factors, have made Congress extremely sensitive to the importance attached to a tv set by the public.

Few persons know better than politicians the influence a tv appearance can exert. Statesmen are separated from charlatans, integrity from phoniness, with one click of the dial. Thus, Congressmen gain an early appreciation in their campaigns of tv's importance, and now that they've made the big jump to Washington they're more eager than ever to keep a watchful eye on the industry.

The headlines of the last year, exposing an unhealthy amount of influence-peddling in the high councils of the FCC, have unfortunately given the industry a black eye. To a certain extent, some irresponsible Congressmen more interested in currying the favor of voters in an election year than carrying out their responsibilities as elected officials were responsible for creating tv's unsavory reputation.

NEW SLATE. The convening of a new Congress always gives rise to new hopes that things will be different this time. And well they might. The new Congress starts with a new slate, and although many of the faces are familiar, the deeds can be different. Dedication to honest, forthright investigation designed to shed more light than heat on tv matters can be Con-

gress' greatest gift to tv.

From a tv standpoint, one of the busiest places in the new Congress will be the hearing room of the Senate Interstate and Foreign Commerce Committee. Chairman Warren G. Magnuson (D-Wash.) has already staked out at least a half-dozen investigations to include allocations, ratings, community systems and translator stations, subscription tv, financial aid to educational tv and program ratings. Some of the hearings will be farmed out, of course, to various subcommittees.

Not to be overlooked, of course, is the desire of many Congressmen to put on the statute books a tighter law against so-called *ex parte* contacts of the commissioners and key staff members—influence-peddling outside normal channels, in other words—as an aftermath of last year's disclosures of bribes and vote-buying.

On the House side, Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and the headlines-producing Legislative Oversight Subcommittee, has promised early hearings on subscription tv. The Senate will probably get started with hearings on ratings services, to be held in New York under the chairmanship of Senator A. S. (Mike) Monroney (D-Okla.).

RATINGS WRANGLE. On the ratings question, Senator Monroney is anxious to get an all-industry agreement on the type of base to be used. This, he admits, is the most he can hope for in uniformity among the various types of ratings now being used. He points out that ratings have become omnipotent in determining the program fare of networks and stations.

First witness in the ratings hearings is likely to be CBS commentator Edward R. Murrow. The committee last year heard former NBC chairman Sylvester L. (Pat) Weaver.

Subscription tv is due for early consideration on both sides of the Capitol. Most of the bills expected to be introduced will be against pay tv—



but whether any of them will survive committee hearings and floor debate would seem to be doubtful.

Bills to control networks even further can also be expected, although some merely reflect local irritations. For example, Senator Paul H. Douglas (D-Ill.) has gone on record as favoring a network-control bill because of cutbacks in locally originated NBC programs from WNBQ Chicago. Some California Congressmen are likewise upset by reports of planned cutbacks on network originations from Hollywood.

CAMERA BAN. An "intramural" fight which may reach fireworks proportions may center around Speaker Sam Rayburn's ban on tv-radio-still-camera coverage of House committee proceedings. Four bills to upset the Rayburn ban were introduced in the last session, but none ever advanced as far as committee, having been throttled by the all-powerful House Rules Committee.

To a certain extent, the fate of new efforts to overthrow the ban will be a test of the committee's powers. If a petition is forced to the floor to discharge the committee from consideration of a bill to provide tv-radio-camera coverage, the predictions are that the ban will be upset. Thus far, however, nothing has happened to indicate that the committee's powers, or those of Speaker Rayburn, will be curtailed.

All in all, it promises to be one of the livelier sessions regarding tv.

Advertising Directory of **SELLING COMMERCIALS**

Oertel Brewing Co. • Lynch & Hart



UPA PICTURES, INC., Burbank

Piel Bros. • Young & Rubicam



TERRYTOONS, A Division of CBS Films Inc.

Revlon • Mogul, Lewin, Williams & Saylor



MPO TELEVISION FILMS, INC., New York

Rheingold Beer • Foote, Cone & Belding



SARRA, INC., New York

Autos (Continued from page 39)

good one became available, but would continue to use eight or 10 announcements per week.

Commercials are handled either by Mr. Rohyans or a WBNS-TV staff announcer. Hard-sell base of the campaign is provided by minute and 20-second announcements which are supported by ID's built around the slogan: "The Thrifty Man Deals with Dan."

"It's important that you buy carefully and know what you are buying," says the Ford dealer. "Study the market every day and get to know how to tabulate cost-per-thousand reach. Properly purchased, television is the country's most effective advertising medium for auto dealers."

Another major Columbus dealer who gives television 75 per cent of his advertising budget is Lex Mayers of Lex Mayers' Chevrolet, largest Chevrolet dealer in the 12-state mid-western area. His company spends an estimated \$115,000 yearly on his various television campaigns on the three Columbus stations, WBNS-TV, WLW-C and WTVN-TV.

Mr. Mayers himself does the commercials and has become such a familiar figure that he really represents personally his firm's corporate image. The Chevrolet dealer stresses informality, talking directly and frankly to his audience. If a used-car door sticks as he opens it, he is likely to knock \$100 off on the price of the car. If a car is an old model, he will label it a "fisherman's special" or a "mechanic's dream." No scripts are used in the Mayers commercials.

The company sponsors a Sunday-evening feature-film on WTVN-TV. On this program Mr. Mayers shows 12 cars per program, bringing on four at a time, three times during the show. While the cars shown are used cars, at the end of the show the fact that he is the largest new-car dealer in the area is casually mentioned.

Mayers' Chevrolet co-sponsors Bishop Fulton J. Sheen on WLW-C for an institutional prestige program and carries weekly night ID schedules on WBNS-TV and WLW-C for new cars. On the Sheen program commer-

cials emphasize the steady growth of the company and credit this to a quality product, fair dealing and good service. Commercials are planned by Mr. Mayers in consultation with Robert Hutchinson, account executive for the company agency, Dodsworth, Falch & Hutchinson.

Mr. Mayers specializes in promotions and during the year runs many. One of the most recent and most successful was the Labor Day special, when 59 new cars and 25 used cars were sold in one day.

For the promotion Mr. Mayers had professional chefs roast a 2,000-pound ox on the motor-company premises. Mayers salesmen were all dressed in chef's hats and aprons. The plan was announced well in advance on television. As a result, 9,000 persons from the area were on hand for the sale.

Special Promotions

Other special promotions used by Lex Mayers during the past year include New Year's Day, when sauerkraut and wieners were served; Memorial Day, with a free circus, pony rides and foot-long hot dogs; July 4, free watermelon and 30 per cent off on Impala cars; Thanksgiving Day, free pumpkin pie; exchange month, small cash differences in changing an old car for a new; Bel Air bonanza, \$800 off on any Bel Air car in stock; five-cent sale, auto accessories five cents each; first-second payments, featuring a first- and second-payment check free from Mr. Mayers.

Many of the cars sold by the motor company are sold outside of the home county, pointing up the coverage of the Columbus tv stations. In view of the results, it is not surprising that Mr. Mayers says: "Television does the lion's share of the total selling job for us—particularly on used-car sales."

George Byers Sons, world's largest DeSoto - Plymouth distributors, has seven locations in the Columbus area and spends 50 per cent of its new-car advertising in television, using WBNS-TV, WLW-C and WTVN-TV.

The company is the oldest continuing sponsor of a local program in Columbus, having begun with the 11

(Continued on page 54)

Wall Street Report

W. U. RE-EXAMINED. Although it is an old name in the financial community, Western Union is being examined in a new light by analysts, partly because of its program of diversification, a program that includes a healthy interest in some phases of television.

One of the most striking aspects of the change that has taken place in the affairs of Western Union has been its close association with ABC-Paramount in investing in special situations. In 1955 these two firms began a joint program of carefully controlled diversification. The first move was in April 1955 when they each acquired a 30-per-cent interest in Microwave Associates, Inc., of Boston. This company designs and produces microwave equipment, magnetrons, radar components and other devices for industry. Many of the nation's missiles used component parts made by the Microwave labs.

In 1956 Western Union and ABC-Paramount each bought a 25-per-cent interest in Technical Operations, Inc., a fast-growing manufacturing, research and development organization specializing in applying atomic-energy principles to commercial and military devices. Physicians and industrial technicians, for example, use radioactive isotopes to treat eye disorders or discover flaws in metallic castings.

MORE ACQUISITIONS. Also in 1956 both companies acquired a 25-per-cent interest in Wind Tunnel Instrument Co. of Newton, Mass., which conducts aerodynamic research and produces instruments for wind-tunnel and jet-engine testing. Later this company changed its name to Dynamics Corp. and spread its activities into data computing applications and automatic weighing systems for various industries, including oil, chemical, feed, cement and aircraft.

On its own the same year, Western Union acquired a 14-per-cent interest in TelePrompTer Corp. and purchased \$400,000 of its subordinated convertible debentures. TelePrompTer is too widely known throughout

the industry to need elaboration here, and it has, of course, been sold for use in several other fields — movies, politics, lectures, etc. And recently it acquired the closed-circuit tv subsidiary of the Sheraton Corp. of America, the nation's second largest hotel chain to invade the closed-circuit tv field.

Late in 1958 Western Union made another individual purchase with the acquisition of a one-sixth stock interest in Gray Manufacturing Co. of Hartford, Conn. Gray is a maker of telephone switchboards, radar equipment, television optical projectors and other electronic devices.

Gray is the most substantial company in which Western Union has made an investment. It has a sales volume of over \$8.5 million, although it operated at a loss in 1957. However, Walter Marshall, president of Western Union, stated that Western Union plans to work closely with Gray, so there is a possibility that some day Gray may bear the same relationship to Western Union that Western Electric bears to A.T.&T.

ALLIED INTERESTS. In any case, it can be seen that, from its close association with ABC-Paramount and from its investment policies, Western Union has interests allied with the growth of the television industry. It's

also possible that its relationship might be more direct with the industry if W. U. can convince the major networks of the advantages of installing a private-wire system that would enable the networks, agencies, advertisers and other organizations to stay in constant, swift communication on the rapidly changing developments within the industry.

Quite apart from its diversification program, Western Union, of course, has enjoyed a steady improvement in its financial affairs in the last few years. While its volume of public-message business has declined from the high volume of World War II and the Korean War, the drop in unit volume has been offset somewhat by the increase in rates charged. And while the public-message business is not growing, the company's private-wire business is. The private wire is, in effect, a private telegraph system installed within one company's organization and hooking up all plants and offices. Late in 1958 Western Union received a rate increase which promptly boosted the potential return of the company by \$5 million.

Western Union, even with the aid of rate increases, is not expected to show earnings of 1958 on a par with those of 1957, when earnings from operations were \$2.3 per share. However, the company's earnings are expected to show an improvement in 1959, and the dividend of \$1.20 per share on the 6.2 million shares outstanding is likely to be increased before the year is out.



Autos (Continued from page 52)

p.m. news on WBNS-TV in 1950 and still using it as the focal point of its television campaign. Today it presents the 10-minute newscast on an alternating Monday-Wednesday-Friday and Tuesday-Thursday basis.

Success of the television program is illustrated graphically in that new-car volume has climbed 50 per cent since 1949, when the company, at the advice of its agency, Kelly & Lamb, switched much of its newspaper advertising into the medium. Today this policy is credited with the growth of the firm to become the largest DeSoto-Plymouth dealer.

The Byers newscasts emphasize local events and sports but cover the news generally. Bill Pepper is the newscaster, and he also does the commercials. Sales messages emphasize the soft sell. The program opens and closes with short identifications and includes two middle commercials, with one showing a new car live from the studio. A shorter commercial

features the Byers million-dollar sales-and-service building and ties in with Byers newspaper and radio commercials. The Byers company has won many awards, being the only organization to receive the DeSoto Division Quality Dealer award twice. Mr. George Byers, Sr., chairman of the board, was named Mr. DeSoto by dealers in 1956.

One outstanding television success story staged by George Byers Sons was a gigantic warehouse sale when 300 new cars were sold. For this campaign 72 ID announcements on all three Columbus stations were added to the regular late-night newscast. Thirteen acres were used to display the entire Byers stock of new Plymouth and DeSoto cars. Each car had its own sales ticket with stock number, full description of equipment, regular price, sale price, down payment and monthly payment charge. Advertising budget for the campaign was split evenly between tv and newspapers.

Mr. Byers says: "Just as teamwork is so important in a sales organization of our size, we feel that television is an important member of our advertising team, giving us a prestige selling medium with the indisputable live video value lacking in other media. The Bill Pepper news show has proven to be a vehicle we can't afford to be without. And the additional successful use of spot tv, as demonstrated in this year's warehouse sale, proves the important impact of television as a selling force."

Other Dealers

Besides these dealers, there are a number of other automobile agencies in Columbus and its metropolitan area which are year-round users of television. Among those which have consistent campaigns are:

Avery Pontiac Co., a campaign advertiser, using WBNS-TV principally, buys 10-second spots and special events as well as tie-ins with national shows. Also uses newspaper and spot radio.

Herm Beck Rambler buys 12 ID's on an alternate week basis on WLW-C.

Berlin Wolfe Oldsmobile sponsors a five-minute weather show once a week and 12 ID's on an alternate week basis, both on WLW-C.

Columbus Buick Co. has two showrooms where the company not only sells Buicks but Studebakers as well. Uses WTVN-TV and WLW-C principally.

Country Fair sells the Rambler and foreign cars. Buys feature films on a co-sponsorship basis, mostly on WTVN-TV. Recently completed 13-week 1-hour series *Best of Scarlet & Gray*.

Gager-Keim, a Ford dealer, spends an average of \$400 per week on minute testimonial spots, mostly on WBNS-TV.

Fred Beasley-Grove Beasley, of Athens, Ohio, has the second largest volume on Fords in the area. Buys saturation ID's, using the package plan on WLW-C, WTVN-TV and WBNS-TV. Spends about \$15,000 a year.

Medic Ford buys 20's and minutes mostly on WLW-C.

Rodenfels Chevrolet concentrates its television on ID campaigns. Currently using WBNS-TV but often buys on other stations.

Jack Ross sells Renault, Rolls Royce, Cadillac and Oldsmobile, spending his entire budget in television for both spots and programs. Average expenditure is about \$1,000 a week, mostly on WTVN-TV. Currently using ten one-minute and 20-second night and week-end announcements.

Saeger Buick spends about one-third of its budget in television. Has ID schedule on WLW-C.

Jack Schmidt Oldsmobile buys ID announcements 52 weeks per year on WTVN-TV. Co-sponsors Sunday feature film on WLW-C.

West Side Motors, Dodge dealers, buys spot minutes, mostly on WTVN-TV.

Wood Motors, Chrysler dealers, a major sponsor of special events as well as an ID schedule, concentrates on Saturday time slots. Recently sponsored Orange Bowl on WBNS-TV.

In addition, there are many other dealers in the area, mostly smaller companies, almost all of which use television to a greater or lesser extent during the year. These add a sizable number of cars to the total sales in the area.

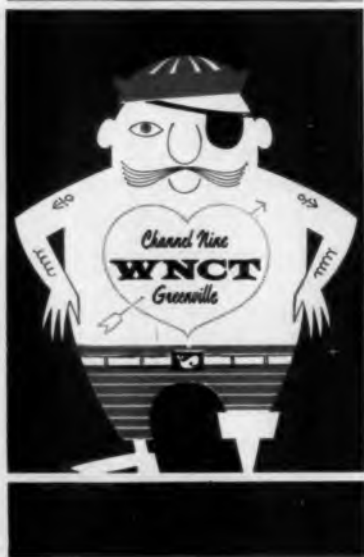
All in all, it becomes apparent that television has played the major role in making Columbus a 1958 bright spot in motor sales and promises to keep its sales total gleaming in 1959.

It's time to roll up your sleeve...



CALL YOUR RED CROSS TODAY!

NATIONAL BLOOD PROGRAM



January 26, 1959

TELEVISION AGE SPOT REPORT

a review of
current activity
in national
spot tv

George Huntington, vice president of the Television Bureau of Advertising, recently protested the application of methods used in rating one medium to obtain ratings for another medium. In the familiar apples-and-oranges analogy, he noted that tv cost-per-thousand can't be compared with print cost-per-thousand as the phrase in itself is meaningless.

"In tv," Mr. Huntington said, "we can give you cost-per-thousand homes . . . or people . . . or men, women and children . . . or filter-cigarette smokers, etc., with the data currently computed and available for inspection. But the figures cannot be compared with cpm in print media, until we know where the measurement of the other media-thousand came from. Is it circulation? Page traffic? What?"

