

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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MOVIE SPECTACULAR

Paramount • MGM • Warner Bros. • United Artists

\$500 MILLION PLAN FOR SPOT RADIO

SPONSOR outlines a new over-all plan to build spot radio volume, FIRST OF A SERIES

Page 31

Why these three companies hitch coupons to tv

Page 36

K&E's Bud Sherak wants the figures on markets reached

Page 38

SPONSOR's semi- annual index— second half, 1958

Page 43

Sunday through Saturday

42.7

SHARE OF AUDIENCE

STATION B

22.9%

STATION C

17.9%

STATION D

13.6%

December ARB 10 PM - MIDNIGHT

ABC-TV 11 WTCN-TV

MINNEAPOLIS - ST. PAUL

ou Katz man for further
ta iating Trendex and
ccidental ratings. He
as complete information
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1 "ovie Spectacular."

DIGEST ON PAGE 2

REACH

MAKES THE DIFFERENCE

Take a full-court view of Omaha television for example. Here, the Metro Area Rating gives only part of the score.

A. C. Nielsen and Co., however, compiled total audience in their first Omaha Nielsen Station Index in November. Nielsen found KMTV has plenty of reach; **ENOUGH TO DELIVER MORE TELEVISION HOMES IN MORE QUARTER HOURS THAN ANY OTHER OMAHA STATION!**

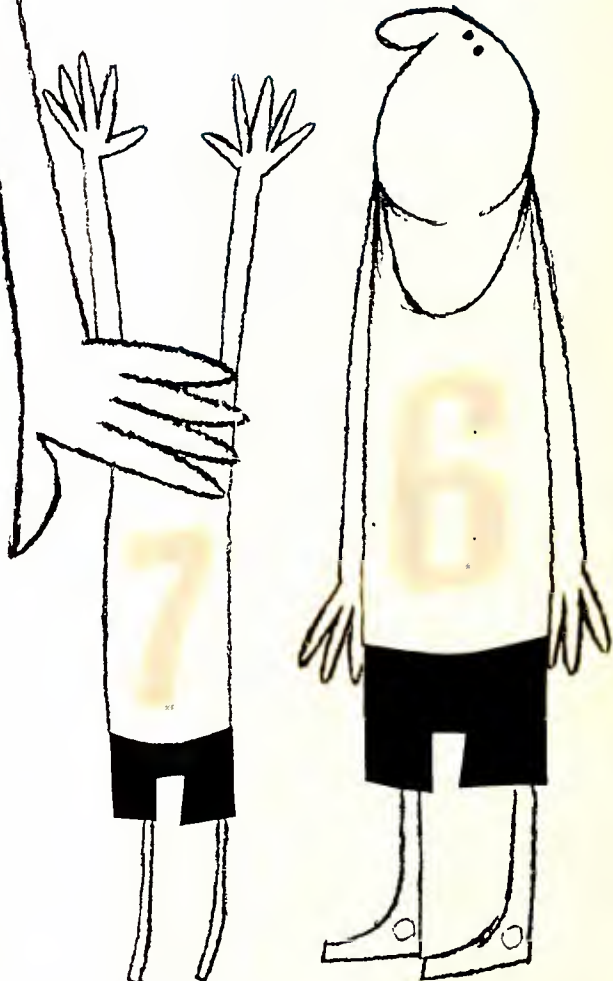
This is no surprise. NCS #3 had shown that KMTV has more total set circulation weekly, daily, day and night than any other Omaha station!

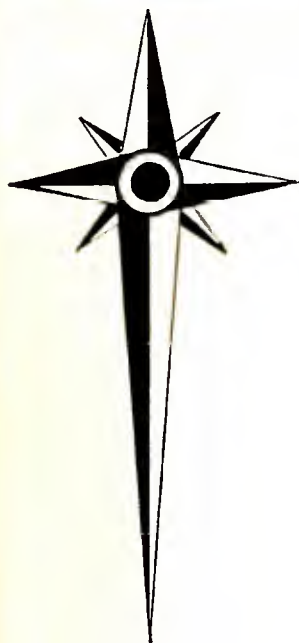
Wise advertisers get the highest scores and the lowest cost-per-thousand when they buy KMTV.

KMTV OMAHA CHANNEL THREE



Bill Fries





*

ONE HUNDRED ELEVEN
NATIONAL
and REGIONAL
SPOT ADVERTISERS

Know . . .

**TERRE HAUTE
IS NOT COVERED
BY
OUTSIDE TV!**

*BASIS 1958

WTHI-TV

TERRE HAUTE, INDIANA

channel



CBS
ABC

REPRESENTED NATIONALLY BY BOLLING CO LOS ANGELES - SAN FRANCISCO - BOSTON - NEW YORK - CHICAGO - DALLAS

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

SPONSOR's \$500 million spot radio plan

- 31** In this issue, SPONSOR begins a series of weekly articles outlining a new, over-all plan to build spot radio volume to \$500 million by 1963

Clip a coupon off a tv screen?

- 36** They said it couldn't be done—and it can't; but here's how some interesting campaigns used tv to support couponing in a number of ways

Parti-Day test sales hit new peak

- 38** After slow last half of Dec., Parti-Day shows largest 15-day period since Green Bay tv test began. Milwaukee broker reports 1595, cases shipped

What's needed in broadcast research?

- 38** Bud Sherak, K&E research chief, lists three problem areas. Among them: percent of a product's market represented by show's audience

Alcoa solves marketing problems with radio

- 40** Complex radio buys are designed to promote products of Alcoa customers with dealer tie-ins; network, regional and spot pattern will be used

Radar now spicing tv weather programs

- 42** More stations reported installing radar equipment so viewers can "see weather in the making." Radar interpretation brings personnel problem

SPONSOR—the second half of 1958

- 43** The semi-annual index of personalities, features, case histories broken down in alphabetical categories for easy reading—and easy reference

SPONSOR ASKS: What are the latest techniques in tv film?

- 56** As advertisers' requirements become more demanding, film men report the latest production methods being used to secure viewer attention

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**FARM LAD MAKES HAY WHILE SUN SHINES
 . . . in the Land of Milk and Money!**



Our Wisconsin farm families are distinguishable today only by their added incomes! This is truly the bountiful Land of Milk and Money. Thousands of big dairy farms . . . scores of clean small cities . . . 400,000 TV families enjoying CBS-ch. 2 television. We'll do a hay-maker of a job for you!



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



There's more to Florida

There's **WJXT** in Jacksonville, where the lookout on the beaches isn't even as exciting as the business outlook. Printers' Ink sums it up: "An economically balanced community, its trends point to one direction only and that's up." Our closest competition in this booming regional center reaches less than half the 66 counties covered by WJXT in South Georgia as well as Northeast Florida. Even inside Jacksonville itself, WJXT earns a thundering lead of 69% mornings, 90% afternoons and 71% at night! In terms of TV sets: 110,000 more! In terms of weekly audience: 1½ times more! In terms of top shows: 33 out of 40 (and all 10 of the top local shows). In any terms, there's more, much more to . . .

