

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

**JUST OUT! STARTLING NEW FINDINGS  
ON HOUSTON RADIO LISTENING!**

# KPRC

# NBC IN HOUSTON

CONDUCTED BY ROBERT  
MORSE, DIRECTOR FOR MOTIVATIONAL  
RESEARCH IN HOUSTON  
CONSULTANT, UNIVERSITY OF TEXAS  
AT AUSTIN

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**SEE THE HIGHLIGHTS**

## WESTERNS STILL TOP THE RATINGS

Mid-season television survey reveals seven fall starters have died. Other show switches mark first 13 weeks

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## The man behind Bab-O's new market plans

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## Bardahl merchandises to its competitors

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## What stations think of 42 rep services

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**THIS IS IT!**

**THE MOST  
POWERFUL  
COMBINATION  
IN THE NATION**

**50,000 WATTS at 540 KC**

**W•GTO**

**RADIO  
CYPRESS GARDENS  
FLORIDA**

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.**



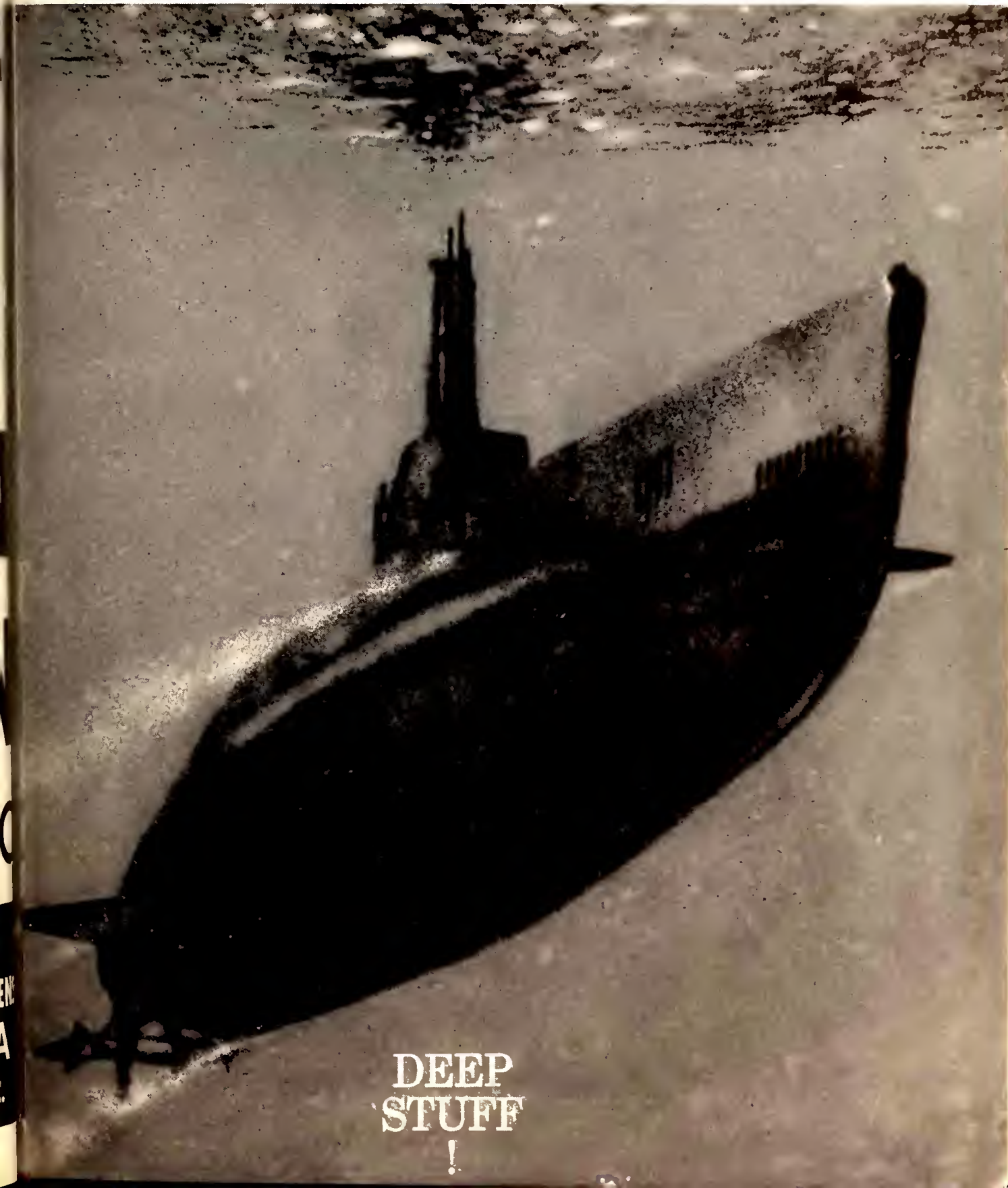
Statistics are frequently way over our head, but when it comes to our submarine series, **THE SILENT SERVICE**, we get along swimmingly. Even mathemaddicts of the first water get a splash out of figures like these: Series I of **THE SILENT SERVICE** is still churning up the seas, tying the position in knots. And Series II, according to latest available ARB reports, is making even greater headway in America's leading markets than Series I—11% higher ratings, 16% greater share-of-audience!\*

NBC TELEVISION FILMS A DIVISION OF

# CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

NEW YORK, LOS ANGELES, CHICAGO, PHILADELPHIA, BOSTON, CLEVELAND, SAN FRANCISCO, PITTSBURGH, WASHINGTON, D. C., BUFFALO, SEATTLE-TACOMA, HOUSTON-GALVESTON



DEEP  
STUFF

!



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

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**Important scoop at Telestudios!** *In the monitor: a SEALTEST ICE CREAM "take." In TELESTUDIOS' control room: astute N. W. Ayer executives take all the second looks they like to assure top quality results for their quality-conscious client. It's all done in minutes while the crew stands by to shoot another "take." That's because it's done with "tape" at TELESTUDIOS, playing back instantly, on command. And at TELESTUDIOS you also command 13,000 square feet of videotape plant... 4 complete broadcast camera chains... new 70-position dimmer board... top notch technical staff. All this plus custom service treatment... top management personalized treatment. That's why more and more, big selling names such as Sealtest and N. W. Ayer take to the live quality look, the low cost you get with "tape" at TELESTUDIOS. That's the scoop—"tape" at NTA's **TELESTUDIOS.***

# WOR RADIO STUDY ADDS A NEW DIMENSION TO COST- PER-1000

*Advertisers have always been aware of the shortcomings of buying radio on a strictly cost-per-1000 basis. Everyone realizes that the lowest cost-per-1000 does not necessarily produce the greatest sales results for the dollars invested. Why? WOR's new study "The New York Housewife" gives the first statistical evidence. The study, nearly a year in the making, analyzes the housewife audience of 8 major New York radio stations. Although the housewife may listen to many stations, she is a loyal listener to some and not to others; she is more personally-interested in some; she is more receptive to some; she is more attentive to some and she relies on one more than another. The way she listens to a station is bound to affect her response to its advertising.*



*There's a big difference in the type of housewife listener each New York station delivers. For example, in comparison with a top-rated music/news independent,*

**WOR RADIO DELIVERS . . .**

**30% MORE LOYAL LISTENERS**

**54% MORE PERSONALLY —  
INTERESTED LISTENERS**

**41% MORE RECEPTIVE LISTENERS**

**78% MORE ATTENTIVE LISTENERS**

**PER**

**1000**

**HOUSEWIVES**

**REACHED**

*WOR's study also sheds new light on the housewife's shopping habits . . .*

- HOW MUCH SHE SPENDS AND WHEN SHE SHOPS
- HER EXPOSURE TO RADIO AND NEWSPAPER ADVERTISING PRIOR TO SHOPPING
- THE LENGTH OF TIME BETWEEN ADVERTISING EXPOSURE AND SHOPPING

*. . . important information that demonstrates why advertisers should make radio their primary choice. Ask your WOR RADIO representative for your copy of "THE NEW YORK HOUSEWIFE" study.*

**WOR RADIO 710**

**fm 98.7**

A Division of **RK**  Teleradio Pictures, Inc.

*Serving more advertisers than any other station in New York*



## BUT RULES ARE MADE TO BE BROKEN!

by  
Bert Ferguson  
Exec. Vice-President,  
WDIA



Every rule has an exception—even the one that says there's no such thing as a sure thing! Because, here is a sure thing: One medium alone—Memphis' Radio Station WDIA—sells the biggest market of its kind in the entire country! The 1,237,686 Negroes in WDIA's listening pattern!

Only 50,000 watt station in this area—America's only 50,000 watt Negro station—WDIA reaches almost 10% of the nation's total Negro population, with total earnings last year of \$616,294,100!

### FIRST IN LISTENERSHIP

Negroes make up over 40% of the Memphis market! And before it buys, this big buying audience listens—to WDIA! In the March-April 1958 Nielsen Station Index, Sunday through Saturday, WDIA totaled up an overwhelming 52% more rating points than the next-ranking station:

Station	Total Rating Points
WDIA	528.2
Sta. B	337.1
Sta. C	284.1
Sta. D	278.8
Sta. E	137.4
Sta. F	101.3
Sta. G	74.1

WDIA's year-round national advertisers include: COLGATE PALM-OLIVE COMPANY . . . PURE OIL . . . CONTINENTAL BAKING COMPANY . . . GENERAL MOTORS . . . LIGGETT & MYERS TOBACCO COMPANY.

It's a fact! When selling the Memphis Negro market, you've got a sure thing with WDIA! Why not drop us a line today? Let us tell you about WDIA's proof of performance in your own line!

WDIA Is Represented Nationally  
By John E. Pearson Company  
EGMONT SONDERLING, President  
ARCHIE S. GRINALDS, JR., Sales Manager

## NEWSMAKER of the week

*This week veteran broadcast representative Ed Petry named a new president to his 27-year-old firm. The move reveals a "grass roots" approach as increased emphasis on spot radio and tv makes de-centralization of selling, increasing "must."*

**The newsmaker:** Fifty-four year old Edward Everett Voynow riding herd on Petry's branch offices since he set the first ones up in 1932, has the local pulse of the organization at his fingertips. This week he was moved up to president of the company from his executive v.p. post, with Petry assuming chairmanship of the board.

Petry will also head up a newly-formed committee—a sounding board for ideas from the field. They will come from the organization's 63 salesmen by way of "plans boards" for radio and television, also just creative.

The tv board will be headed by Martin L. Niernman, formerly v.p. of television, who moves up to fill Voynow's vacated executive vice-presidency. V.p. Bill Maillefert will head the radio board.

A look at Petry's expansion in the last two years (when it passed the quarter-century mark) shows why a closer link to every branch is needed. The number of offices increased from seven to nine cities, its radio station list from 18 to 27, tv list from 23 to 30.



Edward Everett Voynow

Behind the Voynow appointment is a long career that had a lot to do with lifting radio out of a crystal set fad and making it an advertising reality. In 1927, Voynow left his post of promotion manager for King Features Syndicate to join National Radio Advertising. That's when he got the idea of putting radio programs on phonograph records.

The biggest stumbling block, he recalls: getting stations to invest in turntable equipment to play the shows. As soon as they got in line he proceeded to sell the idea of recorded half-hour dramas to the Maytag Washing Machine Co. When that idea caught, Voynow pushed the advantage to work out a "second 15% commission" for sales representatives.

It was Voynow who opened Ed Petry's Chicago and Detroit offices when Petry decided to start a representative firm in 1932. In 1951, he was elected executive v.p. Now, as president of the firm, he'll continue to headquarter in Chicago, where he has headed things up since the very beginning of Edward Petry & Co.



**FARM GAL CULTIVATES NEW CROP**  
**... in the Land of Milk and Money!**



**Our Wisconsin farm gals (and their families) are distinguishable today only by their added incomes! Here is truly the bountiful Land of Milk and Money. Thousands of big dairy farms . . . scores of clean small cities . . . 400,000 families enjoying CBS-ch. 2 television. Here's the market to cultivate Sales!**

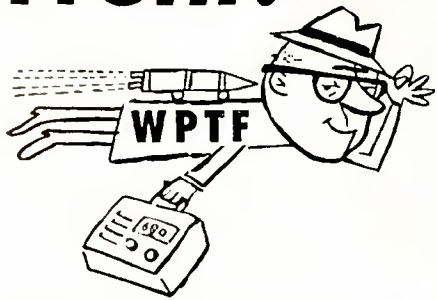


Haydn R. Evans, Gen. Mgr., Rep. Weed Television





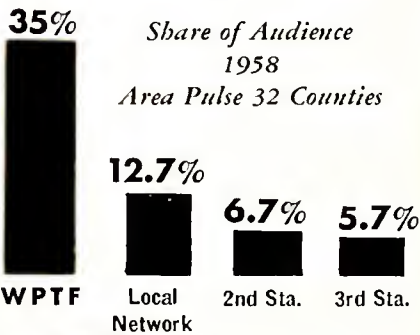
# Way out Front!



WPTF is way out front with listeners both at home (Metropolitan Raleigh) and throughout its 32-County Area Pulse. 70 out of 72 quarter hours at home . . . and every single quarter hour throughout the area! And here's the share of audience story:

Metropolitan Raleigh (Wake County)

- WPTF . . . . 31.4%**
- "B" . . . . 24**
- "C" . . . . 16.7**
- "D" . . . . 9**
- "E" . . . . 5.3**
- All Others. . 8**



## WPTF

**50,000 WATTS 680 KC**  
 NBC Affiliate for Raleigh-Durham and Eastern North Carolina  
 R. H. Mason, General Manager  
 Gus Youngsteadt, Sales Manager

**PETERS, GRIFFIN, WOODWARD, INC.**  
 National Representatives

# Timebuyers at work

**Walt Moran**, Donahue & Coe, Inc., New York, feels that buyers should constantly keep in mind the fact that it is their job to sell a given product effectively. "Low costs per thousand and ratings are not the only factors to be considered when contemplating a buy," Walt says. "It may be that the highest rated show or the most popular station is not the most efficient vehicle for the clients' commercials. An understanding of the basic appeal of a program or programs can be a better guide to sensible buying. Also, the market itself can be a deciding factor in determining if the product is suited for the area. Specific market studies, not just effective buying income, households, retail sales and population figures, shed more light on the market's potential." Walt thinks that with the constant changes in living patterns, population increases and tremendous industry growth, it is equally important for buyers to keep up to date, both through the station representatives and their own research. "This research data is essential to good buying."



**Ed Gallagher**, Albert Woodley Co., New York, thinks that "there is a need for more qualitative defining of audiences rather than the quantitative stress which is placed on them today. It is not sufficient to define listeners or viewers as a sum total. A more important factor is the type of person who is tuned to programs. Merely saying there is 2.2 persons per set does not answer the question of will or can this audience buy the product. Data is needed on economic stature, shopping habits, extraordinary market factors, buying power and working habits." Ed says that there is little or none of this information available without utilizing hours of precious time researching it. Rep salesmen, he feels, should be prepared to present this data in one neat package whenever the buyer calls for it. "Of course, reps are not entirely at fault when they lack this information. Stations know far better the special features of their market, but apparently think it is not important enough to inform their rep. Other media go to all lengths in presenting salient market facts; there's no reason why broadcast can't do the same."





# WXEX-TV

# Merchandising

# st

in the rich  
market of  
Richmond,  
Petersburg  
& Central Va.

## NBC-TV BASIC

Tom Tinsley  
*President*

Irvin Abeloff  
*Vice Pres.*

1. FEATURE FOODS MERCHANDISING
2. COMMUNITY CLUB AWARDS
3. IN-STORE FOOD DISPLAYS
4. IN-STORE DRUG DISPLAYS
5. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
6. STORE WINDOW DISPLAYS
7. BARGAIN BAR PROMOTIONS
8. MAILINGS TO RETAILERS
9. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
10. REPORTS TO FOOD ADVERTISERS
11. PROMOTIONAL SPOTS
12. NEWSPAPER ADS

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington  
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Chicago, Detroit and West Coast

# THE *Quality* THAT COMES WITH *Age*

**30** years  
Service

in the Columbus Area  
is the key-stone of  
WRBL policy in provid-  
ing TOP Quality pro-  
grams for all Audiences

## WRBL

*Pioneer and Leader in  
Columbus since 1928*

Complete local news  
coverage since 1937

Proudly—a CBS  
affiliate since 1939

## WRBL-FM

*First Station in Georgia with  
Daily Stereophonic Music*

FM operation continuously since  
1946 . . .

Exclusive FM in Columbus since  
1953 . . .

It's the combination of  
**Quality and  
Experience**  
which makes WRBL Radio  
the *New and Preferred*  
tune-in habit  
of the Columbus Area

## WRBL RADIO WITH FM

**5KW 25KW**  
**COLUMBUS, GEORGIA**

Represented by  
GEO. P. HOLLINGBERY

by Joe Csida

## Sponsor backstage

### Throw that guy out!

I get as indignant as the next broadcast-industry boy over the sometimes sneaky, sometimes stupid assaults on radio and/or video by the print media. Not excepting the recent *Fortune* and *Life* slams, to which more capable critics than I have made adequate answer.

I do wonder, however, how many smart advertising agency men, how many experienced business men are truly fooled by the distorted, shamefully slanted propaganda pieces published by many of our print friends. It's my guess that a vast number of advertising men and their clients, especially the smarter ones, consider most of these poison-pen pitches somewhat of an insult to their intelligence.

And it's my further guess that the feeble folderol, however well-written, trying to prove that radio/tv are over-rated, over-priced media have a boomerang effect. I think it has helped lead (if only indirectly) enough advertisers to put more money into the broadcast media, to account, at least in part, for the fact that ad expenditures in both radio and television are up, while loot laid out for magazines (including *Time*, *Life* and *Fortune*) is down.

### Let's keep it a clean fight

I do believe that it's vitally important for every segment of the trade, broadcasters themselves, the industry press, et al, to fight the good competitive fight against the print media. I believe all the positive selling we can muster should be mustered. When Pulse shows that out-of-home radio listening for the summer, for example, added 28.3% to the in-home audiences during 1958, as opposed to a 17.3%-out-of-home addition in 1951, I feel we should, one and all, spread the word.

When the TvB comes up with figures to show that the average weekday, daytime show in 1958 pulled some 140,000 people more to the set than the average weekday, daytime stanza in 1957, I say, hurrah, and lookahere, everybody. And when the average night time program draws 556,000 more people in '58, than its equivalent segment in '57, again huzzahs should be transmitted wide and far.

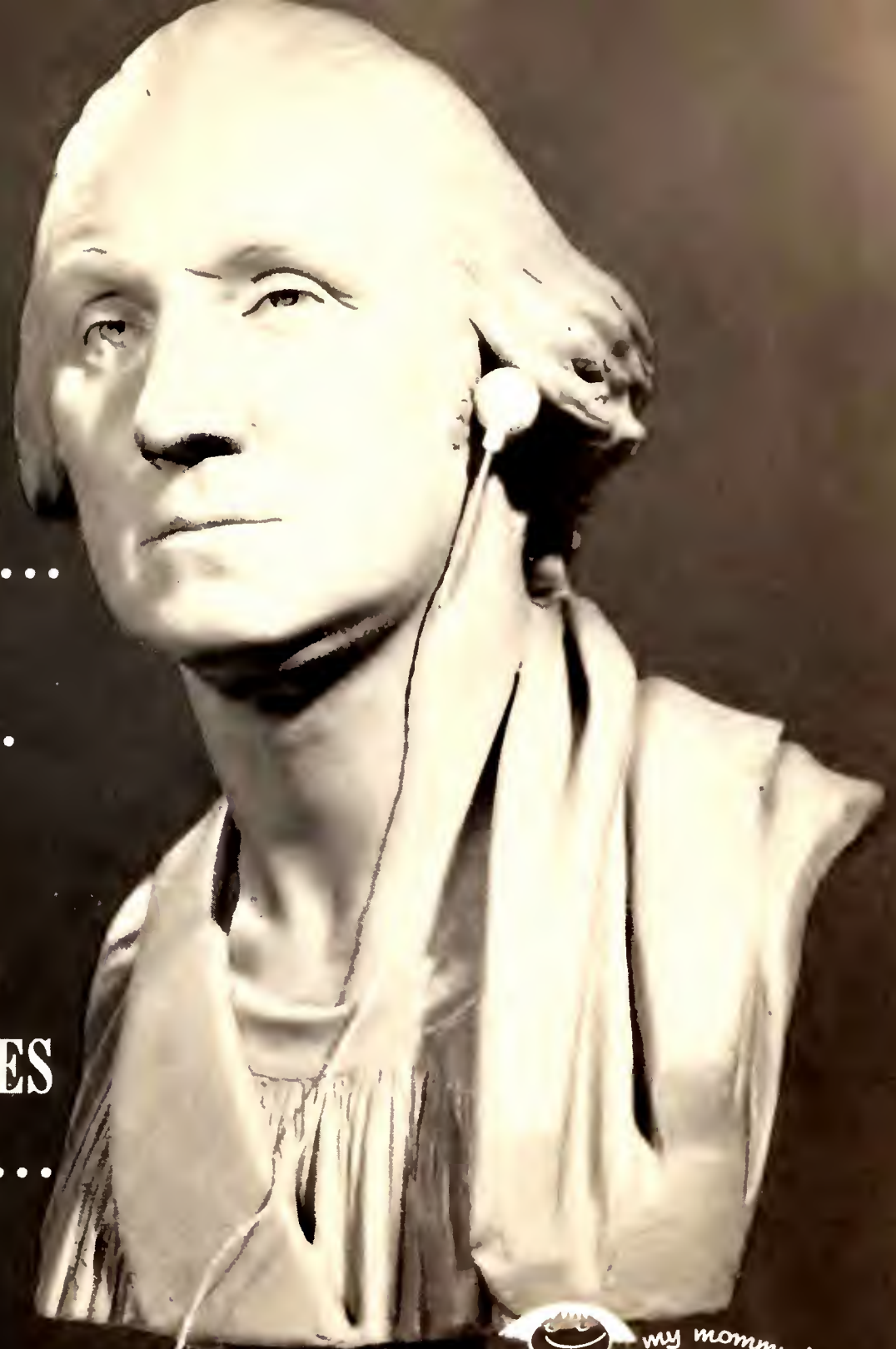
In short, with positive, constructive believable selling, and with becoming dignity, we should beat their brains out. But I do not approve of the practice of utilizing the skunk's own weapons against him. Inevitably, I believe such a practice would boomerang.

An example of the kind of competitive selling I feel we could readily have done without was the recent Trendex survey, conducted for Blair-TV and the John Blair & Co., video and radio reps respectively of some of the finest broadcast properties in the country. I am unstinting in my admiration for Blair's talents as salesmen of the broadcast media, for their enthusiasm and aggressiveness. But when they pitch a survey which tends to pooh-poo newspapers, I leave the room. I am a broadcast man, first, last and have been lo, this





FIRST  
IN HOOPER...  
FIRST  
IN PULSE...  
FIRST  
IN THE  
HEARTS OF  
LOS ANGELES  
LISTENERS...



Channel  
**98**



*my mommy listens to*  
**KFW-B**

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

**"JAXIE" SAYS,  
"YOUR BEST  
NIGHTIME MINUTES  
IN JACKSONVILLE  
ARE ON WFGA-TV"**



You'll find a lineup of top shows to use in sending your sales message into the booming North Florida-South Georgia television area. This rich \$1½ billion market is ready and receptive . . . so move in with minutes on:

- ★ **RESCUE EIGHT**—Mondays—7:30 to 8:00 PM
- ★ **HONEYMOONERS** — Tuesdays — 10:30 to 11:00 PM
- ★ **BOLD VENTURE**

Reach deep for results and reach for WFGA-TV. It's your best buy in the Jacksonville Metropolitan Market.

For further information on one minute availabilities, call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P.G.W. "Colonel."

**BASIC NBC AND SELECTED ABC PROGRAMMING**

Represented nationally by  
Peters, Griffin, Woodward, Inc.

**WFGA-TV  
Channel 12**  
Jacksonville, Florida  
**FLORIDA'S  
COLORFUL STATION**

**Sponsor backstage** *continued*

many years. But there is no broadcast operation in the world, which performs its function any better than a newspaper called the *New York Times*.

The Trendex study showed that 35.9% of the 1000 people in New York's five boroughs who constituted the random sample interviewed, were *not inconvenienced* by the 18-day newspaper strike. Of these same 1,000, only 77% had heard of the launching of the new U.S. satellite; about 47% had heard that Mao Tse Tung was abdicating; and about 59% had heard about the horrible department store fire in Bogota, Colombia. Certainly no radio or tv newscast failed to carry these items—and anyone who switched from one station or channel newscast to another through some hours of some days as I did (and I'm sure many others did) would have heard these same items on every station in newscast after newscast.