Stating that research in newspaper ad readership ended in 1950 with the conclusion of the Continuing Study of Newspaper Reading, Mr. Huntington proposed that still-growing broadcast research is more thorough, refined and applicable to advertiser use today.

The kind of comparison in which "fiction replaces science" that Mr. Huntington decried appears in a December bulletin of the American Newspaper Publishers Association.

Here, the ANPA takes to task the list of "100 Top Markets" published in TV AGE last spring. "Every daily newspaper," says the bulletin, "sells advertising on the basis of the mar-

ket it serves. If that market is diluted by new definitions, or if coverage in another market by other media is successfully claimed, the paper stands to suffer."

Stating that the TV AGE market list "purports to offer 93.1 per cent unduplicated tv coverage of the U. S.," the ANPA notes that 25 markets in the top 100 Standard Metropolitan Areas as defined by the U. S. Census Bureau do not appear. Objection is also raised to linking neighboring cities having daily newspapers as single tv markets.

"Present ranking of the top 100 Standard Metropolitan Areas by the U. S.," says the ANPA, "is based on population, a known and measurable quantity. Daily newspaper coverage is based on audited circulation, also known and measurable. Ranking of



At Ted Bates & Co., Inc., Paul Rear-don is chief timebuyer on American Chicle Co., makers of Roloids, Clorets and Chiclets.

the 100 tv markets is based on so-called coverage by the strongest tv station—a largely unknown quantity."

It seems folly to note that it is entirely possible for a single tv station to serve several metropolitan areas and hence make one video market of several newspaper markets. Or that such a market can be larger than a U. S. metropolitan area defined by population. Or that the "largely unknown quantity" of tv coverage is precisely measured by several methods, notably A. C. Nielsen's.

The ANPA quotes a publisher whose city "disappeared from the top 100 markets" as saying: "If these markets do not continue to be identified as such in the minds of all advertising agencies, some ANPA members may find they no longer have a market to sell—it has been absorbed by air coverage."

"There is room for all of us," said George Huntington—a statement based on the realization that a television market and a newspaper market are two distinct entities, and neither can absorb or replace the other.

AMERICAN HOME PRODUCTS CORP.

(Geyer, Morey, Madden & Ballard, Inc., N. Y.)

For AEROWAX, this newly named agency reports tv is on the ropes for at least the first six months of the year. After using syndicated shows in about 15 markets last year, only New York is currently getting the product's money with a renewal of Mike Hammer. Ed Richardson is the timebuyer.

ATLANTIS SALES CORP.

(Compton Adv., Inc., N. Y.)

Schedules got under way last week and this for FRENCH'S spaghetti sauce in a good-sized number of markets "selected from the top 50" and reportedly including New York, Chicago, Philadelphia, Pittsburgh, Rochester, Los Angeles, Seattle, Cleveland, Indianapolis, San Diego, Buffalo, San Francisco, Boston, Cincinnati, Portland (Ore.), Syracuse, Columbus, Charleston and Washington. D. C. Minutes, primarily in daytime, are used. The placements are for 13 weeks. Chix Craster is the timebuyer.

BEST FOODS, INC.

(SSC&B, N. Y.)

Another six-week placement is set for a number of the markets used earlier by H-O QUICK OATS, with filmed day and night minutes starting early next month in Albany-Schenectady-Troy, New Haven, Hartford, Philadelphia, Boston and San Francisco. Robert Anderson is the timebuyer.

BRISTOL-MYERS CO.

(DCS&S, N. Y.)

It's understood IPANA toothpaste is lining up some schedules of nighttime minutes in about 20 selected markets to supplement its network shows. Mid-February is the starting date for the 16-week run. Ed Green is the timebuyer.

BUSTER BROWN TEXTILES, INC.

(Arndt, Preston, Chapin, Lamb & Keen, Inc., Phila.)

A manufacturer of juvenile clothing, this firm reportedly ran a test schedule in two markets via *Romper Room* and now is picking up the show in Boston, Atlanta, Detroit, Denver, St. Louis, Providence, Springfield (Mass.) and San Diego. The buys are for 13 weeks. Thelma Gardinier is the timebuyer.

CAMPANA SALES CO.

(EWR&R, N. Y.)

Although plans at press time were nebulous as to campaign size, number of markets and starting date, new films have been completed for AYDS reducing product, and there should be activity shortly. Vince DeLuca will handle the buying, if and when.

CAMPBELL SOUP CO.

(BBDO, N. Y.)

After setting some spot schedules in about 20 markets last October to supplement its network buy of the *Donna Reed Show*, Campbell's is apparently following a similar plan now. It renewed the ABC-TV program for another 13 weeks and has made some nighttime buys of minutes in selected markets—mostly top ones such as New York and Philadelphia—to run through March. At press time, an agency-client meeting was under way, so further news could break shortly. Hal Davis is the timebuyer.

COMMERCIAL SOLVENTS CORP.

(Fuller & Smith & Ross, Inc., N. Y.)

About the only change in this spring's campaign from last year's for HI-D ammonium nitrate fertilizer is the use of filmed spots rather than live. Otherwise, the markets are the same—Shreveport, Monroe, Alexandria, Lafayette and Lake

Buyer Profile

GRACE PORTERFIELD

As timebuyer on Instant Maxwell House Coffee at Benton & Bowles, New York, Grace Porterfield, industry estimates indicate, spends over \$7 million a year in spot television. It has been said that she probably spends more spot money than any other timebuyer in the United States.

How does Miss Porterfield select a station? By ratings and costs-per-thousand? "While a rating and its cost are relative to buying time," she maintains, "they are not absolute. The more barometers that can be successfully employed, the more effective our advertising."

"The policies, management, operation and representation of a station must not be overlooked. With more than 500 stations in 320 markets, it is difficult to keep abreast of all factors concerning a particular station in a given market."

"Station-manager calls and on-the-scene visits to markets aid considerably, but it is not easy to keep up-to-date on the day-to-day changes. Close contact with well-informed representatives—salesmen who can and do keep their buyers up-to-date on station and market changes—plays an integral role. It is the station's responsibility to keep its representatives informed, and the salesman's duty to pass this information along to the buyers."

"This, in turn, combines with the buyer's own firsthand knowledge about the type of station management



with which he is dealing, whether it is 'clean' operation, the local acceptance of the station by the community, the amount of public service which the station contributes, the intangible effect on viewers of charitable work done by the station. Much of this latter material can be gleaned from ratings and public-service reports. An informed buyer," Miss Porterfield affirms, "can exercise a good deal of judgment in placing orders to the decided advantage of his client."

Miss Porterfield, aptly named Grace, has been at B&B since she began as a secretary 13 years ago this March. She's been in media, buying on all the General Foods coffees, for the past eight years.

She and her husband, Charles Clayberger, who is in the print field, live in New York City and spend vacations and frequent week-ends at their New Jersey home, where among myriad other interests, they find time to oversee a large area of cranberry bogs.

Charles in Louisiana, and Tyler, Texarkana and Lufkin in Texas. Placements of minutes go in and around farm programs and news-and-weather shows for 13 weeks beginning Feb. 1. Bernie Rasmussen is the timebuyer.

CORNING GLASS WORKS

(N. W. Ayer & Son, Inc., Phila.)

Further activity is reported on this company's line of PYROCERAM cooking ware as it expands its distribution to the south and western areas. Four-week schedules are placed, with day and night minutes set in fairly strong frequencies. William Kane is the timebuyer.

DOESKIN PRODUCTS, INC.

(Weiss & Geller, Inc., N. Y.)

Awaiting client okay on the new spot proposals, W&G timebuyer Jack Geller noted the planned spring campaign for DOESKIN tissues is roughly equivalent to last year's. Then, an early February start saw daytime minutes with some 20's and a few prime ID's go into New York, Grand Rapids, Chicago, Boston, Pittsburgh,

Cleveland, Minneapolis, Philadelphia, Scranton and Syracuse. A few additional markets may join the list this year. High frequencies were used for about 13 weeks.

E. F. DREW & CO.

(Donahue & Coe, Inc., N. Y.)

Expansion is in the works for TRI-NUT margarine as it opens up Philadelphia as a new market the end of this month. In the past, the brand has run its schedules of day and night minutes and 20's in heavy frequencies for about eight weeks in major Ohio markets, as well as Boston, Manchester, Hartford, New Haven and a few other cities. Plans now are for the saturation placements in Philadelphia to continue through spring, with the other markets getting schedules of equal length. Art Topol is the timebuyer.

DR. PEPPER CO.

(Grant Adv., Inc., New York)

As the latest step in its program of reaching national distribution by early 1960, DR. PEPPER soda invades the New

How to end miscues and
other costly errors



... use the **RCA TP-6** Professional Film Projector !

Now, in addition to the regular quality points that have made the TP-6 famous, *three new features* are offered. They include Automatic Cue, Rapid Start, Magnetic Stripe Playback!

AUTOMATIC CUE

Now you can stop projectors at any predetermined film frame so that your next film sequence is cued and ready for show immediately.

RAPID START

Rapid start feature provides sound stabilization in less than one second. You can activate projector start and video switch buttons almost simultaneously, thus eliminating roll cues and reducing the chance for errors.

MAGNETIC STRIPE PLAYBACK

Superior reproduction of sound from 16mm. films is made possible by adding a magnetic sound system. Speed preparation of *news films* by reducing process time required between coverage and actual airing. Make your own film *programs* and *commercials*, and apply commentary, music and sound effects this easy way!

You can do all this and gain the business protection and efficient operation that comes from the TP-6's well-known built-in features... including automatic projector lamp change, gentle film handling, quick-change exciter lamp, superior picture and sound quality.

SPECIAL
for TP-6 owners

Accessory attachments to provide
new features are now available.

*Your RCA Broadcast
Representative has the
whole story. Or write
for literature.*



TM&C ©

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

An aerial, black and white photograph of Milwaukee, Wisconsin, showing a dense urban landscape with numerous buildings and streets. A large, stylized graphic of a waterfall is superimposed over the city, cascading from the top right towards the bottom center. The text "Now on the Milwaukee scene." is overlaid in the middle of the image.

Now on the Milwaukee scene.

STORER and WITI-TV

Storer Broadcasting is proud to become a part of Milwaukee in operating television station WITI-TV. The same principles of integrity and responsible public service which prevail in all other Storer stations will be the policy of WITI-TV... It is this close community alliance that has made Storer Broadcasting FAMOUS ON THE LOCAL SCENE, YET KNOWN THROUGHOUT THE NATION.

The strength of Storer's experience in the sales success of its advertisers can now be applied in this market of \$1,270,000,000 annual retail sales and the nation's eighth most important industrial area.



Storer Broadcasting Company

WJBK-TV Detroit	WJW-TV Cleveland	WSPD-TV Toledo	WAGA-TV Atlanta	WITI-TV Milwaukee		
WJBK Detroit	WJW Cleveland	WSPD Toledo	WAGA Atlanta	WWYA Wheeling	WIBG Philadelphia	WGBS Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

York market with a consumer campaign beginning next month. The product is presently in 38 states, lacking distribution in the east and northwest. Spot tv, using minutes and 20's in the company's "Frosty man, frosty" theme, will be used in saturation weight at first, then will settle into normal schedules as the brand catches on. Several stations will run both day and night spots in New York. A \$2-million budget is set for the entire year's Dr. Pepper advertising. While media director Leonard Herbert buys for a number of markets from the Grant office in Dallas, most of the current buying will be handled by Tom Ellis in New York.

JOHN H. DULANEY & SON, INC.
(Arndt, Preston, Chapin, Lamb & Keen, Inc., Phila.)

This frozen-food account recently moved to the Philadelphia agency from EWR&R, with the thought that a firm nearer the center of its eastern distribution area could provide more efficient service. At present, most of the broadcast budget is going into radio, with a renewal in Charlotte, N. C., providing the only tv activity. Thelma Gardinier is the timebuyer.

FOSTER GRANT CO., INC.
(Hoag & Provandie, Inc., Boston)

This maker of sunglasses has prepared its films for its new campaign. Although buying had not begun at press time, it is expected the schedules will be similar to last year's. A late February or early March date sees placements of day-night minutes and 20's in Miami and Tampa, with California markets added shortly after and about 50 others picked up in May and



Virginia Conway, McCann-Erickson timebuyer, places schedules for Oasis and Chesterfield cigarettes, plus various Nestlé products.

June as hot weather hits them. The word is that where schedules last year were moderate, this year's will be greatly increased, often to saturation frequency. Media director Rosemary Rohmer and vice president Thomas J. Bowen are the contacts.

GENERAL FOODS CORP.
(Benton & Bowles, Inc., N. Y.)

Renewed activity is noted for YUBAN coffee, with its usual west-coast markets getting brief four-week placements of night minutes to start next month. Stan Kreiser is the timebuyer.

GREYHOUND CORP.
(Grey Adv. Agency, Inc., N. Y.)

Busy at press time lining up the radio

side of the bus company's spring campaign, the agency had not finalized the tv plans, but activity similar to last year's is predicted. In '58, a March 1 start was set for about eight weeks of prime-time 20's in 30 western markets throughout Oregon, Utah, Nevada, California, Washington and Arizona. Specific dates and markets for the upcoming schedules will appear next issue. Joan Rutman is the timebuyer.

GULF OIL CO.
(Young & Rubicam, Inc., N. Y.)

Approximately the same 50-60 markets which ran GULF schedules this past fall are getting five-week placements to begin about issue date. Nighttime minutes and 20's, with more of the latter, will be used. Frank Grady and John Warner handle the buying.

HANOVER CANNING CO.
(Arndt, Preston, Chapin, Lamb & Keen, Inc., Phila.)

The first of next month will see schedules for this regional processor of canned vegetables get under way in Pittsburgh, Washington, D. C., Baltimore and Lancaster, Pa., for a four-week promotion. Day and night 10's are used. Thelma Gardinier is the timebuyer.

HERTZ RENT-A-CAR SYSTEM, INC.

(Campbell-Ewald Co., Inc., Detroit)

The long-awaited move by this firm into spot tv—it was noted here last Feb. 10 that activity would be forthcoming—is set to start around issue date in 11 top markets. Schedules of minutes, 20's and 10's go in New York, Chicago, Boston, Philadelphia, Los Angeles, Washington,

SALES IN WESTERN MONTANA

**TIMEBUYERS:
YOUR JOB IS
TOO TOUGH!**

**IF YOU'RE NOT USING
KMSO ch 13
TO SELL WESTERN MONTANA**

- 42,000 TV HOMES
- ONE DOLLAR PER 1000
- 80% UNDUPLICATED

CALL OR WRITE
NAT. REP. GILL-PERNA

KMSO — MISSOULA, MONTANA

Personals

WILLIAM B. PHILLIPS has been promoted from senior media manager to director of the media department at Ketchum, MacLeod & Grove, Pittsburgh.



MR. PHILLIPS

ARDIEN RODNER, formerly media director at F. B. Stanley, will become vice president and media director of Frank B. Sawdon, New York. This is concurrent with the acquisition of the former agency by the latter. (For further details, see Agency Changes.) **JERRY BESS** who had been vice president and media director at Sawdon, has left to form his own agency.

JOHN J. MESKILL has joined Marschalk & Pratt Div. of McCann-Erickson, New York as an associate media director. He was previously

media manager at Fletcher D. Richards.

ARCH CRAWFORD, formerly president of the Magazine Publishers' Association, has been appointed media director at Albert Sidney Noble, New York. He'll be buying on all the agency's accounts, including Nitrogen Div. Allied Chemical, V-C Chemical, Union Carbide, U.S. Industrial Chemical and *The Progressive Farmer*. Mr. Crawford is replacing **TROY FERGUSON**, who has joined St. Georges & Keyes, New York, as account executive.



MR. CRAWFORD

ARTHUR E. TAYLOR has been named vice president in charge of media in the Chicago office of Reach, McClinton & Pershall.

D. C., San Francisco, Cleveland, Detroit, Pittsburgh and Seattle. Placements are for 52 weeks, with frequencies fairly heavy (typical New York schedule calls for five minutes on WRCA-TV, eight ID's on WCBS-TV, and five 20's with two ID's on WABC-TV weekly). Media director Carl Georgi, Jr., is the contact.

HEUBLEIN, INC.

(Bryan Houston, Inc., N. Y.)

Details were not available at press time, but the word is that there will be considerable new spot activity involving day and night minutes for this concern's ANDERSEN'S SOUPS. The brand first used tv spot last fall, with placements of ID's in a few California markets. The MAYPO schedules on 124 stations will expire in March and the hot cereal will be mainly off tv during the summer. The current schedules represent a 100-per-cent increase over last year's, and further expansion is indicated when the product returns in the fall and drives toward national distribution. The agency is notably proud that its "Marky Mayo" spots have been hitting the top of the ARB "Best Liked Commercials" listing, even though they're seen only in the northern half of the U. S. Another Heublein product, SIZZLE SPRAY barbecue sauce, got spot-tested last summer and could see more activity as warm weather returns. Richard Stevens, media supervisor, is the contact.