WJXT 

JACKSONVILLE, FLORIDA

*An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales*

Operated by The Washington Post Broadcast Division:

WJXT Channel 4, Jacksonville, Florida **WTOP** Radio Washington, D. C. **WTOP-TV** Channel 9, Washington, D. C.



We're No. 1 in Jacksonville

"but that's not enough!" says



Robert R. Feagin
General Manager
WPDQ
Jacksonville, Fla.

"Far over two years the two major rating services have found WPDQ Jacksonville's top station. This is gratifying to us — but we know agency Time Buyers and Advertisers want to know more than the rating story before placing a schedule in Jacksonville. To get results a station must have listeners, true—enough to get good ratings — but those listeners must be alert, loyal, and active in the community. Alert to catch your commercial message—loyal enough to accept the station's implied endorsement of your product and act on it.

Here at WPDQ we consider community stature of equal importance with ratings. A station with community acceptance attracts citizens of stature as listeners—alert listeners — loyal listeners — buying listeners!"

COMMUNITY STATURE BUILDING FEATURES AT WPDQ INCLUDE:

- Ten times daily News Director Ed Grant broadcasts the answers to important community questions through the actual voice of local authorities.
- WPDQ News Correspondents report local, state and national news directly from the spot where news is happening, while it is happening.
- 24 Hour Service—Jacksonville listeners keep up with the best in music, late news and weather anytime of the day or night on WPDQ, Jacksonville's only full time radio station.
- WPDQ is owned, operated and staffed by mature, professional people—leaders in community affairs.

Represented by
Venard, Rintaul and McCannell
James S. Ayers, Southeast

5000 Watts

600 KC

WPDQ

Where alert listeners tune by choice,
not by chance

NEWSMAKER of the week

The Balaban Stations smashed headlong into one of the oldest and knottiest problems of radio this week. Effective 1 March, advertisers will no longer have to worry about a competitor getting "wholesale" what they pay full price for —not on Balaban stations. From now on, it's one rate only!

The newsmaker: Big, dynamic John F. Box, 41-year-old executive vice president of Balaban Stations, said this week, "We feel that the time is long overdue for all radio stations to face up to the fact that one of the greatest detriments to our business is the existence of the system of multiple prices for similar service. There is only one answer, and that is the single rate card for all advertisers, national, local and regional."

Making the answer stick could cost the Balaban Group as much as \$100,000 in lost billings this year. But the big stakes are never won with a small bet, and Box has plunked on the table the integrity of three strong stations: WRIT, Milwaukee; WIL, St. Louis, and his own namesake KBOX, Dallas. If this, the first effort by a station group to smash the wheeling-and-dealing excesses of unscrupulous advertisers, is successful and eventually supported by other station groups, then the whole industry stands to win.



John F. Box

About four months of study and agency surveys lie behind the decision of the Balaban operation to set up a single rate equitable to all. Some advertisers, accustomed to abusing the practice of local rates, may get hurt, but the majority of barrasted media buyers stand to gain. This is demonstrated by a conversation Box had last week with a top agency exec representing an account which had been one of the big ones in spot radio and which had cut back drastically. "We ran into so many inequities and complications last year," he said, "that we just don't want to go through it again."

"I don't see," Box told SPONSOR, "how SRA, RAB and NAB can avoid backing up this move to make spot easier to buy."

That Box is the logical person to inaugurate and carry through this crackdown on chiseling is pretty well established by his past record—not only at Balaban where he helped move WIL (a former net affiliate) to Hooper position No. 1 in less than a year, but by his spectacular record in the development of the Bartell stations in the five years from 1952 to 1957 when he was exec v.p. there.

NEWSMAKER STATION of the WEEK

WZOK appoints **EASTMAN**

WZOK

JACKSONVILLE, FLORIDA

ALL JACKSONVILLE IS JUMPING FOR JOY
OVER THE WONDERFUL WZOK

HOOPER INCREASE FROM
JUNE, AUG. 1958 TO OCT., NOV. 1958

A.M. RATINGS UP 339%!
P.M. RATINGS UP 388%!



robert e. eastman & CO., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

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

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

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

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

WGH
 COLOR Channel...131
RADIO



in
 NORFOLK
 PORTSMOUTH
 NEWPORT NEWS
 and
 HAMPTON
 VIRGINIA

INJECTS
 streamlineability

in
 your
SALES
MESSAGE

with
 mobility-plus.

WGH News Satellites bring the news as it happens where it happens



WGH DJ's broadcast from all over Tidewater from this beautiful mobile studio



WGH is radio on the Go broadcasting from one of Virginia's largest shopping centers

WGH
 RADIO
 Color Channel....131

Nationally
 Represented
 by

**JOHN
 BLAIR
 & Company**

* PULSE - TRENDX

Timebuyers at work

Bobbie Landers, John W. Shaw Advertising, Chicago, feels that the broadcast industry should initiate a public relations program to elevate its prestige and standing with the public. "When I tell people I'm connected with radio and television," Bobbie says, "people regard me as something akin to a two-headed monster and ask why I can't do anything to eliminate all the commercials on the air." Bobbie points out that no other industry has ever accepted more fully the responsibility of being its own strict censor, and that the high standards maintained are considered its heritage. "But is this enough?" she asks. "Other media throw rocks at broadcasting, editorial and otherwise, and the only rebuttals are those which appear in the trade press." Bobbie thinks one way the industry might improve the public attitude would be to establish education scholarships to bring young people into the business by choice rather than by accident. "Also, if more stations would take editorial stands on local issues, it would give broadcasting the same kind of stature and prestige of the newspapers."



Doug Humm, Charles W. Hoyt Co., Inc., New York, points to the large listening potential of car radio as just one indication of radio's capacity to reach. "Look Magazine's (May-June, 1957) National Automotive Survey," Doug notes, "reported that 75% of the cars on the road have radios. Furthermore, it showed that 73% of U.S.



households own one or more cars, which means that of the 50 million U. S. homes, 36.5 own cars. Single-car households come to 83.1 of the total, multi-car households come to 17%." Travel and highway figures for automobiles, Doug says, emphasize the listening potential even more. In 1957, according to the Automotive Manufacturers Assn.'s report, there were 3.5 million miles of streets and highways, over which there

were 525 billion car miles. As new highways are built over the next 10 years, Doug feels these figures will increase astronomically. "Of course, we do not have adequate figures on radio car listening even now," Doug says, "but even a conservative estimate would indicate that listeners are going to increase in proportion to the car miles."



the
first

ITC

series
of
stature
to be
offered
for

local and regional
sponsorship

ADVENTURE!

Danger can lurk at every turn of the road!