The people who obviously hadn't heard about these events didn't miss their newspapers; they didn't miss their radio or tv newscasts either. They probably wouldn't miss their own heads, if someone could remove the heads without making too much of a rattle.

59.1% of this thousand were "inconvenienced" by the unavailability of major newspapers. Of this 59.1%, 19.6% missed the advertisements of sales; 16% missed the news; 9.1% missed special features; 7.7% missed "it" all; 1.4% missed keeping up on current events; 2.1% missed the financial news; and 13.3% complained because they said they got more news in papers than on radio or tv.

**Why take the defensive?**

I did not sit in on the presentation of the findings of this survey to advertising agency men, clients, or who have you by Blair representatives. I cannot, therefore, baldly state that they were in any way attempting to show that the newspaper strike in New York proved that radio and tv are much more important as news media than newspapers; or that people can really get along fine without newspapers. Or even that it proved that tv and radio are better advertising media than newspapers.

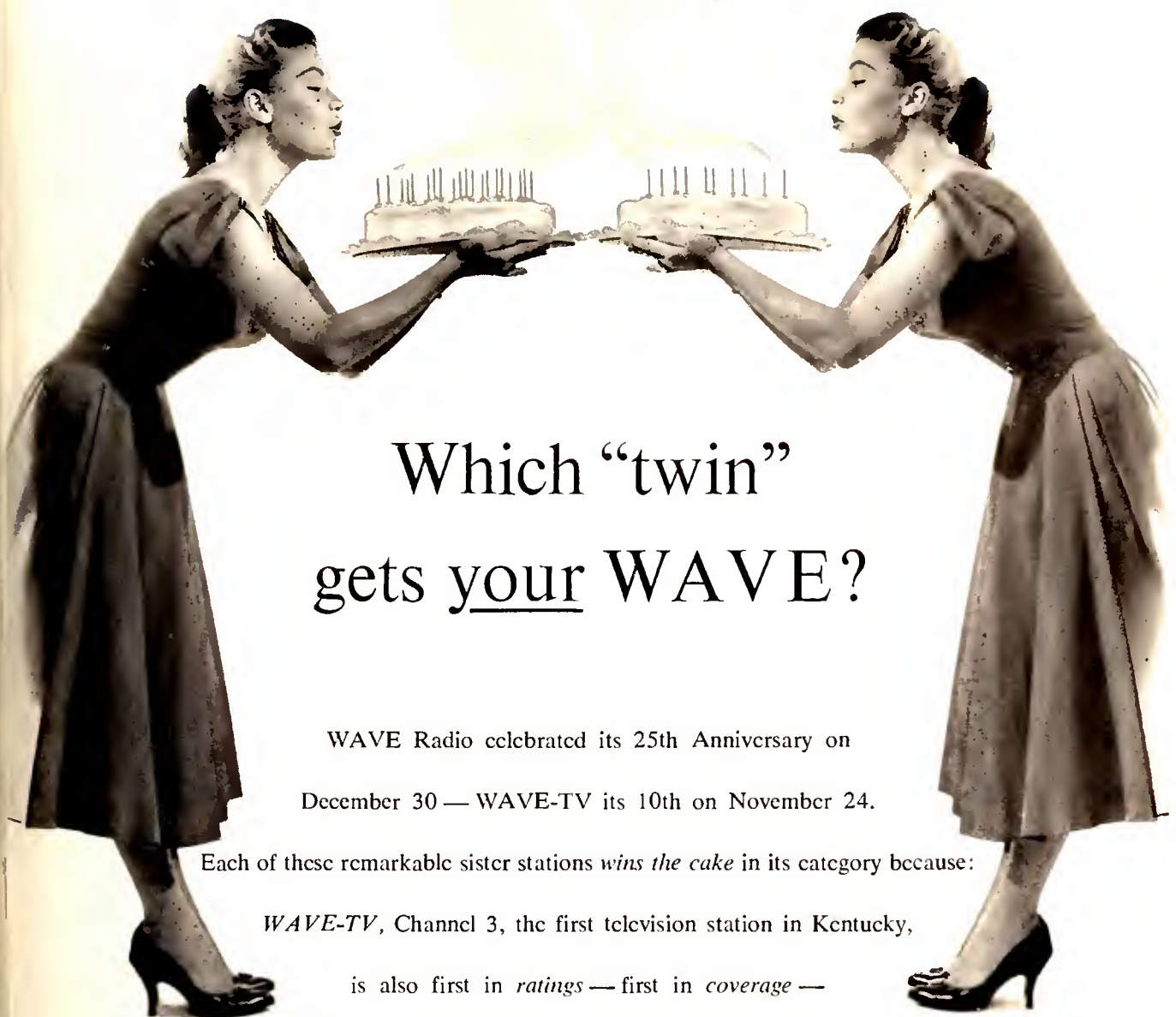
Tv and radio, I believe have proved over and over again that they are more effective, less expensive advertising media than newspapers. They prove it every day. And I'm confident they'll continue to prove it for many, many another long eon.

But, if I were a buyer of advertising, and a broadcast salesman came into my office and tried to tell me that people didn't miss their newspapers, I think I would throw him out. I might even (as soon as the papers got back in print), cancel a couple of spots on his station, and buy an extra 100 lines on two columns in my favorite paper, just to indicate to him that I dislike having my intelligence insulted . . . by broadcasters, as well as Time, Inc.

**Letters to Joe Csida are welcome**

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





## Which “twin” gets your WAVE?

WAVE Radio celebrated its 25th Anniversary on  
December 30 — WAVE-TV its 10th on November 24.

Each of these remarkable sister stations *wins the cake* in its category because:

*WAVE-TV*, Channel 3, the first television station in Kentucky,

is also first in *ratings* — first in *coverage* —

first in number of *listeners* — first in *values* for advertisers.

*WAVE RADIO*, famed for a quarter century as the Louisville area's  
prestige regional station, still gives you all the richest part of Kentucky —  
without the cost of covering Chicken Bristle, Big Bone, Gravel Switch, etc.!

radio **WAVE** television

LOUISVILLE, KENTUCKY

*Both Represented by NBC Spot Sales*

**Since CBS Radio  
announced PCP  
U.S. advertisers  
have invested  
\$4,136,000 in  
new and expanded  
schedules on the  
CBS Radio Network.**



Program Consolidation Plan, effective January 5, is the first major forward step to assure network advertisers of larger national audiences. These greater values are created through uniform station clearances, news every hour on the hour and more effective sequencing of entertainment programs. Full details on request.

New multi-million dollar investment in CBS Radio Network from industry leaders like: Bristol-Myers Co., California Packing, Fram (Filter) Corporation, General Electric (Lamp Division), Lever Brothers, Lewis-Howe Co., Q-Tips Sales Corp., Standard Packaging Corp., Stewart-Warner Corp. (Alemite Division), and many others.



Greatest sales  
period of any  
radio network  
in years.

# Family Radio Is Scholarship, Showmanship, Salesmanship.



Bartell **scholarship** provides the research by which the dominant family audience is attained in each Bartell market.

Bartell **showmanship** develops a glittering progression of music, family fun, community service.

Bartell **salesmanship** produces positive results for advertisers.

**Bartell it... and sell it!**



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS  
Sold Nationally by ADAM YOUNG INC.



# SPONSOR-SCOPE

10 JANUARY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

There could be a good omen for advertising in general (and tv in particular) in the fact that the 1958 profits of many major corporations turned out much higher than anticipated at planning time.

As has been the custom, the bulk of advertisers had geared budgets not only to expected sales but to expected earnings.

The lesson they'll probably note from their timidity in 1958 is that earnings might have been appreciably higher had they shown more confidence in the outlook and done some heavier advance budgeting for advertising.

Those higher profit figures serve as a favorable sign, therefore, for media that require longer planning and commitments—a la tv. And all around, the climate is improving.

BBDO, Minneapolis, has put out a feeler for tv minutes around nighttime and Sunday afternoon sportscasts for an "undisclosed product with male appeal."

The campaign would start in March.

Agencies can expect to get NBC TV's new ground rules for minimum station line-up buying by mid-month. March will be the likely starting time.

NBC's rules follow the same pattern of minimum dollar volume and percentage of the total network rate as those recently introduced by CBS TV.

(See 20 December SPONSOR-SCOPE, page 15, for salient provisions of CBS TV plan.)

The main activity in national spot tv this week was along the renewal line.

Among the bigger extenders were Alberto-Culver (Geoffrey Wade) for minutes in nighttime movies for 52 weeks; and Maxwell House Instant (Benton & Bowles) for ID's in about 45 markets.

(B&B has been lend-leasing these spots for seasonal runs, but it feels doubtful that it'll be able to continue now that the station list has been cut down from 90-odd.)

New York and Chicago continue to stay ahead of the national pattern in the percentage of homes using radio.

Note this illuminating comparison of homes tuned in during the fall of 1958 vs. the year before, which Nielsen this week pulled out of its station index at SPONSOR-SCOPE's request:

	NEW YORK		CHICAGO		NATIONAL	
MON.-FRI.	'58	CHANGE vs. '57	'58	CHANGE vs. '57	'58	CHANGE vs. '57
6-9 a.m.	16.1	+18.4%	22.7	+12.4%	11.2	+ 4.7%
9-12 noon	17.1	+17.9%	18.4	- 3.2%	14.0	+12.9%
12-3 p.m.	11.5	+ 9.5%	15.1	- 8.5%	12.5	+ 1.6%
3-6 p.m.	8.3	+ 7.8%	14.0	+ 2.9%	9.9	+ 3.1%
6-9 p.m.	8.6	- 1.2%	9.1	+24.7%	9.2	- 1.1%
9-12 mid.	3.8	+ 8.6%	5.4	-14.3%	6.4	-13.5%

## SPONSOR-SCOPE *continued*

Coldene, out of JWT, Chicago, is changing its spot vehicle. It's pulling out of tv and putting all air media billings into spot radio.

NTA, which up to now has concerned itself exclusively with tv, has been taking a look at radio.

The objective: organizing a transcription network limited to the top 50 markets.

Ray Nelson, assistant to NTA president Eli Landau, has talked to quite a number of radio stations in such markets about the idea. Their reactions are now being "cerebrated," as Nelson puts it, by NTA planners.

The new AFTRA tv code takes into account that making commercials can be dangerous.

Two provisions that point this up:

- 1) Actors and announcers that participate in the production of a commercial that looks physically hazardous are entitled to a "premium rate" of \$50 extra.
- 2) Producers using locations outside the U.S. and Canada are required to take out a \$50,000 death or disability policy for each AFTRA member involved.

Year-round regional spot radio advertisers are beginning to take advantage of an open market by imposing tough renewal conditions.

For example: A major spender headquartered on the West Coast is insisting that his spots be improved at the end of every 13-week cycle—even if it means ousting an established account, or accounts.

His objective, in effect: Getting a guarantee that his cost-per-thousand will go lower each quarter.

The first business week of the new year started off rather lively for the radio networks.

NBC shared with CBS in multi-\$100,000 hauls from Bristol-Myers, Lever's Surf, and Sterling Drug.

CBS also got six daytime units a week from Ex-Lax and a couple Impacts a week from Hudson Vitamin.

ABC wrapped up about \$10,000 a week for a minimum of 13 weeks from American Home products via participations in Breakfast Club and weekend news.

All three networks reported this week that, judging from inquiries and proposals at hand, billings for the initial 1959 quarter should put them ahead of last year.

You'll likely be interested in a comparison of what the female audience deems its favorite programs with the ranking Nielsen gives them on the basis of ratings.

NBC TV this week matched the eight shows that the gentler sex told Tv Q Ratings it favored most against their latest Nielsen ratings, and these were the comparative standings:

PROGRAM	TV Q RATING	NIELSEN RANKING
Real McCoys	1	10
Wagon Train	2	1
Father Knows Best	3	36
NBC News	4	115
Perry Mason	5	9
Gunsmoke	6	2
I Love Lucy	7	90
Perry Como	8	5



## SPONSOR-SCOPE *continued*

NBC TV's sales department is starting off the year with a target list of prospects rated above-average.

This roster numbers about 25, and is composed of companies that spend at least \$2.5 million a year for advertising.

What the network is beat on doing in 1959 is broadening its base of sponsors. Like the other networks, NBC TV is loaded with soap and tobacco business; so its aim will be to recapture the sponsors who left network tv for some reason or another after a fling. In short, NBC is out to buy itself some sponsor insurance.

Another source of potential income that tv will be striking hard at in 1959 will be the soft goods field, especially men's wear and furnishings.

Among other things, the pitch will take the tack that tv is as effective and open for seasonal promotions as any other medium.

Marketers point out that if there's any facet of the soft goods field where the label can be made important to the buyer it's in men's wear and furnishings.

Kleinert, which specializes in baby wear, picked up a couple contiguous daytime quarter-hours on NBC TV this week.

The business was placed by Grey.

Tv programing critics thus far seem to be running ahead of the hearse:

The number of network show casualties among the newcomers for the 1958-59 season looks as though it will fall far short of the previous year.

An index to how things are faring this year:

The casualty rate for new shows for the entire 1957-58 season was 58%. At the end of the first lap of the 1958-59 season, only seven out of 30 newcomers have hit the dust. That's less than 25%.

(For a roundup and analysis of tv network programing at this point, see page 31.)

Despite the more pronounced leveling of the tv audience among the three networks, the cost-per-thousand for advertisers in the top rating rungs has gone up very little compared to a year ago.

In fact, there's relatively no difference in the average cost-per-1000-homes-per-commercial-minute between the top 10's in the Nielsen first December reports for 1957 and 1958.

The average for the first 10 a year ago was \$2.08. This time it's \$2.09.

Applying SPONSOR-SCOPE's estimate of net time and gross talent costs to Nielsen's calculations of average homes per program for the top 10 in the first December report, the cost per commercial impression comes out as follows:

PROGRAM	TIME PLUS TALENT	AVERAGE HOMES	CPMHPCM
Gunsmoke	\$95,000	15,573,000	\$2.06
Wagon Train	88,000*	15,008,000	1.95
Have Gun, Will Travel	93,000	14,921,000	2.10
Rifleman	76,000	13,659,000	1.90
Danny Thomas	97,500	13,833,000	2.30
I've Got a Secret	82,000	13,703,000	1.99
Wells Fargo	98,000	13,616,000	2.35
Maverick	136,000**	13,181,000	1.75
Real McCoys	74,000	12,702,000	1.94
The Texan	92,000	12,876,000	2.42

\*Cost of half-hour unit. \*\*Cost of full hour's program.

**Ballantine (Esty)** has elected to go after the highbrow category of beer drinkers on a year-round basis.

It's bought **40 spots** a week on the Concert Network.

That switchover of the \$4.5 million **Cluett, Peabody** account from **Y&R to Lennen & Newell** last week also claimed a major casualty on the client end.

**J. Baxter Gardner, C-P** advertising and sales promotion boss, resigned when top management insisted on making the change.

(See 13 December 1959 SPONSOR HEARS for likely factors behind the shift.)

**Chalk up Syracuse** as the **No. 1** skirmish market in **P&G's** drive to wrest away **Lestoil's** leadership in the all-purpose liquid detergent sweepstakes.

**P&G** started pitting its own **Mr. Clean** against **Lestoil** in Syracuse last July, when **Lestoil** had 5% of the whole Syracuse detergent market in its grip.

At the end of **October**, **Mr. Clean's** share was higher than **Lestoil's** at that time. In other words, the **P&G** entry appeared to have stopped **Lestoil** in its tracks.

**Maybelline** put something of a pall on the New Year's cheer of Chicago reps by its \$2-million switch from spot tv to the **Perry Como** show.

The reasons **Maybelline's** agency, **Gordon Best**, gave for the divorce from spot: (1) **Lack of minutes** in prime time, and (2) **Como's** endorsement.

**Maybelline** tried **spectaculars**—of the highbrow sort—some years back, but apparently wasn't satisfied with the results.

Look for a recharge of the new-business batteries at **Compton** now that **Barton A. Cummings**, president, has taken over from chairman **R. D. Holbrook** as the chief executive officer.

**Cummings** has been sparking the drive for new accounts all along, but his additional powers will give added impetus to his admitted drive for the **\$100-million** brackets.

Incidentally, **Holbrook** is the last of the old top management corps.

Some **20 tv** stations seem to be holding the bag for money due them on a **Stephens Dandruff Remover** campaign as the result of a dispute between **Stephens** and the product's former agency, **J. J. Coppo**, of **Baldwin, N. Y.**

**Coppo's** explanation: A portion of the tv funds was to come from **Stephen's** distributors; but when the hair tonic's maker changed agencies and instructed the distributors to make no more payments to **Coppo**, there was no money to pay to stations.

The account is now with **Cunningham & Walsh**.

**Rep** salesmen trying to make a pitch for a slice of that sizable **L&M** spot radio melon temporarily found themselves in a frustrating maze.

In the rush to get the business placed before New Years, **DFS' media** department split the long station list among many timebuyers.

The result was that nobody knew what timebuyer was doing the buying for a particular station; so the reps found themselves in a brief game of button, button, who's got the button.

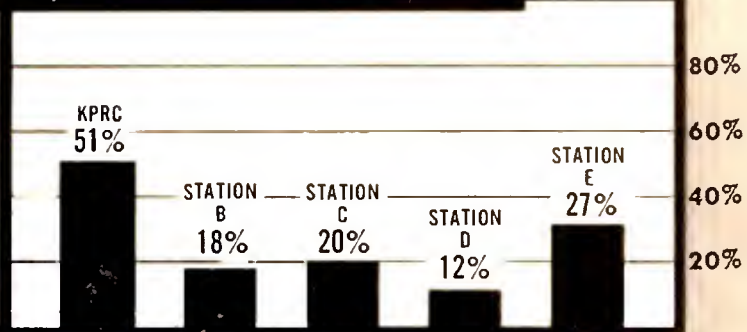
For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 44; News and Idea Wrap-Up, page 64; Washington Week, page 59; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 74; and Film-Scope, page 57.



# HERE'S WHAT DR. DICHTER FOUND OUT ABOUT HOUSTON RADIO

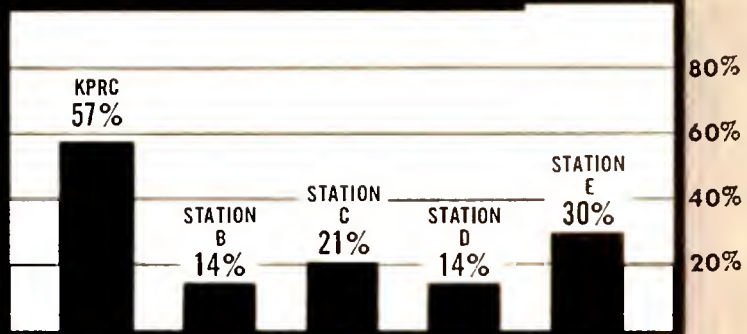
## KPRC No. 1 FOR NEWS

"I turn that station on when I want to find out what's new—what's happening."



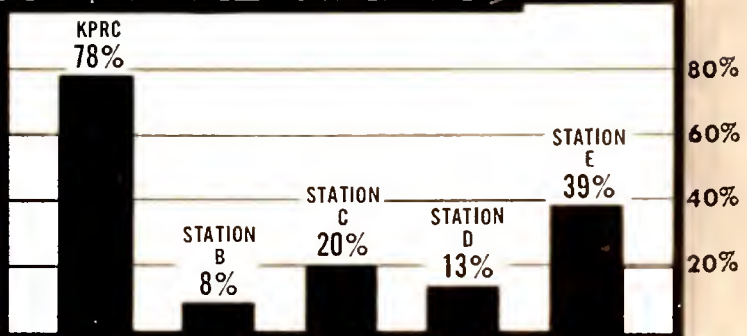
## KPRC No. 1 FOR ADVERTISERS

"When they advertise something on that station I feel I can believe them!"



## KPRC No. 1 FOR BELIEVABILITY

"You can generally believe them and trust what you have heard."



Should you like further information on this revealing Dichter Probe, wire, write or phone. A printed booklet, "The People Talk Back to Radio" will be forwarded, posthaste.

**EDWARD PETRY & CO., Inc.**  
NATIONAL REPRESENTATIVES

# KPRC

NBC IN HOUSTON

FROM COAST-TO-COAST . . .



# TREMENDOUS DEMAND

FOR ECONOMEE'S TWO GREAT NEW SERIES!

SNAPPED UP BY STATIONS LIKE THESE:

<b>KMSP-TV</b> Minneapolis	<b>KNOP</b> North Platte, Neb.	<b>WFMJ-TV</b> Youngstown, Ohio	<b>KXJB-TV</b> Valley City, N. D.
<b>KDIX-TV</b> Dickinson, N. D.	<b>WEAR-TV</b> Pensacola, Fla.	<b>KHSL-TV</b> Chico, Calif.	<b>KTNT-TV</b> Seattle
<b>KRBC-TV</b> Abilene, Tex.	<b>KABC-TV</b> Los Angeles	<b>WRCV-TV</b> Philadelphia	<b>CKLW-TV</b> Detroit
<b>KXMG-TV</b> Minot, N. D.	<b>WGR-TV</b> Buffalo, N. Y.	<b>KBMB-TV</b> Bismarck, N. D.	<b>WTOK-TV</b> Meridian, Miss.
<b>KRTV</b> Great Falls, Mont.	<b>WGN-TV</b> Chicago	<b>WSIL-TV</b> Harrisburg, Ill.	<b>KVKM</b> 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
<b>43.5</b>	<b>52.5</b>

OMAHA	PROVIDENCE
<b>42.0</b>	<b>37.5</b>

MINNEAPOLIS	SYRACUSE
<b>32.3</b>	<b>33.8</b>

Source: ARB and Pulse



**SENSATIONAL**  
1ST RUN RATINGS FOR  
"MEN OF ANNAPOLIS"

JACKSONVILLE	NEW ORLEANS
<b>31.0</b>	<b>49.5</b>

DAYTON	PEORIA
<b>32.5</b>	<b>32.5</b>

BUFFALO	BOISE
<b>26.0</b>	<b>28.6</b>

Source: ARB and Pulse

ALL THE  
IMPACT OF A  
21-GUN SALUTE!

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



# MEN OF Annapolis

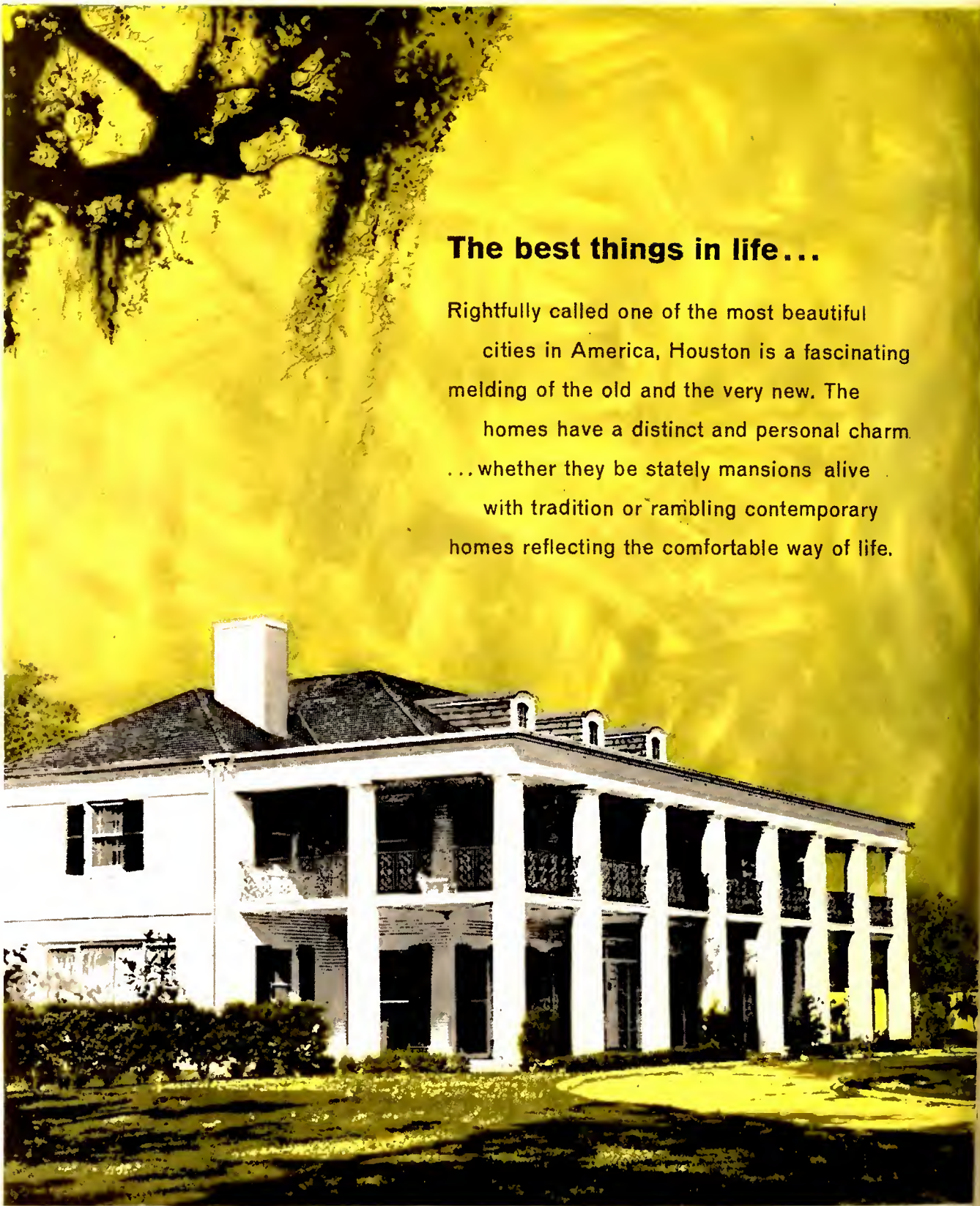
RATING  
PROVED-  
ZIV  
PRODUCED

*Economee* TV

ECONOMEETV TELEVISION PROGRAMS  
488 Madison Avenue • New York 22, New York

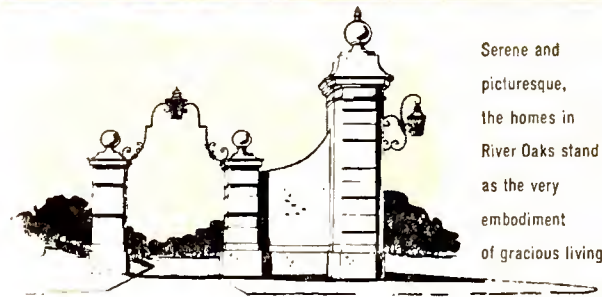






**The best things in life ...**

Rightfully called one of the most beautiful cities in America, Houston is a fascinating melding of the old and the very new. The homes have a distinct and personal charm ... whether they be stately mansions alive with tradition or rambling contemporary homes reflecting the comfortable way of life.