JAPAN CANNED CRABMEAT SALES CO. LTD. OF TOKYO

(Gotham-Vladimir Adv., Inc., N. Y.)

As customary each year at this time, this maker of KING canned seafood is setting schedules to start early next month and run through the Lenten season in New York, Chicago, Boston, Philadelphia, Los Angeles and San Francisco. A few daytime minutes in home economics shows are used per week. Cy Kagan is the timebuyer.

S. C. JOHNSON & SON, INC.

(Foote, Cone & Belding, Inc., Chicago)

A new entry in the liquid-detergent field is the wax-maker's BRAVO, currently being field-tested in a few markets. Tv spot is running in Pittsburgh on a reported two stations, with heavy schedules of 50 minutes per week in both day and night periods. The next market to be added should be Syracuse, N. Y. Naturally, if results continue good, distribution will be expanded and new markets bought. Genevieve Lemper is the timebuyer.



McCann-Erickson's Richard Branigan is timebuyer for Esso Standard Oil Company products—Esso Extra Juel, Uniflo motor oil, others.

Rep Report

In Chicago, John K. Markey has been appointed midwest manager of Devney, Inc. He formerly was with the New York Daily News, working out of the paper's national sales office in the Windy City.

Robert A. Schmid has joined Headley-Reed as a vice president and will be located in the firm's new offices at



MR. SCHMID

750 Third Ave., New York. Mr. Schmid has served in a number of executive positions for the Mutual Broadcasting System, RKO Teleradio, NTA Film Network and others. He has been a member of the board in both the RAB and RTES organizations.

KINGS WINE CO.

(Feigenbaum & Wermen, Inc., Phila.)

In setting its spring activity, this firm has decided to stay out of a few smaller markets in order to concentrate on the Philadelphia and Pittsburgh areas. Next month should see five-week placements of nighttime ID's set in those markets to reach a male audience. Lois Seiffert, previously assistant to Mort Yanow, who left the agency, is handling the buying.

CHAS. B. KNOX GELATIN CO.

(Charles W. Hoyt Co., Inc., N. Y.)

Back again with a six-week schedule is KNOX gelatin, which starts Feb. 2 in five major markets (not the same ones used last fall). Day and night ID's and 20's are used. Doug Humm is the timebuyer.

THOMAS J. LIPTON, INC.

(Young & Rubicam, Inc., N. Y.)

About issue date or shortly thereafter, schedules will get under way for LIPTON tea in its usual number of markets—about 70—and will run for four to six weeks. Night minutes and 20's are used. Tom Comerford and Marie Mooney are the timebuyers.

ABRAHAM LUSTIG, INC.

(Storm Adv. Co., Inc., Rochester, N. Y.)

An initial step into spot tv is planned by this frozen-food concern for its new product, PUNCHINELLO PUNCH, a

new w/w-a TOWER OF STARS

Beams over 68% of Georgia population (plus some of Alabama, Tennessee, North Carolina) reaching 3 million people (3/4 of a million increase) in 117 counties (a 45-county increase) with the greatest advertising results in the South! So get your products on WLW-A NOW! You'll be glad you did!

w/w-a channel 11 atlanta
—one of the 6 dynamic WLW Stations



Full ABC Network Affiliation
Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: NBC Spot Sales—Detroit; Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta; Dallas
Cresley Broadcasting Corporation, a division of Arco

Agency Changes

Robert Hall Clothes, Inc., one of video's consistent top spot users, figured prominently in the news as the year got under way. Initially, Frank B. Sawdon, one of the original officials



MR. SAWDON

of the clothing chain, resigned as vice president and director to expand the Frank B. Sawdon Advertising Agency, which he founded in 1935 and which has handled the Robert Hall business. Considered an authority on highway retailing, Mr. Sawdon quickly acquired the F. B. Stanley Advertising Co., Inc., which has handled the G. R. Kinney Corp., a retail shoe chain with operations similar to those of Robert Hall.

Although Mr. Sawdon signed a long-term consultant contract with the clothing chain, a group of Sawdon employees resigned from the agency to set up shop in the old Stanley quarters as Arkwright Advertising, with the \$2.5-million Robert Hall account as its primary client. Another Arkwright client is Chief Apparel, Inc., formerly at Harold Miller Co., a recent user of spot (see Oct. 20 Telescope) for its Velcro-zipper jackets.

A second clothing chain, Howard Stores, has placed its account at Mogul, Lewin, Williams & Saylor, Inc. The account bills about \$700,000.

The \$2.5 million account of Slenderella, International, has moved to Product Services, Inc. from its house operation, Management Associates. Slenderella has budgeted as much as \$4 million in previous years.

Following its acquisition by B. T. Babbitt, Inc., the Charles Antell account has moved to Babbitt's agency, Brown & Butcher, Inc., New York. It

was handled before by Paul Venze Associates, Inc., Baltimore.

Weiss & Geller, Inc., has added the account of Beacon Plastics Corp., maker of plastic housewares, whose future ad plans include both network and spot tv.

John W. Shaw Advertising, Inc., Chicago, which acquired the meat and Red Heart cat-food business of John Morrell & Co. last summer, has picked up the meat packer's Red Heart dog-food account as well, succeeding Campbell-Mithun.

Gaining its first new account since its merger announcement in mid-January, Fletcher Richards, Calkins & Holden, Inc., added Sofskin, Inc., maker of hand lotions.

Colorforms placed its advertising for its line of children's toys and hobby items with Kudner Agency, Inc. The account had been with Milton Wynne, Inc., Long Island, N. Y.

Dowd, Redfield & Johnstone loses the Albert Ehlers, Inc., coffee account at the end of the month to Co-Ordinated Advertising Corp., an agency specializing in food accounts. The account bills about \$500,000.

Charmin Paper Products, a subsidiary of Procter & Gamble, appointed Dancer-Fitzgerald-Sample to handle

non-carbonated soft drink. Distribution at present is only in upstate New York, but several markets could see activity in an introductory campaign hitherto confined to print. Filmed spots have been made, so buying should get under way shortly. Jean Schantz, timebuyer, and Barbara Herman, assistant to the president, are the contacts.

MAIDEN FORM BRASSIERE CO.

(Norman, Craig & Kummel, Inc., N. Y.)

As noted here Dec. 1, additional markets are being added to those few purchased late last year. Minutes, 20's and 10's on film are used in a campaign considerably expanded over the six-markets-for-13-weeks used last spring. Inez Aimee is the timebuyer.

MONARCH WINE CO.

(Lawrence C. Gumbinner, Inc., N. Y.)

After a brief hiatus following the holidays, as is customary, MANISCHEWITZ wine will resume next month with its schedules of day and night minutes in over 30 markets. About 50 stations get the filmed spots. Gail Myers is the timebuyer.

its new White Cloud bathroom tissue. Other Charmin products are handled by Campbell-Mithun.

Heineman, Kleinfeld, Shaw & Joseph, Inc., which has several Revlon, Inc., products, will place advertising for Thin-Down, a new reducing formula. Revlon's Eye-Fresh went to another of its agencies, Warwick & Legler, Inc.

Program Profile . . .

Film: NBC-TV; 9:30-10 p.m. EST Wed. Opposite Accused ABC-TV; I've Got a Secret CBS-TV. Premiered Oct. 8, 1958. Currently aired in 146 markets. Star: Gene Barry.

Sponsors: Kraft Foods Div. and Sealtest Div. of National Dairy Products Corp. National Dairy gross time billing for October 1958 for the show: \$229,752.

J. Walter Thompson, Kraft agency. Floyd Van Ethen, Chicago, in charge. (Kraft also sponsors Milton Berle on NBC-TV.)

James F. Lunn, advertising and sales promotion manager for Sealtest. N. W. Ayer, Sealtest agency. Thomas Watson, account supervisor; Kay Miller, Philadelphia, timebuyer. (Sealtest sponsors no other network show.)

Production: Ziv Television Studios, Hollywood, origination; Frank Pittman and Andy White, producers; Glen MacWilliams, director of photography; James E. Smith, film edi-

BAT MASTERSON



Gene Barry, who plays Bat Masterson in the series

tor; Bert Glazer, assistant director.

Format: Authentic western series based on life of famed U. S. Marshal, Indian scout and gunfighter.

Ratings: First December Nielsen report: total audience rating, 25.3; average audience rating, 23.4; share, 34.0.

NOXZEMA CHEMICAL CORP.
(DCS&S, N. Y.)

It looks as if some activity is going to get under way very shortly for NOXZEMA instant shaving lather, which was placed at the agency last spring and has only tested to date. Selected markets are getting schedules of night minutes. Robert Widholm is the buying contact.

PREMIUM BEER SALES, INC.
(Gordon & Hempstead, Inc., Chicago)

Having moved to this agency recently, it's reported that this importer of LOWENBRAU beer will break a new spot campaign in the midwestern area about March 1. Media director Lurline Bennell and account executive Marvin Gordon are the contacts.

REVLON PRODUCTS CORP.
(Mogul, Lewin, Williams & Saylor, Inc., N. Y.)

While details were not finalized at press time, Revlon's SATIN SET hair product was reported about to enter a number of selected markets with brief schedules of day and night minutes. Ed Tashjian is the timebuyer.

HELENA RUBINSTEIN, INC.
(Ogilvy, Benson & Mather, Inc., N. Y.)

The cosmetic firm returns to spot again in its 28 top markets, with placements of mainly night minutes beginning runs next month for 13 weeks. HEAVENLY GLOW and MASCARA-MATIC are the products promoted in the filmed spots. In March, a new hair-coloring product may be advertised. Bert Hopt is the timebuyer.

Reiss Named

Ben M. Reiss, president of Friend-Reiss Advertising, has been elected president of the League of Advertising Agencies, Inc., for 1959. William G. Seidenbaum and Jay Victor are newly elected vice presidents, with Arthur Bandman named secretary and Ted Bernstein treasurer.

Continuing in their current capacities are executive secretary Julian Ross, vice president Max B. Pearlman, legal counsels Louis Field and Morton Simon, fiscal advisor Lucius Coleman and public-relations counsel Bosh Stack, all elected previously.

The 1959 board of governors is composed of Ben B. Bliss, Hy Blumberg, Charles Ford, Richard H. Jones, Mel Mohr, Larry Schwartz, Alfred J. Siesel, Max Sinowitz, Joseph I. Sonnenreich, Leonard Stein, Edward I. Stonehill, Arthur E. Sudler and Robert H. Friedmann.



At SSC&B, New York, Horace E. Curtis has been named vice president on American Tobacco. He formerly held similar titles at Benton & Bowles, Inc., and at BBDO.

SCOTT PAPER CO.

(J. Walter Thompson Co., Inc., N. Y.)

A major campaign has just gotten under way for three products from this company—SCOTTIES tissues, CUT-RITE waxed paper and SCOTT napkins. Major markets on the east and west coasts, with a few important midwestern ones included, are running day and night minutes and 20's for one, two or all three items in an overlapping pattern. The placements vary from 10 to 13 weeks, depending on the product and market. Paul Bures and Marie Barbato are handling the buying.

STEPHANS DISTRIBUTING CO.

(Cunningham & Walsh, Inc., N. Y.)

As noted here last issue, this bottler of hair tonics has now firmed up some commitments and will start placements of 20's and ID's in about 15 top markets this week. Some of the schedules will run



Edward J. Hennessy has been made general sales manager of WAVY-TV Norfolk-Portsmouth, it has been announced by president J. Glen Taylor of Tidewater Teleradio, Inc. With long experience in radio and television, Mr. Hennessy was general sales manager of WTVM Columbus and of WEAT-TV Palm Beach. Most recently he has been acting as general manager of WEAT-TV.

16 weeks, while others are shorter. Buys primarily were made after news programs and in late movies. Steve Semons is the timebuyer.

STERLING DRUG, INC.

(Compton Adv., Inc., N. Y.)

The FIZRIN picture stays about the same, as virtually all the existing schedules have been renewed for another 52 weeks. No additions, no subtractions is the word, with the usual policy to cut back frequencies slightly during the summer, then hypo them again as cold weather returns. Genevieve Schubert is the timebuyer.

TOBIN PACKING CO.

(Storm Adv. Co., Inc., Rochester, N. Y.)

Year-long schedules of minutes are set for this regional meat processor's ARPEAKO brands. Both day and evening slots are used in such markets as Rochester, Syracuse, Buffalo, Utica, Albany and Hartford. Distribution extends into Pennsylvania and New Jersey and up into Vermont, as well as throughout New York. Timebuyer Jean Schantz and assistant Barbara Herman are the contacts.

UNITED FRUIT CO.

(BBDO, N. Y.)

Re-entering spot last fall in a few markets for a tv test, this concern promised more activity if results were good. All data is not yet in, but "Chiquita Banana" will be seen in 20 top markets Feb. 9 for eight

**NO GAMBLE
IN LAS VEGAS**

KSHO-TV Offers

**A Money-Back
Guarantee!**

18%

Increase To All

FOOD ADVERTISERS

Station Reserves the right to refuse any product

Contact:

FOR JOE & CO.

New York—Chicago
San Francisco—Los Angeles

KSHO-TV

Channel 13

on the grounds of
**EL RANCHO VEGAS
LAS VEGAS, NEVADA**

ARB City-By-City Ratings December 1958

ATLANTA 3-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. Whirlybirds (CBS) WBS-TV Wed. 7	25.3
2. Sheriff of Cochise (NTA) WBS-TV Tue. 7	22.3
3. Highway Patrol (Ziv) WAGA-TV Sat. 9	21.1
4. Big Story (Official) WAGA-TV Sat. 10:30	20.7
5. Popeye (UAA) WBS-TV M-F 6-7	20.2
6. Huckleberry Hound (Screen Gems)	
WBS-TV Thu. 8	20.1
7. Looney Tunes (Guild) WBS-TV Fri. 9	19.1
8. Death Valley Days (U. S. Boraz)	
WBS-TV Mon. 7	18.7
9. People's Choice (ABC) WBS-TV Fri. 7	17.9
10. Dial 999 (Ziv) WBS-TV Sat. 7	15.9
11. You Are There (CBS) WBS-TV Sun. 3	14.9
12. Brave Eagle (CBS) WLW-A Sun. 6:30	13.3
13. Haber of London (Thompson Koch Co.)	
WBS-TV Mon. 10	11.2
14. The Tracker (MCA) WBS-TV Sun. 6:30	10.9
15. 26 Men (ABC) WLW-A Mon. 7	10.7

TOP FEATURE FILMS

1. Million Dollar Movie WLW-A Sun. 12:30-2	17.7
2. Early Show WAGA-TV Wed. 5:30-7	15.9
3. Archival Playhouse WBS-TV Sat. 5-6:45	12.7
4. Early Show WAGA-TV Thu. 5:30-7	10.2
5. Early Show WAGA-TV Fri. 5:30-7	10.0

TOP NETWORK SHOWS

1. Wagon Train WBS-TV	45.1
2. Gunsmoke WAGA-TV	39.8
3. Maverick WLW-A	36.3
4. Perry Como WBS-TV	34.7
5. Bestless Gun WBS-TV	34.2
6. I've Got a Secret WAGA-TV	32.9
7. The Price Is Right WBS-TV	32.6
8. Wyatt Earp WLW-A	31.0
9. The Real McCoys WLW-A	31.0
9. Tales of Wells Fargo WBS-TV	29.6
9. The Millionaire WAGA-TV	29.0

COLUMBUS 3-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. Death Valley Days (U. S. Boraz)	
WBNS-TV Sun. 8:30	34.8
2. Sea Hunt (Ziv) WBNS-TV Mon. 7:30	28.3
3. San Francisco Beat (CBS) WTVN-TV Wed. 7	27.3
4. Casey Jones (Screen Gems) WTVN-TV Tue. 7	26.4
5. Whirlybirds (CBS) WTVN-TV Thu. 7	25.9
6. Mike Hammer (MCA) WTVN-TV Tue. 10	19.4
7. Jeff's Collie (ITC) WBNS-TV Wed. 6:30	19.0
8. Highway Patrol (Ziv) WBNS-TV Wed. 8:30	18.7
9. Huckleberry Hound (Screen Gems)	
WTVN-TV Thu. 6:30	18.7
9. State Trooper (MCA) WTVN-TV Fri. 7	17.3
10. Our Miss Brooks (CBS) WBNS-TV Sun. 6:30	16.9
11. Boots and Saddles (CNP)	
WBNS-TV Sat. 10:30	15.9
12. Flight (CNP) WLW-C Wed. 10:30	14.9
13. Sky King (Nabisco) WBNS-TV Fri. 6:30	14.8
13. Judge Roy Bean (Screencraft)	
WTVN-TV Mon. 6:30	13.1