CANNONBALL

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

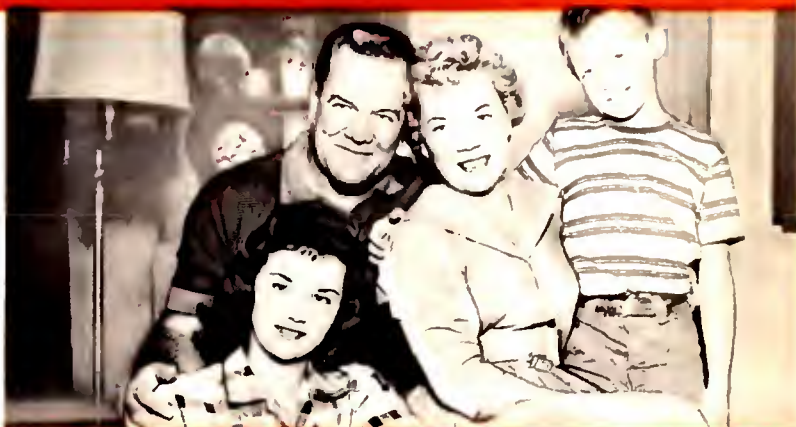


MOTION!

Intense moments and warm human interest!

IDENTIFICATION!

The empathy of real-life people!

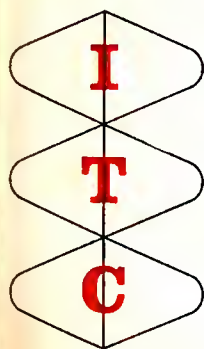


WBAI

Created and produced by Robert Maxwell,
famed creator of *Lassie*,

and combining for the first time

dynamic action adventure and intense human interest
in a brand-new series.



INDEPENDENT

TELEVISION

CORPORATION

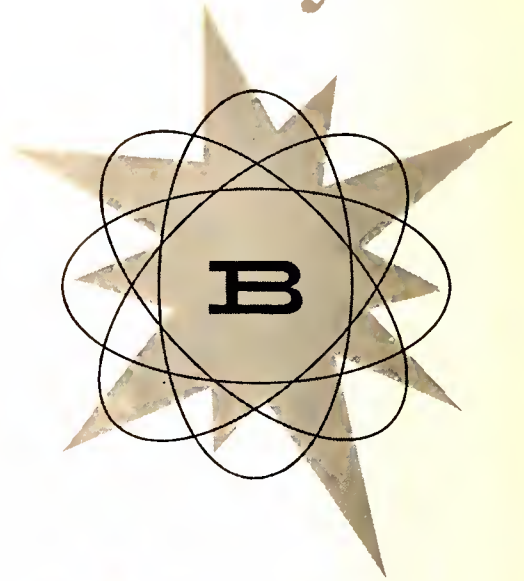
488 Madison Avenue • New York 22 • PLaza 5-2100

Bartell Family

Radio

Is

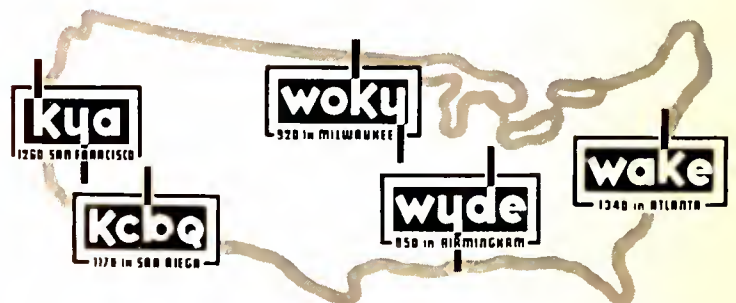
Radio-Active



It is not a background, but seeks constantly to motivate participation, response. That's why the alert local news coverage, the thoughtful editorial capsules, the thorough traffic and weather services. Activity is the essence of family radio.

Bartell it . . . and sell it!

**BARTELL
FAMILY
RADIO
COAST TO COAST**



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

Sold Nationally by ADAM YOUNG INC.

SPONSOR-SCOPE

24 JANUARY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

It begins to look as if the air media will experience one of their healthiest summers.

Some of the top-rank advertisers—according to agency reports—are toying with the idea of not waiting for the fall to step up their commitments; instead, they'll get off a heavy wave or two during the summer.

Note this: **Budget-making**—as contrasted with a year ago—is taking place in a favorable economic climate.

Here's a really encouraging sign for national spot radio: McCann-Erickson has recommended to Esso that it resume radio in 15-20 markets.

Esso right now is using 36 radio stations in 32 markets; the proposed addition would get the list up to around 50.

On the tv side, Esso is using 46 stations in 46 markets. The program format: 37 stations, news; 8 stations, weather; 1 station, half-hour film.

Principal reason for the radio-expansion suggestion: the out-of-home audience.

Tv reps were kept on the hop this week lining up availabilities for several hefty pieces of new business. Among them:

NATIONAL ASSOCIATION OF INSURANCE AGENTS (Doremus): A weekly five-minute program of news or weather, starting 2 March and running through August in what could well be over 150 markets.

AVON COSMETICS (Breher): A flock of new markets are being added, with schedules averaging 10 spots a week. Budgets will be increased in February and much of the business will be moved back into prime time.

BISSELL CARPET SWEEPER (Burnett): Using day and night minutes in 30 markets for 13 weeks, stressing the Shampoo Master.

The debate over the single rate could have a lot to do with the present lag in new business for national spot radio.

Several agency media directors in the past two weeks have indicated to SPONSOR-SCOPE that they had clients who were holding off making spot radio commitments until it became clear where the local vs. national rate situation—at least in the key markets—was headed.

Another pertinent observation from the same sources: Clients have been wondering about the impact of CBS Radio's Program Consolidation Plan.

In any event, the general impression garnered from media people is that the slowdown in spot radio is basically psychological and probably will turn out to be of short duration.

National spot tv, on the other hand, keeps moving along at a bright clip.

A cross-check of reps this week brought the general prediction that this month may prove to be a record January in new business booked—and perhaps in current billings, too.

Rather unusual about the business that's been coming in this month: The starting dates mostly have been for January.

National spot radio took a nice spurt this week. And happily a couple of automobiles were on the list of new business.

Among the week's accounts—note that they're all using flights—were:

FORD: A three-week campaign, via JWT, in the top 100-or-so markets, with schedules depending on local requirements.

OLDSMOBILE: Upwards of 12 one-minute spots a week, through D. P. Brother, for three weeks in 65 top markets.

TRIG (Bristol-Myers): Two four-week flights, via BBDO, in February and June in top 40 markets at the rate of 12 one-minute spots a week.

RED HEART DOG FOOD: Around 30 spots a week for four weeks in 115 markets through John W. Shaw, Chicago.

NORTHERN TISSUE: Another eight-weeks in around 40 markets, via Chicago Y&R. Following flights in test markets, Clinton E. Frank, Chicago, is buying schedules on a general plan for Toni's Bobbi-Pin Curl.

Judging from the October and November figures, the gross billings of the three tv networks for 1958 should total around \$565 million—10% over 1957.

LNA-BAR calculations of gross time for November 1958, released by TvB: ABC TV, \$10,338,126, up 27.9% over Nov. 1957; CBS TV, \$21,853,592, up 2.1%; NBC TV, \$19,817,075, up 7.1%. (Incidentally, as a result of the introduction of a new contiguous rate, CBS and NBC's November grosses were slightly lower than the October figures.)

Media planners in top agencies report that the current crossfire over values between the newspaper and tv interests has been of constructive use to them.