Serene and picturesque, the homes in River Oaks stand as the very embodiment of gracious living.



P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC  
 HOUSTON CONSOLIDATED TELEVISION CO.  
 NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO.,  
 500 FIFTH AVENUE, NEW YORK 36, N. Y.  
 GENERAL MANAGER, WILLARD E. WALBRIDGE  
 COMMERCIAL MANAGER, BILL BENNETT



# 49th and Madison

# In this Billion \$ Sales Empire WREX-TV is the TOP KING SALESMAN!

TOPS IN COVERAGE  
TOPS IN PROGRAMMING  
TOPS IN RATINGS

ALL 8 of TOP 8 SHOWS  
18 of TOP 19 SHOWS  
35 of TOP 50 SHOWS

87% OF TOP 40 SHOWS  
ON WREX-TV

\* Based on American Research Bureau  
Survey conducted October and  
November 1958.



Grade	Total Households	Consumer Spendable Income	Total Retail Sales	Television Sets
A	176,731	\$1,048,013,000	\$ 744,271,000	154,699
B	157,607	\$ 987,797,000	\$ 699,092,000	141,334
C	78,761	\$ 466,963,000	\$ 324,932,000	69,900
Total	413,099	\$2,502,773,000	\$1,768,295,000	365,933

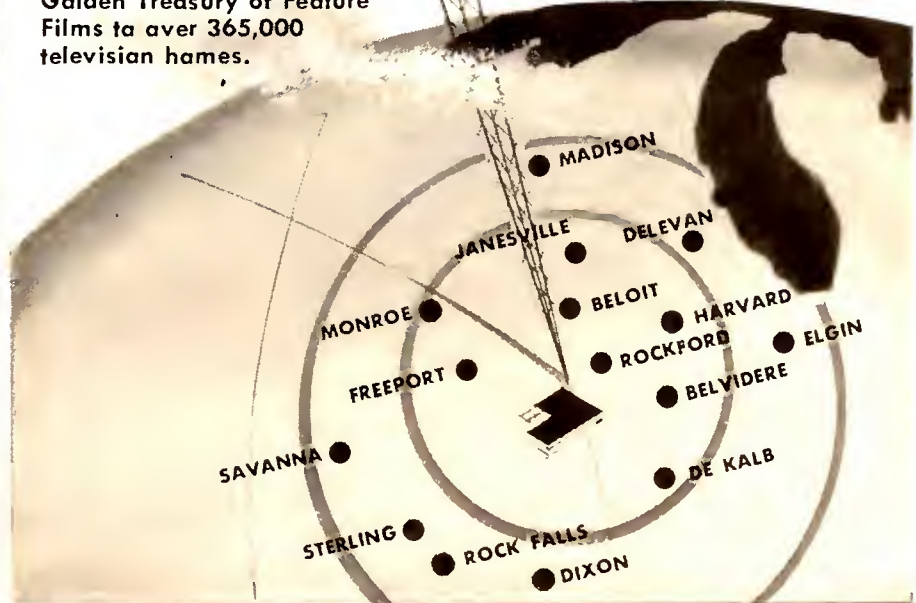
Source 1958 Sales management Survey of buying power.

The sales power of WREX-TV's combined coverage, spans market portions of over 30 counties in southern Wisconsin—northern Illinois. Brings preferred CBS-ABC network programs, top syndicated programs and MGM-TV's Golden Treasury of Feature Films to over 365,000 television homes.

**VIDEO-229,000 watts ERP**  
**AUDIO -114,000 watts ERP**

**CBS-ABC NETWORK AFFILIATION**

represented by  
**H-R TELEVISION, INC.**  
**J. M. BAISCH, GEN. MGR.**



**WREX-TV**  
**CHANNEL 13 ROCKFORD**



## Kindly Scrooge

Just a small note from Scrooge:—inspired by your 27 December story, "Things I Got For Christmas I Could've Done Without."

After a number of years on all sides of the advertising—mass communications field, I fervently look forward to the day when Christmas will be abandoned to a personal limbo reserved for the individual, his friends, and his family or even for complete non-observance. I agree with your Christmas article and in fact have just sat down and figured out that none of the material I received this Christmas from business associates—including ashtrays, desk lotters and printed unsigned cards is doing anybody any good except the guy who sold them.

My firm . . . has taken the easy way out of the Christmas rat race. We send cards that cost about a penny apiece to all of our friends and associates in the field—and then donate in the name of your friends, the money we formerly spent on useless gifts, to a home for rheumatic children. We now feel as if we are doing something akin to the real reason for Christmas.

Our card, by the way reads as follows:

"Sure, it's fun to get presents—and fun to give them too. Few things are as exciting—for grownups—as watching a youngster find a long-hoped for electric train or a frilly new doll under the Christmas tree.

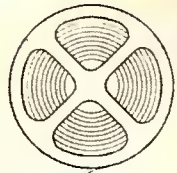
And few things are sadder than Christmas in the hospital for children ill with rheumatic fever.

Christmas is for kids—and kids are for running and jumping and playing hard. Children who can't run and jump now have a lot of catching up to do.

In this spirit, we have pre-

(Continued on next page)

Step into the magic circle



... and

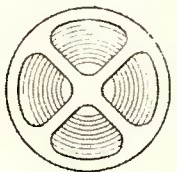
watch

your

sales

soar!

more later.



**49TH AND MADISON**

(Cont'd from page 25)

sented a gift in your name to the boys and girls at La Rabida Sanitarium.

To you we give our warmest good wishes for a happy holiday season and a peaceful, happy, and prosperous New Year."

Bernard H. Merems

*The Public Relations Board*

P.S. Bah, Humbug, to baskets of fruit which rot before I remember to take them home.

**Iowa survey**

In your December 13, 1958 issue you referred to a recent Iowa TV-Radio survey by Dr. F. L. Whan.

Please let me know where I can get a complete copy of this study and any others which he has made in recent years.

In closing, may I say that I find SPONSOR very interesting and the most helpful of any of the TV-Radio publications.

Lester Johnson

*Applegate Advertising Agency  
Muncie, Indiana*

• SPONSOR suggests writing directly to Dr. Whan at the University of Iowa.

**Tv results**

I have just finished reading your tv results section in the January 3 issue of SPONSOR and found it very informative.

There is certainly a definite need for such information which is also quickly scanned and easily obtainable. Merely as a suggestion, I might add that it might be helpful for those of us who keep a file of back issues, that the results sections be perforated so as to make them more easily torn out. This would also help keep the magazines in one piece. Keep such excellent sections coming during the next year.

Jack Jacobsen  
*Calexico Area, Calif*

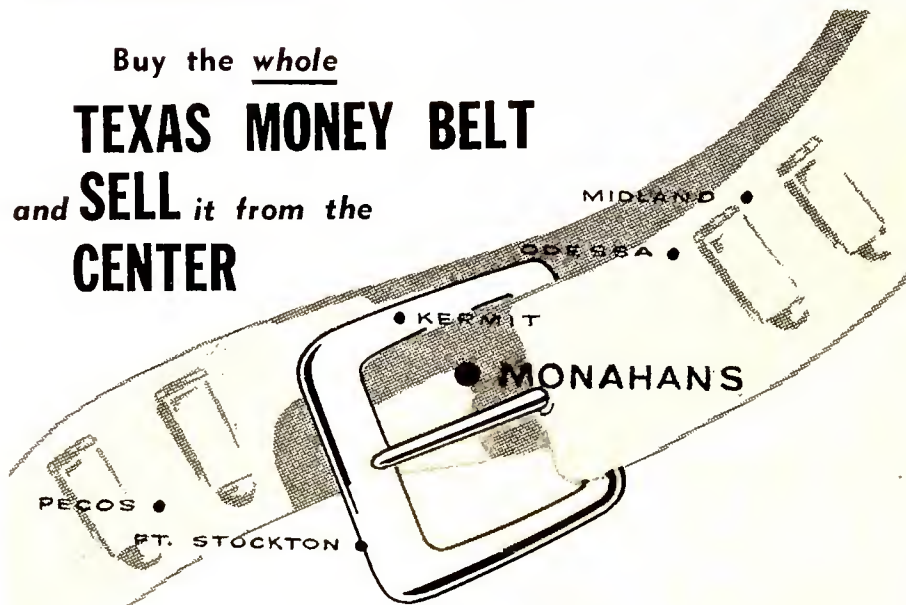
**Film section**

... Enjoying the new section on Film Commercials. It's going to be very interesting to see how tape develop new techniques in 'live' commercials

Elizabeth Freema  
*Chicago*

• SPONSOR is planning a special Film Commercials issue the 17 January issue.

Buy the whole  
**TEXAS MONEY BELT**  
and **SELL** it from the  
**CENTER**



WITH **K V K M** AM TV

Channel 9 abc

**MONAHANS, TEXAS**

Representatives  
Everett McKinney, Inc.  
Clyde Melville, SW

Ross Rucker, Pres.  
Hillman Taylor, TV Mgr.  
Ken Welch, Radio Mgr.





KOMO

RADIO *and*

TELEVISION

*take pleasure in announcing*

*the appointment of*

THE KATZ AGENCY

*as their*

NATIONAL

SALES

REPRESENTATIVE

EFFECTIVE

JANUARY 1, 1959

KOMO-AM 50,000 Watts 1,000 kc KOMO-TV Channel 4 Serving Seattle and Western Washington

mant



A great television first!

# MANTOVANI

The music...the manner  
...the millions who love  
the rich magnificence of  
all that is Mantovani, all  
yours. In 39 gala half-  
hour shows, Mr. Manto-  
vani sweeps across the  
television screen with  
scintillating sight and  
sound. Every half-hour  
is a new and different  
theme, a new and dif-  
ferent full scale produc-  
tion with settings and  
sequences...costuming  
and choreography add-  
ing dazzling detail to  
the delight of Manto-  
vani's 46-piece orches-  
tra. It's all yours, plus an  
exciting Corps de Ballet,  
and big name guests  
such as Vic Damone, The  
Hi-Lo's, Connie Francis,  
the Boscoe Holder West  
Indian Dancers . . . The  
London Festival Ballet,  
Belita, The Band of The  
H. M. Welsh Guards, All  
Saints Boys Choir. And  
John Conte is your host.

Most of all, there is this  
name...Mantovani. Now  
for the first time on TV,  
**MANTOVANI** from NTA!

**NTA** Ten Columbus Circle,  
New York 19, New York  
National Telefilm Associates, Inc.

# Millions

heard this news first on ABC RADIO

## FIRST!

ABC Radio News brings first word of Pope John's election to American public.



## FIRST!

ABC Radio News reports Lebanese President Chamoun's appeal for help in Mid-East crisis.



## FIRST!

ABC Radio News reports Charles de Gaulle will bid for leadership of French government.



**1958:** Year of tension and crisis. Far East, Mid-East, Latin America, U.S.A. Almost every part of the world was news. And in this memorable year ABC Radio News made news by consistently scooping its competition. The news beats above are but three examples.

One hundred and twenty-five ABC reporters and overseas correspondents bring the news to the American public almost as swiftly as it happens. Twenty-one foreign news bureaus — from Moscow to Tokyo, from London to Cairo — probe for news twenty-four hours a day, seven days a week.

ABC's domestic bureaus — staffed by such distinguished personalities as John Daly, Quincy Howe, Edward P. Morgan, John W. Vandercook, John

Secondari and Bill Shadel — report and analyze world and national news.

Today's news is made — and changed — with great frequency. Major news breaks can't wait even for regularly scheduled news programs. With ABC's exclusive News Alert System, ABC stations can broadcast news flashes instantly. No matter where the news is made, their audiences keep up with the people, places and events of the hour — within seconds.

People depend on radio for news. And over 25,000,000 different people listen to ABC's award-winning news staff each month.\* These people recognize ABC's leadership in news reporting. So do ABC affiliates and advertisers.

## ABC RADIO NETWORK

*\*According to the A. C. Nielsen Company*



## TV SHOW CANCELLATIONS AND REPLACEMENTS

<u>CANCELLATION</u>	<u>TYPE</u>	<u>WENT OFF</u>	<u>REPLACEMENT</u>	<u>TYPE</u>	<u>NETWORK</u>
JACKIE GLEASON*	C	2 Jan.	RAWHIDE	W	CBS TV
PURSUIT*	M	14 Jan.	TRACKDOWN	W	CBS TV
\$64,000 QUESTION	Q	2 Nov.	KEEP TALKING	Q	CBS TV
KEEP TALKING*	Q	8 Feb.	RICHARD DIAMOND	M	CBS TV
ANYBODY CAN PLAY*	Q	8 Dec.	DR. I. Q.	Q	ABC TV
TWENTY-ONE	Q	30 Oct.	CONCENTRATION	Q	NBC TV
CONCENTRATION*	Q	27 Nov.	IT COULD BE YOU	Q	NBC TV
BRAINS AND BRAWN*	Q	3 Jan.	D.A.'s MAN	M	NBC TV
ED WYNN SHOW*	SC	8 Jan.	STEVE CANYON	A	NBC TV
TIC TAC DOUGH	Q	5 Jan.	BUCKSKIN	W	NBC TV

\*Sponsored casualties that made their debuts this season. Key: C, comedy; M, mystery; Q, quiz; SC, situation comedy; W, western; A, adventure.

# TV STILL GOES THATAWAY

- Mid-season round-up shows the Westerns riding high, wide and handsome. Quizzes are hardest hit
- After 13 weeks, seven of this fall's brand new starters have bitten dust, and others are in doubt

The first lap of the 1958-59 network tv season has been completed and the Westerns lead the field. There were a few crack-ups among both veterans and first-time starters, but it would be a rare meet when the whole field was still intact at this time. Here are the highlights of the first 3-week lap:

- Of about 30 brand new night-

time shows that started the season, seven have been casualties. This is a 25% mortality, not bad for any branch of show business, and certainly well under the 58% calamity list which ended last year's season.

- Of 127 shows (new and hold-overs), the end of 13 weeks found 10 sponsored ones that bit the dust.

- Westerns, which some believed

would have run out their welcome this season, are still riding high, wide and handsome; in fact, are dominating the tv season. The last Nielsen average audience rating showed seven Westerns in the top 10. In fact, the first four of that list were Westerns, proving it's tough to beat the horses.

- Audience participation shows, especially of the quiz category, had the highest mortality rate: seven were cancelled. This was foreordained by the summer's quiz show scandals. But don't hang up the crepe yet: three of them were replaced by other quizzes and they're still running. The audience particip show is usually a reasonably-priced vehicle, and apparently there are always some sponsors ready for that kind of bargain.

• One comedy show (Jackie Gleason) and one situation comedy (Ed Wynn) were retired from the field which most admen agree is not sufficient reason to write off either category.

• Certainly, the axings are not over. In the next 13 weeks, more shows will fall. Some already show signs of trouble, especially those with high investment that are hatching proportionately low ratings. On the other hand, some new shows that began the season with few kind words from the pro handicappers, have caught on surprisingly well.

If all of this data suggests any sort of trend, it is that tv has matured to the point where it performs pretty much in the way it is expected to. People expect it to have show casual-

ties, and it has them. But not at a higher rate than many other branches of show business. At the end of the first 26-week run of the 1956-57 season, 15 out of 34 new shows had failed; last year, 26 out of 45 flopped. If the next 13-week stretch this season finds another seven shows cancelled—and the chances are very good that it may—then the 1958-59 season will have made it in just about par.

In still another way, tv has grown up to the point where it is more stable, more predictable. A look at the two charts on audience rating trends supplied by A. C. Nielsen Co. demonstrates that since 1955 a sort of show ratings plateau has been reached. The rating averages of the top bracket shows have become almost static: the same is true of the middle-rated pro-

grams and of the cellar show group.

The possibilities of a sponsor buying a runaway are becoming less than they were in the early days of tv. On the other hand, the sponsor's chances of being stuck with a "turkey" also are diminished.

The rise of ABC TV as a third network has certainly been a contributing factor in this leveling out. The viewer has been given a still greater selection of programing to choose from, and as the audience has been divided, the average ratings have tended to draw closer together—both down from the top and up from the bottom. There will still be an occasional freak at either level, but it would appear they'll be rare.

Since it is the viewing public that, through ratings, holds the power over

## WESTERNS DOMINATE TOP 25 NIELSEN WITH 10

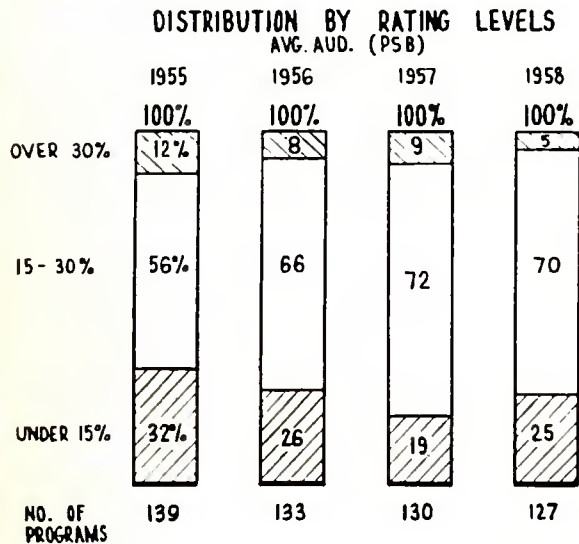
SHOW	NET	NIGHT	RATING	TYPE	FILM /LIVE
GUNSMOKE	CBS	S	36.4	W	F
WAGON TRAIN	NBC	W	35.4	W	F
HAVE GUN, WILL TRAVEL	CBS	S	35.0	W	F
RIFLEMAN, THE	ABC	Tu	33.1	W	F
DANNY THOMAS SHOW	CBS	M	32.3	SC	F
I'VE GOT A SECRET	CBS	W	32.3	Q	L
TALES OF WELLS FARGO	NBC	M	32.0	W	F
MAVERICK	ABC	Su	31.9	W	F
REAL McCOYS	ABC	Th	30.7	SC	F
TEXAN, THE	CBS	M	30.4	W	F
WYATT EARP	ABC	Tu	30.4	W	F
ALFRED HITCHCOCK PRESENTS	CBS	Su	30.1	M	F
RED SKELTON SHOW	CBS	Tu	30.0	C	F
LUCILLE BALL-DESI ARNAZ	CBS	M	29.9	Dr	F
PRICE IS RIGHT	NBC	W	29.8	Q	L
NAME THAT TUNE	CBS	M	29.4	Q	L
WANTED, DEAD OR ALIVE	CBS	S	29.4	W	F
THIS IS YOUR LIFE	NBC	W	29.3	D	L
PERRY COMO SHOW	NBC	S	28.7	V	L
PETER GUNN	NBC	M	28.5	M	F
PERRY MASON	CBS	S	28.5	M	F
WONDERFUL TOWN	CBS		28.3	SPECIAL	
G. E. THEATER	CBS	Su	28.2	Dr	F
CHEYENNE	ABC	Tu	28.2	W	F
JACK BENNY SHOW	CBS	Su	28.0	C	F

Key to types: W, western; Dr, drama; SC, situation comedy; Q, quiz; V, variety; M, mystery; C, comedy; D, documentary

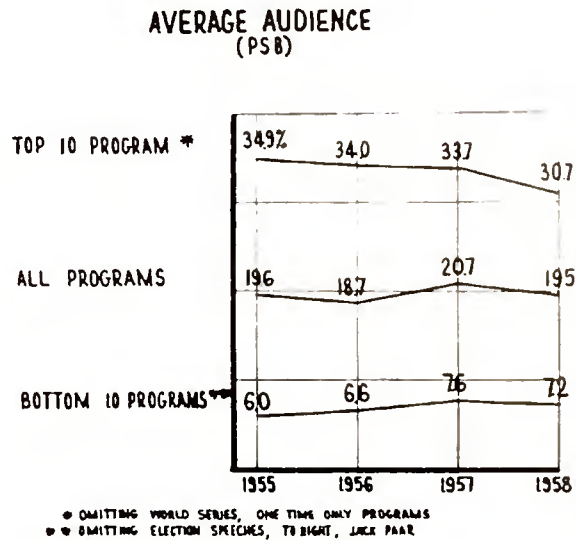
Source: Nielsen Television Index Average Audience Ratings; first report for December



## HOW NIGHT TV RATINGS HAVE LEVELLED SINCE 1955



Charts courtesy of A. C. Nielsen Co.



the network show, what conclusions about its taste in programing may be drawn from this season's record to date?

The taste for the "adult Western" appears to be insatiable. As with any trend, it will inevitably bow to another, but a look at the top 25 Nielsen-rated tv programs on these pages is a fair indication that the Western will continue in the catbird saddle for a long time to come. When seven out of the top 10 shows are Westerns, it is more of a landslide than a trend.

Ever since the Westerns started their climb to popularity, critics have forecast an early demise of the show type. They have based this on a notoriously "fickle" public that has built up and torn down tv idols between one season and another. But perhaps they have misread some of the fickleness; chances are the public is more concerned with the individual show than with the show category. When the Western "trend" finally vanes, it will be on a show-by-show basis with the weak ones falling first. Meanwhile, the format of the "adult" Western is an ideal tv vehicle.

From a purely mechanical standpoint, it provides an excellent framework for any kind of drama since it is built-in hero, villain and conflict; it is a framework readily identifiable with the viewer since, even though he has never left the Bronx, he knows

the West well from childhood through the neighborhood movie.

On the psychological side, it has been pointed out that the Western is the ideal satisfier of the aggressive urge in us. It even has the double-barreled power of appealing to both sexes—there is action for the male audience, emotional conflict (the new ingredient of the "adult" Western) for the women. At present, it looks like a much sturdier outlet for escape and aggressiveness than does the crime or mystery show.

The crime shows made a bid this season, but one—*Pursuit*—has already failed. Two new ones are coming up as replacements for cancellations: NBC TV has just replaced quizzer *Brains and Brawn* with *D.A.'s Man*, and CBS TV will substitute another quiz fatality, *Keep Talking*, with *Richard Diamond, Private Detective* on 15 February. But a look at the top 25 Niensens shows only three mystery-crime shows aboard—new show *Peter Gunn* plus holdovers *Perry Mason* and *Alfred Hitchcock*—and none is near to unhorsing the *Gunsmokes* or *Wagon Trains*.