TOP FEATURE FILMS

1. Something Different WTVN-TV	
Sat. 10:30-12:15 a.m.	20.3
2. Best of MGM WBNS-TV Sun. 6-7:30	19.9
3. Shirley Temple Feature	
WBS-TV Sat. 1-2:30	11.9
4. Showboat No. 1 WTVN-TV Sun. 12:30-2	11.0
5. Laz Mayer's Theatre	
WTVN-TV Sun. 10-12:15	9.8

TOP NETWORK SHOWS

1. Maverick WTVN-TV	42.4
2. The Real McCoys WTVN-TV	39.0
3. Desilu Playhouse WBNS-TV	38.0
4. Wagon Train WLW-C	37.0
5. Gunsmoke WBNS-TV	35.9
6. The Rifleman WTVN-TV	35.4
7. Cheyenne WTVN-TV	35.2
8. Pro Football—Browns vs. Eagles WBNS-TV	35.0
9. Red Skelton WBNS-TV	34.4
10. Wyatt Earp WTVN-TV	33.7

BALTIMORE 3-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WBAL-TV Wed. 10:30	21.1
2. Popeye (UAA) WJZ-TV Sun. 5:30	18.9
2. Death Valley Days (U.S. Boraz)	
WJZ-TV Mon. 7:30	18.0
3. Silent Service (NTA) WBAL-TV Sun. 10:30	17.3
4. Code 3 (ABC) WJZ-TV Mon. 9:30	13.0
5. Huckleberry Hound (Screen Gems)	
WBS-TV Thu. 8	12.9
6. Flight (CNP) WJZ-TV Thu. 10	12.3
7. State Trooper (MCA) WBAL-TV	
Mon. 10:30	12.3
8. Adventures of Jim Bowie (ABC)	
WJZ-TV Fri. 3	11.7
9. Danger Is My Business (CNP)	
WJZ-TV Sun. 10	11.2
10. Target (Ziv) WBAL-TV Thu. 10:30	10.8
11. Gray Ghost (CBS) WJZ-TV Sun. 9:30	10.5
12. Badge 714 (CNP) WBAL-TV Thu. 6:30	10.1
13. Mackenzie's Raiders (Ziv) WBAL-TV Sun. 7	9.9
14. Amos 'n' Andy (CBS) WBAL-TV M-F 6	9.5

TOP FEATURE FILMS

1. Early Show WJZ-TV Sun. 6-7:30	21.6
2. Big Movie of the Week #1 WBAL-TV	
Sat. 10:30-1 a.m.	18.4
3. Academy Theatre WBAL-TV	
Sun. 12:30-2:30	15.2
4. Early Show WJZ-TV Thu. 6-7:30	15.9
5. Big Sunday Movie WJZ-TV Sun. 3-5	14.8

TOP NETWORK SHOWS

1. Gunsmoke WBAL-TV	45.0
2. Pro Football—Colts vs. Rams WBAL-TV	45.0
3. I've Got a Secret WBAL-TV	40.1
4. The Real McCoys WJZ-TV	39.3
5. The Rifleman WJZ-TV	37.7
6. Perry Como WBAL-TV	37.5
7. Red Skelton WBAL-TV	35.0
8. Maverick WJZ-TV	34.8
9. M Squad WBAL-TV	33.3
10. Wagon Train WBAL-TV	33.2

DETROIT

4-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WJMK-TV Sat. 10:30	30.3
2. Death Valley Days (U.S. Boraz)	
WJZ-TV Mon. 7	31.3
3. Popeye (UAA) CKLW-TV 8-F 6	17.9
4. Secret Journal (MCA) WJZ-TV Tue. 10:30	15.7
5. Bugs Bunny (UAA) CKLW-TV Sun. 6:30	15.6
5. Casey Jones (Screen Gems) WJZ-TV Sat. 7	15.6
6. The Honeycombers (CBS) WJZ-TV Wed. 7	15.9
7. Media (CNP) WJZ-TV Fri. 7	14.3
8. Huckleberry Hound (Screen Gems)	
CKLW-TV Thu. 7	13.6
9. Target (Ziv) WJZ-TV Fri. 10:30	13.0
9. Life of Riley (CNP) WJZ-TV M-F 8:30	13.0
10. Superman (N-TV) CKLW-TV Wed. 6:30	12.5
10. Mackenzie's Raiders (Ziv) WJZ-TV	
Wed. 7	12.5
11. Brave Eagle (CBS) CKLW-TV Tue. 7	12.0
12. Looney Tunes (Guild) CKLW-TV M-F 5	10.8

TOP FEATURE FILMS

1. Bill Kennedy Showtime CKLW-TV	
Sun. 1-3:30	17.4
2. Million Dollar Movie CKLW-TV	
Sun. 3:30-5:30	17.0
3. Shirley Temple Feature CKLW-TV	
Sat. 4:30-6	16.2
4. Curtain Time WJZ-TV Thu. 6-7	15.1
5. Curtain Time WJZ-TV Wed. 6-7	14.7

TOP NETWORK SHOWS

1. Desilu Playhouse WJZ-TV	42.1
2. Maverick WJZ-TV	37.9
3. The Rifleman WJZ-TV	37.7
4. Wyatt Earp WJZ-TV	35.2
5. Perry Como WJZ-TV	32.8
6. Gunsmoke WJZ-TV	32.7
7. Wagon Train WJZ-TV	32.0
8. Danny Thomas WJZ-TV	31.8
9. The Real McCoys WJZ-TV	30.4
10. Ann Sothern WJZ-TV	29.3

BOSTON 3-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv) WBS-TV Sat. 7	27.8
2. Silent Service (CNP) WBS-TV Fri. 7	25.9
3. Jeff's Collie (ITC) WBS-TV Mon. 7	20.1
4. Sheriff of Cochise (NTA) WBS-TV Sun. 6	18.9
5. Code 3 (ABC) WBS-TV Sat. 10:30	17.8
6. 26 Men (ABC) WBS-TV Sun. 7	17.1
7. Death Valley Days (U.S. Boraz)	
WBS-TV Thu. 10:30	16.4
8. Gray Ghost (CBS) WBS-TV Wed. 7	15.5
9. If You Had A Million (MCA)	
WBS-TV Thu. 7	15.2
9. Walter Winchell File (NTA) WBS-TV	
Mon. 7	13.2
10. Boots and Saddles (CNP) WBS-TV Tue. 7	12.8
11. Flight (CNP) WBS-TV Tue. 7	12.3
12. The Crusader (MCA) WBS-TV Thu. 7	12.1
13. Huckleberry Hound (Screen Gems)	
WBS-TV Thu. 6:30	11.9
14. City Detective (MCA) WBS-TV Tue. 8	11.7

TOP FEATURE FILMS

1. Shirley Temple Feature WBS-TV	
Sun. 3:30-5	20.1
2. Command Performance #1 WBS-TV Sun. 1-3	18.8
3. Cinema 7 WBS-TV Sun. 4:30-6:30	18.3
4. Boston Movieletime WBS-TV Sat. 5:30-6:45	17.5
5. Boston Movieletime WBS-TV Mon. 5-6:45	16.8

TOP NETWORK SHOWS

1. I've Got a Secret WBS-TV	42.6
2. Gunsmoke WBS-TV	38.1
3. Desilu Playhouse WBS-TV	37.5
3. Perry Como WBS-TV	37.5
4. Loretta Young Presents WBS-TV	35.2
5. Father Knows Best WBS-TV	33.1
6. Walt's Dancing Party WBS-TV	33.0
7. Alfred Hitchcock Presents WBS-TV	31.0
8. Danny Thomas WBS-TV	30.8
9. The Price Is Right WBS-TV	30.6

PHILADELPHIA

2-Station Market (one-week ratings)

TOP SYNDICATED FILMS

1. San Francisco Beat (CBS) WCAU-TV	
Sat. 10:30	29.5
2. Popeye (UAA) WFIL-TV M-F 6-7	29.0
3. Silent Service (CNP) WFIL-TV Sun. 6:30	26.0
4. Highway Patrol (Ziv) WRCV-TV Tue. 10:30	19.0
5. Death Valley Days (U.S. Boraz)	
WRCV-TV Mon. 7	19.8
6. State Trooper (MCA) WRCV-TV Thu. 7	19.1
7. Jeff's Collie (ITC) WFIL-TV Sat. 7	18.6
8. TV Readers Digest (Telestar) WFIL-TV	
Sun. 6	18.4
9. Tugboat Annie (ITC) WFIL-TV Sun. 7	17.6
9. Adventures of Jim Bowie (ABC)	
WRCV-TV Fri. 7	17.6
10. Popeye (UAA) WFIL-TV Sat. 6-6:30	17.0
11. 26 Men (ABC) WRCV-TV Wed. 7	15.5
12. Mackenzie's Raiders (Ziv) WRCV-TV	
Wed. 10:30	15.2
13. Haber of London (Thompson Koch Co.)	
WRCV-TV Sun. 7	13.6
13. If You Had A Million (MCA)	
WRCV-TV Thu. 7	13.0

TOP FEATURE FILMS

1. World's Best Movies WFIL-TV Sun. 2-3:30	17.8
2. Late Show WCAU-TV Fri. 11:15-12:45 a.m.	17.0
3. Movie 3 WRCV-TV Sat. 11-1 a.m.	15.9
4. World's Best Movies WFIL-TV Wed.	
11-12:30 a.m.	12.7

TOP NETWORK SHOWS

1. Maverick WFIL-TV	42.3
2. Perry Como WRCV-TV	38.7
3. I've Got a Secret WCAU-TV	38.7
4. Desilu Playhouse WCAU-TV	37.5
5. Gunsmoke WCAU-TV	37.5
6. Person To Person WCAU-TV	37.4
7. The Rifleman WFIL-TV	36.4
8. The Real McCoys WFIL-TV	35.8
9. Wagon Train WRCV-TV	35.2
10. Walt's Dancing Party WFIL-TV	33.1

ARB City-By-City Ratings December 1958

CHICAGO

4-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) WNBQ Sun. 9:30	29.0
2. Mike Hammer (MCA) WGN-TV Thu. 9:30	18.0
3. State Trooper (MCA) WGN-TV Sat. 9:30	16.4
4. Silent Service (CNP) WNBQ Tue. 9:30	15.3
4. Huckleberry Hound (Screen Gems) WGN-TV Wed. 7:30	15.1
4. Mackenzie's Raiders (Ziv) WNBQ Wed. 8:30	15.1
5. Highway Patrol (Ziv) WGN-TV Fri. 9:30	15.2
6. Bugs Bunny (UAA) WGN-TV M-F 6:30	14.8
7. Three Rogues (Screen Gems) WGN-TV M-F 4:30	14.3
8. Sky King (Nabisco) WGN-TV Thu. 6	13.6
9. Whirllybirds (CBS) WGN-TV Thu. 6	13.0
9. Superman (E-TV) WGN-TV Tue. 6	14.7
10. San Francisco Beat (CBS) WGN-TV Wed. 9	13.3
11. Citizen Soldier (Flamingo) WNBQ Mon. 9:30	13.2
12. 26 Men (ABC) WGN-TV Wed. 8	13.0
12. Jeff's Collie (ITC) WGN-TV Sat. 6	13.0

TOP FEATURE FILMS

1. Best of CBS WGNM-TV Sat. 10-12:30 a.m.	27.0
2. Festival of Stars WGN-TV Thu. 10-12 mid.	23.7
3. Movie 5 WNBQ Sun. 10-12 mid.	21.6
4. Shirley Temple Feature WGN-TV Sun. 5:30-7	18.4
5. Feature Playhouse WGN-TV Fri. 10-11:30	13.5

TOP NETWORK SHOWS

1. Desilu Playhouse WGNM-TV	42.1
2. Gunsmoke WBSM-TV	40.9
2. Perry Como WNBQ	38.4
4. Loretta Young Presents WNBQ	38.1
5. Danny Thomas WBSM-TV	36.3
6. Red Skelton WBSM-TV	31.6
7. Person to Person WBSM-TV	31.0
8. Mervyn Frere WBSM-TV	28.6
9. What's My Line WBSM-TV	26.0
10. Father Knows Best WBSM-TV	25.7

SAN FRANCISCO

4-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. Sea Hunt (Ziv) KRON-TV Tue. 7	24.3
2. Highway Patrol (Ziv) KRON-TV Tue. 6:30	22.3
3. San Francisco Beat (CBS) KPIX Sat. 9:30	22.2
4. Divorce Court (Gulf) KRON-TV Sat. 9	17.6
5. Rescue 9 (Screen Gems) KRON-TV Wed. 9:30	16.3
6. U.R. Marshal (NTA) KRON-TV Thu. 7	16.0
7. Popeye (UAA) KRON-TV M-F 5:15-6	15.9
8. The Housewives (CBS) KRON-TV Sun. 7	15.7
9. Big Story (Official) KRON-TV Mon. 6:30	15.3
9. Mackenzie's Raiders (Ziv) KPIX Sat. 10	13.3
10. Science In Action (ITC) KRON-TV Mon. 7	12.4
11. State Trooper (MCA) KGO-TV Sun. 9:30	12.0
12. Mike Hammer (MCA) KRON-TV Mon. 10:30	11.3
12. Dial 999 (Ziv) KRON-TV Thu. 6:30	10.9
14. Amos 'n' Andy (CBS) KTVU M-F 6	10.7
15. Treasure (Barnall) KRON-TV Fri. 6:30	10.7
15. Silent Service (CNP) KRON-TV Sat. 7	10.7

TOP FEATURE FILMS

1. Best of MGM KGO-TV Sat. 10:30-12:45 a.m.	23.8
2. Movie Time KRON-TV Sun. 5:30-7	19.3
3. Fabulous Feature KPIX Sun. 5:30-7	13.8
4. Shirley Temple Feature KTVU Sun. 4:50-7	13.3
5. O'Clock Movie KGO-TV Sat. 6:7:30	11.9

TOP NETWORK SHOWS

1. Gunsmoke KPIX	42.9
2. Mervyn Frere KGO-TV	38.8
3. Tales of Wells Fargo KRON-TV	38.2
4. Father Knows Best KPIX	34.0
5. Have Gun, Will Travel KPIX	33.9
6. The Rifleman KGO-TV	22.0
7. Wagon Train KRON-TV	31.5
7. Have Gun, Will Travel KTVU	29.8
9. Desilu Playhouse KPIX	29.7
10. Cavalcade of Sports KRON-TV	28.4

CINCINNATI

3-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv) WKRC-TV Sat. 10:30	27.4
2. Mike Hammer (MCA) WKRC-TV Wed. 9	25.9
3. Clace Kid (Ziv) WKRC-TV Sun. 8	25.9
4. Search For Adventure (Barnall) WLV-TV Wed. 7	25.3
5. Danger Is My Business (CNP) WLV-TV Mon. 7	22.7
6. Sea Hunt (Ziv) WKRC-TV Thu. 7:30	22.0
7. Death Valley Days (U. S. Borat) WKRC-TV Fri. 7	21.7
8. Mackenzie's Raiders (Ziv) WKRC-TV Tue. 7	20.7
9. Dr. Christian (Ziv) WKRC-TV Mon. 7	20.2
9. Huckleberry Hound (Screen Gems) WCPO-TV Wed. 6	20.2
10. Ducey (Official) WLV-TV Sun. 10:30	19.3
11. Roy Rogers (Empire) WCPO-TV Wed. 6:30	18.7
12. 26 Men (ABC) WKRC-TV Thu. 7	18.0
13. The Tracer (MPA) WCPO-TV Sun. 9:30	17.6
14. Sky King (Nabisco) WCPO-TV Thu. 6	17.4

TOP FEATURE FILMS

1. Shirley Temple Feature WCPO-TV Sun. 3:30-5	22.0
2. Home Theatre WKRC-TV Fri. 11:15-12:45 a.m.	15.0
2. Home Theatre WKRC-TV Sat. 11:15-2 a.m.	12.4
4. Gold Cup Matinee WLV-TV Fri. 5-6:30	12.4
5. Gold Cup Matinee WLV-TV Sun. 6-7:30	11.0