The deluge of research material they've been getting the past several weeks from both sides has provided quite an education for them not only in relative costs but the basic thinking of the two media.

One thing, they say, that stands out like a sore thumb is the low cost-per-1000-home-impressions of spot tv, in particular.

This has been offbeat week for network radio, if only in regard to the amount of listening and newspaper attention it drew with a couple documentaries.

The programs: CBS' saga of the place of the call girl in American business and the tee-off on NBC's Image Russia series.

CBS' documentary, particularly, captured more lineage—the N. Y. Times and Herald-Tribune each devoting about a column—than any tv broadcast has since the Khrushchev interview.

Comment heard along Madison Avenue: The blue-noses may complain but you have to admit that CBS has been venturing into areas that surely will stimulate interest in the medium.

Watch for more and more middle-sized agencies to appoint executives whose prime function will be to find additional uses for air media among clients.

The trend has a strong economic reason:

The ratio of net income from air media runs 7.9% as against 1.2% for print. In fact, an agency with 30% of its billings in air media can account for 75% of its net income from tv and radio alone.

The basic requirement for such executives: An analytical mind that is steeped in media values and can figure out how to get the maximum returns out of the various uses of radio/tv.

Such operators often make the best sales for radio. They know, for instance, just what type and frequency of announcement would best fit the advertiser's message and campaign objective.

SPONSOR-SCOPE *continued*

If you're doing any cost-per-thousand calculations for nighttime network tv, you ought to find out beforehand whether the advertiser has one of those out-of-pocket arrangements with the network for the alternate week.

In case he has, his cost-per will be way below the norm. Here's why this happens:

Though the sponsor is getting six commercial minutes on the half-hour program over two weeks, his charges for the second week are only what the network lays out for facilities (plus 15% commission on this to the agency of record).

Broadly speaking, his bill for talent and time the first week would be \$85-90,000 and somewhere around \$25,000 for the alternate week. That pulls the cost-per-commercial-minute down to around \$19,000. The CPCM under normal circumstances: \$30-35,000.

Naturally, this windfall disappears in the event the network is able to find a sponsor for the alternate week.

Though the show is on every week, ABC TV affiliates will be getting compensation for Man With the Camera only every third week.

Reason: That's the new schedule GE has set for the program.

The arrangement includes a cross-plug for the same sponsor in the two open weeks. It's the first time that a network has had this type of commercial continuity.

The jockeying by advertisers for position on the tv networks in fall already has begun.

The strategem is to buy short term in key spots and various programs, thereby getting a pretty good list of starters for the new season.

ABC TV, for instance, reports that for the first time advertisers are "backing up" their orders on time periods and programs to insure choice placements.

Some veteran agency showmen have fashioned a ready answer for clients that complain there are too many westerns on tv.

Their argument is along this line:

Popularity in entertainment forms has always traveled in cycles. The theme and background aren't the only things that catch the popular fancy. It's the quality of producing, writing, and pictorial effort applied to a particular form that makes the difference. As it happens, much of the topnotch talent in the entertainment business lately has been channeled into westerns—just as it once was concentrated into the boy-meets-girl area.

The position of the networks as middlemen for the sale of Hollywood-made tv film is more prominent than ever this year.

Of the 79 films now on the evening network schedules, 49 have been bought through the networks, while the remaining 30 were brought in by agencies.

By network, the instruments of responsibility for the shows' purchase stack up this way:

NETWORK	NO. NETWORK DELIVERED	NO. AGENCY DELIVERED
ABC TV	23	6
CBS TV	12	14
NBC TV	14	10
Total	49	30

In terms of number hours per week of programing, the ratio is 27½ hrs. network-delivered to 16 hrs. agency-delivered. By individual network, the same comparison looks like this: ABC, 12 hrs. to 3½ hours; CBS TV, 7 hrs. to 7½ hours; NBC TV, 8½ hrs. to 5 hrs.

SPONSOR-SCOPE *continued*

The majority of night tv network shows delivered over 10 million tv homes in 1958, says Nielsen via TvB. Thus:

NUMBER OF HOMES PER EVENING PROGRAM	PCT. OF PROGRAMS
Over 10,000,000 homes	54.4%
5-10,000,000 homes	33.1
3-5,000,000 homes	11.0
Under 3,000,000 homes	1.5

Note: The actual number of those reaching over 10 million homes is 69; under 3 million, 2.

Judging from the planning going on in bellwether agencies strong in durable accounts, **your can look for a sharp revival of the corporate-image sell.**

The thinking:

With all the **company mergers and product diversifications** that have been taking place, advertisers will find it necessary to **acquaint customers down the line with the prestige and background of the advertiser.**

Where spot will benefit: As the big companies tend to centralize their facilities, much of the **corporate-image building will be focused in regional and local campaigns.**

Chicago media buyers are bent on making Michigan Avenue aware of the true status of their roles: As a first step they're **organizing themselves into what they tentatively have labeled the Chicago Media Buyers Group.**

Their activities will include a **workshop** dealing with current problems and trends; and they'll discuss some pressing issue at a **monthly meeting.**

The February get-together will deal with the **local vs. national rate in air media.**

What probably actuated Lincoln National Insurance, of Fort Wayne, more than anything else to **sponsor Meet Mr. Lincoln** for a single shot 11 February was this:

The telecast on NBC TV would serve as a showcase for a film whose off-the-air right it wanted in behalf of its **local agents.**

The circuit will include high-schools, women's clubs, luncheon clubs, etc.

Massey-Ferguson has resorted to a cash premium device not only to spur tractor sales but to make sure dealers themselves are taking full advantage of the air campaign.

The show: **U. S. Jubilee, starring Red Foley, on ABC TV.**

The promotion: The dealer submits the names of tractor buyers for the next four weeks, and **each purchaser gets a check for \$100 signed by Foley.**

Note: A common complaint among durable goods advertisers is that **their biggest hitch is to get dealers to support a promotional campaign.**

Sellers of air media may have a source of revenue in the various products that are taking advantage of the Slenderella name image by tying in with it on a franchise basis.

One recent franchiser already set to go radio saturation is **Mason & Mason rootbeer (I. J. Rosebloom, Chicago, is the agency).**

Others with recently linked brands to Slenderella: **Krim-Ko skim milk, Chicago; Munsingwear, nylon hose, Minneapolis.**

Slenderella's twin motive: (1) **royalties;** (2) **recoup some of its good will.**

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 58; News and Idea Wrap-Up, page 70; Washington Week, page 65; SPONSOR Hears, page 68; Tv and Radio Newsmakers, page 82; and Film-Scope, page 66.

**IF YOU ARE AN
ADVERTISER OR ADVERTISING AGENCY,
THIS BOOKLET WILL INTEREST YOU!**



**This is the
first motivational
research study ever
made on radio
listening.**

Should you like further information on this revealing Dichter Probe ask your Petry Man, or, wire, write or phone, KPRC, NBC in Houston, and your booklet will be forwarded to you.