Whatever hot water the quiz and audience participation shows find themselves in was pre-heated by the scandals that set in before the season ever started. Oddly enough, two of them—*\$64,000 Question* and *Twenty-One*—were replaced by other audi-

ence shows—*Keep Talking* and *Concentration*. The latter replacement failed in turn, was replaced in late November by still another of its ilk—*It Could Be You*. *Keep Talking* and *Tic Tac Dough* were two other casualties. Just the same, it is interesting to note in the top 25 chart that three quiz shows are making good—*Name That Tune*, *I've Got a Secret* and *Price is Right*.

Another interesting revelation of the top 25 list is the fact that this season appears to be especially good in ratings to the sophomores and freshman, that is those shows that began only this season and last.

Six shows that began this fall are on the "honor roll"—*The Rifleman*, *The Real McCoys*, *The Texan*, *Desilu Playhouse*, *Wanted Dead or Alive* and *Peter Gunn*. Nearly a dozen of the programs that had debuts the previous season are in the top 25, with positions as high as two and three—*Wagon Train* and *Have Gun, Will Travel*. This is fast building of show properties and some interpret it as a new trend in tv audience tastes and acceptance. Whether the rapid warming up will spell quicker declines remains to be seen.

So the 1958-59 season goes into its next lap. Some of the shaking out has been done, but it goes without saying that there'll be more to come.

(Please turn to page 46)



# Bab-O's Lachner re-plans market

► Colgate-trained president has completely reorganized B. T. Babbitt Co. marketing during the past year

► New, modern policies are based on the conviction that "every market is different," he tells SPONSOR

**O**n 1 January 1958 dynamic, personable Marshall S. Lachner, a 44-year old marketing expert with an impressive background of soap industry selling, took over as president of venerable B. T. Babbitt, Inc.

Facing him was an awesome job of corporate re-organization. Babbitt, though a household word in the cleanser field for 123 years, was under increasingly severe pressure from such giants as P&G, Lever, Colgate. Its marketing policies were outmoded, its personnel disheartened, its advertising plans unformulated.

Lachner, according to well-informed trade sources has successfully reversed the plunging Babbitt trend within the past 12 months. And for an explanation of the modern methods he has used, SPONSOR arranged an exclusive interview with him at

the company's executive offices, at Madison and 58th St., New York, on the last day of 1958.

Lachner, a tall, handsome man who combines the assurance of a high level executive, with the affable personality of a born salesman and the physique of a trained athlete (he was a halfback at the University of Pennsylvania) talked easily and naturally about his first year accomplishments.

"Taking the steps in order," he said, "we first of all made new financial arrangements with the banks. Then we hit the road. We visited every single market and called on every single account. From that intensive, 13-week trip we began building Babbitt's new marketing policies."

Lachner's first advertising prescription for Bab-O, Glim, Cameo, Hep, and other Babbitt products was a

strong dose of spot radio. Later in the year, emphasis shifted to tv, and other media. For the first nine months of 1958, TvB's records show that Babbitt spent \$950,200 in tv spot, and according to Lachner, this strong tv emphasis will continue in 1959.

The keystone of Babbitt's new marketing structure, however, is not so much its choice of media (Lachner believes that every medium has its uses for particular products) as it is the market-by-market approach, and Lachner's deep-rooted conviction that "every market is different."

When he says this you don't get the impression that he is mouthing a well-worn business cliché, but stating a fact borne in on him by more than 20 years of intensive sales experience with Colgate, Macy and Pabst. "You just can't understand modern marketing," he says, "by sitting at a desk on Madison Avenue, or by looking at charts in a big company board room. You've got to get out in the field and see for yourself.

"When you do you begin to realize that distribution, competition, brand images, consumer habits, and your own profit opportunities are different in every single community. Oakland is not like Oak Park. It is not even like San Francisco. Biloxi is different from New Orleans, Portland from Los Angeles. There are entirely different retail patterns in Manhattan than in Jersey City just across the Hudson River."

Following this market-by-market thinking, Lachner early in 1958 staked out 22 prime markets for B. T. Babbitt products. Later this list was expanded to 52 which, says Lachner account for more than 80% of all Babbitt sales. 1959 may see some expansion of the 52-market concentration but "we're committed to a policy of making our approach localized specialized, different from every market we're in."

Two examples of current Babbitt activity illustrate this personalized approach. Last July, the company began its "Buy Three—Ride Free

## WHY HE USES RADIO / TV SPOT

*"Any big company executive who will get out of the board room and into the field will see that markets are different."*

*"Oakland is not like Oak Park, Biloxi like New Orleans, Jersey City like Manhattan in distribution, competition, consumer habits, brand images, or profit opportunities."*

*"We believe in making our selling as localized as possible in particular markets, cities, neighborhoods, and outlets."*

*"We like radio and tv spot, and I believe that any station operator, should concentrate on knowing his own market thoroughly, and telling us things we don't know about it."*

# by market

promotion in the New York market, with purchasers of Babbitt products offered subway tokens in exchange for coupons. Redemption of coupons at subway change booths has risen to the current rate of over 9,000 a day. Even more important, says Lachner, the campaign won for Babbitt more than \$2½ million in traceable free publicity, and was a prime factor in getting Bab-O, Glim and other products new and valuable display space on grocers' shelves.

Similar "Ride Free" promotions are being run with localized adaptations in Boston, Detroit, Philadelphia, Cleveland and Cincinnati and Babbitt has been invited to stage them in more than 25 other communities.

A less spectacular, but equally important part of Lachner's market-by-market strategy, is his new plan for Babbitt's co-op advertising. To stimulate imagination, and initiative, at the local level, the company is offering its accounts an optional plan which will allow them to spend co-op money in their own markets "in any way they see fit." No formulas or strings are attached, though retailers may keep the old plan if they wish.

For 1958, Babbitt gross sales will run around \$20 million. In 1959, says Lachner, they should increase substantially, a rise due in part to the acquisition of Charles Antell, Inc., in December, 1958. Antell's line features Formula 9 hair products, and such candy items as Vita Yums and Vita Pops. Lachner has set a five-year sales goal of \$60 to \$70 million.

Before coming to Babbitt, Lachner was for 18 months president of Pabst Brewing, and previous to that with Colgate for 16 years, where he was in charge of the soap division.

His first job after college, he recalls with a grin, was with Macy's in New York. "In those depression years, I was so broke I never spent more than a dime for lunch. And I could hardly afford the subway!"

Bab-O's "Buy Three-Ride Free" promotion is one of the fruits of those Macy memories, and a good measure of Lachner's humaneness. ■







To crack N. Y. market, Bardahl's Bill Barclay bears down on tv-merchandising strategy he developed in So. Calif. and Southwest

## Bardahl battles the real 'Big Boys'

➤ In winning \$2,225,000 volume, 85% distribution in its toughest market, Bardahl had to fight the oil giants

➤ Here's how the oil additive merchandised its tv schedule to its competitors in their own gas stations

**T**he problem in forcing distribution is generally solved once you have a foothold alongside the "biggest kid on the block." But when the very giants you're slugging it out with are not only your competitors but the marketing vehicle for reaching your customers, you're faced with some unique problems.

Bardahl, like the other oil additives must wrestle with such brain-twisters. While competing with the gasoline and oil industry, its main outlets are gas stations themselves, many of which are owned or franchised by the oil giants.

Bardahl was one of the first additives on the scene. It made a start in the northwestern U.S. before the war, but had to await the loosening up of materials to start doing a job. Even with 14 factories throughout the world, distribution in 62 foreign markets and most of the U.S., the Seattle-based company waited almost 10 years before tackling the New York market.

It looked like certain defeat. Few cases were moved in those first three years until the spring of 1957 when the job was turned over to a man who

had opened up the Los Angeles market for Bardahl in 1953. He had road-tested a tv and marketing strategy through Arizona, Utah, Idaho, Nevada and Southern California with tremendous success.

Bill Barclay took the New York City franchise in April of 1957 and hired an advertising agency: Riedl and Freede, Inc., with offices in New York City and Clifton, N. J. Together they applied what Bill had learned about fighting the oil companies to the stand-still point of accepting the product alongside their own additives and oil products:

- An ad medium and strategy that could be merchandised both to gas station and consumer.

- A plan for beating your customer-competitor to the advertising draw.

- A scheme for impressing him with your advertising.

- A tight rein on "footballing" of the product to discount sellers.

- A sales setup strong enough to bring it all off.

Every one of these points formed a vital link in the operation for moving Bardahl into New York. The medium was pre-selected. Barclay knew what tv could do and had done for Bardahl. His early live tv demonstrations were part and parcel of the product's expansion from 1943. The "contraption" Barclay used in that early ground-breaking (see photo opposite) is still a salesman's tool and the one actor Pat O'Brien currently operates in filmed spots used by Bardahl in all its markets. (It demonstrates Bardahl's friction-free action under high pressure.)

Barclay put Riedl and Freede to work with a total ad budget of \$18,000 for the initial 13-week test starting in June '57. "The job was to make the biggest impression possible all over the map," says a.e. Bob Freede. "It was important to make the job we were doing look big to both retailers and customers alike."

"Of course we wanted a male audience primarily," he points out. "This dictated nighttime buys within obvious budget limitations. We'd like to

have bought some spots in late movies to catch service station men getting home at night. But the high female audience would be waste circulation at the consumer level. So we concentrated primarily on action-adventure packages, boxing, wrestling and whatever local sports we could afford."

Into these packages went minute and 20-second animated film spots of a *Dragnet* variety which had already been successfully used in other markets. They featured a Dick Tracy-type character battling such underworld characters as "Blacky Carbon," "Gummy Rings," "Sticky Valves."

Part of the strategy was to rotate these spots from package to package. These rapid moves were designed to create an impression of saturation that salesmen could take advantage of in talking to potential customers.

Barclay hired an original force of 18 salesmen to cover the 12,600 stations within a 50-mile radius of New York City. The job ahead of them made a direct-type sales operation, rather than a less costly distributor setup, imperative.

"Sure, it's more costly, what with renting the station wagons, hiring the sales force, providing everything

yourself," Barclay explains. "But it's the only way to make sure every can of Bardahl will be merchandised properly."

"Remember," Barclay emphasizes, "your potential customers are also your competitors. You can't even merchandise to the consumer except through the gas stations."

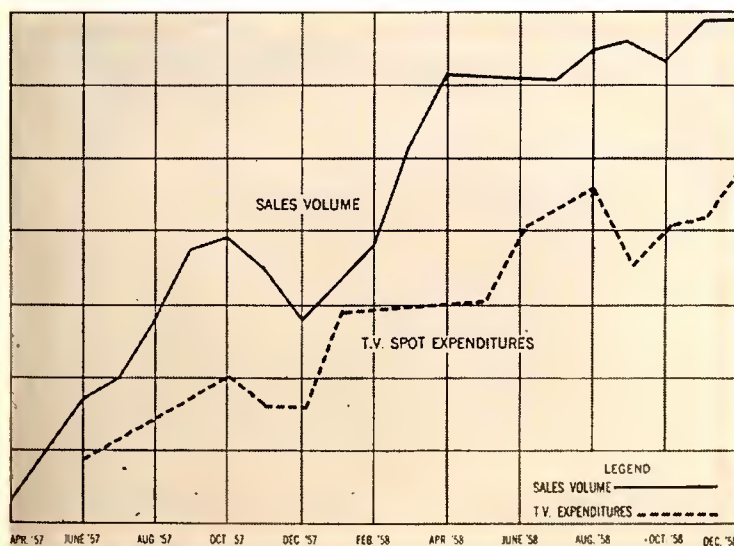
Here's what had to be done at the retailer level:

(1) *Merchandising the advertising.* Every man must have a thorough knowledge of the tv campaign. With major changes every four or five weeks, and minor ones weekly, this was no snap. The agency prepared printed brochures for service stations with the tv schedule. Salesmen were provided weekly with mimeographed changes, which they could also leave at the service stations. Primary device, though, was to "talk it up," point to things coming up to give the rotation of spots the effect of increased advertising.

(2) *Achieving point-of-sale.* "Merchandising to the consumer could only be done on the pump islands of the gas stations themselves," says Barclay, "and only consumer demand followed up by strong sales effort

(Please turn to page 72)

## HAND-IN-HAND CLIMB OF SALES AND TV EXPENDITURES



Sales climb to \$2,225,000 is in just about direct ratio to budget increases (now about \$350,000). Merchandising is outlined by Riedl & Freede's Bob Freede to (l to r) WNTA-TV's Sonny Fields, research dir. Bill Campbell, media dir. Jan Stearns





Stepped-up remote schedules called for briefing. Spitzer Ford asst. gen. mgr. Dave Mobbs (l), KYW's Gerry Wells fill in car salesmen

# 13 Auto dealers laugh at slump

✔ Spot radio gives dramatic 10-12% sales increase in Ohio territories against industry's 20% slump

✔ 50-70 spots a week bring consistent sales pattern, dealer identity, strong salesman link to advertising

**N**o one told Spitzer Motors about the recession. At least the strain didn't show in their sales figures.

In 1958, while the industry was taking a 20% dive in new car sales, Spitzer's 13-dealer organization was racking up a 10-12% increase and copping No. 1 spot in Ohio.

The big reasons: stepped-up excitement and spot schedules by this radio-minded distributor.

"Here's our 1958 sales problem as we saw it," says sales director Harold Stan. "It was going to be tougher to

get people to showrooms. That meant increased excitement to bring them in. Individual dealers had to be strongly identified. Makes of cars had to be singled out. A consistent, rather than sporadic sales pattern, had to be set from the first."

Irv Brown, a.e. at Axelband and Brown & Associates, Spitzer's ad agency in Cleveland, saw it the same way. Four d.j.'s were added to the two already at work for Spitzer on KYW in Cleveland. Saturday showroom remotes were increased to 10

hours. Nighttime radio was added.

But behind this increase in advertising activity was a pattern for selling that had been worked out step by step from May of 1957 when Spitzer began its use of radio.

To help distinguish individual dealers, KYW sales manager Ed Wallis suggested identification with remote broadcasts from the agencies. So, in addition to a consistent multiple spot saturation, Spitzer aired its first four-hour broadcast from a showroom in June of '57.

Increased traffic led to more Saturday remotes. Other "individuality" factors were stressed. One of these was a sales "competition" between d.j.'s Joe Finan and Wes Hopkins. Finan, plugging Spitzer Ford, and Hopkins, pushing Spitzer Dodge, began a sales battle. The battle grew in proportions, was cross-plugged in

newspaper ads, and generally whooped up as the cut-off date approached. Hopkins, whose car attained its quota first, was sent packing to Florida. This competition got another go in 1958 on KYW.

This time it was split between six d.j.'s giving Spitzer two things: (1) Greater identification of Spitzer agencies, (2) Nighttime as well as daytime schedules.

It also thickened the "competitive" air among the d.j.'s. Each visited the other's location, plugging his site and make of car. In these round-robin battle royals, "hard sell" was not the keynote. In fact, according to sales director Stan and the agency, the right "Evers-to-Tinker-to-Chance" relationship between advertising-salesman-sales had been achieved.

They note that the radio advertising made people more receptive to phone, mail and personal contact by salesmen, and radio leads far outdistanced those from other sources and media.

During the remotes, salesmen make a point of introducing prospects to the d.j.'s. It's almost part of the sales presentation and, for the listener, is another way of linking d.j. and salesman as a single image.

Ten percent of the Spitzer budget goes into newspapers, the remaining 30% to tv, circulars, handbills.

At present, the KYW schedule calls for 50-70 spots per week, primarily minutes, though one week during the past year and a half saw 179 minute announcements, in addition to the Saturday remotes. Currently three separate Saturday remotes, totaling 10 hours, originate from Spitzer agencies—10-12 noon, 12-4 p.m., 4-8 p.m. Sales director Harold Stan and the agency are giving serious thought to increasing the remote schedule.

Advertising increases were, after all, Spitzer's method for combatting last year's downward trend. Its 10-12% sales increase against the industry's 20% drop is proof enough to the 50-year-old company that it's on the right track. Consistent sales and strong dealer and make identification did it, according to Spitzer admen. Already using radio as the primary medium for dealerships in Little Rock and Miami, where sales are also up, the firm plans application of these techniques in its further expansion outside of Ohio.

MPC 010 PD-FAX MILWAUKEE WIS 5 913 37  
 JOHN McWELLIN, SPONSOR  
 80 EAST 49 ST WIS  
 PARTI DAY SALES FIGURES DECEMBER 15TH THROUGH DECEMBER 31ST. MANITOWOC O, OSHKOSH O, APPLETON 320, GILLET O, GREEN BAY O, MENOMINEE O, FOND DU LAC 30, STEVENS POINT O, WAUSAU O, NORWAY O, SHEBOYGAN O, TOTALING 350 CASES.  
 MILWAUKEE SALES SAME PERIOD 410 CASES  
 OTTO L. KUEHN CO M W BOWER

## XMAS SLOWS UP TV TEST

**P**arti-Day Toppings, heading into their third test month of day tv spots in the Green Bay, Wis., area ran smack into a typical year-end grocery marketing situation in the 15 to 31 December period.

According to Marvin Bower, merchandising manager for Parti-Day broker Otto L. Kuehn Co. of Milwaukee, only 350 cases were shipped to wholesalers in the 80-mile area around Green Bay in the last half of December.

Bower attributes Parti-Day's relatively poor showing to two factors: year-end inventory taking by chain and other grocery outlets, and the featuring of highly seasonal items during the Xmas-New Year period. Such activities greatly curtailed in-store demonstrations and displays of Parti-Day, and reflected in a drop in shipments.

On the other hand, Parti-Day detail men report one unusual, and in a sense unexpected development in the Green Bay area. For the first time they are moving Parti-Day into restaurant and drug store outlets. Hith-

erto, distribution had been almost exclusively in chain, supermarkets and other types of grocery stores, and almost all sales direct to consumers.

Retail sales through drug stores is complicated by the fact that drug store profit margins are higher than those in food chains and supermarkets. A can of Parti-Day in grocery outlets retails for 49¢; drug outlets want to price it at 58¢ to 60¢. A similar situation faces any product seeking dual distribution.

Whether or not per-serving sales of Parti-Day will ever become a factor in the total topping picture remains to be seen. Meanwhile, Otto L. Kuehn is gathering information on similar distribution of Parti-Day in other test markets.

**The test in a nutshell:** Product: Parti-Day Toppings. Market: 80-mile area around Green Bay, Wis. Media: Day tv spots only. Schedule: 10 spots weekly. Length: 26 weeks from 15 Oct. Commercials: Live, one-minute. Budget: \$9,980 complete.

11<sup>TH</sup> WEEK OF A 26-WEEK TEST



### SALES BOX SCORE

16-31 Oct.....	580 cases
1-15 Nov.....	1,450 cases
15-30 Nov.....	370 cases
1-15 Dec.....	1,090 cases

Shipments to wholesalers in Green Bay, Wis. area since start of tv test



# How stations rate "rep" services

▼ New SPONSOR survey shows stations differ widely in evaluating 42 service activities by representatives

▼ 218 stations place sales, rate, research services first, specify both "musts" and "unimportant"

**W**hat do radio and tv stations think of the mushrooming number of services now being performed by national representatives? Are they really important? Are they truly valuable?

To get the answers to such questions, SPONSOR recently conducted one of the most comprehensive surveys ever made on station-representative relationships.

Over 900 questionnaires were sent to radio and tv stations throughout the country. Two-hundred eighteen busy station men took the trouble to sit down and write out thorough and thoughtful replies—an unusually high return, considering the complexity of the questionnaire and the pressures of the season.

The services listed in the Sponsor questionnaire were compiled on the basis of information from a number of national representative firms in various categories. Obviously the complete list cannot be taken as a lineup of services which any station

may be expected to receive. No one representative offers all these services—nor should he be expected to. Some services listed may have been performed only once, by one representative, for one station. Others may never have been performed at all.

In station ranks there are many differences of opinion on how much the representative should be involved in station operation. A very vocal group—and this includes some top stations, feels that representatives may have gone beyond the call of duty, and are encroaching on what should be purely station functions.

Evidence of high station interest in the subject is shown by the fact that nearly all stations answered all the questions. The least number of answers for any one question was 187, showing the interest extended throughout. And many who replied added important and candid side remarks at the bottom of the questionnaire.

From their answers, it is clear that the stations overwhelmingly believe that the primary function of the representative is sales. But opinion varies widely on what additional types of activities a representative should engage in.

The 10 services most valued by the largest number of stations are shown in the adjoining box.

At the other end of the scale is a list of the 10 services which these stations considered the least important. (Numbers in parenthesis indicate number of stations voting):

1. Negotiate for the purchase of surveys by the station (125)
2. Handle billing and collections from the agencies (98)
3. Advise on network contract negotiations and network station strategy (87)
4. Recommend personnel specialists for the station staff (78)
5. Aid in preparation of station presentation for contests, awards (77)
6. Help in details of executing program for clients (59)
7. Plan merchandising program for clients (59)
8. Counsel in advertising themes and layout (55)
9. Advise station on trade books to be used (47)
10. Send out station mailings to national and regional prospects (46)

In weighing the relative values placed on the representative services, it should not be forgotten that this can vary widely with the situation and problems of the individual station. Size of market is one of the obvious factors which has influenced some answers.

Although asked to indicate market size, not all respondents included this information. Here is a tabulation of the 183 stations who furnished data:

Under 25,000 . . .	2
25,000-50,000 . . .	7
50,000-100,000 . . .	16
100,000-200,000 . . .	42
200,000-400,000 . . .	54
400,000-600,000 . . .	28
600,000-1,000,000 . . .	24
1,000,000-3,000,000 . . .	25
Over 3,000,000 . . .	13

## 10 MOST WANTED\* SERVICES

1. *Maintain close contact on availabilities, programs*
2. *Update sales aids as soon as new material available*
3. *Compile and package station info for the salesman*
4. *Prepare specific presentations for specific accounts*
5. *Compile fact sheets, station info, for station profile*
6. *Prepare general presentation on behalf of market*
7. *Advise station on mood of buyers and market*
8. *Analyze rate structures periodically*
9. *Recommend type and time of audience surveys*
10. *Maintain agency-advertiser lists for station mailings*

\*But some very important stations want no services.

# BOX SCORE OF 218 BROADCAST STATION VOTES

## ADVERTISING & PROMOTION

	"Must" G Very Important	Important	Good	Unimportant
1. Advise on trade paper and local consumer advertising	38	62	64	44
2. Advise station on trade books to be used .....	37	57	67	47
3. Help plan audience and trade promotion strategy .....	50	52	74	32
4. Counsel on advertising themes, layout .....	33	45	69	55
5. Help plan press functions, agency group presentations, etc. ....	68	44	61	39
6. Aid in preparation of presentations for contests, awards .....	23	36	61	77
7. Plan new station debuts .....	42	44	52	53
8. Spearhead total-market promos when needed to bolster sales .....	63	51	55	27

## MANAGEMENT

1. Advise on network contract negotiations and strategy	31	36	43	87
2. Recommend personnel specialists for station staff .....	23	26	75	78
3. Suggest operational revisions apropos more sales .....	87	58	49	16

## PROGRAMING

1. Give program recommendations to hypo audience and ratings ....	87	46	52	26
2. Counsel on program balance and personalities .....	68	41	59	34
3. Check competitive program schedules regularly .....	94	38	38	35

## PUBLICITY-MERCHANDISING

1. Advise on consumer and trade publicity program .....	28	59	72	43
2. Help in placement of national stories .....	45	52	61	42
3. Plan merchandising program for clients .....	30	43	72	59
4. Help in executing merchandising program details (premiums, etc.)	20	38	65	71

## RATES

1. Analyze rate structure periodically .....	135	44	26	6
2. Advise on establishment of special packages for clients .....	125	41	29	14
3. Determine audience and impression costs .....	121	38	32	18

Figures show number of stations evaluating each category.

Thus, 90 stations or almost half of those replying represented large market areas of more than 400,000 people. Persons answering the questionnaire are affiliated with 129 tv stations and/or 139 radio stations. Some of the respondents, of course, are executives of both.

Market size as a factor influencing answers was pointed out in several comments from the stations. Wm. R. Holman, sales promotion manager, WBBM Chicago, wrote, "For instance, a market presentation is not as important to me here as it would be in a smaller market. Also the size

of the staff makes it easier for us to do many things that could be done by our reps if it were necessary." In the same vein, John A. Schneider, WCAU-TV, Philadelphia, says, "A big station in a big market needs fewer aids."

However, as the services listed show, a multiplicity of aids often is expected. Support is taken for granted in many cases in sales development, national promotion, research . . . even in audience promotion and network and trade press relations.

This tendency to over-all reliance on the services of representatives was

considered disturbing by some responding stations.