TOP NETWORK SHOWS

1. Mervyn Frere WKRC-TV	46.7
2. The Rifleman WCPO-TV	46.3
3. The Real McCoys WCPO-TV	44.9
4. Gunsmoke WKRC-TV	41.6
5. Loretta Young Presents WLV-TV	40.4
6. Wyatt Earp WCPO-TV	39.0
7. 77 Sunset Strip WCPO-TV	37.7
7. Sugarfoot WCPO-TV	37.7
8. Desilu Playhouse WKRC-TV	37.3
8. Wagon Train WLV-TV	37.3

TOLEDO

5-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. Mackenzie's Raiders (Ziv) WSPD-TV Mon. 7:30	29.3
2. Highway Patrol (Ziv) WSPD-TV Sun. 10	29.1
3. Popeye (UAA) WSPD-TV M-F 5	28.9
4. Amos 'n' Andy (CBS) WSPD-TV M-F 7	19.9
5. Huckleberry Hound (Screen Gems) WSPD-TV Thu. 5:30	17.7
6. Death Valley Days (U. S. Borat) WTTW-TV Mon. 7	17.2
7. Harbor Command (Ziv) WSPD-TV Thu. 7:30	16.5
7. Union Pacific (CNP) WSPD-TV Thu. 8	16.5
8. Sky King (Nabisco) WSPD-TV Mon. 5:30	15.1
9. The Tracer (MPA) WSPD-TV Mon. 6:30	15.0
10. Popeye (UAA) WSPD-TV Sun. 6	14.1
11. Terrytoons (CBS) WSPD-TV Tue. 8:30	13.9
12. Soldier of Fortune (MCA) WSPD-TV Fri. 9	13.4
13. Decoy (Official) WTOL-TV Tue. 6:30	12.4
14. Target (Ziv) WSPD-TV Tue. 8:30	12.6

TOP FEATURE FILMS

1. Hollywood Spectacular WTOL-TV Sat. 10:30-12 mid.	20.1
2. Shirley Temple Feature WSPD-TV Sun. 12:30-2	18.7
3. Tol Tonsie Theatre WTOL-TV Sat. 6:7:30	16.9
4. Speedy's Feature Theatre WSPD-TV Fri. 11:30-1:30 a.m.	14.3
5. Palama Playhouse WTOL-TV Sun. 11:15-12:45 a.m.	13.1

TOP NETWORK SHOWS

1. Gunsmoke WTOL-TV	38.0
2. Danny Thomas WTOL-TV	33.7
3. Garry Moore WTOL-TV	33.0
4. Mervyn Frere WSPD-TV	32.0
5. Desilu Playhouse WTOL-TV	31.8
6. Perry Mason WTOL-TV	31.0
7. Have Gun, Will Travel WTOL-TV	31.4
8. The Real McCoys WSPD-TV	31.5
9. Ozzie and Harriet WSPD-TV	28.7
10. I've Got a Secret WTOL-TV	28.2

CLEVELAND

2-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. Silent Service (CNP) WJW-TV Sat. 10:30	25.0
2. 26 Men (ABC) WJW-TV Sun. 5	21.3
3. Harbor Command (Ziv) WJW-TV Sat. 10:30	18.9
4. It's a Great Life (CNP) WJW-TV Sat. 7	17.6
5. Popeye (UAA) WJW-TV M-F 5-5:45	17.3
6. Roy Rogers (Empire) WJW Sun. 6:30	17.1
7. Death Valley Days (U. S. Borat) WJW-TV Thu. 10:30	15.7
8. Union Pacific (CNP) WJW-TV Wed. 10:30	14.8
9. Superman (E-TV) WJW-TV Fri. 7	14.8
9. Code 3 (ABC) WJW Sat. 10:30	14.9
10. Casey Jones (Screen Gems) WJW-TV Sat. 5:30	13.9
11. Decoy (Official) WJW-TV Mon. 10:30	12.4
11. Dial 999 (Ziv) WJW Tue. 10:30	12.4
12. 26 Men (ABC) WJW Tue. 10	11.7
13. Boots and Saddles (CNP) WJW-TV Sun. 5	11.0
13. Rober of London (Thompson Korb Co.) WJW-TV Sun. 7	11.0
13. Mackenzie's Raiders (Ziv) WJW-TV Thu. 7:30	11.0

TOP FEATURE FILMS

1. Shirley Temple Feature WJW Sun. 2-4:30	26.0
2. Early Show WJW-TV Wed. 2:45-7:30	22.1
3. Early Show WJW-TV Mon. 2:45-7:30	21.4
4. Early Show WJW-TV Tue. 2:45-7:30	21.5
4. Early Show WJW-TV Thu. 2:45-7:15	21.5

TOP NETWORK SHOWS

1. Mervyn Frere WJW	55.4
2. Loretta Young Presents WJW-TV	41.6
2. The Real McCoys WJW	39.4
4. Restless Gun WJW-TV	37.9
5. Gunsmoke WJW-TV	36.9
6. Pro football-Bronco vs. Eagle WJW-TV	35.5
7. The Rifleman WJW-TV	35.4
8. Perry Como WJW-TV	35.0
9. Lennie WJW	35.1
9. Tomo WJW-TV	35.1

WASHINGTON

4-Station Market
(one-week ratings)

TOP SYNDICATED FILMS

1. 26 Men (ABC) WMAL-TV Sun. 6:30	18.0
2. Mike Hammer (MCA) WDC-TV Thu. 10:30	18.1
3. Silent Service (CNP) WMAL-TV Sun. 7	16.8
4. Sea Hunt (Ziv) WMAL-TV Thu. 10	16.5
5. Adventures of Jim Bowie (ABC) WTTG Fri. 7	15.4
6. Science Fiction Theatre (Ziv) WMAL-TV Sun. 6	13.1
7. Death Valley Days (U. S. Borat) WDC-TV Mon. 7	12.7
8. Amos 'n' Andy (CBS) WMAL-TV M-F 8:30	11.8
9. Waterfront (MCA) WTTG Mon. 7:30	11.0
10. Gray Ghost (CBS) WDC-TV Wed. 7	10.7
11. Sheriff of Cochise (NTA) WDC-TV Thu. 7	10.4
12. Gangbusters (RKO) WTTG Tue. 7	10.3
13. State Trooper (MCA) WMAL-TV Sun. 6:30	9.8
13. Whirllybirds (CBS) WTTG Wed. 7	9.8
13. Annie Oakley (CBS) WDC-TV Sat. 6	9.8

TOP FEATURE FILMS

1. Shirley Temple Feature WTTG Sun. 4-5:30	18.0
2. Sateway Theatre WMAL-TV Sat. 10:30-12:15 a.m.	12.5
3. Giant Playhouse WTTG Sat. 10:30-12 mid.	10.7
4. Late Show WTTG-TV Sat. 11:15-1:30 a.m.	10.3
5. Sunday Theatre WTTG-TV Sun. 1-2:30	8.7

TOP NETWORK SHOWS

1. Perry Como WDC-TV	55.7
2. Gunsmoke WTOP-TV	37.5
3. Mervyn Frere WMAL-TV	35.5
4. Loretta Young Presents WDC-TV	31.6
5. Tales of Wells Fargo WDC-TV	30.6
6. The Rifleman WMAL-TV	30.5
7. Wagon Train WDC-TV	30.0
7. Have Gun, Will Travel WTOP-TV	29.9
8. The Real McCoys WMAL-TV	28.5
8. Person to Person WTOP-TV	28.0

weeks. Filmed minutes and 20's, primarily in daytime slots, will run, with new commercials now in production. Ted Wallower is the timebuyer.

U. S. TOBACCO CO.

(C. J. LaRoche, N. Y.)

Having run six weeks of nighttime minutes in the top 10 markets last November-December, KING SANO cigarettes are back in the same markets with two three-week flights. The first one began about mid-January, the second will start late next month. Filmed spots are used. Chuck Eaton is the timebuyer.

WARNER-LAMBERT PHARMACAL CO.

(Lambert & Feasley, N. Y.)

The firm's home permanent, QUICK, starts schedules of day and night filmed minutes next month in over 50 top markets. The placements will run for 30 weeks. Frank Sweeney is the timebuyer.

LET US BE YOUR NEW YORK OFFICE

24-hour, 7 days a week, service specializing in tv and radio industry.

PLAZA 9-3400

Telephone Message Service

222 E. 56th St., New York City

BUY THE "OIL-RICH" WEST TEXAS MARKET

99,595 TV SETS

AS OF JULY 1958

... With this Kind of Money to spend ...

CSI PER HOUSEHOLD
MIDLAND \$7,466
ODESSA \$7,104
BIG SPRING \$5,978

Chunnel **2**

KMID-TV
 MIDLAND, TEXAS

Venard, Rintoul & McConnell, Inc.
 South—Clarke Brown Company

Set Sales

An increase in sales of tv sets in 1959 is predicted by Ross D. Siragusa Jr., sales manager-tv division, Admiral Corp. Speaking to 500 company distributors and wholesalers at the recent two-day sales convention in Chicago, Mr. Siragusa pointed out that "the industry reached the high saturation point in tv and experienced the natural dip that followed. Another climb is now evident, generated by replacements and second sets. When a replacement market increases to the point where it offsets the decline caused by saturation, one begins to see healthy increase in total unit sales."

As a result of this trend, Mr. Siragusa estimated that the appliance industry will sell six million tv units in 1959, as compared with five million-plus in the year just ended.

WERSHAW-GOULD CO.

(Product Services, Inc., N. Y.)

This representative for a number of toy firms, which entered spot last Christmas on its own—and met with reported good results—has placed its account at this agency probably for more "planned" buys. The word is that kid shows in several eastern markets will get schedules of minutes early next month, with additional markets to be added later. Senior timebuyer Doris Gould is the contact.

WHITEHALL PHARMACAL CO., Div. American Home Products Corp.

(Ted Bates & Co., Inc., N. Y.)

Reportedly, new tv funds were allocated for PREPARATION H, a medicinal product



Previously account manager, Wright A. Nodine was recently appointed account supervisor on the Boyle-Midway Division of American Home Products Corp. and the Joseph Burnett Division of American Home Foods at Geyer, Morey, Madden & Ballard, Inc.

that has been constantly expanding over the past few years and is now in 180 markets, both major and minor. Night minutes are used. Although CBS-TV network o-and-o stations won't carry the product spots, about 250 markets have been cleared for activity in the future. Agency spokesmen agree the films are in good taste and report no objections. Account supervisor Nat Gayster and timebuyer Jack Rothenberger are the contacts.

Rondell Show

Lester Rondell, group art supervisor at Grey Advertising, Inc., has had a resounding success with his second one-man show held recently at the Petite Galerie, New York. Twenty-two out of 26 of the oil paintings hung had been sold a week before the exhibition ended, 20 of them on the opening night. Among the purchasers were such personalities as Harry Belafonte, Shelley Winters and Buff Cobb.

Mr. Rondell, who supervises both print and tv art for the Greyhound and Westinghouse accounts, describes himself as an expressionist. A native New Yorker, he has studied at the New York School for Fine and Applied Arts on a scholarship, and at the Art Students League. He has exhibited at many major museums and has been a frequent award winner. The canvases in the recent show were done from drawings and studies gathered on visits to Mexico, Morocco, Spain and Italy.

CITIZEN SOLDIER

Action
Suspense

Thrills
Drama

39 HALF HOURS

A dramatized account of the greatest events and outstanding stories of World War II. True life stories of courage and heroism in times of battle. Filmed expressly for TV, on location.

FLAMINGO TELEFILM SALES INC. 509 MADISON AVE. NEW YORK 22, N. Y.

Farm (Continued from page 37)

every bit as aware of the importance of his department as his colleagues in other farming areas. "In the Ohio Valley, farming is the main occupation," he states. "We at WAVE-TV think that we must service this agricultural state with reliable and useful information. We do many of our farm programs on tv from our own farm just outside Louisville. We raise cattle, milk cows, produce eggs and crops the same as other farm families do in this area.

"Our programs are designed to be useful and informative to farmers who have incomes of much less than their neighbors in the corn belt. Our Saturday Farm show is authentic in relating farming practices and conditions of this area. We use locally successful people, and our director of the WAVE-TV farm is a former county agent of 33 years' experience.

Hour-Long

"Farm is the only hour-long farm television program on the air on a regular basis in the mid-south. Presently tobacco is our big income crop, so we prepared a tobacco series using specialists from the University of Kentucky and the USDA tobacco division. This series began by our planting tobacco at our farm and pointing out several mistakes many farmers make in preparing the tobacco bed and in planting procedures. Using the program and the visual crop in the various stages of growth, our specialists advised farmers and gave them numerous valuable tips to help their own crops along."

With 160,000 farm families in its 31-county coverage area, WISC-TV Madison, Wis., regards good farm programming "as both an obligation and an opportunity." Bill Groves, its farm director, a fourth-generation farmer who lives on a farm in nearby Lodi, is one of the best-known farm personalities in the tri-state area.

Farm Progress Days, held at different rural locations once a year, refer to Mr. Groves as their "patron saint" for the "invaluable aid" he has rendered farmers. A former member of the Wisconsin Legislature, he was recently the recipient of an award

from the Wisconsin Farm Bureau for "significant contribution to agriculture."

A real service performed by a tv station's farm programming is credited to KNOE-TV Monroe, La., for its help last year during a serious outbreak of anthrax in its coverage area. The station's *County Agent* program brought several outstanding state and regional authorities on anthrax in front of its cameras to give demonstrations and instructions on how to fight the epidemic. Another special program with medical personnel augmented this information and further contributed to the eventually successful battle against this deadly stock disease.

Market Reports

A major service of KWTU Oklahoma City's farm programming is the station's twice-daily livestock market reports. Presented as a five-minute segment of the 7:30 a.m. news and as a part of the 12:15 p.m. *Farm News and You*, these are, according to KWTU farm director Wayne Liles, the only live market reports aired direct



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AND
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JUdson 6-3675

step into the magic circle

... and
watch
your
sales
soar!

more later.

Directors (Continued from page 37)

Columbus:

John E. Deloney; 1 pgm.; 30 mins.

Savannah:

WSAV-TV: Doug Strohbehn; 2 e.; 5 pgms.; 2½ hrs.

Thomasville:

WCTV: Ed Komarek; 5 pgms.; 2½ hrs.

ILLINOIS:

Chicago:

WBBM-TV: George Menard.

WBKB: Chuck Bill.

WCN-TV: Norman Kraeft.

WNBQ: Everett Mitchell.

Peoria:

WMBD-TV: Emil Bill.

Quincy:

WGEM-TV: Bill Wegman.

Springfield:

WICS: Bud Halter; 1 e.; 5 pgms.; 1½ hrs.

INDIANA:

Evansville:

WEHT: Stuart Brabant; 5 pgms.; 2½ hrs.

WFIE-TV: Jack McLean; 2 e.; 5 pgms.; 50 mins.

Fort Wayne:

WKJG-TV: Wayne Rothgeb.

Indianapolis:

WFBM-TV: Harry Martin.

WISH-TV: Steven T. Briggs, pgm. mgr.; 6 pgms.; 1 hr., 45 mins.

Lafayette:

WFAM-TV: Earl Richardson.

IOWA:

Ames:

WOI-TV: R. C. Bentley.

Cedar Rapids:

WMT-TV: Bob Nance; 2 e.; 7 pgms.; 2 hrs.

Davenport:

WOC-TV: Bob Frank.

Des Moines:

WHO-TV: Keith Kirkpatrick.

Mason City:

KGLO-TV: Al Heinz.

Sioux City:

KTIV: Don Stone; 15 pgms.; 2½ hrs.

KVTV: Rex Messersmith; 26 pgms.; 3¼ hrs.

KANSAS:

Great Bend:

KCKT: Barry Russell.

Topeka:

WIBW-TV: Wilbur Levering; 2 e.; 6 pgms.; 1½ hrs.

KENTUCKY:

Louisville:

WAVE-TV: Jack M. Crouner; 6 e.; 6 pgms.; 2½ hrs.

WHAS-TV: Barney Arnold; 5 pgms.; 1¼ hrs.

LOUISIANA:

Monroe:

KNOE-TV: Harry Arthur, pgm. dir.; 9 pgms.; 1 hr., 20 mins.

New Orleans:

WDSU-TV: Bern Rotman; 1 e.; 5 pgms.; 2½ hrs.

WWL-TV: George W. Shannon.

Shreveport:

KSLA-TV: Ted Carroll; 11 pgms.; 1 hr., 45 mins.

MAINE:

Portland:

WCSH-TV: Linwood H. Brofee.

MARYLAND:

Baltimore:

WBAL-TV: Conway Robinson.

Salisbury:

WBOC-TV: Carroll Long; 1 e.; 5 pgms.; 50 mins.