**THE PEOPLE
TALK BACK
TO RADIO**

A
Motivational Research Study of the
Houston Radio Audience



Conducted by
Institute for Motivational Research, Inc.
Croton-on-Hudson, New York

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

K P R C

NBC IN HOUSTON

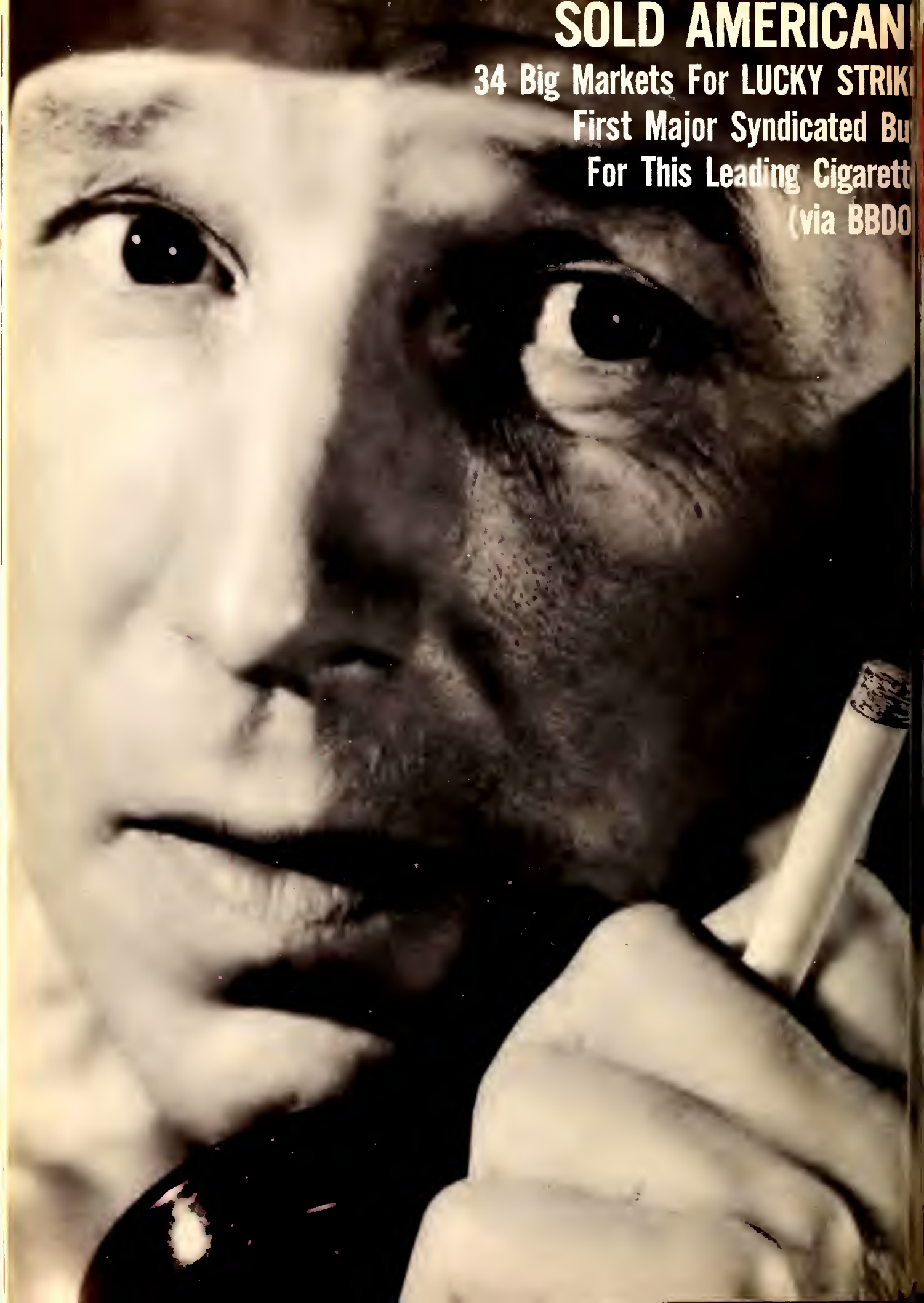
SOLD AMERICAN

34 Big Markets For LUCKY STRIKE

First Major Syndicated Bu

For This Leading Cigarette

(via BBDO



**39 ALL-NEW
FIRST RUN
HALF HOURS**



SA7

**SPECIAL
AGENT
SEVEN**

LLOYD NOLAN

A truly great actor plays "Special Agent 7" of the Intelligence Division, U. S. Department of Internal Revenue — in fighting encounters with the nation's most sinister lawbreakers. Here come high ratings again from your No. 1 Distributor of TV Film Programs — MCA TV.

IMMEDIATELY OPEN FOR REGIONAL AND LOCAL SPONSORSHIP

produced by **revue** productions

producers of MIKE HAMMER and STATE TROOPER

Write, wire, phone **mca tv** FILM SYNDICATION

598 Madison Avenue, New York 22 • PLaza 9-7500 and principal cities everywhere

EVERY WEEK IS RATING WEEK!

WSPD-TV is TOLEDO
with its star-spangled
top feature films...

Buy WSPD-TV...
and you buy Toledo
across the board!

Ask your Katz man

Storer Television



WSPD-TV
Toledo

WJW-TV
Cleveland

WJBK-TV
Detroit

WAGA-TV
Atlanta

WITI-TV
Milwaukee



SCREEN GEMS
SCREEN GUILD
MPTV

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Sponsor backstage

Fidel Castro — and friend

Whether you're of the hard-boiled school, which views Latin and Central America revolutions as something produced by the Schuberts, with music by Otto Harbach, whether you shudder at the bloodshedding, or whether you're just curious to find out what manner of man is this Castro, and what might his spectacular win portend for the free world versus the



Commies—whichever your basic interest, tv in the closing days of the recent Cuban civil war did a right handsome job of throwing some light on the over-all situation.

The newscasts, one and all, eventually caught up with the victorious rebel leader, and the panelists on the CBS *Face the Nation* show had a fascinating set-to with Mr. Castro. He came off, in these serious shows as a soft-spoken, dedicated spearhead for a democratic Cuba, with no squeamishness whatsoever when it came to eliminating in the most final manner possible the enemies of the state, and/or Batista followers.

Unpressed and battle-weary

For those who preferred a slightly lighter approach, there was the interview Ed Sullivan did with young Castro on his Sunday night stanza, the first Sunday after Fidel reached Havana.

But the operetta touch was supplied by the man I vote the smartest showman in video today, Jack Paar. Jack didn't have Castro on the show, but the day after the New York papers (and I guess the dailies in many another metropolitan area) were front-paging Errol Flynn's gallant participation in the fight against Batista. Jack came up with none other than dashing, Errol, himself.

Canny host that he is, Jack tossed off a few teasers about the fact that Flynn was going to make an appearance, before the actor finally came on. Finally came the moment. In that incredible way he has of making a soft-spoken introduction seem like a fanfare, Jack introduced the one, the only, the battle-scarred-but-shucks-it-was-nothing soldier of fortune, Errol, yes, Errol Flynn, direct from the hills of Oriente province with a short stopover in Havana.

"He just got off a plane a few hours ago," Jack explained, "so forgive him if he hasn't had a chance to clean up."