Bob McAndrews, v.p. at KBIG, Avalon, Calif., comments as follows: "Most of my check marks are in the far right columns because I feel that most of the activities you list are the responsibility of the station. We like to think our rep is too busy with face-to-face selling and the preliminary research-promotion analysis which each contact demands, to have time or personnel for all the other facets."

Many representatives tend to go along with this. Their criterion is



## BOX SCORE OF 218 BROADCAST STATION VOTES (cont'd)

### RESEARCH

	"Must" & Very Important	Important	Good	Unimportant
1. Recommend type and timing of audience surveys .....	132	46	32	8
2. Compile analyses of survey results for sales contact, mailings .....	123	48	28	14
3. Guide design and preparation of coverage maps .....	74	37	48	41
4. Conduct continuous competitive media info as sales ammunition .....	104	54	38	9
5. Maintain updated compet. station info every operation phase .....	111	40	41	17
6. Keep updated set count (when applicable) .....	85	41	34	40
7. Negotiate for the purchase of surveys by the station .....	15	17	30	125

### SALES DEVELOPMENT - SALES PROMOTION

1. Prepare general presentation on behalf of market .....	150	39	14	5
2. Prepare specific presentations for specific accounts .....	170	27	12	1
3. Compile fact sheets, station info for station profile .....	151	32	18	12
4. Maintain agency-advertiser lists for station mailings .....	129	35	34	9
5. Send station mailings to national and regional prospects .....	59	33	58	46
6. Send regular representative firm mailings to prospects .....	74	43	57	29
7. Prepare and issue material on the value of spot .....	115	45	35	14
8. Conduct trade press campaign to sell medium to prospects .....	76	49	65	18
9. Attend meetings of important prospects .....	96	48	39	14

### SALES SERVICE

1. Maintain station contact: availabilities, new program info etc. ....	193	11	10	....
2. Compile and package station info for the salesmen .....	177	16	11	3
3. Update sales aids as soon as new material is available .....	186	18	7	1
4. Handle billing and collections from agencies .....	50	20	26	98
5. Advise station on mood of buyers and market .....	145	37	26	7

Figures show number of stations evaluating each category.

that the services most closely allied to sales are the most necessary to perform. The representative operates at a national and regional level, and he feels the corollary functions of his selling should similarly be at national and regional levels. Though they oblige when called upon for such services as advice on ad layouts, the general opinion is that matters of this class should be handled by the station's own promotion and publicity people or the local ad agency. Though there were exceptions, the thinking of the majority of stations seems in agreement.

"Representatives should participate fully in the sale of the station, but never in day-by-day management," says Robert J. McIntosh, station manager of WWJ, Detroit, Michigan.

And J. R. Covington, v.p. WBT, WBTV, Charlotte, N. C., is even more succinct: "Advice and counsel in every appropriate field is important, but subordinate to selling."

Closer contact between agency and representative as the necessary basis for any services was frequently mentioned. "Constant contact with all salesmen of reps is paramount," according to Leslie L. Kennon, v.p. KWTO Springfield, Mo. And Don White, National Sales Manager, WBNS Columbus, Ohio, adds "I believe the rep and station are partners and should aid each other to benefit each group with the other's experience."

Recognition of the need for a two-way flow of information was shown in many of the comments received.

"Stations must provide reps 'on the scene information' and do their share of work to wrap up new accounts. Total media responsibility is not the rep's alone. A rep is a key man on station sales staff and he needs information," says Sterling E. Zimmermann, general manager KUNO, Corpus Christi, Texas."

Herman Livingston, station manager, KILO, Grand Forks, N. D. is more specific. "One point I have always felt strongly about, which I don't believe was mentioned in this survey, and that is the rep keep the station posted about campaigns. The stations should be constantly digging this info out, but a timely tip from the rep who has a lead on a national spot campaign can help both the sta-  
(Please turn to page 70)

# 'Hybrid' commercials test the best

➤ Schwerin research shows combination of live action and animation generally better than either used alone

➤ Yet 89% of all tv commercials were live action in 1958, a rise of 6% over 1955 despite lowered impact

**A**lthough tens of millions of dollars were spent on making commercials in 1958, surprisingly little was spent to either test commercials that were aired—or to pre-test commercials before they were produced.

Last year saw the greatest growth of live action to date, with action and demonstration dominating close to nine out of 10 commercials; only 11% of 1958's commercials were estimated to have used animation.

There is some tendency to think about live action and animation in either/or terms. *Yet according to a Schwerin study based on some 350 tv commercials aired in 1958 the most effective were the "hybrid" commercials combining both live action and animation.*

Here's what Schwerin discovered:

- The average "hybrid" commercial in 1958 was almost twice as effective as the average live-action commercial.

- The "hybrid" commercial also scored in effectiveness several times higher than the animated commercial.

These conclusions are based on Schwerin's competitive preference measurements (see chart) which measure audience desire for a product before exposure to the commercial and then again after exposure. Under test conditions described below, Schwerin scores commercials on their ability to increase an audience's wants for a particular product.

Last year, "hybrid" commercials averaged a score of 15.6, while live action commercials averaged 8.2 and straight animation earned only 1.1 (Note: the small size of the animation sample may render this figure insignificant.)

What's interesting is this: while Schwerin regards the "hybrid" commercial as the most efficient type, it is not the type that agencies and clients

prefer. Last year's favorite type was live action, accounting for 89% of all network commercials. The "hybrid" commercial was only one-tenth as popular—accounting for only 3% of all commercials.

Paradoxically, there's also a trend away from the "hybrid" commercial. In other words, the commercial type that has the best chances of efficiency is being overlooked more and more.

In 1955, for example, the "hybrid" commercial's share of the industry was 60% higher than in 1958. Four years ago, one out of eight commercials was of the "hybrid" type; but last year, only one in 12 commercials combined live action with animation.

An explanation for this apparent contradiction may be that in 1955 live action commercials were the most efficient type, and the habit of making

commercials in pure live action has been perpetuated.

According to Schwerin studies of commercial effectiveness in 1955, live action commercials led with a competitive preference measurement of 11.3, followed by animated commercials with 7.4, while the "hybrid" commercial lagged with 6.1.

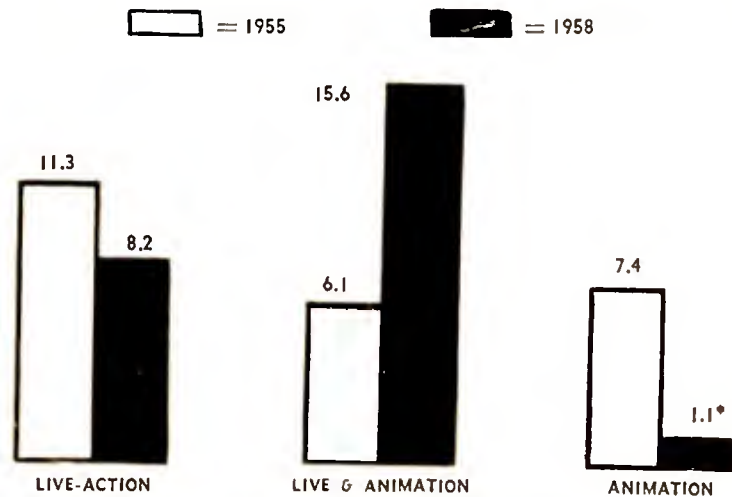
*If these studies are valid, then commercials now are being produced according to a point of view that was good four years ago, but no longer applies today.*

And what's equally important is that from 1955 to 1958, several new production techniques were introduced which made the combination of live action and animation far simpler for simultaneous use in the same scene: rotoscope, infra-red process and aerial image systems.

But a word of caution about one type of commercial versus another is in order. "Let me make it clear that Schwerin does not advocate the hybrid live-plus-animation approach as a panacea or preferred technique," warns John V. Roberts, senior writer/analyst for Schwerin Research

*(Please turn to page 48)*

## TESTS SHOW CHANGED IMPACT



INDEX: Schwerin Research Corp. Competitive Preference Measurements.

\*Animation sample may be too small to be significant.



# WHEELING 37<sup>\*</sup> TV MARKET

\*Television Magazine 8/1/58

One Station Sells Big  
Booming Ohio Valley

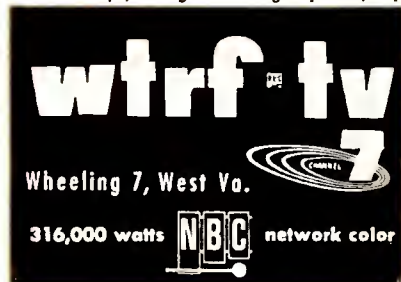
NO. 9 IN A SERIES:  
**TITANIUM**



Pacemaker of progress is the Titanium Metals Corporation of America. Its Toronto, Ohio, plant—in the WTRF-TV area—is the world's first plant designed and instrumented specifically for rolling and forging Titanium mill shapes. The highly skilled employees of TMCA at Toronto are more reasons why the WTRF-TV market is a *super* market for alert advertisers . . . a market of 425,196 TV homes, where 2 million people have a spendable income of \$2½ billion annually.

For complete merchandising service and availabilities, call Bob Ferguson, VP and General Mgr., at CEdar 2-7777.

National Rep., George P. Hollingbery Company



National and regional spot buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Stephan Distributing Co.**, Fort Lauderdale, Fla., is planning a campaign in 16 major markets for its hair tonic. Buying is not yet completed, but spots will be on film, and minutes will be used primarily. Frequency will depend upon the market. The buyer is Steve Semons; the agency, Cummingham & Walsh, New York.

**Peter Paul, Inc.**, Naugatuck, Conn., is kicking off a campaign in top markets for its Peter Paul Mounds. The schedules start this month, run for 12 weeks. Minutes and chainbreaks during nighttime slots are being purchased. Frequency depends upon the market. The buyers are Herb Werman and Jim Kearns; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

**Procter & Gamble Co.**, Cincinnati, O. is extending its campaign into 10 additional markets for its Duncan Hines cake mixes. The new schedules began 5 January, will run for 52 weeks. 20's will be used in nighttime segments only. Frequency will vary according to the market. The buyer is Joe Burbeck; the agency is Compton Advertising, Inc., New York.

### RADIO BUYS

**C. La Rosa & Sons**, Brooklyn, N. Y., has scheduled a campaign to promote their macaroni products. New campaign will kick off 15 January. Frequency will depend upon the market, will vary from market to market. Minutes, 10's and participations are being slotted for daytime and nighttime periods. The buyer is Vince Daraio; the agency is Hicks & Greist, New York.

**Sterling Silversmith Guild of America**, New York, is scheduling a campaign to promote the use of sterling in the top 40 markets. The campaign kicks off 19 January, will run alternate weeks for 30 weeks. Minute e.t.s are being used. Frequency will vary from market to market. The buyer is Bernie Rasmussen; the agency is Fuller & Smith & Ross, New York.

**Duffy-Mott Co., Inc.**, New York, is entering major markets to push its Clapps Baby Food. The 10-week campaign starts this month. Minutes during daytime periods are being used; frequency depends upon the market. The buyer is Steve Suren; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

**Liggett & Myers Tobacco Co.**, New York, is going into various markets for its Oasis Menthol cigarettes. The schedules kick off this month, run for eight to 20 weeks, depending upon the market. Frequencies vary from market to market. Minutes during both daytime and nighttime segments are being aired. The buyer is Virginia Conway; the agency is McCann-Erickson, Inc., New York.



## THE NBC RADIO NETWORK

keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.

- At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.

- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*

# COMPLETE ON-THE-SPOT COVERAGE





A STATION WITH "BOTH FEET" IN THE DOOR!

**WWTV—**

**SERVING THE**

*"Solid Gold Cadillac"*

**MARKET!**



NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes, nighttime weekly in 106,130 homes in 36 Michigan counties.

*The Feltzer Stations*

WKZO TV — GRAND RAPIDS KALAMAZOO  
 WKZO RADIO — KALAMAZOO BATTLE CREEK  
 WJEF — GRAND RAPIDS  
 WJEF FM — GRAND RAPIDS KALAMAZOO  
 WWTV — CADILLAC, MICHIGAN  
 KOLN TV — LINCOLN, NEBRASKA

Associated with  
 WMBD RADIO — PEORIA, ILLINOIS  
 WMBD-TV — PEORIA, ILLINOIS

WWTV, Cadillac, covers more area and reaches more people in Northern Lower Michigan than any other medium, including TV, radio and newspapers!

In fact, you'd have to use 13 newspapers and 16 radio stations to approach WWTV's coverage!

Popularity? Pulse rates WWTV "tops" in 152 of 168 quarter-hours surveyed!

Add WWTV to your WKZO-TV schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*



**WWTV**

316,000 WATTS • CHANNEL 13 • 1282' TOWER  
 CBS and ABC in CADILLAC  
 Serving Northern Lower Michigan

**TV STILL GOES THATAWAY**

(Cont'd from page 33)

Networks and producers anticipate this, too, since it happens every year. They are readying some new ones.

At ABC TV, for example, a new half-hour show titled *Alcoa Presents* begins on Tuesday, 20 January at 10 p.m. This is a Collier Young production which originally was to be titled *One Step Beyond*. Sometime this spring, the same network will debut an adventure series called *The Alaskan*, certainly a timely title in view of our 49th state.

On NBC TV, the new Jack Webb-produced *D.A.'s Man* has already made its debut. will be seen weekly on Saturdays at 10:30 p.m. *Music Show Starring Buddy Bregman* starts Sunday, 11 January in the 7:30 p.m. slot on the same network. During this spring NBC TV will carry four special musical shows as the *Telephone Hour*.

At CBS TV, one new show is already on, another coming up soon. *Rawhide*, an hour-long Western produced by Charles Marquis Warren took over in the Friday 8 to 9 p.m. slot on 2 January, replacing *Jackie Gleason*. Starting 15 February, the network will introduce a half-hour mystery-detective stanza titled *Richard Diamond, Private Detective* to take over on Sunday nights at 10.

Meanwhile, the film producers are busy on the coast developing or getting set to develop new properties in anticipation of still more casualties in the current network tv lineup. Script-buying is active, and a number of producers are even going ahead beyond pilot films into actual production.

Of course, there are some actual commitments spurring the activity. A large Amoco regional deal with CBS Film has already prompted producer Sam Gallu into purchasing scripts for the series *Border Patrol*. Syndication possibilities are also resulting in work on such properties as *Stake-Out* at Screen Gems, *Bold Venture* and *Lock-Out* at Ziv. *Third Man* series at NTA, *The Veil* at Hal Roach studios for NTA, and *Fate* by Gross-Krasne-Sillerman productions.

Other shows at the point of scripting or production are *Peck's Bad Girl*, a taped series for CBS TV, *Town Tamer* by Don Fedderson, *Man of The House* by Peter Lawford.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

**IMN-PACT**  
 WITH THE  
**INTER MOUNTAIN NETWORK**

Intermountain Network Affiliate

**KMON**

GREAT FALLS, MONTANA  
 5,000 WATTS AT 560

IS **FIRST\***

In the 15 counties that is prosperous Montana

\*PULSE—Feb., 1958

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



...ALL  
YEAR  
LONG



## THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*





## 'HYBRID' COMMERCIALS

(Cont'd from page 43)

Corp. "We would not be able to recommend one technique over the other. These results are not based on structured tests in which the same commercial is tested in two versions. They are all based on statistical averages, and are subject to all the reservations one can make about mixing apples and oranges in data."

However, Roberts observed: "Yet the so-called 'hybrid' commercials scored some outstanding successes in 1958."

What are some familiar examples of what is meant by the "hybrid" commercial?

A familiar use is for the remedy formula, where an animated section within a live-action opening and closing illustrates the reasons why.

Everyone recalls the commercials of Anacin, Bufferin and many other products starting with a live subject with a complaint, going on to an animated "plumbing" sequence of the human body, and returning to the live subject who has obtained relief.

This type of commercial is so familiar as to raise a smile along Medi-

son Avenue—yet it is one of the few product groups that have shown a steady increase in commercial effectiveness in Schwerin tests.

This kind of commercial is a "hybrid" type using the hard sell, and there are also hybrid examples using the opposite approach, the soft sell, where animation is added to live action for its pleasure and entertainment values.

Pet Milk commercials are an example of this. For several years, Pet used a series of live action commercials presenting recipes and featuring appealing close-ups of food. Then Pet became aware of Schwerin studies on the "hybrid" type of commercial and tried a new campaign that integrated UPA-produced cartoons with live action. Subsequent Schwerin tests showed an increase in effectiveness that also gave Pet an edge on the commercials of competing brands.

Scott Tissue is another product that discovered the advantages of the "hybrid" commercial. When high-style, wash drawings were added to their formerly all-live commercials, an immediate result was added effectiveness. Scott subsequently applied

the "hybrid" formula to a number of other commercial campaigns, and was able to retain the added measure of preference.

A natural question, in view of these successes with the "hybrid" commercials, is this: Why don't more advertisers try to combine live action with animation?

Four reasons why animation has been overlooked are given by John Roberts: "First, there has been a trend away from animation, occasioned by disillusion over the less than perfect imitators of the UPA pioneers. Second, animation is in itself a more costly process than live action. Third, the reaction against animation has been fed by the hard sell philosophy that followed in the wake of the late recession. This feeling might be summarized as the 'You-can't-sell-cars-with-cartoon-cats' school of thought."

Briefly, the method used by Schwerin in testing commercials is to measure audience desire for a specific brand both before and after exposure to a commercial for the product. The increased preference after exposure to the commercial is measured, and this score is the basis of the charts shown (page 43).

Known as the Competitive Preference Test, the method used by Schwerin begins with an audience of 350 selected by direct mail. A detailed questionnaire establishes the standard characteristics of the audience: sex, age, education, rental group and other factors.

Then a list of leading brands of a particular product is presented and the subjects are asked to select which brand they would prefer if they were to win the drawing that follows. A kinescope program is then shown containing commercials of the brand being tested. A second list of brands is then presented with preferences called for again.

The basis of the test is a comparison of results before and after exposure to the commercials. It is not important whether this preference range is high or low, since this is largely an indication of the brand's share of market. What is important is the difference measured between the first test and the second test. This difference is expressed in numbers as a Competitive Preference Measurement.

# PRESCRIPTION

## To Eliminate F&SV Headaches

If the billion dollar Fresno and San Joaquin Valley gives you buyers' headache or various other assorted ills, eliminate the pain, the strain, by using KJEO-TV the all family TV station. With a choice selection of ten, twenty, and sixty second avails in addition to program, KJEO-TV has solved many buyers' problems. It could solve yours. Call your H-R man today.





## THE NBC RADIO NETWORK

this month launched **IMAGE RUSSIA**. For four consecutive weeks, four nights a week, an hour-and-a-half each night, **IMAGE RUSSIA** is exploring every aspect of Soviet life. Listeners hear the actual voices of Russia's leaders, of people who have traveled in the USSR. They visit the theatres, laboratories, labor camps. They hear from American Communists and from former Communists who fled Russia for the West. After a complete, objective, *factual* analysis, they will be able to draw informed conclusions of their own.

Through special broadcasts like **IMAGE RUSSIA**, and regularly-scheduled programs like **NIGHTLINE**, **MONITOR**, **MEET THE PRESS**, and the **NATIONAL FARM AND HOME HOUR**, NBC Radio keeps America informed. In 1958 alone, NBC audiences heard:

*Secretary of Agriculture Benson on farm problems. Nehru on the 8th anniversary of the Indian Republic. Senator John Kennedy on education. Vice President Nixon on his South American trip. Ghana's Prime Minister Nkrumah on the future of Africa's newest country.*

Only a radio network could offer public affairs coverage of such immediacy and magnitude.

*For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.*



... **AROUND  
THE  
WORLD**





**SURE**

every time buyer  
reads

**SPONSOR**

**SPONSOR**

**BUT FOR EVERY TIMEBUYER  
THERE ARE TEN OTHER DECISION  
MAKERS BEHIND THE SCENES  
WHO READ SPONSOR AS WELL**

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

**SPONSOR**

**sells the TEAM that buys the TIME**



# TELEPULSE RATINGS: TOP SPOTS

Top 10 shows in 10 markets Period: 5-12 November, 1958 TITLE, SYNDICATOR, SHOW TYPE	National average	7-STATION MARKETS		6-STA. MARKET	5-STA. MARKET	4-STATION MARKETS								
		N.Y.	L.A.	S. Fran.	Seattle	Chicago	Detroit	Milw.	Mpls.	Phila.	Wash.	Atlanta	Balt.	B.
<b>Highway Patrol</b> ZIV (Adventure)	21.5	16.8 wrea-tv 7:00pm	12.2 kttv 9:00pm	21.5 kron-tv 6:30pm	25.2 komo-tv 7:00pm	13.9 wgn-tv 9:30pm	24.2 wjbk-tv 7:00pm	19.9 wtmj-tv 9:30pm	23.7 kstp-tv 9:30pm	16.5 wrcv-tv 10:30pm	17.5 wtop-tv 7:00pm	24.5 waga-tv 9:00pm	20.3 wmar-tv 7:00pm	1
<b>Sea Hunt</b> ZIV (Adventure)	19.1	34.3 wrea-tv 10:30pm	12.4 krea-tv 10:00pm	23.9 kron-tv 7:00pm	13.4 king-tv 10:00pm		27.8 wjbk-tv 10:30pm	13.5 wisc-tv 9:00pm	7.9 wtcn-tv 9:00pm	11.5 wcau-tv 7:30pm	8.9 wmal-tv 10:00pm	13.7 wsb-tv 10:30pm	17.8 wbal-tv 10:30pm	1
<b>Death Valley Days</b> U.S. BORAX (Western)	18.9	11.2 wrea-tv 7:00pm	12.9 krea-tv 7:00pm	6.5 ktuv-tv 7:30pm	24.5 king-tv 7:00pm	9.2 wgn-tv 9:30pm	17.9 wwj-tv 7:00pm	10.2 wisc-tv 9:30pm	29.0 wcco-tv 9:30pm	15.5 wrcv-tv 7:00pm	16.5 wre-tv 7:00pm		23.8 wjj-tv 7:30pm	1
<b>Sheriff of Cochise</b> NTA (Western)	17.1	6.3 wnew-tv 7:00pm	13.4 kttv 8:30pm							11.9 wcau-tv 6:30pm	17.9 wre-tv 7:00pm	24.9 wsb-tv 7:00pm		2
<b>Silent Service</b> CNP (Adventure)	16.7	3.7 wpix-tv 9:30pm	11.2 krea-tv 7:00pm	11.5 kron-tv 7:00pm	28.0 king-tv 7:00pm	14.5 wnbq-tv 9:30pm				12.5 wfil-tv	17.9 wmal-tv		12.8 wbal-tv 10:30pm	2
<b>Whirlybirds</b> CBS (Adventure)	16.5	2.2 wpix-tv 8:00pm	9.7 khj-tv 7:30pm		4.5 knt-tv 7:30pm	12.2 wgn-tv 9:00pm		29.5 wtmj-tv 9:30pm	19.5 kstp-tv 9:30pm	8.2 wcau-tv 1:00pm	10.5 wtlg-tv 7:00pm	29.5 wsb-tv 7:00pm	13.8 wjj-tv 8:00pm	1
<b>Twenty-Six Men</b> ABC (Western)	16.4		10.9 krea-tv 7:00pm	9.5 ktuv-tv 7:00pm	13.2 komo-tv 7:00pm	14.9 wgn-tv 8:00pm	17.9 wsyz-tv 7:00pm	11.5 wisc-tv 9:00pm	6.9 wtcn-tv 3:00pm	16.2 wrcv-tv 7:00pm	15.2 wmal-tv 6:30pm	12.2 wlv-a 7:00pm		1
<b>State Trooper</b> MCA (Adventure)	15.8	11.3 wrea-tv 10:30pm	5.9 khj-tv 8:00pm	12.5 kgo-tv 9:00pm	6.5 knt-tv 8:30pm	8.9 wgn-tv 9:30pm	6.5 cklw-tv 10:00pm	27.2 wtmj-tv 9:30pm	20.5 kstp-tv 9:30pm	14.9 wrcv-tv 7:00pm	8.9 wmal-tv 9:30pm		15.8 wbal-tv 10:30pm	1
<b>Mike Hammer</b> MCA (Mystery)	15.5	18.4 wrea-tv 10:30pm	13.2 krea-tv 10:30pm	17.2 kron-tv 10:30pm	21.5 king-tv 9:00pm	15.5 wgn-tv 9:30pm	7.5 cklw-tv 10:00pm		10.0 wcco-tv 10:30pm	15.2 wcau-tv 8:00pm	14.5 wre-tv 10:30pm	6.3 wlv-a 11:00pm		1
<b>MacKenzie's Raiders</b> ZIV (Western)	14.8	5.3 webs-tv 7:30pm	10.9 kttv 8:00pm	16.2 kplx-tv 10:00pm	16.2 komo-tv 6:30pm	20.2 wnbq-tv 9:30pm	14.9 wsyz-tv 7:00pm	7.2 wisc-tv 9:30pm	16.0 kstp-tv 9:30pm	11.5 wrcv-tv 10:30pm	11.5 wtop-tv 7:30pm		9.3 wbal-tv 7:00pm	2

## Top 10 shows in 4 to 9 markets

<b>U. S. Marshall</b> NTA (Western)	16.3	15.3 wrea-tv 10:30pm	12.7 kttv 7:00pm	13.5 kron-tv 7:00pm		12.2 wbbk-tv 9:00pm				12.4 kstp-tv 10:30pm				
<b>Rescue 8</b> SCREEN GEMS (Adventure)	14.7		7.4 krea-tv 7:00pm	11.2 kron-tv 6:30pm	23.5 king-tv 7:30pm									1.5
<b>Gray Ghost</b> CBS (Adventure)	13.8	2.7 wpix-tv 6:30pm				4.9 wgn-tv 9:00pm						9.7 waga-tv 7:30pm	7.3 wjj-tv 9:30pm	2.5
<b>Patti Page</b> SCREEN GEMS (Musical)	13.8			2.3 ktuv-tv 10:00pm										1.7
<b>Citizen Soldier</b> FLAMINGO (Adventure)	13.6		8.7 kttv 7:30pm	9.5 kgo-tv 9:30pm	15.7 king-tv 7:00pm	14.2 wnbq-tv 9:30pm					18.2 wtcn-tv 10:30pm			1.2
<b>Dr. Hudson</b> MCA (Drama)	13.1		6.3 kttv 9:30pm	12.0 kron-tv 10:30pm	4.7 knt-tv 8:30pm		16.7 wwj-tv 10:30pm	6.5 witi-tv 5:30pm						1.2
<b>Jim Bowie</b> ABC (Western)	12.6	4.2 wnew-tv 10:00pm								5.5 kmsp-tv 8:30pm	15.2 wrcv-tv 7:00pm	12.9 wtlg-tv 7:00pm	13.5 wjj-tv 5:00pm	
<b>Colonel Flack</b> CBS (Mystery)	12.5	0.9 wpix-tv 9:00pm	5.4 kttv 8:00pm								14.2 wre-tv 10:30pm			
<b>Big Story</b> FLAMINGO (Drama)	12.0	2.8 wnew-tv 9:30pm	3.2 klla-tv 7:00pm	11.9 kron-tv 6:30pm		9.2 wjbk-tv 7:00pm					11.5 wtlg-tv 10:30pm	32.2 waga-tv 10:30pm		
<b>Frontier</b> CNP (Western)	12.0			7.2 kgo-tv 6:30pm		6.5 wnbq-tv 6:00pm	7.9 wwj-tv 4:30pm	9.2 witi-tv 5:00pm						

Films listed are syndicated, ¼ hr., ½ hr., and hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Space indicates film not broadcast in this market 5-12 Nov. While network shows are fairly stable from one month to another in markets in which they are shown, this is true to a lesser extent with syndicated shows. This should be borne in mind when analyzing rating trends from one month to another in this chart. If blank, show was not rated at all.