MASSACHUSETTS:

Boston:

WBZ-TV: Malcolm McCormack.

WHDH-TV: Joe Kelly.

MICHIGAN:

Detroit:

WWJ-TV: John Merrifield; 2 e.; 1 pgm.; 15 mins.

Flint:

WJRT: Sheldon H. LaTourette; 1 e.; 7 pgms.; 2 hrs., 45 mins.

Kalamazoo:

WKZO-TV: Carl Collin.

MINNESOTA:

Minneapolis:

KSTP-TV: Cal Karnstedt.

WCCO-TV: Jim Hill.

MISSISSIPPI:

Jackson:

WLBT: Howard Langfitt; 1 e.; 5 pgms.; 2 hrs., 55 mins.

MISSOURI:

Columbia:

KOMU-TV: Gail Bank; 1 e.; 6 pgms.; 1½ hrs.

Hannibal:

KHQA-TV: Dick Falser.

Kansas City:

KCMO-TV: George Stephens.

KMBC-TV: Phil Evans.

WDAF-TV: Jack Kroeck; 5 pgms.; 25 mins.

St. Joseph:

KFEQ-TV: Harold J. Schmitz.

St. Louis:

KMOX-TV: Ted Mangner; 2 e.; 7 pgms.; 4 hrs.

MONTANA:

Great Falls:

KFBB-TV: Stan Meyer; 1 e.; 1 pgm.; 15 mins.

NEBRASKA:

Hastings:

KHAS-TV: Milt Hoffman; 1 e.; 6 pgms.; 2 hrs., 45 mins.

(Continued on page 70)

from the Oklahoma City stockyards, the major clearing point for Oklahoma livestock farmers.

Of the 118,000 farms in the state, 104,000 raise livestock. Until the advent of the daily stock market reports, says Mr. Liles, "cow jockeys" or cattle traders bought cattle at prices below central market quotations, marketed the cattle and pocketed the profits. KWTV's exclusive direct market reports have stopped this practice."

"Television," declares Jack Stratton, farm director at WKY-TV Oklahoma City, "is one medium that gives farmers up-to-date information on farm news, markets and weather—and at a time and in a manner that is worthwhile for them. In fact, surveys indicate that the farm audience depends upon tv almost entirely for its news, market and weather reports.

"As an example of real service that a tv station can perform for its farm audience, we submit the following. As you know, farmers did not until recently come under the social-security program. Joe McCain, regional director of social security in Oklahoma, has told us that he was able to do an effective job of telling farmers about social-security benefits and attributed much of the success to the WKY-TV farm department for its help in disseminating this information to its farm viewers."

It is the opinion of Doug Strohbehn, farm director of WSAV-TV Savannah, based upon several years' experience in broadcasting the station's *Noontime Edition* farm program, that television offers "the fastest and most graphic means of imparting vital, timely information on the farm market to farm viewers who could not receive this information while it is still current except through broadcasting facilities."

Adds Mr. Strohbehn, who is a Chatham County agriculture agent: "The Department of Agriculture offices have received considerable evidence that the services rendered by WSAV-TV have had an important bearing on the economic well-being of the farmers in the Georgia-South Carolina coastal area."

Ted Carroll, Caddo Parish County agent and agricultural adviser at

KSLA-TV Shreveport, reports that the station periodically offers mailing pieces to its farm audience. "These," he says, "are always in heavy demand and are much discussed by the many farmers whom I visit personally. One of the most successful was an insecticide-use chart which brought several thousand requests."

Asserting that in Iowa—"the 'new' Iowa, where farm meets factory"—dissemination of farm news is vital, particularly in the light of constantly changing Government edicts, Don Stone, program and farm director at KTIV Sioux City, states that "our farm programs are used regularly by representatives of the various farm agencies of the Government to illuminate rulings from Washington.

"Probably the biggest service our farm shows have performed consistently," he continues, "stems from our 'Bulletin Board' feature. Organizations throughout the area say that their meetings have been attended by much larger crowds since we instituted a revitalized farm program set-up 18 months ago, with heavy emphasis on specific aid to recognized farm groups."

"Down to Earth"

A quarter-hour program titled *Down to Earth*, aired at 12:15 p.m. Thursdays, was an outgrowth of KVTU Sioux City's regular *Siouxland Farmer* series featuring 15 area county agents. "This," notes Rex Messersmith, the station's farm director, "was the result of the local county agent's experience that a regular, rather than a rotating, television appearance strongly reinforced not only his ability to highlight his county program but also the response to it."

A graphic illustration of the speed and impact of television in aiding farm situations comes from KELO-TV Sioux Falls, S. D. Due to a recent shortage of stock cars, the Sioux Falls public stockyards became completely filled with hogs and unable to accept further shipments.

Since the stockyards did not want to place an embargo on shipments unless absolutely necessary, Les Harding, KELO-TV farm director, was asked to announce on his farm-market pro-

gram that the space problem had arisen and to request shippers to hold off shipping until the situation was eased. Within two hours after the announcement shipments into the market had stopped, and not a single hog was received until Mr. Harding made a second announcement stating that the yards were cleared and could again begin accepting shipments.

"Since the broiler industry in our area has been increasing by leaps and bounds," says KCMC-TV Texarkana farm-service director Jack Tompkins,

"we take special pains to correlate up-to-the-minute broiler-market reports so that on any given day a raiser can take advantage of a 'right price' and market that day for greater profit. Repeated are the stories that our quotes have become 'the bible' for broiler raisers in our area."

Another instance of the effectiveness of a video farm program is offered by WIBW-TV Topeka and the results obtained from a single announcement on the station's noontime *Farm*

(Continued on page 71)

FOR
DRUG
SALES

The Beaumont-Port Arthur-Orange market is 85th in the Nation*... 4th in Texas.* And this high drug market is completely covered by KFDM-TV. For Greater Drug Sales... Buy... KFDM-TV in Beaumont-Port Arthur-Orange.

KFDM
TV

SEE PETERS-GRIFFIN-WOODWARD, INC.

*S. M. Survey of Buying Power, 1958

Directors (Continued from page 68)

Kearney:

KHOL-TV: Tom Nuss; 1 e.; 5 pgms.; 1 hr.

Lincoln:

KOLN-TV: L. L. Blauvelt; 2 e.; 5 pgms.; 2½ hrs.

Omaha:

WOW-TV: Mal Hansen.

NEW YORK:

Binghamton:

WNBF-TV: Ed Andre, prod. supvr.; 8 pgms.; 2 hrs., 45 mins.

Schenectady:

WRGB: Donald A. Tuttle.

NORTH CAROLINA:

Greensboro:

WFMY-TV: George Perry; 5 pgms.; 1½ hrs.

Greenville:

WNCT: Dick Stokes; 3 e.; 12 pgms.; 6½ hrs.

Winston-Salem:

WSJS-TV: Harvey Dinkins; 2 e.; 10 pgms.; 2 hrs.

NORTH DAKOTA:

Dickinson:

KDIX-TV: Woody Worley; 1 e.; 3 pgms.; 1 hr.

Fargo:

WDAY-TV: Ernie Brevik.

OHIO:

Cincinnati:

WCPO-TV: Paul Hodges.

WLW-TV: Bob Miller; 3 e.; 20 pgms.; 9 hrs.

Columbus:

WBNS-TV: William H. Zipf.

Dayton:

WHIO-TV: Joseph Rockhold.

Youngstown:

WKBN-TV: Stu Wilson.

OKLAHOMA:

Oklahoma City:

KWTV: Wayne Liles; 3 e.; 11 pgms.; 2 hrs., 10 mins.

WKY-TV: Jack Stratton; 3 e.; 6 pgms.; 1½ hrs.

Tulsa:

KOTV: Sid Lasher; 1 e.; 7 pgms.; 1 hr., 25 mins.

KVOO-TV: Carl Meyerdirk.

OREGON:

Portland:

KGW-TV: Ivan Jones.

KOIN-TV: William Drips.

PENNSYLVANIA:

Altoona:

WFBC-TV: William G. Mulvey; 6 pgms.; 3 hrs.

Johnstown:

WJAC-TV: Frank Cummins, pgm. dir.; 1 pgm.; 15 mins.

Lancaster:

WGAI-TV: Robert Malick.

Lebanon:

WLYH-TV: Joe Zimmerman, gen. mgr.; 5 pgms.; 1½ hrs.

York:

WSBA-TV: Herman E. Stebbins.

SOUTH CAROLINA:

Columbia:

WIS-TV: Bob Bailey; 11 pgms.; 1 hr., 45 mins.

Florence:

WBTW: Joe McMillan.

Greenville:

WFBC-TV: Ben Leonard.

SOUTH DAKOTA:

Rapid City:

KOTA-TV: Gene Taylor.

Sioux Falls:

KELO-TV: Lea Harding; 1 e.; 31 pgms.; 6 hrs., 5 mins.

TENNESSEE:

Knoxville:

WATE-TV: Lemmy Wilson; 5 pgms.; 1½ hrs.

WBIR-TV: Ralph McDade; 7 pgms.; 3 hrs.

Memphis:

WMCT: Derek Rooke; 1 e.; 5 pgms.; 1½ hrs.

Nashville:

WSM-TV: John McDonald.

TEXAS:

Amarillo:

KGNC-TV: J. Garland Smith; 4 e.; 3 pgms.; 1½ hrs.

Austin:

KTBC-TV: Dave Shanks.

Dallas:

KRLD-TV: A. B. Jolly.

WFAA-TV: Murray Cox.

Fort Worth:

WBAP-TV: W. A. (Doc) Ruhmann; 2 e.; 1 pgm.; 30 mins.

Houston:

KPRC-TV: George Rosener; 3 e.; 5 pgms.; 2½ hrs.

KTRK-TV: Dewey Compton; 1 e.; 1 pgm.; 30 mins.

San Antonio:

KENS-TV: Bill Shomette.

WOAI-TV: Bill McReynolds.

Texarkana:

KCMC-TV: Jack Tompkins; 1 e.; 10 pgms.; 2½ hrs.

Waco:

KWTX-TV: Johnny Watkins; 1 e.; 5 pgms.; 3 hrs., 45 mins.

Weslaco:

KRGV-TV: Charlie Rankin.

UTAH:

Salt Lake City:

KTVT: Jack White.

VERMONT:

Burlington:

WCAX-TV: Karin Kristianson; 1 e.; 5 pgms.; 1½ hrs.



Walter W. Windsor has been appointed general manager of KCMC-TV Texarkana, it has been announced by Walter E. Hussman, president. Mr. Windsor is returning to the station where he served as general manager for four years, leaving to take the same post at KNAC-TV Fort Smith.

VIRGINIA:

Bristol:

WCYB-TV: Doug Ford.

Harrisonburg:

WSVA-TV: Homer Quann; 1 e.; 9 pgms.; 1 hr., 40 mins.

Richmond:

WRVA-TV: Alden P. Aaroe.

Roanoke:

WLSL-TV: Glenwood Howell.

WASHINGTON:

Pasco:

KEPR-TV: Robert W. Anderson; 5 pgms.; 25 mins.

Seattle:

KOMO-TV: Bill Moshier.

Spokane:

KHQ-TV: Tom Templeton; 1 e.; 1 pgm.; 15 mins.

KREM-TV: Dick Barrett; 1 e.; 1 pgm.; 15 mins.

WEST VIRGINIA:

Clarksburg:

WBOY-TV: Pete Lyman; 1 pgm.; 30 mins.

Huntington:

WSAZ-TV: W. D. Click; 1 e.; 6 pgms.; 1 hr.

WISCONSIN:

Eau Claire:

WEAU-TV: Pat Keliher; 2 e.; 6 pgms.; 1½ hrs.

Green Bay:

WBAY-TV: Orion Samuelson.

Madison:

WISC-TV: Bill Groves; 3 e.; 6 pgms.; 6 hrs.

WKOW-TV: Roy Guntow; 1 pgm.; 1 hr.

Milwaukee:

WTMJ-TV: William Hoelt.

Wausau:

WSAU-TV: Chuck Summers.

Breaks (Continued from page 41)

sets moment should come at places where the jeopardized fortunes of the hero or his desperate lot begin to take a clear turn for the better.

I fully realize that this solution is not applicable to conventional two- and three-act dramas where you ring down the curtain on scenes in which the writer has left the hero as far up a tree or down a well as he could for maximum dramatic impact. Such places are generally presented, though, on shows using a host or narrator to effect audience conditioning to an affirmative, positive frame.

But in feature films breaks can be effectively chosen without need for a host if the film editor is careful to pick exciting spots where hero fortunes at critical ebbs begin to take a notable turn for the better. You leave your viewer curious enough to stay put for the commercials without a "worry residue." And, best of all, you'll put him in an optimistic mental and emotional frame which researchers label "a must condition for sales message receptivity."

What's more, you can use the technique to solve the problem of keeping breaks nearly equal distance apart or

to allow running time enough for adequate rehearsal of live spots.

Watching one and two films a day, five days a week for over two years, for the purpose of choosing commercial break spots convinces me that these suspenseful but optimistically conditioning places happen often enough in feature films for a half-dozen or more cutaways.

It all adds up to at least a beginning toward insuring that full-length features pay tv stations and, most important, their clients full dividends.

Rate Changes

Changes in network basic hourly rates announced recently include:

ABC-TV KBTV Denver from \$750 to \$850; KOCO-TV Oklahoma City from \$600 to \$700; WIS-TV Columbia from \$450 to \$525; WREX-TV Rockford from \$450 to \$550; WWTW Cadillac from \$300 to \$350.

CBS-TV KFVS-TV Cape Girardeau, Mo., from \$500 to \$550.



Only WJAC-TV Puts this vital market in your hands

- 1 FACTS FROM N.C.S.**—In the Johnstown-Altoona Total Coverage Area WJAC-TV is seen in 533,290 homes each week at night, in 457,430 homes each week during daytime. In 14 out of 21 counties, WJAC-TV gives 80 to 100% coverage of all TV homes! (N.C.S. Report No. 3, Spring, 1958).
- 2 FACTS FROM A.R.B.**—In Cambria County, WJAC-TV leads WFBG-TV by 92% to 38%. In Blair County—WFBG-TV'S home grounds—WJAC-TV is a mere 5% behind this competitor! It adds up to hard, cold proof of viewer preference. (A.R.B. Study, Feb., 1958).
- 3 FACTS FROM TRENDEX**—There are some mighty interesting figures on how WJAC-TV stacks up in fringe areas against Pittsburgh stations. Get all these important facts and figures from your Katz Man!



Farm (Continued from page 69)

Report. The announcement stated that 10 carloads of replacement cattle had arrived by rail at Emporia, and anyone wanting to buy should make immediate contact. Result: all cattle sold by 3 p.m. of the same day, with more buyers waiting.

A farm show called *Ten Acres* on KWTX-TV Waco, Tex., made a concerted effort to get farmers on an area-wide basis to use the recommended insect-control program for cotton. In the past, farmers had simply been planting and plowing and then gathering the cotton that the insects had left in the field.

After KWTX-TV'S drive throughout insect-control time, it was estimated that at least 75 per cent of the farmers in the area had used the control program, and as a result several million dollars' worth of cotton was sold that ordinarily would have gone to the insects.