Flynn had obviously not had a chance to clean up. His sport coat looked as though he might have had it wrapped around the cage in which he carried a parakeet all the way from Santiago. His trousers were innocent of any sustained crease. Around his neck he wore what seemed to be a dashing, dark kerchief, but later turned out to be a Castro battle flag. In the hand in which he was not holding the parakeet cage, he held a virile-looking walking stick.

Flynn had obviously not yet regained his land legs either. For he

1.2
BILLION
AINT
PEANUTS
...IT'S
C.S.I.*
in

The nation's top city for
greatest gain in business,
and the area served by its
two television stations.

JACKSON,
MISSISSIPPI

* Consumer Spendable Income

WLBT
channel 3
see HOLLINGBERY

WJTV
channel 12
see KATZ

A Captive Market

RADIO KPQ GETS RESULTS

2 TO 1

And We Challenge All other North Central Washington Media To Disprove Us!

Strong Statement? Yes . . .
But, KPQ is prepared to back that claim . . . with \$MONEY on the line.

(In Five Years, No Takers)

When you buy Inland Washington, Why waste money testing? Use the ONE MEDIUM that produces 2 to 1.

**USE KPQ
WENATCHEE**

AN ABC-NBC AFFILIATE



**5000 WATTS
560 K.C.
WENATCHEE
WASHINGTON**

**PORTLAND & SEATTLE REPS
Art Moore and Associates**

**NATIONAL REPRESENTATIVES
Forjoe and Co., Incorporated**

Sponsor backstage *continued*

lurched slightly as he made his way to Paar's desk, upon which he placed his cage and stick. He was gallantry personified as he bowed to Genevieve, and took a seat alongside Paar, who was seated at this point beside the little French singer.

"You know Genevieve, of course," Paar said, mindful that he had just told a little story about Flynn's first encounter with Genevieve.

Flynn rose like a veritable Rhett Butler, cleared his throat, made a sweeping bow in the general direction of Genevieve, and mumbled: "I don't believe I've had the pleasure."

Paar gently reminded him that he had, indeed, had the pleasure, and Flynn quickly and graciously acknowledged his mistake.

Jack then asked Flynn if he would tell how he managed to join Castro in the hills. Flynn looked around, apparently to see if any Batista men were eavesdropping, then said:

"Well, Jack, it was very difficult, and I'd like to tell you, but it's still top secret. I'm just not permitted to tell you."

Not one to press, Jack segued to:

"Was it tough, Errol, in the hills with Castro? Weren't there many hardships?"

"Oh, yes," said Errol, "it was very tough. For days we lived on tangerines and water. A terrible diet, especially for me. Especially the water."

Jack was quickly sympathetic, "Yes," he said, "I understand all the bars in Havana were closed, too."

"Yes, it was terrible, terrible!" said Flynn.

Who is this Errol Flynn?

It turned out eventually that the reason Flynn had brought the caged parakeet was for the purpose of presenting it to an American Boy Scout. The bird, it seemed, was the gift of a high Castro official, who has assigned Flynn the task of making the presentation to a Boy Scout in America.

Out came the most Boy Scout-looking Boy Scout since this venerable organization of America's young males was invented. He had tortoise shell-rimmed glasses. He had a most ingenious, brave expression on his face.

Flynn stood before him, reading from a newspaper clipping which contained a story which somehow related to the presentation. The Boy stood at ramrod-backed, courteous attention. Finally Errol gave him the bird, and patted him on the head:

"And don't forget," he admonished the lad, "to give him his vodka every morning."

Jack, as usual, saved the day. He leaped into the scene, laughed heartily, and said:

"Of course, Mr. Flynn's only fooling. We all know you don't give a parakeet vodka, don't we?"

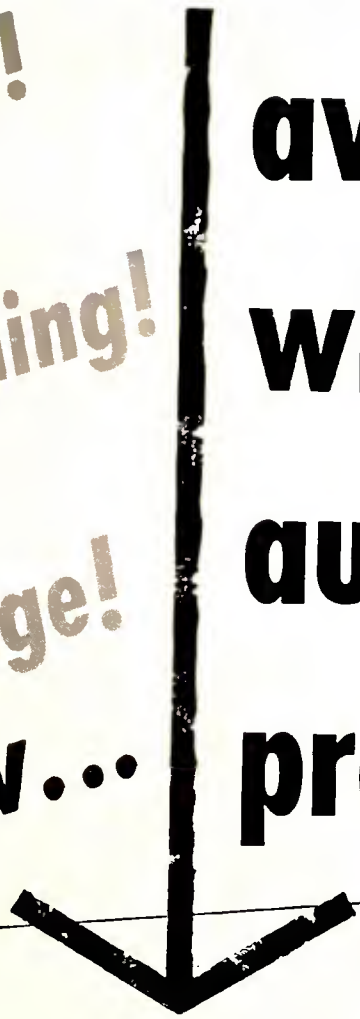
A day or so later, virtually all the newscasts carried a Castro press conference.

"What about Errol Flynn?" asked a reporter.

"Who is this Errol Flynn?" asked the puzzled rebel chieftain, "They don't carry the Paar show in Cuba."

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

award winning audience promotion...



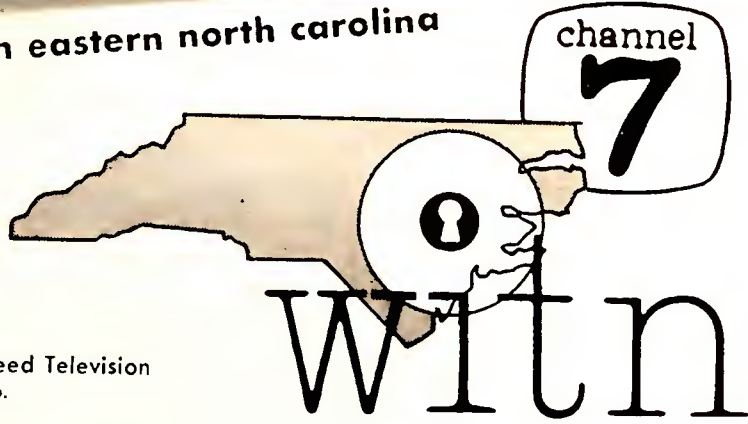
TWX NBC NEW YORK
 W R ROBERSON JR.
 PRESIDENT & GENERAL MANAGER
 WITN
 WASHINGTON NORTH CAROLINA