# FILM SHOWS

3-STATION MARKETS					2-STATION MARKETS			
City	Cleve.	Columbus	New Or.	St. Louis	Birm.	Buffalo	Dayton	Prov.
274	14.2	19.5	24.9	25.7	36.8	23.0	29.3	17.3
ktv	wjw-tv	wbns-tv	wdsu-tv	ksd-tv	wbre-tv	wgr-tv	whio-tv	wjar-tv
pm	8:00pm	8:30pm	10:00pm	9:30pm	9:30pm	10:30pm	8:30pm	10:30pm
169	19.5	29.2	30.5	17.9	31.8	15.5	18.3	24.3
ktv	wjw-tv	wbns-tv	wdsu-tv	ktvl-tv	wbre-tv	wgr-tv	wlv-d	wpro-tv
am	7:00pm	7:30pm	9:30pm	9:30pm	9:30pm	3:30pm	10:30pm	10:30pm
155	17.2	24.2		30.9		22.9	24.3	28.8
ktv	kyw-tv	wbns-tv		knox-tv		wben-tv	wlv-d	wjar-tv
am	10:30pm	9:30pm		9:30pm		7:00pm	7:00pm	7:00pm
		25.5	15.5		31.2			
		wvl-tv	ktvl-tv		wgr-tv			
		9:30pm	9:30pm		7:00pm			
	19.5	9.4			36.5		18.8	
	wjw-tv	wdsu-tv			wben-tv		wjar-tv	
	10:30pm	3:00pm			10:30pm		7:00pm	
		18.2	26.5	18.5	25.8	19.5	16.8	
		wtn-tv	wdsu-tv	ksd-tv	wbre-tv	wben-tv	wpro-tv	
		7:00pm	10:00pm	9:30pm	10:00pm	7:30pm	7:00pm	
153	14.9	12.9			35.3	23.5	27.8	19.8
ktv	wews-tv	wlv-e			wbre-tv	wgr-tv	wlv-d	wjar-tv
am	6:00pm	10:30pm			9:30pm	10:30pm	7:00pm	7:00pm
155	11.9	17.9	20.5	17.5	25.3	28.4	24.8	
ktv	kyw-tv	wtn-tv	wdsu-tv	ksd-tv	wapi-tv	wben-tv	whio-tv	
am	9:30pm	7:00pm	10:00pm	9:30pm	8:00pm	7:00pm	7:00pm	
202		11.4	18.9	22.9	16.8	20.5		
ktv		wtn-tv	wvl-tv	ksd-tv	wapi-tv	wgr-tv		
am		10:30pm	9:30pm	10:00pm	9:30pm	10:30pm		
149	10.9	14.2	12.5		36.3	22.5	23.8	
ktv	wjw-tv	wbns-tv	wvl-tv		wbre-tv	wben-tv	wlv-d	
am	7:30pm	7:30pm	10:00pm		8:30pm	7:00pm	7:00pm	
			17.2		30.8			
			ksd-tv		wbre-tv			
			10:00pm		10:00pm			
		18.2	16.9			13.3		
		wvl-tv	ksd-tv			wlv-d		
		6:30pm	9:30pm			6:00pm		
8		18.5			24.3	27.3		
ktv		wbns-tv			wbre-tv	whio-tv		
am		7:30pm			10:00pm	7:00pm		
			11.7			29.8	10.5	
			ksd-tv			whio-tv	wpro-tv	
			10:45pm			10:30pm	7:15pm	
		14.5						
		wvl-tv						
		10:00pm						
152						29.3		
ktv						whio-tv		
am						7:00pm		
		16.2			20.8			
		wdsu-tv			wbre-tv			
		10:00pm			10:30pm			
	8.9	24.5	14.2		12.5	19.3		
	kyw-tv	wdsu-tv	ksd-tv		wben-tv	whio-tv		
	7:30pm	9:30pm	9:30pm		7:00pm	7:30pm		
					13.2			
					wgr-tv			
					11:30pm			
		23.5			17.8			
		wdsu-tv			wbre-tv			
		6:30pm			10:30pm			

# LATEST ARB

FOUR WEEK, Oct. 15 - Nov. 11 SURVEY

## Shows WDEF-TV CHATTANOOGA

*First* total competitive quarter hrs.  
**WDEF-TV 226**

Station B 191  
 Station C 61

*First* prime viewing hrs. 7-11:15pm  
**WDEF-TV 71**

Station B 27  
 Station C 22

*First* in facilities too!  
 now telecasting from  
 new broadcast center



The BRANHAM Company

**wdef-tv 12**  
 74th MARKET • CHATTANOOGA

1st or was in other than top 10. Classification as to number of stations in market is Pulse's own. Pulse determines number by measuring which stations are actually received by homes in the metropolitan area of a given market even though station itself may be outside metropolitan area of the market.



# What constitutes good radio

Three station men discuss controversial music-news format and describe programing techniques they have found to be successful in developing audience loyalty.

**Robert W. Frudeger**, *president, WIRL, Peoria, Illinois*

The factors that constitute good sound in radio today are as varied as the personalities that you meet on the



*Most important single element is continuity*

street, but there are a few common denominators. First take music. This is the one radio activity that attracts the most listenership. The important thing here is to establish a music policy which will reflect the sound strived for, and then control the policy! Call it "formula music" if you will, but remember there are thousands of formulas, all of which *can* be good sound.

The second denominator is News. All of the factors which constitute good news reporting must be in evidence. Past that, good sound is achieved with creative thinking in the news department. When the news people get the idea that something besides reporting has to be put into newscasts and are sold on the thought, the effects are electrifying. Turn them loose! Any idea they come up with should be mulled over and at least tried on tape if not aired.

Another denominator is commercials—an area that is in serious need of exploitation by the radio industry. Produced on tape or disc and used many times, a commercial adds

vitality to the sound. It can be humorous, dramatic, loaded with sound effects, two-voiced, or any other combination of production factors at the disposal of the station, but if it is worthwhile and well conceived, there can be no question that good commercials add to good sound.

The fourth denominator is the associated sounds. Just like the facets in any individual's personality, these will vary according to the preference of the station operator. Station identification jingles, sounds that constitute feature openers—these are the specific sounds that contribute to the total sound and they should be present to the extent of the ingenuity of the production staff and the management.

Station promotions help constitute good sound. They add an exciting flavor. Whether the promotion is hiding money or recruiting wheel chairs for a hospital is of little significance at the moment, but the treatment of the promotion is of tremendous consequence. The regularity with which promotions appear on the station are a part of the total sound and should be as controlled as the music policy.

I've reserved the sixth denominator till last because it is the human element that cannot be completely controlled. The announcers—we call them "Music Men" at WIRL, are personalities within the total personality of the station. A policy must be formulated for music men to operate with consistency. Their attitude of friendliness, happiness, and their personable approach to the listener as if she or he were the *only* listener, make for good sound. Music men of today have to be flexible. They are no longer a "voice personality." They must be physically exposed. A fast-moving, aggressive music man of the current era is always looking for the opportunity to preside at a record hop, talk before a local group, be the first one to give the pint of blood; under no circumstances can he afford the attitude of being too sophisticated

for any situation people might find enjoyable, provided it is in good taste.

The most important single element in good radio sound is continuity. Radio is fast becoming a functional medium, and with the development of smaller and smaller receivers has become a very personal medium. As such it must react as a person. The bright, jovial, understanding, warm personality of the friend you know is always an enjoyable experience. Listeners tune in because they know the sound they can generally expect from the station. The day has long passed when management can blithely turn the sound over to a program director and concern himself with the mighty problems of administration. Sound is what we sell. Sound is Radio. It is our only link with our listener and our most valuable asset.



**Paul Ruhle**, *asst. sales manager, WSIX Nashville, Tennessee*

Voices and music play an extremely important part in the new WSIX sound. Voices that are pleasant and have a personality . . . Voices that can "sell" the advertisers' products in a convincing manner with an authority that brings listener loyalty.

With the voices goes music that is not in an offensive vein. Music and its selection in radio today has become an art. Music that is tailor-made for the audience . . . and this



*Good voices selective music, skillful production*

calls for quite a change in selections programmed during the various hours of the day. Basically, the WSIX Top Sixty: standards, million sellers and newest releases constitute our active

# o sound?

broadcast music library. The Top Sixty is not based on retail sales alone—although sales do play a part in selection of tunes. The WSIX Top Sixty includes *no* raucous tunes that would offend our listeners. No “sustaining” music—just “commercial” music! The music format is under tight control through the program director. Music to fit the time of day is a secret more broadcasters could utilize.

Even the best of voices and balanced music suffer a great deal with poor broadcast production. With plenty of jingles, lots of good taste gimmick-commercials and recorded station promos, the announcers (WSIX has combo operation) are trained to tighten production to such a point as to have not one second of dead air. A real tight operation adds plenty of showmanship to a station. That, in a nutshell, is what I consider a *good radio sound*: A well-rounded program format produced in a pleasing manner and presented with a sound that is as near perfection as possible.

At WSIX, I feel our responsibilities to listeners and advertisers are on an equal basis. We're setting as our goal good results for advertisers, and good programs for listeners, all of which comes out of the whoofers and tweeters as *good radio sound*.

**Henry Sullivan**, gen. manager, *WSOC*, Charlotte, N. C.

First of all, radio is show business and there are certain fundamental



*Apply show business principles of timing, enthusiasm, variety*

principles inherent in effective showmanship whether it be old time vaudeville or a modern radio station. These  
(Please turn to page 70)

# the KOBY record is tops in San Francisco



You can forget the others—because the hit number in San Francisco is 85.4% (Adults in Audience Composition). This rating from the June Nielsen shows that KOBY is the top seller—that keeps its loyal San Francisco audience on its toes—and in a *buying* frame of mind! No double spotting—your message gets maximum impact!

*See your Petry man — and get on the KOBY Hit Parade! Add the KOBY record to your collection of sales successes!*

**KOBY** 10,000 watts  
in San Francisco

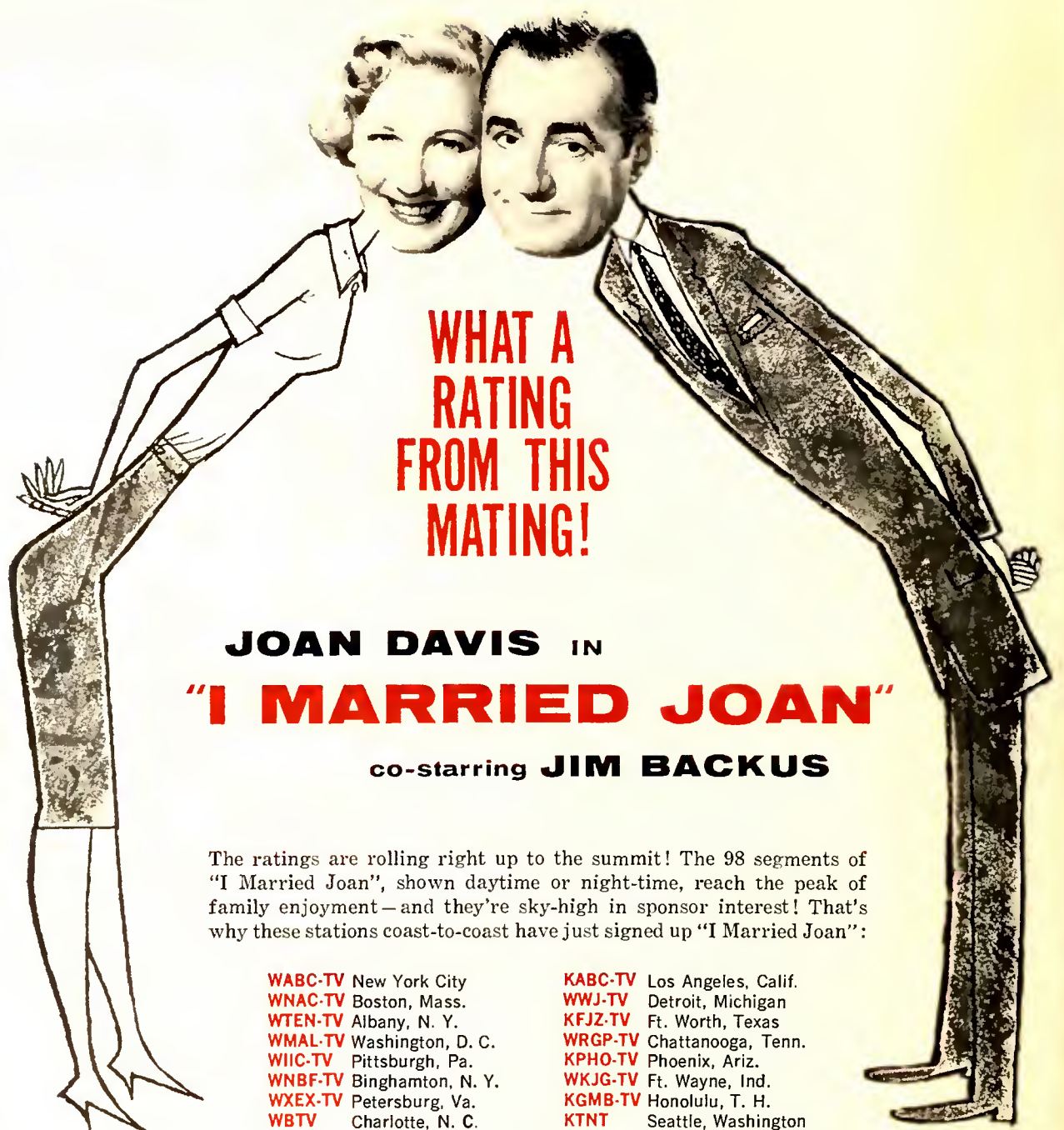


**SEE PETRY** about 10% discount when buying both **KOBY**, San Francisco and **KOSI**, Denver

In Greenville, Miss. it's **WGVM**

MID-AMERICA BROADCASTING COMPANY





**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":

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

*Join them and inject some solid fun into your programming!*

- 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

Call your Interstate Television representative now!



# FILM-SCOPE

10 JANUARY 1959

Copyright 1959

SPONSOR  
PUBLICATIONS INC.

Looming large on the 1959 horizon for syndication and the tv film industry are developments that signalize new opportunities, fresh breakthroughs and major upheavals.

Here's what keen observers in the trade say might be expected in 1959:

**GROSS BUSINESS:** 1959 as syndication's first \$100 million year.

**TAPE:** There'll be a year of widespread tests and experiments with tape with (1) film program producers going into tape to get their feet wet rather than seriously trying to sell it; (2) lots of swapping of taped series by stations with even Ampex acting as a clearing house of exchange.

**PROGRAMING:** There'll be major diversification along these lines: (1) drama will make a major comeback with likely better scripts and stars than syndication has had before; (2) a favorable reception will be ready for comedies, detective-mysteries, science fiction and other types lately in relative eclipse; (3) the climate will be ripe for programing and production by new tv film companies, especially the smaller and independent ones.

**AD BUDGETS & SPENDING** will follow the national business profits picture, not gross volume, with these new possibilities for syndication money: (1) more advertisers will switch from network to syndication and national spot programs, following the example of Kellogg and Amoco; (2) new industries will come through with syndication spending, such as homebuilding and maintenance, airlines and personal services involving medical care, education and recreation; (3) there'll be new buying patterns afoot such as a return to full-week sponsorships, buying of two programs instead of one by regional advertisers, and more bolstering of trouble markets by national buyers.

**FOREIGN PRODUCTION AND SALES:** Production overseas will increase for the simple reason that it's a way of by-passing import quotas on U. S. tv film, and the foreign market will go up to around 15% of all 1959 tv film business, especially with the added impetus of sales in Australia and Japan.

**MOTION PICTURE INTERESTS:** These will be out again to try and capture their share of tv production: Already rolling are UA and J. Arthur Rank.

**THE FCC:** While speculation goes on wildly in film circles on the possible rulings affecting option time, must-buy lists and even a divorce of the networks from their syndication arms, it's clear that any new ruling that might come out of Washington in 1959 can only be an advantage to the syndication industry as a whole.

Another measure of the strides taken by the syndication field as an integral part of the television industry:

TvB's admission of film syndicators as associate members.

Colonial Stores is switching its syndication money from a first-run show to an off-network re-run.

Its 16-market southeastern region will use ITC's Sergeant Preston; the retailer's contracts for Grey Ghost ran out at the end of 1958.

Also signing for Sergeant Preston is Heide candies (Kelly, Nason, Inc.) for major markets of New York, Chicago, Philadelphia and Boston.



The latest sales-programing strategy to come out of Ziv is the idea of cashing in on newspaper headlines.

Going into production is Moon Probe, a space exploration series starring William Holden.

And capitalizing on interest in Alaska is purchase of tv rights to Klondike Fever, a recent book club selection.

Screen Gems has come up with a new source of film programs from now through 1962.

The Hollywood team of Clarence Greene and Russel Rouse signed to produce, direct and write a total of six film programs over a three-year period.

First of the series is Underworld, a mystery adventure now starting production.

ITC is continuing to mushroom its executive forces.

In the production area, the new director appointed is Edward A. (Ted) Rogers, to collaborate with programing director Al Ward, while in the field of international sales Abe Mandell is the new manager, covering the western hemisphere plus parts of the Far East.

Latest Telepulse ratings (see page 52) show it's the adventure series—not the Western—that's the top-rated type in syndication.

Among the top ten, five film shows are adventures, two are mysteries and three are Westerns.

National Telepulse averages for the five highest-scoring adventures series are Highway Patrol 21.5; Sea Hunt 19.1; Silent Service 16.7; Whirlybirds 16.5 and State Trooper 15.8.

**COMMERCIALS:** Any crystalballing of 1959 prospects for commercials must put the focus on this query: What will happen with tape?

A quick look-forward with regard to tape poses these possibilities:

1) As the No. 1 center of commercial production New York will see the greatest concentration of tape uses.

2) The transition from film to tape will gain in momentum as the technique of taping improves.

3) Because of the \$250,000 investment required for ample tape installation, the smaller commercial producers will find themselves hard put to offer a taping service.

4) Tape's two big advantages—it's fast and economical—will spur research to overcome some of the existing technical difficulties.

5) Commercial producers who have adopted a wait-and-see attitude toward tape may find themselves a year behind the parade, if the new method becomes an unreserved click.

Among the side-effects that might be expected from the strides taken by tape:

- Added impetus to finding new film techniques as the answer to tape.
- If the total film business takes an appreciable drop, there'll be a trend toward consolidation of the industry into the hands of the larger producers.

Technically, it should be a big year of advance, with such techniques to watch as the infra-red process, aerial image animation, slide motion and a revival of fantasy in live action and location shooting.

A cautionary note: The union situation may become so complex and costly that film people will be discouraged from taking up with tape altogether.

# WASHINGTON WEEK

10 JANUARY 1959

Copyright 1959

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PUBLICATIONS INC.

As the Congressional session got under way this week coming events cast these shadows:

1) The FCC will be conducting deliberations with many faces peering over its shoulders and many outside hands will be poking through more or less old embers.

2) Already disturbed by the Department of Justice's insistence that network option time is per se a violation of the anti-trust laws, the FCC will not lack for Congressional advice about what to do.

3) Though the State of the Union message provides an opportunity to say what the White House would like done about reforming the regulatory agencies, the best word is that the administration will steer clear of this issue.

4) In the budget message, with much to-do about how the FCC can do its many jobs better and the FCC can track down more fraudulent advertisers, no additional funds are expected to be asked for either agency.

5) The broadcasting industry may well be facing harsh music during the session, with second-guessing coming at every turn as the FCC struggles with such matters as uhf and the general tv allocations picture, pay tv, the many Barrows Report recommendations and a host of other problems.

Featuring the early flood of measures introduced in the infant 86th were those which would make pay-tv illegal.

This could be one of the most interesting legislative battles concerning broadcasting, largely because nobody can predict what will happen.

That Rep. Oren Harris, chairman of the House Commerce Committee and arch opponent of the pay system, will call hearings early in the session is not doubted.

That Harris will have an anti-pay-tv bill reported from his committee is almost certain. Questions begin to rise as to whether Harris will actually push for passage of his bill on the floor of the House.

The question marks multiply over in the Senate. Sen. Warren Magnuson, chairman of the Senate Commerce Committee and arch-foe of those who would forbid the FCC to act on pay-tv, has also promised hearings.

Magnuson was outvoted by a single vote last year on the Thurmond resolution expressing the sense of the Senate that the FCC should not permit the system. But the bill was never officially reported, and Thurmond and Magnuson passed the buck between them.

Whether the changes in committee members this year will tip the scales in favor of pay-tv remains to be seen.

The Harris House Commerce Legislative Oversight subcommittee did not give FCC investigators free access to its files on the Boston channel 5 case. This firecracker was exploded by FCC associate general counsel Edgar Holtz at the opening of the Commission's review of the award of the channel to the Boston Herald-Traveler.

Holtz said that what examination he was permitted didn't reveal a single item of any great importance.

Why the bang-bang crusading Harris subcommittee, with its loud demands for malefactors to be brought to justice, should turn coy about anything in its files was not explained.



# SPONSOR HEARS

10 JANUARY 1959

Copyright 1958

SPONSOR  
PUBLICATIONS INC.

In the course of the holiday confusion you may have missed noting that the agency field has broken the four-name barrier.

The new endurance champ: **Kastor, Hilton, Chesley, Clifford & Atherton.**

Don't be surprised to hear within the next few months that a key figure in one of the top-ranking agencies is scouting around for a deal on his \$5-6-million account.

Recent executive reshuffles and other maneuvers indicate the handwriting is on the wall.