Pulse Top 20 Syndicated Shows for November

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In		
				Men	Women	Children
1	Sea Hunt	Ziv	21.6	83	89	21
2	Highway Patrol	Ziv	18.4	83	87	25
3	Mike Hammer	MCA	15.7	86	94	27
4	Death Valley Days	U. S. Borax	14.8	76	82	53
5	26 Men	ABC	14.7	76	87	46
6	U. S. Marshal	NTA	14.3	69	74	64
7	Popeye	UAA	13.3	21	37	102
8	Citizen Soldier	Flamingo	12.4	79	82	29
9	State Trooper	MCA	12.3	79	84	32
10	Sheriff of Cochise	NTA	12.2	83	87	27
11	Rescue 8	Screen Gems	11.8	78	83	34
12	Mackenzie's Raiders	Ziv	11.7	79	84	26
12	San Francisco Beat	CBS	11.7	84	93	23
12	Silent Service	CNP	11.7	74	81	48
13	Burns and Allen	Screen Gems	11.5	73	84	43
14	Dr. Hudson	MCA	11.2	86	92	24
15	Superman	Flamingo	10.9	65	72	83
16	Annie Oakley	CBS	10.8	54	59	85
16	Man Without A Gun	NTA	10.8	83	89	35
17	Boots and Saddles	CNP	10.7	71	78	56

Pulse Top 10 Adventure Shows for November

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In		
				Men	Women	Children
1	Sea Hunt	Ziv	21.6	83	89	21
2	Highway Patrol	Ziv	18.4	83	87	25
3	Citizen Soldier	Flamingo	12.4	79	82	29
4	State Trooper	MCA	12.3	79	84	32
5	Rescue 8	Screen Gems	11.8	78	83	28
6	Silent Service	CNP	11.7	74	81	48
7	Target	Ziv	10.5	81	89	32
8	Sky King	Nabisco	10.2	32	43	89
9	Flight	CNP	8.9	87	93	28
10	African Patrol	GKS	7.6	73	81	46
10	Code 3	ABC	7.6	84	89	18

Pulse Top 10 Drama Shows for November

Rank	Program	Distributor	National Weighted Average	Viewers Per 100 Homes Tuned In		
				Men	Women	Children
1	Dr. Hudson	MCA	11.2	86	92	24
2	If You Had A Million	MCA	10.0	83	89	29
3	Divorce Court	Guild	8.2	86	95	19
4	Jeff's Collie	ITC	7.9	52	58	79
5	Big Story	Flamingo	6.3	76	83	22
6	Star Performance	Official	6.2	68	75	48
7	Medic	CNP	5.8	79	84	37
8	Walter Winchell File	NTA	5.4	84	91	18
9	TV Reader's Digest	Telestar	4.9	82	86	28
10	Douglas Fairbanks Presents	ABC	4.5	84	86	32

Film (Continued from page 49)

used by the networks to tape live programs. . . . NTA's Telestudios did some on-location videotaping recently when it recorded an IBM sales demonstration program scheduled to be used over Theatre Network Television. The taping took place at IBM's Poughkeepsie plant. Shot in sections, the tape was spliced together and some track dubbed in at Telestudios headquarters in New York City.

Film Commercials

AMERICAN FILM PRODUCERS

In Production: Bulova Watch Co. (watches), McCann-Erickson; Stella D'Oro Biscuit Co., Inc. (egg biscuits, egg jumbos), Carlo Vinti; National Biscuit Co. (Sky King trailers), McCann-Erickson.

ERA PRODUCTIONS, INC.

Completed: U. S. Forest Service (Smokey Bear), FC&B.

In Production: Squirt Co. (Squirt soda), Honig-Cooper, Harrington & Miner; Tidy House Products (Dexol), Ludgin; W. H. Straubb Co. (Lakeshore honey), Gordon Best; Mattel, Inc. (toys), Carson-Roberts; Aqua-Derm Co. (Aqua-Derm face cream), Carson-Roberts.

FILMACK STUDIOS

Completed: Vermont Transit, WCAX-TV; Robert Hall Clothes, Inc., Frank B. Sawdon; Bayuk Cigars, Inc. (Phillies), Feigenbaum & Wermen; Sterwin Chemical Co. (Nutrena), direct.

In Production: Robert Hall Clothes, Inc., Frank B. Sawdon; Cott Beverage Corp. (Mission Cola), Dowd, Redfield & Johnstone; Sterwin Chemical Co. (Chemicals), direct.

GRAY & O'REILLY

In Production: General Electric Co. (skillet), Y&R; Block Drug Co. (Nytol, Green Mint), SSC&B; General Tire Co. (tires), D'Arcy; Falstaff Brewing Corp. (beer), D-F-S; Seabrook Farms Co. (frozen foods), Smith-Greenland.

HANKINSON STUDIO, INC.

Completed: Wheatena Corp. (cereal), C&W; Thomas J. Lipton, Inc. (soups), Y&R; Texas Co. (Texaco products), C&W. In Production: Wheatena Corp. (cereal), C&W; National Biscuit Co. (Nabisco Jrs.), K&E; Bristol-Myers Co. (Ipana), DCS&S; General Foods Co. (Maxwell House coffee), B&B.

JAMIESON FILM COMPANY

Completed: Texas Title Assn. (title insurance), direct; Chance Vought Aircraft, Inc., direct; Polarmatic Co. (ice cream machinery), direct; Hermetic Seal Co. (tubes), direct; Frito Co. (corn chips), Tracy Locke. In Production: Smithfield Packing Co. (meats), Cargill, Wilson & Acree; U. S. Navy (20 min. film), direct; Georgia Game & Fish (fish story), direct; Arkansas Highway Dept. (Progress in Our State), direct; University of Texas (Oilwell Blowout #1&2), direct; Hot Shot Co. (bug killer), Simon & Gwynn; James G. Gill Co., Inc. (coffee), Cargill, Wilson & Acree.

KEITZ & HERNDON

Completed: First Nat'l Bank of Albuquerque (services), direct.
In Production: Lone Star Brewing Co. (beer), Glenn; Ideal Bakeries (bread), Wm. Finn; Arkansas-Louisiana Gas Co. (services), R. K. Butcher; Household Finance Corp. (loan services), NL&B; American Snuff Co. (Garrett snuff), Simon & Gwynn; Chance Vought Aircraft Co., direct.

JAMES LOVE PRODUCTION

Completed: Aluminum Co. of America (Wagon load contest, Ketchup cap), Ketchum, MacLeod & Grove; Pittsburgh Paint Co. (Fiber-Glass boats, Calcium Chloride), Ketchum, MacLeod & Grove.

NATIONAL SCREEN SERVICE

Completed: Radio Corporation of America (RCA tube), Lefton; White Rock Corp., MacManus, John & Adams; Rootes Motors, Inc. (Hillman), EWR&R; Olin Mathieson Chemical Corp. (High Energy fuel), direct; Lewyt Corp. (vacuum cleaner), Hicks & Greist; Texas Co. (Texaco), Commercial Telecasting; British Petroleum Co., Collyer Adv. Ltd.; Olin Mathieson Chemical Corp., direct.

In Production: Dow Chemical Co. (Saran Wrap), MacManus, John & Adams; P. Ballantine & Sons (beer), Esty; Pontiac Driving School, MacManus, John & Adams; Morton Frozen Foods, Div. Continental Baking Co., Inc. (pies), Bates; S. B. Thomas, Inc. (bread & rolls), MacManus, John & Adams; B. C. Remedy Co. (headache powders), C. Knox Massey; Minnesota Mining & Mfg. Co., MacManus, John & Adams; LePage's, Inc. (Plasti-Pak), Y&R; Carlay Co. (Ayds), EWR&R; Radio Corporation of America (color sets), Lefton.

FRED NILES PRODUCTIONS

Completed: Chemical Corporation of America (Freewax), D'Arcy; Brunswick-Balke-Collender (Bowling Equipment), McCann-Erickson; Quaker Oats Co. (Ken-L-Meal), JWT; International Breweries Co. (Old Dutch beer), Marcus; Peoples Gas Light & Coke Co., NL&B; International Milling Co. (Robin Hood flour), H. W. Kastor; Florists Telegraph Delivery, KM&J; Miller Brewing Co. (High Life beer), Mathieson.
In Production: General Electric Co. (air conditioners), Y&R; Pillsbury Mills, Inc. (flour), Campbell-Mithun; Quality Cheld Dairy Products Assn., Wentzel, Wainwright, Poister & Poore; International Milling Co. (Robin Hood flour), H. W. Kastor; Neuhoff Packing Co. (meat products), H. W. Kastor.

PELICAN FILMS, INC.

Completed: Liggett & Myers Tobacco Co. (L&M cigarettes), D-F-S; General Mills, Inc. (Gold Medal Flour Co.), D-F-S; American Telephone & Telegraph Co. (yellow pages), C&W; Lever Bros. Co. (Handy Andy), K&E; Johnson & Johnson (baby cream), Y&R; American Tobacco Co. (Lucky Strike cigarettes), BBDO.

In Production: Liggett & Myers Tobacco Co. (L&M cigarettes), D-F-S; Quaker City Candy Co. (Good 'N Plenty), Bauer & Tripp; Bristol-Myers Co. (Bufferin), Y&R; Drackett Co. (Vanish), Y&R; Consolidated Cigar Corp. (Muriel cigars), L&N; Robert Hall Clothes, F. B. Sawdon; G. R. Kinney Corp. (Kinney shoes), F. B. Stanley; Maytag Co. (dryers), Burnett; United Fruit Co. (bananas), BBDO; P. Ballantine & Sons (beer), Esty; Pharma-Craft Corp. (Cold-ene), IWT.

PINTOFF PRODUCTIONS

Completed: American Broadcasting Co.

(promotionals), direct; Ward Baking Co. (Tip Top Bread), Goulding-Elliott-Graham, JWT; Paper Mate Co. (pens), FC&B; North American Phillips Co. (Norelco shavers), C. J. LaRoche; National Broadcasting Co. (Kaleidoscope opening), direct; Southern Packing Co. (Appiberry Sauce), Rockmore.

In Production: Stahl-Meyer, Inc. (Ferris meat products), Hicks & Greist; National Assn. of Broadcasters (tv spots), direct; G. R. Kinney Corp. (shoe stores), F. B. Stanley; A. Lustig, Inc. (Punchinello Punch), Cousins-Blair Prods.; House of Worsted-tex, Inc. (men's clothing), Doner-Peck; Aluminum Co. of America (cooking utensils), F&S&R; H. Daroff & Sons, Inc. (Botany "500" suits), North; American Cancer Society (tv spots), direct.

WILBUR STREECH PRODUCTIONS, INC.

Completed: Muscular Dystrophy, Film House; Martini-Rossi (Vermont), Spitzer & Mills; TvB (institutional), Wexton; Sinclair Refining Co. (gasoline & oil), Morey, Humm & Warwick; Harold F. Ritchie & Co., Ltd. (MacLeans toothpaste), Rabko Tv Prods.; General Foods Corp. (Post Cereals), Rabko Tv Prods.; ABC (promotional trailer), direct.

In Production: ABC (promotional trailer), direct; Bell Telephone Co. (Yellow Pages), Spitzer & Mills, Ltd.; Sinclair Refining Co. (gasoline & oil), Morey, Humm & Warwick; Christie Brown & Co. (premium crackers), Rabko Tv Prods.; Colgate-Palmolive Co. (Halo shampoo), Spitzer & Mills, Ltd.; TvB (institutional), Wexton.

a NEW plus market The \$3 BILLION GOLDEN CIRCLE

Albany — Schenectady — Troy



13

CHANNEL

THIS NEW STATION
WAST
ALBANY, N. Y.

Exclusive ABC for most of its coverage.
Investigate . . . write, wire or phone
today!

is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of \$3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over \$615 million; drugs over \$72 million.

Represented by **VENARD, RINTOUL & McCONNELL, Inc.**

TRANSFILM, INC.

Completed: Nestle Co., Inc. (Nescafe), Houston; Ford Motor Co. (cars), JWT; Food Manufacturers, Inc. (M&M candy, Uncle Ben's rice), Bates; Radio Corporation of America (records), Grey; Esquire, Inc. (Coronet magazine), Grey; Corn Products Refining Co. (Karo Syrup), L&N; American Chiclo Co. (Clorets, Beeman's Pepsin gum), Bates; Block Drug Co. (Polident, Corega), Grey; Reynolds Aluminum Supply Co. (Reynolds Wrap), L&N; U. S. Steel Corp (steel), BBDO; Prudential Insurance Co. (insurance), Reach, McClinton.

In Production: Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer), Warwick & Legler; Tek Hughes Div. Johnson & Johnson (Tek products), Y&R; Helena Rubinstein, Inc. (Mascaramatic, Heavenly Glow face powder), Ogilvy, Benson & Mather; Phillips-Van Heusen Corp. (Van Heusen shirts), Grey; Mennen Co. (Foam Shave), Grey; U. S. Steel Corp. (steel), BBDO; American Chiclo Co. (Clorets), Bates; Block Drug Co. (Polident), Grey; Boyle-Midway, Inc. (Aero Shave), JWT; Lever Bros. Co. (Jim Dandy Liquid cleaner), K&E.

UPA PICTURES, INC.

Completed: Oklahoma Gas Co. (gas), NL&B; 42 Products Co. (42 shampoo), Cole, Fisher & Rogow; Mrs. Baird's Bakeries (bread), Tracy-Locke; National Biscuit Co. (Christie's Dippers), McCann-Erickson, Ltd.; Richfield Corp. (gasoline), Hixsen, Jorgensen; Gillette Co. (Thorexin), North; Prince Matchabelli, Inc., (toiletries), Morse. In Production: Carling Brewing Co. (Stag beer), Weiss & Co.; Foster Grant Co. (sunglasses), Hoag & Provandic.

ONE HUNDRED ELEVEN

NATIONAL
and REGIONAL
SPOT
ADVERTISERS

Know
TERRE HAUTE
IS NOT
COVERED BY
OUTSIDE TV

Basis: 1958

WTHI-TV

TERRE HAUTE
INDIANA

CBS
ABC channel

Represented Nationally by Bolling Co.
Los Angeles - San Francisco - Boston
New York - Chicago - Dallas

Indian Giver

Neatest teaser campaign encountered lately was just staged by Arthur Cantor and Don Bishop promoting the Rexall Tv Special *Ten Little Indians*, adapted from the Agatha Christie mystery, which was shown January 18th on NBC-TV. For more than a week television editors were deluged daily with small red, yellow and blue Indians, carefully wrapped but in no way identified until the final redskin arrived with an appropriate card plugging the show. Only regret, says promoter Bishop, was that it was impossible to obtain Asiatic Indians like those in the program, so garden variety American Indians had to be substituted.

WILDING PICTURE PRODUCTIONS, INC.

Completed: Philip Morris, Inc. (Marlboro), Burnett; Standard Oil Co., Indiana (service stations, products), D'Arcy; Anheuser-Busch, Inc. (Busch Bavarian beer), Gardner; Ford Motor Co. (Edsel), FC&B; American Machine & Foundry Co., C&W; Aluminum Co. of America (Alcoa products), F&S&R.

News (Continued from page 23)

Howard Abrahams, TvB was everywhere, showing retailers how to use television as easily as newspapers and why tv had advantages over other media, and answering questions about particular problems in individual markets.

Typical of the week-long drive was the presentation at the Lillinthal executive clinic. Selecting a run-of-the-newspaper department - store ad (Hart's, San Jose) TvB personnel gave a visual demonstration of how an advertising manager with imagination could take the same material and with the help of a pair of shears and a pastepot turn it into effective tv advertising.

In the example, Mr. Abrahams and his associate, Lou Sirota, took four of the eight items shown in the print ad and translated them into a tv commercial using essentially the same art work that appeared in the paper. A cartoon-type character,

Thrifty Kris, was added to introduce the specials, while the copy was rewritten to be read by the announcer.

Mr. Abrahams pointed out after the demonstration that this type of slide presentation is one of the most basic of tv commercials and that it is used by such retail giants as Macy's and Montgomery Ward, as well as by smaller stores in all parts of the country.

TvB executives added that an even better way to use the sight-and-sound medium is through tv's exclusive element of motion and demonstration. As an example of this use of live tv, a commercial from the Washington department store, Woodward & Lothrop, was given. The firm, it was pointed out, had a 15-per-cent sales increase last year.

Another example of television promotion came in a speech before an NRMA meeting by E. Davis McCutcheon, sales promotion manager for D. H. Holmes & Co., Ltd., of New Orleans. Taking for his subject "Building of the Image," Mr. McCutcheon told how stores are using tv to sell their store's personality and service to the public.

Clothing Chain Example

Citing as an example the nationwide Robert Hall chain, the speaker reminded how well its special policy of low overhead, simple fixtures, pipe racks and prices which are "down, down, down" has been sold on television.

Another example given was the Joe Feller men's store in Ottawa, a store with fine fashions, excellent brand names and merchandise that comes from all four corners of the world. Through television they sell the fashion concept of the store. Joe Feller himself does the store's tv commercials.

Other examples showed how a big store like Macy's handles the idea of selling prospective buyers on its big assortments, and how Sears sells viewers on its values.

Conversation piece at the NRMA meeting was the recent TvB report on retail sales in New York during the Christmas selling season when, due to a deliverymen's strike, the entire city was without a major daily news-

(Continued on page 76)

Nylon yarn

“What Every Woman Knows” is that her family’s life was appreciably changed by the introduction, just 20 years ago, of the first commercially produced man-made fiber—nylon. So it seems particularly fitting that the year-long birthday party planned for 1959 by the textile fibers department of the E. I. du Pont de Nemours Co. for their first born synthetic will be launched on the January 28th *Show Of The Month*, a 90-minute production of Sir James M. Barrie’s famous comedy on wifemanship, *What Every Woman Knows*, starring Siobhan McKenna and James Donald.

Show of the Month was chosen as the first gun in the year-long campaign because of its character as a special event, and because audience interest in the commercials has been unusually high. Reports are that one out of every seven fan letters received about the program has mentioned the unique institutional-style messages favorably.