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

KENNETH W BILBY
 EXECUTIVE VICE PRESIDENT FOR PUBLIC RELATIONS

there's nothing finer in eastern north carolina

NBC television
 for eastern
 north carolina



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

The

LOCAL

Adv

AMERICAN AIRLINES
6 years . . . programs and announcements

AMERICAN TOBACCO CO.
11 years . . . announcements

ANHEUSER-BUSCH
2 years . . . announcements

BURTON-DIXIE CORP.
4 years . . . programs and announcements

CHICAGO AND SUBURBAN DODGE DEALERS
4 years . . . programs and announcements

CLARK OIL
3 years . . . programs and announcements

COCA-COLA BOTTLING CO.
5 years . . . announcements

FORD
8 years . . . programs and announcements

HOLLOWAY
2 years . . . announcements

INTERNATIONAL
2 years . . . announcements

\$2,397

ann

WBBM

For 36 years, the most honored and most
sponsored station in the nation

SECOND MARK

Top AL SPOT sers

BECK'S BREWING CO.
12 years . . . announcements

THE HOUSE COFFEE
1 year . . . announcements

BRITAN LIFE INS. CO.
1 year . . . programs

WALTER W. SACHS
1 year . . . and announcements

KAISER BREWERY
1 year . . . programs

R. J. REYNOLDS TOBACCO CO.
12 years . . . announcements

STANDARD BRANDS
1 year . . . announcements

STANDARD OIL CO. (INDIANA)
14 years . . . programs and announcements

TEXAS COMPANY
4 years . . . programs and announcements

UNITED AIR LINES
5 years . . . programs and announcements

906.51

ly on

RADIO

Best showmanship and LIVE salesmanship
attract the finest local and national
advertisers in Chicago to

BBM RADIO *Chicago's Showmanship Station*

Bill Connelly—Whitehall 4-6000 or CBS Radio Spot Sales

in Knoxville

The BIG 10

is now

The BIG 1

NOV., '58 ARB
(4-WEEK RATING)

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

Ask your KATZ man

WBIR-TV, Ch. 10

KNOXVILLE, TENN. • CBS

"Knoxville's Number 1 Station"

**49th and
Madison**

More on oil controversy

I can speak only for my company and the manner in which our advertising is conceived and executed but from conversations with my counterparts and friends in the industry, such as Hattwick, I do not feel that we operate here a great deal differently than they do. For this reason there are questions in our minds concerning the position of your column Commercial Commentary 6 December issue page 10 headed "So I said to the Shiek of Bahrein".

In the first place I do not believe that oil company board members give such light consideration to problems presented to them as one would interpret from your column. Secondly, it is difficult for us to believe that the boards themselves actually give consideration to the individual ad campaigns, the theme, format, and so forth. If we are the worst advertised big industry let's not alibi our way out of the dilemma by blaming our directors.

K. W. Rugh
Phillips Petroleum Co.
Bartlesville, Okla.

Needed comments

Joe Csida's comments in your January 10th issue concerning the Blair newspaper strike survey are most welcome. Any media research that is without a positive story will tend to hurt *all* media. There is a need for "—positive, constructive, believable selling, and with becoming dignity."

We at the Bureau of Advertising (ANPA) evaluate our research projects on two points—(1) Are they good for advertising? (2) Do they present a positive story for our medium?

Our thanks to Mr. Csida and SPONSOR—a well-read magazine at the Bureau.

Howard D. Hadley
research vice president
Bureau of Advertising
New York

Radio Basics

Looking over your Radio Basics (3 January, 1959) you report 93 million radios in homes. Since there are 45 million homes, each with a minimum of 3½ radios—the total should read 157,500,000 sets. In our own home, we have 14 radios plus two car radios.

I think a realistic appraisal is in order to properly evaluate the force of radio.

Jack Poppele
*Santa's Land
Vermont*

• SPONSOR does not know the source of Reader Poppele's figures, but ours come from RAB and Nielsen.

Too important

Your statement that SPONSOR is "much too important for light reading on a routing list" is 100% true.

To do SPONSOR justice, it is necessary to take it home and devote an evening, or at least the major part of one to it.

Grand reading and an education!
Ed Boyd

*sales promotion co-ordinator
Okanagan Radio
Kelowna, B. C., Canada*

Elgin's baby

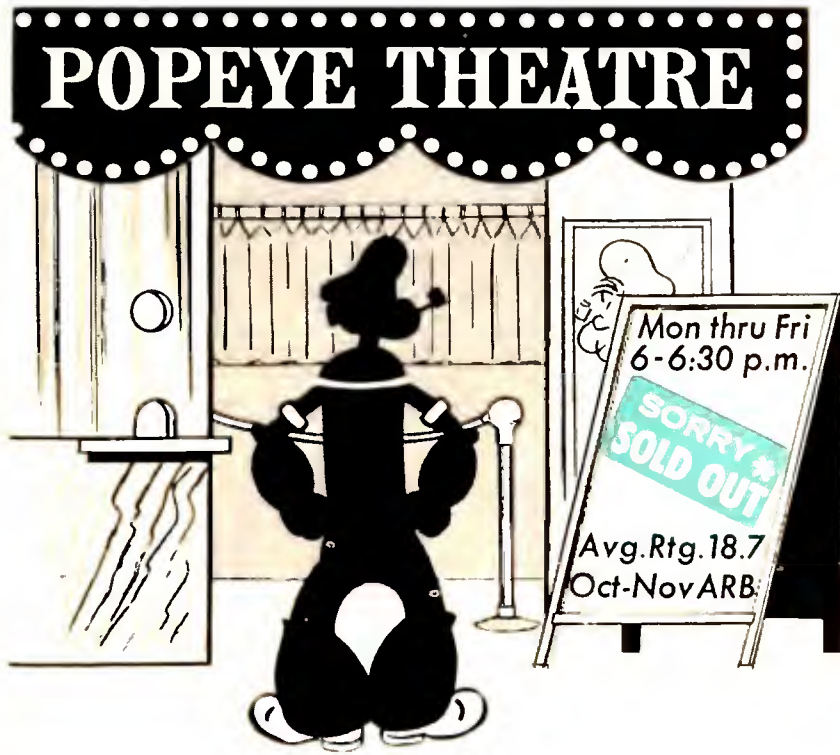
As you know, 75 copies of your 20 December issue ("Elgin's Amazing Christmas Baby" page 23) have already been shipped to Elgin National Watch Company for use at their recent National Sales Meeting.

Needless to say, all of the people at Elgin, as well as people on our staff were most flattered with our wonderful story. The demand for this story has exceeded the number of copies they have.

Jack Baity
*J. Walter Thompson
Chicago*

Any Comments?

SPONSOR likes to hear from its readers. Your comments or your criticism represents one of our best methods of insuring that we are accomplishing our purpose. Letters should be addressed to: 49th & Madison Editor c/o SPONSOR, 40 East 49th St., New York 17, New York.



Popularity like this caused us to look at our hole card, so now we're opening up 11-12 a.m., Saturdays, to accommodate Popeye participators. May we serve you? (Imagine . . . 18.7 in Class "B" time . . . the little guy doesn't know his own strength!)

Whether you want little folks or big, here is proof of the pulling power of KOCO-TV — delivering the biggest area of unduplicated coverage in Oklahoma. If you didn't get your copy of our market-and-station-data file folder, pick up the phone and we'll rush one to you.