Some of the agency mergers currently taking place have this angle: They permit the older men in the lesser agency with stock holdings to gain a better position of security.

A merger is the only way they can (1) get cash on their stock, or (2) put a solid value under their holdings.

**A. C. Nielsen, Jr.**, who recently appeared on a Chicago interview show, escaped getting rated.

None of the polltakers had a count going in Chicago that week.

Laughed one of Nielsen's competitors: "If it had been a rating week for us, we'd have chalked up the program as minus zero."

One of the biggest billers in the agency field last week installed an austerity program which bars generous expense accounts for client entertainment.

The economy directive also urged fuller utilization of employee time and urged that free research for clients be cut to a minimum.

Reason: The margin of profit in 1958 was too thin for comfort.

Norge's practice of buying time on its own time at local rates could, according to Michigan Avenue reports, wind up in a serious dilemma for the recent **Keyes, Madden & Jones-Donahue & Coe** link.

What the agency faces is this:

Should it give the account the alternative of buying through channels—or else?

For the record: Put down **McCann-Erickson** as the first of the major agencies theoretically owned by the employees.

The transition came about when **H. K. McCann** sold his preferred stock—the exclusive voting stock—to the agency's two big employee funds: (1) the pension and retirement fund and (2) the profit-sharing trust.

Both funds have their voting power in the hands of a trusteeship composed of **Marion Harper, Jr., Robert E. Healy, and Wilbert G. Stilson.**

Meanwhile the agency's B (non-voting) stock is held by 140-150 employees.



## International Harvester Cultivates the \$2¾ Billion WSMpire

WSM Farm Director John McDonald, in Chicago for the NTRFDA Convention, takes time out to go over the vast sales potential of the \$2¾ Billion WSMpire with Dix Harper, Radio Farm Director of Aubrey, Finlay, Marley and Hodgson.

The session ended with a 52-week renewal of International Harvester's Better Farming feature on WSM, proof of Agency and Advertiser's confidence in the selling power of the Central South's number one sales Medium.

If you have something to sell an area which has a Farm income of almost \$1 Billion, a total income of \$2¾ Billion, which owns 145,749 tractors and trucks and 202,464 farms . . . better get in touch with Bob Cooper or your nearest Blair man. The facts on the WSMpire are fabulous, the sales potential more fabulous and WSM's selling power even more so.

# W S M Radio

## Key to one of America's Major Markets

50,000 Watts • Clear Channel • Blair Represented • Bob Cooper, Gen. Mgr.



# RADIO RESULTS

## DAIRY

SPONSOR: Foremost Dairies, Inc.

AGENCY: Direct

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

WGBI, Scranton-Wilkes-Barre

PURCHASE: Announcements

## SUPERMARKET CHAIN

SPONSOR: Seven-Eleven Food Stores

AGENCY: Direct

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

KNOE, Monroe, La.

PURCHASE: Announcements

## UNIVERSITY BOOKSTORE

SPONSOR: Yale University Bookstore

AGENCY: Direct

**Capsule case history:** The Yale University Bookstore had for years used "conventional" advertising methods to promote the sale of its books and stationery items, mostly print ads of various types. The store had never used radio. Early in December, the bookstore was induced to try a test schedule on WELI, New Haven, in order to gain maximum benefit of the Christmas buying season. The results proved astounding to C. L. Willoughby, general manager of the operation. "At the end of the first month of our noble experiment in promoting books on WELI the results became sharply apparent. We have definitely noticed a changing traffic pattern," he stated. "There has been an increase of as much as 46% in the number of transactions, and I would say that radio advertising has been the primary reason. I personally, have received a number of favorable comments from customers and am convinced that radio produces a loyal and attentive listening audience," says Willoughby.

WELI, New Haven

PURCHASE: Announcement

## CORSET STYLIST

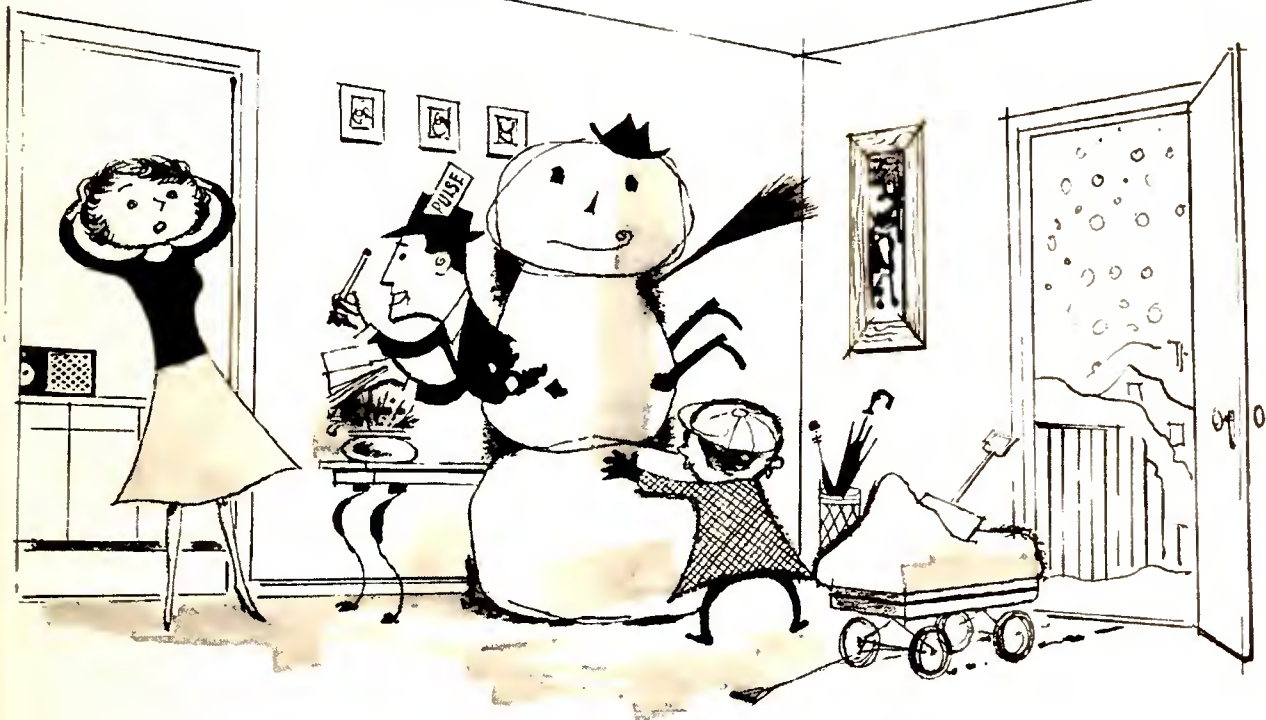
SPONSOR: Ethel George

AGENCY: Direct

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

KFRC, San Francisco

PURCHASE: Participation



**Q:**

**In an emergency, what radio station do you listen to for school closings, meeting postponements, storm news, etc.?**

**A:**

*When polled by PULSE on this significant service score, Washington, D. C., area residents voted WWDC first—gave us more mentions than any other radio station.*

This vote of confidence and popularity is yours, as a WWDC advertiser. It is only one of the many measurements of our ever-growing leadership in the Washington, D. C., Metropolitan Area. For full details, write for "Personality Profile of a Radio Station." Or ask your Blair man for a copy. It makes mighty interesting reading.

**WWDC** *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

*Things continue to move fast in Jacksonville, Fla.—where WWDC-owned Radio WMBR is now first in the morning and second in the afternoon (Oct.-Nov. Hooper). New national rep. John Blair will happily supply the solid facts and figures.*



## ADVERTISERS

After a two year spot tv test campaign. Hollywood Candy has decided to go network.

The move: a 52-week buy into Dick Clark's *American Bandstand* (ABC TV).

The reason: Hollywood is convinced that teen agers make up the biggest and best candy bar market. In addition to the *Bandstand*, the candy firm will continue to use spots in key markets.

Agency: Grubb & Petersen, Champaign, Ill.

### Ideas at work:

- Contest: On KULA, Honolulu, sponsored by Carnation Milk Co. The main gist was a 'second honeymoon' idea, with listeners writing in why they deserve one, and as a tie-in,

a duplicate prize went to the manager of the market putting up the best Carnation display in connection with the contest.

- Libby, McNeill & Libby is in the midst of its midwinter "Best Buy Days," a store promotion event. To kick off the campaign, Libby's little "beanie boy"—star of the food company's animated film commercials—will appear on the *Jimmy Dean* show 27 January, featuring Libby's entire line of canned foods.

**Merger:** Vita Food Products of New York and Mothers Food Products of Newark, bringing the combined gross sales for the new company to an estimated \$20 million.

**Strictly personnel:** Seymour Keller has been appointed to the newly created post of merchandising manager for Lestoil, Inc. . . . Don Ram-

say has been named sales promotion manager of the Pittsburgh Brewing Co. . . . **Mort Yanow** has been appointed director of radio and tv for Bayuk Cigars, Inc. . . . **Arthur Lundell**, promoted to v.p. in charge of advertising and marketing for the ReaLemon-Puritan Co. . . . **Thomas Preston**, to sales training manager and **John Fortino** and **Stanley Bartleman** to field sales training managers of Zenith Radio Corp.

## AGENCIES

**Newman McEvoy**, v.p. and director of media at Cunningham & Walsh, emphasized the importance of the changing market at the RTES Seminar luncheon in New York last week.

His topic: the media-marketing team—a most "happy marriage of completely compatible interest" that makes for efficient advertising and selling.

Using an organization chart for elaboration, McEvoy noted a relationship of the team in the form of

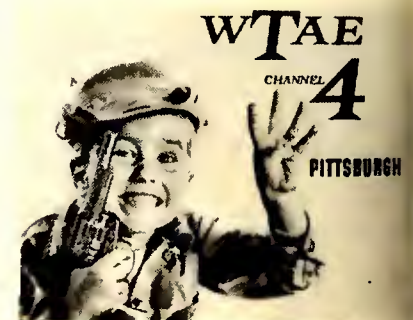
# WRAP-UP NEWS & IDEAS PICTURES

**Have a ball:** This was the main idea of the holiday promotion staged by Ball Associates, Philadelphia agency. Here model Evelyn Schufrieder presents a rubber ball to Jim Farrell, of WRCV-TV, Philadelphia

**The winner!** NBC TV affiliate KOA-TV, Denver won the \$5,000 first prize for basic station, for best promotion campaign in support of NBC TV's daytime program line-up. The presentation is shown below



**He just won't fit:** Bob Dale, KFMB-TV San Diego personality, experiences some difficulty getting animal through station studios for telecast of circus on *Early Show*



**Big tv in Pitsburgh:** This is the theme used by WTAE to promote itself on-the-air. Method: Photo I.D. slides like this one, depicting happy and excited people



a lateral communication, under the direction of the account supervisor.

An important function of this team, according to McEvoy, is to analyze a market with an awareness of its "dynamic geography"—that with industry changing it, and tv coverage uniting several of them, many areas become "strange bedfellows" and can be sold and planned as such.

**Dancer-Fitzgerald-Sample started off this year with a realignment of top echelon titles, and a broadening of the executive responsibilities.**

The set-up:

The executive committee, in operation for two years, will head all phases of the agency's operations, including marketing and servicing.

The assignments: **F. Sewall Gardner**, senior v.p. in charge of the Chicago office; **Chester Birch**, to executive v.p.; **Lyndon Brown, Sidney Hamilton, Gordon Johnson** and **George Tormey**, senior v.p.'s.

**Fred Leighty**, to administrative v.p. and continues as secretary; **William Maughan**, to v.p. and business

manager, as well as treasurer; **Harold McCormick** and **Chester Stover**, named v.p.'s in the New York office, while **Clyde Rapp** was named v.p. in charge of the Dayton office.

**On the closed-circuit front: Fuller & Smith & Ross** scored as the first agency to enter into the closed-circuit radio field via a "State of the Agency" address by president **Robert E. Allen** in New York to FSR offices in San Francisco, Chicago, Cleveland and Pittsburgh.

**Agencies on the move: N. W. Ayer** is moving to the Time & Life Building in Radio City in the Fall, consolidating its Manhattan staff in one building . . . **F&S&R** will shift its corporate headquarters and New York office to the Tishman Building, 666 Fifth Avenue, around 1 May.

**Name change: Schwab and Beatty, Inc.**, New York, became **Schwab, Beatty & Porter** last week. **Richard Porter**, with the agency for 28 years, was elected a director and executive v.p. last April.

**Agency appointments: Paxton & Gallagher Co.**, makers of **Butter-Nut Coffee**, from **Buchanan-Thomas**, to **Tatham-Laird**, Chicago, for all advertising except on the West Coast. This area will be handled by **D'Arcy**. P&G's selection was based on both agencies research and marketing facilities . . . **Charmin Paper Products**, a subsidiary of **Procter & Gamble**, for its new bathroom tissue, **White Cloud**, to **D-F-S** . . . **Crowley's Milk Co.**, Binghamton, N. Y., with plans for spending \$164,000 in radio, tv and point-of-purchase materials, to the **Rumrill Co.**, Rochester.

**More on appointments: Revlon**, for its weight reducer **Thin-Down**, to **Heineman, Kleinfeld, Shaw & Joseph**, joining two other Revlon products—**Home Beautiful Room Mist** and **That Man Cologne for Men** . . . The **Magnetic Products** division of **Minnesota Mining & Manufacturing Co.** to **MacManus, John & Adams** . . . The **Standard Camera Corp.**, to **Wunderman, Ricotta & Kline, Inc.** . . . The **Atlantic Coast Line Railroad Co.**, to **Tucker Wayne & Co.**,



Letters, he gets letters: Art Brown, morning personality on WWDC, Washington, D. C. is weighed down by some 2,000 birthday cards and anniversary wishes (his 23rd radio year) from fans

Give a toy, get a doughnut! WHK, Cleveland for its "Toys For tots" drive, gave coffee and cake to donors. Shown here (l to r) are Eva McElroy, d.j. Jack Denton and Sharris Milner, of WHK



Miss Paramount Week, actress Sandy Warner poses on the films to be run on KNXT, Los Angeles this week. Station selected starlet to promote its kick-off week of Paramount movies on-the-air



★ ★ ★  
**KGON**

Serves Fast  
Growing  
PORTLAND, OREGON  
and  
The Great Northwest  
with top

**NBC**

programs  
— and —  
Local Album Music  
News . . . Weather  
Sports

★ ★ ★  
**KGON**

1520 K.C.

★ ★ ★  
Weed Radio Corp.  
Nat'l Rep.

★ ★ ★  
Telephone OLive 6-1441

The station for whirl-wind sales  
action!

**WWRL**

beamed to sell New York's  
**2,455,000**

NEGRO & PUERTO RICAN MARKET

**WWRL**  
THE FAMILY STATION

5000

WATTS

**NEW**

**YORK**

DE 5-1600

Atlanta . . . Norwich Pharmacal Co.,  
for international advertising of Pep-  
to-Bismol, Norforms Ungentine and  
NP-27, from McCann-Erickson to  
Gotham-Vladimir.

**This 'n' data:** Dick Stites, ac-  
count executive at McCormick-Arrin-  
strong agency in Wichita, is the win-  
ner of the KTVII, Wichita sponsored  
"Space Age Advertising Award" . . .  
Meeting note: **The National Adver-**  
**tising Agency Network** will hold  
its national meeting 28 June-4 July at  
Del Monte Lodge, Pebble Beach, Cal.  
Its Eastern region will meet 23-25  
January at the Hotel Statler in Wash-  
ington and for the Midwest, at the  
Hotel Cleveland, in Cleveland, 30-31  
January.

**They were named v.p.'s:** Joe  
Hughes, v.p. in charge of the Dallas  
office of Grant Advertising . . . Mrs.  
Frances Corey, to v.p. in charge of  
the West Coast operations of Grey  
Advertising . . . John Peace, to first  
vice presidency of William Esty . . .  
Edward Gumpert, to v.p. and  
chairman of the marketing plans com-  
mittee at Geyer, Morey, Madden &  
Ballard . . . John Doherty, Stewart  
Brown and Jules Dickely, named  
v.p.'s of Ted Bates & Co. . . Thomas  
Dillon, elected treasurer and mem-  
ber of the executive committee and  
Clayton Huff, elected a v.p. of  
BBDO . . . James Cox, to v.p. of  
Glasser-Gailey, Inc., Los Angeles.

**Other personnel moves:** Edmund  
Johnstone, elected a director and  
vice-chairman of the board at Calkins  
& Holden . . . William Phillips, to  
director of the media department at  
Ketchum, MacLeod & Grove . . . Ar-  
thur Terry, to director of the media  
department in the Detroit office of  
Geyer, Morey, Madden & Ballard . . .  
Paul Bradley, to the merchandising  
department and Lawrence Puchta,  
appointed senior account executive at  
K&E . . . In Chicago: James Teck-  
enbrock, account executive at BBDO  
. . . David Silverman, to produc-  
tion manager of Kuttner & Kuttner  
. . . Wilbur Davidson, to v.p. at  
Gordon & Hempstead . . . Robert  
Demme, manager of the Miami office  
of Communications Counselors . . .  
William Haworth, to account super-  
visor at Creative PR, Inc., the firm

recently organized by Anderson &  
Cairns.

## FILM

Ziv president John L. Sinn in a  
year-end statement foresaw a  
couple of explicit changes in the  
status of tv film.

They were:

1959 will be the first year in which  
television won't be able to count  
on the rapid growth of tv.

• There's a coming battle over  
programing and Ziv now has 30  
programs under consideration and/or  
development.

**AFTRA-SAG tape issue:** Last week  
the NAB asked the National Labor  
Relations Board for permission to  
present its views in the pending case  
involving videotape commercials tal-  
ent, stating that stations which would  
be affected have not had a chance to  
be heard.

**Imperial fan:** Flamingo reports that  
its foreign sales have produced this  
unusual result: the Emperor of Japan  
declared Superman to be his favorite  
tv show.

**Sales:** ITC reports two regional sales  
plus other pacts for *Sergeant Preston*  
amounting to 95 markets: Colonial  
Stores in Atlanta; Albany, Ga.; Au-  
gusta, Ga.; Columbus, Ga.; Char-  
lotte; Cincinnati; Columbus, O.; Co-  
lumbia, S. C.; Dayton; Durham-  
Raleigh; Indianapolis; Jacksonville;  
Macon; Richmond; Wilmington and  
Winston-Salem . . . Henry Heide also  
signed for the series in New York.  
Chicago, Philadelphia, Detroit and  
Boston; other sponsors include Fargo  
Packing, Boston; Arnold Bakeries,  
Washington; Pepsi-Cola and Bisor  
Cheese, Buffalo; Klein Peter Dairy  
Baton Rouge; Yakima Dairymen's  
Assn., Yakima; and Dick Brothers  
bakery, Green Bay; . . . station sales  
include WGN-TV, Chicago, WITI  
Milwaukee; WLAC-TV, Nashville;  
WTVN, Columbus, O.; KTNT-TV  
Seattle and KPTV, Portland.

**Promotion:** John Bromfield was in  
New York City to promote his *U. S.*  
*Marshall* series on behalf of NTA  
WRCA-TV and Budweiser Beer.

**Sports:** Fred Frink, head of the Detroit office of Van Praag Productions, produced a half hour color program on the Orange Bowl game.

## NETWORKS

The heads of ABC Radio and ABC TV this week issued statements declaring they were looking ahead to a strong 1959, business and otherwise.

Among the highlights of the ABC Radio statement, quoting v.p.-in-charge Edward DeGray:

- ABC Radio closed the year with a 23% gain in sponsored time over 1957.

- Among the important advertisers signed for 1959 are A. E. Staley Mfg. Co., for the *Peter Lind Hays-Mary Healy show*; American Home Foods for *Breakfast Club* and weekend news; and Colgate, for *News Around the World*.

- The radio network increased its home commercial listening hours per average week from 5.8 million in 1957 to 7.2 million in 1958.

ABC TV affirmed it was in its most solid position in the network's history.

Some of the reasons it gave:

- Programming: the addition of some 70 new quarter-hours of daytime shows per week, with 95% of it sold out to 18 advertisers.

- The network now has 63 different sponsors, compared with 50 in 1957. Also, the number of commercial hours sold has nearly doubled—from 27 in 1957, to 48 in 1958.

- Primary affiliates increased from 79 to 88; live shows from 82.7% to 86.5%. ABC TV anticipates this live coverage passing the 90% mark this year.

Here's TvB's estimated expenditures for the top 15 network company advertisers, followed by the top network brand advertisers, for October 1958, compiled by LNA-BAR:

COMPANY	GROSS TIME COSTS
1. P&G	\$1,336,333
2. Gillette Co.	2,580,645
3. American Home	2,285,194
4. Lever	2,191,293
5. Colgate	2,074,237

6. General Motors	2,073,132
7. General Foods	1,694,651
8. R. J. Reynolds	1,293,957
9. P. Lorillard	1,249,679
10. Ford Motor	1,227,480
11. Bristol-Myers	1,179,313
12. General Mills	1,116,824
13. Chrysler	917,660
14. Liggett & Myers	941,371
15. Sterling Drug	908,584

BRAND	GROSS TIME COSTS
1. Gillette Razors	\$1,226,797
2. Anacin Tablets	1,015,820
3. Viceroy	665,929
4. Chevrolet	633,585
5. Prestone Anti-Freeze	629,361
6. Kent	621,788
7. Tide	545,797
8. Bufferin	544,819
9. Dristan	531,984
10. Camel	512,721
11. Colgate Dental Cream	503,329
12. L & M Filter	434,554
13. Bulova	429,417
14. Paper Mate	428,165
15. Winston	427,805

**Network renewals and new business:** The Campbell Soup Co. has picked up its option for another 26 weeks of the *Donna Reed Show* (ABC TV) . . . Eleven advertisers have placed more than \$1.5 million with NBC TV for its *Today* and *Jack Paar* shows. Some of the clients: Stern's Nurseries, Sandura Co. and Hagan Chemicals and Controls.

**CBS Radio began its Program Consolidation Plan last week** (5), with stations representing over 85% of the network rate card accepting the new line-up.

Those stations not subscribing to the plan, reports president Arthur Hull Hayes, will "continue to carry our programs under the terms of their existing affiliation agreements for six months. During this period we will make affiliation agreements with other stations in these markets as replacements."

CBS reports more than \$4 million in net billings have been placed by advertisers since the announcement of the new plan 30 days ago.

**Network note:** NBC TV plans to have seven Nobel Prize winners instruct on its early a.m. *Continental Classroom*.



your  
extra  
eye  
is

## SPONSOR

Hundreds of extra eyes to be exact — the most restless retinæ of retinas — work for you at SPONSOR to help keep you the best informed executive on broadcasting that you can possibly be.

*Experienced eyes that see beneath the surface and beyond the fact. Eyes that bring you not alone news but the most comprehensive analysis of this news in the entire publication field.*

That's why you should read SPONSOR — at home . . . where you can give it your unhurried time — your relaxed imagination. One idea that you can apply might well be worth a lifetime of subscriptions.

*Now — for less than a penny a day — just \$3.00 a year — you can have 52 issues of SPONSOR delivered to your home. Try it on this money back guarantee.*

Only gift subscriptions for advertisers or agencies are eligible.

### SPONSOR

40 East 49 St., New York 17, N. Y.

I'll take a year's subscription of SPONSOR. You guarantee full refund any time I'm not satisfied.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

Bill me

Bill firm



**Personnel news:** Austin Peterson, named program consultant for ABC TV's Western division . . . **Court McLeod**, to administrative manager. in the program department of ABC TV's Western division.

## RADIO STATIONS

**Jules Dundes**, v.p. in charge of station administration for CBS Radio, spoke about radio's natural, built-in advantages before a meeting of the St. Louis Advertising Club last week.

These advantages: its intimacy, its universality and its immediacy.

"Radio—above all other media—is a creative advertising man's medium," noted Dundes. "It charges a man with the full measure of his skill and knowledge—but then gives full value in return for a full payment."

### Ideas at work:

- A new twist to the new baby in the new year idea: Instead of sponsoring a contest for the first baby of 1959, **WCGC**, Belmont, N. C., held a contest for the last baby of 1958, with seven stores in the area donating prizes for the newborn.

- Another baby bit: **KYW**, Cleveland, is circulating a new service—a baby sitter's guide. It's a small card with room for important phone numbers and special instructions.

- Something to scream about: The **Tarlow Stations** (**WHYE**, Roanoke; **WWOK**, Charlotte; **WJBW**, New Orleans; **WHIL**, Boston and **WARE**, Ware, Mass.) are capitalizing on the horror and science fiction craze by inviting listeners to call the station and scream. A daily winner and then a weekly winner will be chosen. They will compete for a trip to Miami.