For the first time since the show’s inception, the advertising will depart from the standard pattern of three three-minute commercials, each one illustrating a different phase of the du Pont operation. The January 28th

production will carry nine minutes of film about nylon.

Each of the three-minute documentary segments, filmed by Universal International under the agency supervision of BBDO, will highlight a specific phase of the development and significance of nylon. Part one deals with the seven years of intensive research spent by du Pont chemists in the fiber’s discovery; part two details war and peacetime uses of the synthetic; part three covers the influence of nylon and other man-made fabrics on present-day living.

F. A. C. Wardenburg Jr., director of advertising for du Pont, explained the decision to change the usual pattern of the show’s advertising: “The purpose of each commercial on the du Pont *Show of the Month* is to convey information to the public about our company, its products, its activities, and its role in the American community. The story of nylon provides a perfect illustration of these key ideas. With three three-minute messages, we can effectively dramatize the complex story of nylon’s development and significance for the consumer and for industry. In addition, the excitement and impact of a ‘special’ program provide an ideal

setting for the introduction of the 20th anniversary of nylon, serving as a springboard for trade and retail merchandising and promotion activities.”

The promotional kit normally sent to each of the 160 stations which carry *Show of the Month* will this time include special material on nylon: pictures of the stars with du Pont scientists and interviews with Robert Wade, set designer for the January show, on the use of nylon in stage settings.

No other television activity is planned for the nylon anniversary. However, the selection of a play with such a title as *What Every Woman Knows* gives retailers selling the more than 120 end-products of du Pont synthetics a convenient tag for individual store merchandising appealing to the importance of women as consumers. Trade ads placed early in January also urged retailers to make the most of the innumerable tie-in and promotional possibilities of the tv launching. The excitement aroused by this special television introduction will extend throughout the year as the promotion of nylon is continued by du Pont and its retailers and manufacturers in other media.

The du Pont commercial shows the old home laundry

Du Pont breaks precedent to promote first synthetic on its 20th anniversary



in Knoxville
The BIG 10
is now
The BIG 1

NOV. '58 ARB

(4-Week RATING)

- 20 out of the top 30 shows in Knoxville are on the BIG 10, WBIR-TV.
- In the daytime, from 9:00 AM to 6:00 PM, WBIR-TV had 158 top rated quarter hours; Station B had 93; Station C had none.
- In the evening, from 6:00 PM to Midnight, WBIR-TV had 89 top rated quarter hours; Station B had 79; Station C had none.

ask your KATZ man
WBIR-TV, Ch.10

Knoxville, Tenn. • CBS

"Knoxville's Number 1 Station"

News (Continued from page 74)

paper. According to the study, metropolitan New York area sales totals for the December 1st through December 24th period were up from 7 to 9 per cent. This compares with a 10-per-cent gain in Charlotte, 7 per cent in St. Louis, 5 per cent in Baltimore, 2 to 5 per cent in Dallas, 2 to 4 per cent in Atlanta, 1 to 3 per cent in Pittsburgh and 1 to 2 per cent in Milwaukee. None of the latter cities had newspaper strikes.

Equipment Increase

In line with the general optimistic trend of predictions for tv business this year, a General Electric executive looks for a 10-per-cent increase in the sales of new and modern broadcasting equipment to replace obsolete pieces, along with a leveling-off in the sale of equipment for new tv stations (which has declined for the past six years).

William J. Morlock, general manager of the GE technical-products department, believes industry sales of broadcasting units for new stations will hold steady at the 1958 level. Over-all business in the GE department—including sales of equipment for closed circuit tv and military use—is expected to “improve considerably” during 1959, following substantial increases in the latter half of last year.

In agreement with N. L. Halpern, president of Theatre Network Tv, Inc., whose remarks on the future of closed-circuit telecasts were noted in a TV AGE (Jan. 12) article on video's business outlook for 1959, Mr. Morlock thinks equipment sales in that field will expand more than sixfold within 10 years. “Increased use of closed-circuit tv in industry, education, medicine and the military will create a continuing market,” he says.

Citing new GE developments—“miniaturized” tv cameras and transmitters utilizing transistors, a wrap-around tv broadcast antenna which encircles its tower rather than being mounted on top of it, and a low-light-level closed-circuit telecasting unit used on the *Nautilus* to view the underside of the polar ice pack—Mr. Morlock predicts additional innovations and future sales of such equipment.

In the picture



The appointment of **Mrs. Frances Corey**, member of the board of Macy's, New York, and senior vice president in charge of sales promotion, advertising and public relations, to the position of vice president in charge of west-coast operations for Grey Advertising Agency, Inc., has been announced by Grey president Arthur C. Fatt. Mrs. Corey will assume charge of the operations of both the Los Angeles and San Francisco offices of Grey on Feb. 15; Robert D. Wolfe continues as vice president, radio-tv for Grey in Los Angeles. Mrs. Corey, who will maintain her association with Macy's as a consultant on special projects, has been responsible for innumerable creative firsts in retailing, not only during her four-year tenure at Macy's but also as sales promotion manager for the May Co. in Los Angeles for over 11 years and in her associations with Bonwit Teller and Bloomingdale's in New York.

Ralph T. Smith (l.) and **Richard D. Wylly** (r.) have been elected directors of Sullivan, Stauffer, Colwell & Bayles, Inc., elections which, according to Brown Bolte, president of the agency, are part of a long-range program of growth at SSC&B, both in account handling and in the creative divisions. Mr. Smith has been a vice president of the agency since 1951 and on July 1 last year was appointed vice president in charge of operations. Mr. Wylly has been with the agency for two years, having joined it in 1957 as a vice president. His position since that time has been creative head of the company.



Joining Geyer, Morey, Madden & Ballard, Inc., as vice president and chairman of the marketing plans committee is **Edward A. Gumpert**, Sam Ballard, president of the agency, has announced. Mr. Gumpert had been general product manager of the toilet-articles division of Colgate-Palmolive in New York before going with GMM&B, formed by the recent merger of Geyer Advertising and Morey, Humm & Warwick. At Colgate-Palmolive, Mr. Gumpert was responsible for over-all marketing planning, programming and advertising of his division. Prior to that association, he had been general advertising manager of the Carnation Co., Los Angeles, and still earlier had served as advertising manager of the cracker, bread and special-products division of the National Biscuit Co. His first agency post was with Duane Jones Co., from 1941 to 1946, excluding war service.

Nat Wolff has rejoined Young & Rubicam, Inc., as a vice president in the television-radio department, it has been announced by George H. Gribbin, president of the agency. Mr. Wolff will operate in the program area of the department and will report to Peter G. Levathes, vice president and director. A vice president at Young & Rubicam for five years, Mr. Wolff left the agency in 1956 to join NBC as director of program development. In 1957 he became a partner in Don W. Sharpe Enterprises, which has developed such shows as *Peter Gunn* and *Yancy Derringer*. He will, however, relinquish all outside interests to return to Y&R on a full-time basis. At one time a prominent artists' representative, Mr. Wolff was responsible for the development of a number of motion-picture stars. He was also active in the production of radio and television programs before first joining Y&R.



Jerry A. Danzig, who had been vice president, NBC Radio network programs, has been appointed vice president, participating programs, NBC-TV. (The television network's participating programs are *Today* and *The Jack Paar Show*.) Mr. Danzig joined NBC in May 1955 as director of program planning and development for NBC-owned stations and NBC Spot Sales. Before going with NBC he served six years with CBS-TV as associate director of network programs, member of the plans board, supervisor of color programs and network producer. He was also with Mutual for seven years in special events and as commercial program manager and director of publicity. He entered the broadcasting field when he joined WOR New York in 1935; before that he was a reporter on the *New York Journal*. Mr. Danzig is married to Sarah Palfrey, former national amateur tennis champion.

In Camera

His Master's Voice, Tale No. One:

When a man has made as many contributions to the world we live in and has been in the forefront of our industry for as long as has General Sarnoff, it is no wonder that he has become almost a legendary figure. But the other night we heard a story which, if it has no other point to make, is significant in that it shows that General Sarnoff is as human as the next guy.

In fact, this story was told by a next guy who, at the time he was telling about, was a studio supervisor at NBC Television.

The general one day came to this supervisor's studio to witness the dress rehearsal of an opera. Of course, the supervisor was warned of the visit—in fact, his immediate superior called him several times to be certain that all was in tip-top shape. "Be sure not to leave the general alone for one second," the nervous executive told the supervisor.

When General Sarnoff arrived, he was accompanied by several of the network brass, and the entire party, including our informant, proceeded to the control room to watch the final run-through.

At the conclusion of the rehearsal, the entire party came out on the studio floor. Believing that now all was well in hand, especially the general, the studio supervisor retired to his office. Hardly a minute had passed when who should appear in the office but General Sarnoff, alone.

The studio supervisor leaped up from his desk and—he says now, since, of course, he no longer works at NBC—he had to press hard to stop himself from saluting.

"May I use your phone," the general asked.

"Yes, sir," sang out the s. s.

"Please don't let me interrupt your work, young man," the general said and waved the supervisor to be seated.

"I must call Mrs. Sarnoff."

Naturally, the supervisor could only make a show of going on with his work, so he overheard one side of the ensuing conversation:

"Hello, dear," the general said. "I'll be a little late for dinner. I'm sorry . . . Yes . . . Yes, I'll try to make it as soon as I can . . . I'm sorry, but it can't be helped. Good-bye."

The general hung up, and he exchanged a look with the studio supervisor that the latter will never forget: it was that chastened look common to every man who has just had an audience with his master.

His Master's Voice, Tale No. Two:

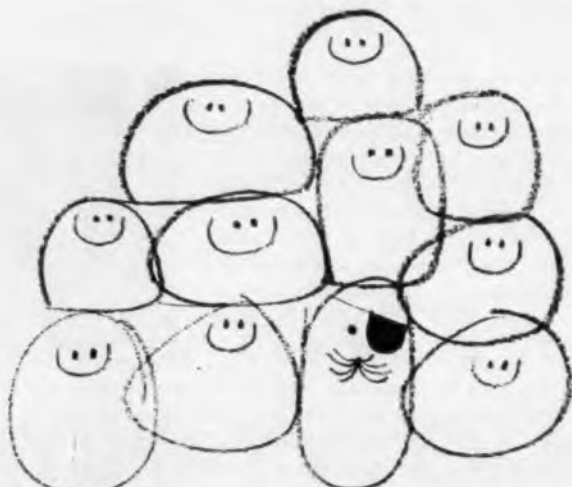
One day actor Chester Morris hailed a cab and asked to be taken to Radio City. Before the driver started, he turned full around in his seat and stared at the star for several seconds without saying a word. Mr. Morris, like most theatrical celebrities, was used to this kind of unabashed invasion. But, as the actor now recalls, "Not everyone stares you down as hard as that fellow."

The cabbie finally turned back to his business and drove on. But at the first red light, he kept staring at his passenger through his rear-view mirror. Then, just before the light switched to green, and he was about to start moving ahead, he turned back once again and stated, "I thought you was dead."

Mr. Morris smiled weakly and mumbled something to show the cab driver that his information was not only greatly exaggerated but downright wrong.

At every stop, on what to the actor seemed like a cross-country instead of a crosstown ride, the driver would make laconic references to personalities whose ages ran well into the eighties intimating that they were contemporaries of Chester Morris.

Finally, his destination reached, Mr. Morris got out of the cab, paid his fare, including a larger tip than usual, and started into Radio City. But the cabbie, with a slight but imperious whistle, stopped him short. The driver then beckoned the star to return to the cab. When Mr. Morris did, the driver leaned his head out of the window and whispered, "You was always my favorite actor, you and Lassie."

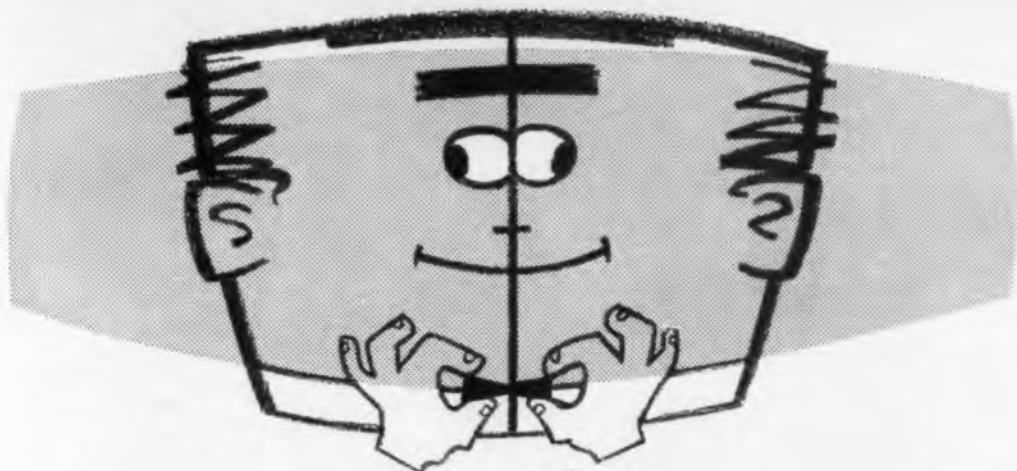


9½ OUT OF **10** PEOPLE
WATCH CARTOON COMMERCIALS

animation inc. makes the kind of commercials people like to watch
animation inc. 736 n. seward street hollywood 38. californi

AGAIN!

Both Surveys See Us Eye-To-Eye !



Rochester Metropolitan Areas
TELEPULSE, Oct., 1958

**LARGEST OVER-ALL
SHARE OF AUDIENCE
52.1%**

**11 of the TOP 15
Rochester Favorites**

274 FIRSTS
Out of 455 Competitive
Quarter-Hours

Rochester Metropolitan Areas
ARB REPORT, Nov., 1958

**LARGEST OVER-ALL
SHARE OF AUDIENCE
54.6%**

**11 of the TOP 15
Rochester Favorites**

266 FIRSTS and 5 TIES
Out of 491 Competitive
Quarter-Hours

*Seems Like Everyone Agrees—The Best Way To
Reach The Rich Rochester Market Is Via . . .*

channel 10

NATIONAL REPRESENTATIVES: EVERETT MCKINNEY (WHEC-TV)

**WHEC-TV
WVET-TV**

THE BOLLING COMPANY (WVET-TV)

Swing into 1959

WITH THIS EXCITING, BIG

"SWING GIRL" Contest

3 VACATION TRIPS TO LAS VEGAS or NEW YORK

3 First Prizes in 3 Separate Contests — 3 Winners!



1 art contest

Develop a fresh treatment for the KMBC "Swing Girl." Show how to use her more dramatically, more effectively, in trade ads which will illustrate that the swing indeed is to KMBC Television and Radio in Kansas City

2 copy contest

Suggest a campaign theme for trade advertising to sell the outstanding leadership of KMBC Television and/or KMBC Radio in Kansas City. Show how you'd tell the story in headline, slogan, special display lines and body copy.

3 media contest

Prove why you'd use KMBC-KFRM Radio and KMBC-TV as your basic stations in Kansas City. Select a mythical product, if you like, and set forth complete recommendations for a broadcast campaign, with reasons why.

RULES. 1. Everyone is eligible. 2. Submit your entry in whatever form you wish. There are no special physical requirements. 3. Mail entry to: "Ad Contest, KMBC, 11th & Central, Kansas City 5, Missouri." 4. Get your entry to us by Feb. 15, 1959. 5. Judges' decisions are final. 6. Duplicate prizes will be awarded in case of ties. 7. All entries become property of KMBC Broadcasting Company. 8. Winners will be notified March 1. 9. Prize trips are to be made this year.

WIN A LUXURY VACATION

... in the City or in the Sun —

A FULL WEEK AWAY FOR REST AND FUN!

NEW YORK

—A full week in the world's greatest city! Your vacation includes round-trip transportation by air, wonderful meals, and deluxe accommodations at the Hotel New Yorker in midtown Manhattan.

OR

LAS VEGAS

—Plush playing for 7 debilitating days at the fabulous Desert Inn, with all of your small drinks, golf and pool privileges "on the house." Vacation includes round-trip transportation by air

JUDGES:

LLOYD GRIFFIN, Vice President, Peters, Griffin & Woodward
CLIFF BATTEN, Advertising Manager, Cook Paint & Varnish Co
DON DAVIS, President, KMBC Broadcasting Company



**PETERS, GRIFFIN,
WOODWARD, INC.**
Exclusive National Representatives

In Kansas City the Swing is to

KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

DON DAVIS, President
JOHN SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Manager of Television

... and in Radio, it's **KMBC of Kansas City—KFRM** for the State of Kansas