- Here's how radio helped expectant mothers who craved watermelons in the winter: **WTCN**, Minneapolis-St. Paul dug up six of them in one day by appeals over the air.

- Oh to be tall! **WAKE**, Atlanta, recently awarded Mrs. F. Lance her "height in silver dollars." It was part of the station's Hit Parade Club promotion, where her number was read on the air, and her prize totaled \$580.50.

- Another winner: James May, for the "Beat Wattrick" football contest via **WXYZ**, Detroit. The contest: Guess the winners of the games and the yardage of a team, and beat or tie sportscaster Don Wattrick's predictions.

- She'll meet Perry Como: Mrs. Harry Noden correctly named the three Como songs and the number of times they were played on **WCAE**, Pittsburgh as part of the station's "Meet Perry Como" contest. As a prize, she and her husband will fly to New York and meet the crooner.

- The **Balaban stations** held an incentive contest for its salesmen. The incentive: Top salesman gets a Cadillac. Winner: Don Hereford, of **WIL**, St. Louis.

**Thisa 'n' data:** **WABC**, New York, is getting its tower painted! The paint—Day-Glo Orange—is noted for its high visibility, and even glows on cloudy days . . . Budweiser Beer (D'Arcy) has bought two hours a night, seven nights a week for a *Best Sellers* program via **KLAC**, Los Angeles. Total contract amounts to \$75,000 annually . . . Another business note: **WDAF**, Kansas City, will air all Athletics baseball games this year for Schlitz Brewing Co.

**Station purchase:** **KABR**, Aberdeen, S. D., to Frank Fitzsimonds for \$80,000; brokered by Hamilton, Stubblefield, Twining & Associates, Inc.

**Anniversary note:** **WAVE**, Louisville, rang out the old year with a celebration observing the station's 25th year.

**Station staffers:** **Richard Evans**, named station manager for **KCMO**, Kansas City . . . **William McClenahan**, appointed executive v.p. and general manager of **WQUB**, Galesburg, Ill. . . **Jim Hamby**, to sales manager of **KTSA**, San Antonio . . . **Norman Stewart**, to national sales manager of **WFAA**, Dallas . . . **James Whatley**, to national sales manager of **WETU**, Montgomery-Wetumpka, Ala. . . **Dean McClain**, to commercial manager, **KNON**, Dallas-Ft. Worth . . . **William Abeyounis**, becomes account executive at **WRRF**, Washington, N. C.

## REPRESENTATIVES

The Katz Agency has supplied agencies with a comparison of national spot radio costs for 1958 over 1957.

The report: 1958 costs for the top 150 markets were up 1½% for early morning and late afternoon; down 6.4% for nighttime and remained about the same as 1957 for the remaining daytime hours.

Basis of the report: costs of 12 one-minute announcements per week for 13 weeks in 150 markets.

Katz is circulating details of this summary in a brochure dubbed "Spot Radio Budget Estimator" among agencies and advertisers.

The Blair Companies have released the first in a series of research projects conducted by Trendex, on the role of newspapers in communications.

The survey coincided with the Newspaper Deliverers' strike in New York and found:

- 1) More than 35% of those interviewed had not been inconvenienced by the strike.
- 2) Among those inconvenienced, less than 20% missed the advertisements and sales.
- 3) In spite of radio and tv's extensive coverage of the news during the strike, there were still people unaware of the top developments.
- 4) Of those aware of the news developments, 53.8% heard them on tv while 52.4% heard the stories on radio.

**Rep appointments:** **KBON**, Omaha, to **McGavren-Quinn** . . . **WDEW**, Springfield and **WBZY**, Torrington, Conn., to **Breen & Ward**, New York . . . **KREM**, Spokane, to **Edward Petry & Co.** . . . **WORC**, Worcester, Mass., to **Avery-Knode** . . . **KQDE**, Seattle, to **Forjoe Co.**

## TV STATIONS

Reviewing the year promotion wise, **WMT** stations, in Cedar Rapids, figures it staged contests and promotions at the rate of two a month.

# YANKEE DOODLE



**THE  
FIRST RATINGS  
ARE IN!**

**58.5% OF AUDIENCE  
IN INDIANAPOLIS!**

**59% OF AUDIENCE IN CHICAGO!**

*YANKEE DOODLE DANDY  
PULLS LIKE CRAZY!*

This smash hit musical is rolling up sensational ratings and stations are enthusiastic. Hugh Kibbey of WFBM wires: "YANKEE DOODLE DANDY SPECIAL SHOWING ON XMAS DAY HUGE SUCCESS. MUCH FAVORABLE REACTION AND ALREADY WE HAVE POTENTIAL BANKROLLER FOR REPEAT SHOWING JULY 4."

Remember, this gold mine is available only up to July 5, for two showings only. Schedule one showing right away and a second for a perfect Fourth of July tie-in. It's your best chance for a local SPECTACULAR success.

**WFBM, INDIANAPOLIS**

Dec. 25, 5 pm to 7 pm **18.0** vs. 6.4, 3.4, 2.9

**WBBM, CHICAGO**

Dec. 6, 10 pm to midnight **28.4** vs. 8.7, 8.3, 3.0

NEW YORK  
345 Madison Ave., Murray Hill 6-2323  
CHICAGO  
75 E. Wacker Dr., Dearborn 2-2030  
DALLAS  
1511 Bryan St., Riverside 7-8553  
LOS ANGELES  
9110 Sunset Blvd., CRestview 6-5886

**u.c.a.**  
UNITED ARTISTS ASSOCIATED, INC.





Their biggest single event was the National Corn Picking contest, and second, a seven-month "Sports Sweepstakes" in which 450 listeners shared prizes totaling \$6,000.

#### Other ideas at work:

- Symbol for sale: **WHAS-TV**, Louisville, had to end its nine-week promotion campaign two weeks early because of too large a response. The station, during breaks, offered viewers a 52-page color and game book featuring the station's symbol "Fisbie." Total number sold: 25,000.

- An international invitation: To Deputy Premier of Russia, Mikoyan, from Lawrence Rogers, president of **WSAZ-AM & TV**, Huntington-Charleston. Rogers offered to roll out the red carpet should Mikoyan and his party want to make a tour of West Virginia radio and tv stations, during his visit to the U.S.

- In the interest of public service: **WBTV**, Charlotte, will televise a series of 100 tv literacy programs designed especially to teach adults how to read and write.

**Station sale:** The facilities of **WBUF**, the NBC-owned tv station in Buffalo, suspended last September, have been sold to **WBEN, Inc.**, and **Transcontinent Tv Corp.** The **WBUF** studios will be occupied by **WBEN-TV**, and the antenna tower will be used by **WGR-TV**.

**Kudos:** **Red Cross**, commercial manager of **WMAZ-TV**, Macon, Ga., awarded a 25-year diamond pin . . . **Irwin Cowper**, v.p. in charge of sales for **WTIC-TV**, Hartford, celebrating his 25th anniversary with the **Travelers Broadcasting Service Corp.**

**On the personnel front:** **S. B. Tremble**, appointed station manager of **KCMO-TV**, Kansas City . . . **James Osborn**, named general sales manager of **WXIX**, Milwaukee . . . **Monte Strohl**, to sales manager of **Cascade Tv** and **William Grogan**, to manager of **KEPR-TV**, Pasco, Wash. . . . **Robert Schulman**, named director of special features for **KING Broadcasting Co.** . . . **Harvey Spiegel**, to director of research at **TvB** . . . **John Neeck**, promoted to engineering supervisor at **WPIX**, New York.

#### SPONSOR ASKS

(Cont'd from page 55)

principles. I think, are timing or pacing, enthusiasm, variety, and meaning.

I do not think the use of sounds merely as attention getters is a good idea. Production aids should identify or set a mood. In other words they should have some meaning in relation to the program content.

Regardless of the evident success of some modern forms of broadcasting. I think a good radio sound should have some variety. The same format over and over, with the same things done at the same times in the same way, cannot be endured for long.

Enthusiasm is the life blood of all human endeavor. In the radio business where the entire impression depends on sounds, enthusiasm is most important. This does not necessarily mean shouting or playing the loudest possible music. Enthusiasm can be expressed in many different ways. There is contagious enthusiasm in a child's glee on Christmas morning and there is equal enthusiasm in the whisperings of a love smitten teenager on Christmas night. A good radio sound is dependent on enthusiastic presentation.

Last, but far from least, is timing or pacing. Those who remember old time vaudeville will remember that the show was always moving. As one act left the stage, another was on, and quickly. The audience was there to be entertained not to look at an empty stage. The same is true in creating a good radio sound. The audience did not tune in to hear "dead air." This does not mean that a frantic or feverish pace is necessary, but sound must continue to come from that loud speaker if the audience is going to remain tuned in. Good timing is one of the main factors in building the impression of professional efficiency in the minds of listeners.

In multiple station radio markets some specialization on the part of individual stations is almost essential. A good radio sound can be created from many basic ideas or specialties. These differences create the individual personalities or identities of the stations as a whole. The above factors, however, in my opinion, are necessary in creating a good radio sound regardless of the type of station.

#### "REP." SERVICES RATING

(Cont'd from page 42)

tion and rep in working together on recommendations."

Station visits are a fundamental requirement in the intelligent servicing of problems, say the stations.

Anthony J. Koelker, station manager, **KMA**, Shenandoah, Iowa, calls for "more station visits by reps to get first-hand information on market and station personality and operation." And John F. Hurlbut, promotion manager of **WFBM**, **WFBM-TV**, Indianapolis, also wants "More rep salesmen's visits to stations to learn their modes of operation. Too many rep salesmen are not familiar enough with the local station's operating problems."

Amplifying their comments on the primary importance of sales, some stations had suggestions on methods:

Herb Berg, general manager **WWOK**, Charlotte, N. C. wants them "to prove to timebuyers that they should look into a local market and get the real story of success rather than buying time by numbers."

"For reps: Keep telling the station's story to everyone who will listen. The assistant timebuyer may be the head timebuyer next year. And if the station is a good one the "story is results, results, results." is the suggestion of Paul F. Eichhorn, pres. and general manager, **WGRD**, Grand Rapids, Michigan.

In spite of some criterion of details, most stations seem happy with their national representative arrangement. "We value highly the advice and counsel of our rep," says one station manager.

"We've had several good representatives in the past, but we rate our present agency best. They have excellent agency entree and maintain a good research and prompt department—these are the two principal needs," comes from another pleased station. These are typical of many comments.

"We look at our national rep as part of the local station," writes Fred Webb, manager **WMFS**, Chattanooga, Tenn. "They are in the large cities for us . . . to sell our station . . . and we always try to give their suggestions on all matters concerning this station as much consideration as we do our own local salesmen and other personnel."



## “Can’t I go, too?”

HUSBAND: “To Europe? But this is business... besides, we’re not *that* rich!”

WIFE: “You can save \$300 on my ticket if we fly KLM.”

HUSBAND: “That so?”

WIFE: “And the same for each of the children.”

HUSBAND: “Sounds good, but what about...?”

WIFE: “And we can see lots of cities over there – free!”

HUSBAND: “Mmmm...”

P.S. She went. First Class, too. Why don’t *you* find out all about KLM family fares to Europe – including the substantial Economy Class savings? Remember, KLM features non-stop DC-7C service from New York, one stop from Houston.

KLM Royal Dutch Airlines, 430 Park Avenue, New York 22, N. Y.





**BARDAHL**

(Cont'd from page 37)

could put the racks, brochures and streamers there. Every ounce of consumer demand had to be milked with a promise of more to come." Bardahl's own advertising department prepares consumer brochures pegged to the seasonal pitch of the spots. Three full-color, easel-backed display cards are also provided yearly. (National advertising activities in all forms are supervised and coordinated by Miller, Mackay, Hoeck & Hartung out of Seattle.)

(3) *Maintaining a "fair trade" policy.* "The dealer's markup," Barclay stresses, "is one of the most important things we offer. Remove it and the structure collapses." Discount selling is *verboden*, and distribution must be rigidly policed to see that none occurs.

Barclay set up a series of weekly sales meetings each Friday night. At the end of the 13-week test cycle, Barclay quadrupled the ad budget, giving Freede \$70,000 to spend from September to the end of '57, and the

sales and tv expenditure curves were off on their parallel courses (see graph on page 37).

Within six months, Barclay had cracked the New York market. The graph also shows how he allowed his sales graph to level out in the spring of '58. He did this to prevent a run-away growth that would put demand ahead of orderly distribution. Spring, being a slow period for additives, seemed to Barclay the right time for "consolidation."

He increased his sales force to its present 30 and, to get the sales curve started upward again, doubled his ad budget in June. This meant that \$150,000 was added to the quarter million already earmarked for 1958. This made several things possible:

(1) *Pinpointing a larger male audience.* Now able to plan ahead, the agency could purchase local spots in weekend, holiday and special sporting events televised nationally.

(2) *Reaching the off-duty service station operator.* Not only would the expanded sports schedule do this, but a consistent late evening buy was now possible. One 60-second chain

break spot per night, five nights per week was purchased in the *Jack Paar Show*.

(3) *Utilizing new spots.* The Pat O'Brien spots were now available, and these could be alternated with the animated commercials with greater frequency.

Typical spot distribution under the expanded budget appears at left.


Rosy as the increased sports prospect seemed, Barclay and the agency were aware of one big stumbling block: sporting events are plum national and spot buys for oil companies. "From the very beginning of our buying into sports shows," says Riedl and Freede media director Jan Stearns, "it was a matter of outguessing and anticipating."

Miss Stearns recalls instances where she would herself warn stations of these conflicts when national gasoline advertisers were sponsoring events in which she had ordered spots. "In one case," she remembers, "my warning went unheeded and when the spot finally did have to be yanked, an even better make-good was obtained elsewhere."

Competing on a spot basis, however, it's every one for himself. To beat the "big boys" to the advertising draw, Miss Stearns keeps well up on even probable televised events, ordering her spots of any and all stations that might possibly be carrying them. This strategy has resulted in Bardahl's inclusion in every type of tv sporting event, the agency says, without qualification.

Informal surveys of station operators by the Bardahl sales force prove conclusively that it is well worth the trouble. "Best remembered spots," Bob Freede reports, "are in the sports and late evening *Paar* show."

These surveys are a new tool for merchandising to the retailer. The recall adds to his own awareness of Bardahl advertising and answers agency and client questions as well.

Another answer: the zero to 85% distribution and \$2,225,000 sales volume with which Barclay expects to complete his current fiscal year after only 22 months in the New York market. The technique for accomplishing it merely stems to the days of the "contraption"—lugging it around, setting it up, doing the spots, getting reactions from service station managers and following consumer demand right into the enemy camp. 

**HERE'S HOW BARDAHL PARCELS SPOTS**

A typical three-station schedule

DAYS	SUN.			MON.			TUES.			WED.			THUR.			FRI.			SAT.		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
2:00-2:30 pm			S																		
2:30-3:00 pm																					
3:00-3:30 pm																					
3:30-4:00 pm																					
4:00-4:30 pm																					
4:30-5:00 pm			S																		S
5:00-5:30 pm																					S
5:30-6:00 pm																					
6:00-6:30 pm																					
6:30-7:00 pm																					
7:00-7:30 pm	M											N									N
7:30-8:00 pm																					
8:00-8:30 pm				M						M											
8:30-9:00 pm																					
9:00-9:30 pm							S						S	M		M					
9:30-10:00 pm								M			M			M		M	M				
10:00-10:30 pm										M				S							
10:30-11:00 pm			N				S								N					M	N
11:15 pm-1 am				M	P			P			P			P			P		P	M	

LEGEND: Type of Spots — S - Sports N - News P - Personalities M - Participations in Syndicated Shows & Movies etc.

Male consumer is primary audience for sports, news, adventure packages. Off-duty gas station operator is secondary audience for weekend sports, late evening personality show

Farmers  
**BELIEVE**  
**Arnold Peterson!**

RADIO WOW — WOW-TV  
FARM SERVICE DIRECTOR

BECAUSE he has broadcast daily for seven years on Radio WOW and WOW-TV!

BECAUSE he is experienced in all phases of agriculture. Born and bred on Nebraska farm . . . outstanding in 4-H work as youth . . . graduate University of Nebraska College of Agriculture. . . managed 135 Nebraska farms while with Federal Land Bank . . . currently an owner of 320-acre farm.

BECAUSE he spent six years as a county agent working closely with farmers. Continues to work regularly with County Agents in WOW area.

BECAUSE he is a top level organizer in farm projects. Has managed three state and national Corn Picking Contests for WOW. Program chairman of 1958 National Farm Directors Convention. Program chairman for upcoming Pasture-Forage-Livestock Association Convention. Chairman Omaha Chamber of Commerce 4-H Committee.

**ARNOLD PETERSON TELLS AND SELLS:**

If you want believable Arnold to sell for you, call any John Blair or Blair-TV man.



ARNOLD PETERSON  
WOW and WOW-TV's  
New Farm Director

REGIONAL RADIO

CHANNEL 6

**WOW** *and* **WOW-TV** OMAHA  
NEBR.

MEREDITH  
STATIONS

John BLAIR,  
Representative

BLAIR-TV,  
Representative

CBS  
Affiliate

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines



# Tv and radio NEWSMAKERS

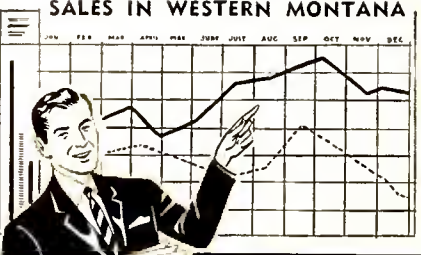
**Mr. Advertiser:**  
DON'T LOOK DOWN  
ON SOMETHING YOU  
HAVEN'T  
**LOOKED UP!**

**SPECIALIZED NEGRO  
PROGRAMMING**

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

**1,000 W. 1590 KC.**  
**KPRS**  
KANSAS CITY, MISSOURI  
For availabilities call Humboldt 3-3100  
Represented Nationally by—  
John E. Pearson Company

**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**



**Hugh L. Lucas** has been appointed v.p. in charge of all tv/radio client services for Campbell-Ewald. He will also serve on that agency's operations committee. Lucas joined C-E as an a.e. in 1955, after an association with Foote, Cone & Belding's Chicago office, where he was a vice-president in charge of creating marketing programs in food, appliances, drugs, cosmetics, etc. Thomas B. Adams, Campbell-Ewald president, said that the move was a part of the agency's program for a future as a "total marketing center."

**Arnold E. Johnson** has been named a vice president of Ncedham, Louis & Brorby, Chicago. Formerly, he had been director of broadcast facilities at that agency. Johnson joined NL&B six years ago as head of the timebuying section of the media department. A veteran in Chicago broadcasting circles, Johnson had been with NBC's Chicago office for 19 years. At the time he shifted to NL&B, he held the position of television/radio sales service manager for the network. He is married and lives in Wheaton, Ill.



**James E. Szabo** was recently named sales manager of WABC-TV, New York, flagship station for the ABC network. Szabo began his sales career with Adam Young, rose to the position of sales manager for that organization before moving to John W. Loveton Productions as national sales manager. In 1955, he moved to ABC where he was associated with WABC-TV for the next two and one-half years. Since June, 1958, Szabo has been a.e. with ABC's sales department. He lives in Elmhurst, L. I.

**Peter G. Levathes**, v.p. of media for Young & Rubicam will head up the agency's expanded radio/tv dept., according to a recent announcement by George H. Gribbin, president. The new department functions will combine programming and timebuying. Levathes, who has been with Y&R since 1953, will continue, for the time being as director of the media dept. Prior to joining Y&R, he was head of tv for 20th Century Fox. Robert P. Mountain was named vice president in charge of new business.



Your Salesman for More Than 700,000

# CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



# WSJS TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.



AFFILIATE

for { Winston-Salem  
Greensboro  
High Point

Call Headley-Reed



# SPONSOR SPEAKS

## Be careful of program formulas

As business men in radio and tv advertising, nearly all of us enjoy looking at detailed facts and figures.

There is something comforting and reassuring about graphs and charts and tables and dollar listings. They seem definite, tangible, factual. They provide us with a sense of security, confidence, and practicality.

But there are dangers in facts and figures, too. Dangers that, in our enthusiasm for them, we may wholly lose sight of the realities on which they are based.

This week, on page 31, SPONSOR publishes a comprehensive report on the current state of network tv programing. You will find there a summary of program trends, ratings, casualties, and costs, a practical roundup of basic program information which every media man, account executive and advertising manager should have at his fingertips.

We believe you will be interested in tracing the decline of the quiz shows, the continued strength and durability of the westerns, the rating power of the top 25 network programs.

But we publish this report with a special word of caution. Behind all these facts and figures lie certain all-important human values. If you disregard them, you may easily make some tragic business errors.

It is quite true that public interest in tv programs seems to fall into certain broad categories or "types"—Westerns, musicals, comedy, drama, etc.

But we must never forget that a program "type" does not, in itself, insure popularity. Even more important than any formula is the skill or lack of it with which an individual program is handled.

Behind every truly great program lie the talents and abilities of at least one truly great person. Unless you can find real creativeness, imagination and integrity in your producer, director, writer, or star, no amount of formula thinking about programs will do you much good.



**THIS WE FIGHT FOR:** *A recognition that, in every phase of radio and tv, it is individual creative ability which has brought us our outstanding successes, and which will insure the future health and welfare of the air media.*

**Print media booster:** During the newspaper strike which hit N.Y.C. over the holiday season, a Ketchum, MacLeod & Grove agencyman got a frantic phone call from his sister. "They would pull a strike," she complained, "just when I get a Mynah bird for a gift. Have you got any papers at all for the cage?"

**Real McCoy:** In an age conditioned by tv commercials to "realness" (*real* beer, *real* cigarette, etc.), we report the experience of a New York adgal who dropped into her church to view the Christmas crèche, comprised of posed members of the congregation. Our adgal heard a woman spectator say to her child, "Look, dear, they breathe *real* air."

**'58 roundup:** Cleaning out our desk for the New Year, we ran across some 1958 flotsam we had intended to use but didn't. So here's a full 60 seconds of 10 Second Spots from last year—A panel of glamour girls chose as one of "The 10 sexiest bachelors on earth" tv sportscaster Mel Allen on the grounds that "his vibrant voice would be nice to hear first thing in the morning." . . . When KFAB, Omaha, misread "Wednesday" for "Thursday" in announcing a department store sale, the store was cleaned out of sale merchandise a day early. . . . To pick up the kiné of a Buffalo tv show and deliver it to a New York City ad agency, a foot messenger for Mercury Service Systems covered 600 miles in one morning—by plane. . . . In Hollywood KMPC's Dick Whittinghill experimented with subliminal advertising whispered into a mike at frequent intervals, "Santa Monica's football team can beat Bakersfield"—and they did though Bakersfield was highly favored. . . . Paul Parker, of Philadelphia's WIP, while taping his show from a Navy blimp, suddenly found himself in the unenviable role of passenger on a runaway when the lines to the mooring mast snapped but went right on delivering a meat product commercial. . . . In Vienna a court permitted a wife to produce divorce evidence a tv show in which her husband momentarily wandered past camera with a blond





ANCED PROGRAMMING

**KBOX**

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

**WIL**  
St. Louis  
**KBOX**  
Dallas  
**WRIT**  
Milwaukee

**THE BALABAN STATIONS**

*In tempo with the times*

Sold Nationally by Robert E. Eastman

9 in a Series - Radio Renaissance in Dallas



# From Ships to Satellites—

SP 52 0475 D9R MSS 1-18  
WILLIAM HEDGES-V P  
NATL BROADCASTING CO  
30 ROCKEFELLER PL AZA-RM  
NEW YORK 20 N Y -51

Aerojet's big Sacramento plant employs 12,000 workers to manufacture potent rocket fuel.



Port of Stockton, the State's biggest inland seoport. Serves 41 steamship lines.

The healthy industrial growth taking place in the KBET-TV dominated Sacramento-Stockton market includes many of America's leading companies. The Port of Stockton last year handled an all-time record of sea-going cargo. Similar inland port facilities under construction at Sacramento will serve new big industries such as the Aerojet-General Corporation, producers of the fuels that give U. S. satellite-carrying rockets their "big push". Among other big payrolls in Sacramento are Douglas Aircraft, Procter & Gamble. And in Stockton . . . International Harvester, Fibreboard Products, Johns-Manville. Capital investment in industrial expansion increased 85.71% in Sacramento, over 100% in Stockton, between 1950 to 1957. In the same period, industrial employment increase 95.1% in Sacramento, 71% in Stockton.



## KBET-TV

## CHANNEL 10

SACRAMENTO CALIFORNIA

BASIC

CBS OUTLET

Call H-R Television, Inc. for Current Avails