Charlie Keys, General Manager



BLAIR TELEVISION ASSOCIATES
National Representatives



CHANNEL 5

The Nations A

"THE PEOPLE'S CHOICE"

#6 in
NEW YORK
among all syndicated shows

10.4
RATING
28%
SHARE

starring **JACKIE COOPER**



#3 in
Los Angeles
among all syndicated shows

13.7
RATING
32%
SHARE

LANDSLIDE
WDAF-TV
Kansas City
SRO FIRST WEEK ON

#6 in
San Francisco
among all syndicated shows

16
RA
3
S

featuring
PATRICIA BRESLIN



Produced by
IRVING BRECHER
Written by
ALLAN LIPSCOTT & ROBERT FISHER

THE PEOPLE'S CHOICE

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

Syndicated content

CHOICE

#1 *in*
FRESNO
among all syndicated shows

24.3
RATING
44%
SHARE

8 *in*
ATLANTA
among all syndicated shows

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

ABC FILMS, Inc.

1501 BROADWAY, NEW YDRK 36, N. Y.
Lackawanna 4-5050 • Call, Write or Wire

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



YOU MAY NEVER WIN THE AMERICA'S CUP* —

**BUT... WKZO Radio Will Put
Wind In Your Sails
In Kalamazoo - Battle Creek!**

WKZO Radio can "sail" your selling message into more Kalamazoo-Battle Creek homes each day than any other radio station! WKZO gives you an audience *43% larger* than that of the next station — *day and night*.

Pulse (see left) points to WKZO Radio as the leader in this important market — morning, afternoon and night— every day!

Your Avery-Knodel man has the *proof* on the big WKZO Radio audience in Kalamazoo-Battle Creek and Greater Western Michigan. Ask him for it!

**Columbia, the U.S. entry, won the 1958 America's Cup from Britain's Sceptre in four straight races.*

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11



The Feltzer Stations

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

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

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

PART ONE OF A SPECIAL SPONSOR SERIES



**SPONSOR'S
\$500,000,000
PLAN FOR
SPOT RADIO**

Beginning with this issue, SPONSOR presents in a series of weekly articles a new long-range business plan for the national spot radio industry.

SPONSOR believes (see detailed reasons later in this article) that spot radio can and should be a half-billion dollar industry by 1963—even though this would mean nearly tripling the advertising dollars spent in the medium in 1958.

We are convinced, however, that national spot radio can never achieve its proper stature in the advertising world without more sound, clear-headed over-all business planning than the industry has seen to date.

Let's be completely honest about the facts.

Spot radio business last year has been variously estimated at \$165 to \$190 million and neither total was satisfactory to anyone. Both were far short of spot radio's real potential in the light of other adver-

tising developments and marketing trends.

Even more serious, the last six months of 1958 showed a progressive softening of agency and advertiser enthusiasm for radio spot. This was reflected both in time sales and in many conversations SPONSOR has had with agency men and advertisers in recent months.

A letter received last week from John Heverly, v.p. of Botsford, Constantine & Gardner, Portland, Ore. pretty well sums up what is becoming almost a standard advertiser-agency attitude.

Mr. Heverly feels that spot radio must be made "easier to understand, easier to buy, and more effective," and that ways must be found to "save sales expense, and, most important, stop the evil practice of each station in a market selling down the competition to a point where all radio suffers from doubt, misinformation, and complete confusion."

WHO SPONSOR'S \$500 MILLION, 5-YEAR SPOT RADIO PLAN WAS DEVELOPED

Spot radio today is standing at a cross-roads. If it continues along the dusty path it has been following, then SPONSOR believes that this "doubt, misinformation, and confusion" will continue to grow, and that spot radio's identity, reputation and billings will continue to diminish.

But if, at this point, radio station owners and radio station representatives, acting both in groups and individually, can strike out boldly along a new road in a new direction, then we believe they will find almost un-dreamed of rewards.

It is in this belief, and with this faith that SPONSOR presents its new \$500,000,000 business plan to the spot radio industry.

How the SPONSOR plan was developed

SPONSOR's half-billion dollar spot radio plan represents an effort to bring together, focus and give organic structure to the best ideas of the industry on spot radio problems.

During the past year the editors of SPONSOR have talked to literally hundreds of advertisers, agency media men, account executives, radio station operators, station representatives, and executives of various trade groups.

We have in our files scores of letters on every phase of spot radio from rates, research, and programing down to the need for establishing and selling a new spot radio "corporate image." (See box on pages 34, 35.)

We have attended meetings and conferences on spot radio in every part of the country, and have listened to all sorts of suggestions—from time-buyers, media directors, representative-salesmen, and even the presidents of companies spending hundreds of thousands in radio spot.

But finally we got a little weary of all the meetings and talk.

It seemed to us that spot radio today needs a constructive program more than it needs further panel discussions. And it struck us that SPONSOR was in a peculiarly fortunate position to formulate and advance such a program.

Because of our closeness to agencies

and advertisers, our perspective on spot radio is necessarily different, and in some ways it may be more objective than that of individual stations or industry groups.

Our concern is simply the over-all health of the medium itself. Our goal is only that spot radio as a whole should achieve its proper place in the advertising sun.

Naturally, in drawing up the SPONSOR \$500 Million Plan, we have used valuable ideas and information from many sources. We will quote these sources as we explain the plan. We are particularly indebted to SRA, RAB, and NAB, as well as to individual radio and advertising executives.

What we are attempting to do here is to bring all the ideas and suggestions together, in one organized easy-to-understand package which can serve as a guide and a challenge to the

entire spot radio industry.

Steps in the SPONSOR Plan

We believe spot radio's current dilemma should be approached as a practical business problem. It should have the same type of long-range business planning that a modern executive gives to the affairs of a major corporation.

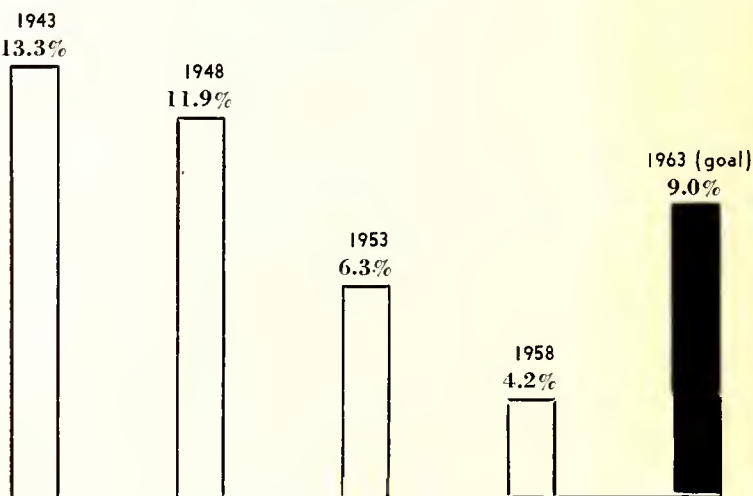
In our opinion it will take at least five years to reach spot radio's potential and five major steps are necessary:

1) *Setting up new sales goals for the medium* based on a more honest and realistic appraisal of the total advertising picture, and of spot radio's true power and potential.

2) *Formulating new basic business strategy* for the industry to be followed by both individuals and groups. At the present time, many of the ideas suggested for radio spot are merely "tactical" rather than "strategic." Before the industry starts worrying about *tactics*, it needs to adopt a completely new over-all, long-range business *strategy*. This strategy will differ

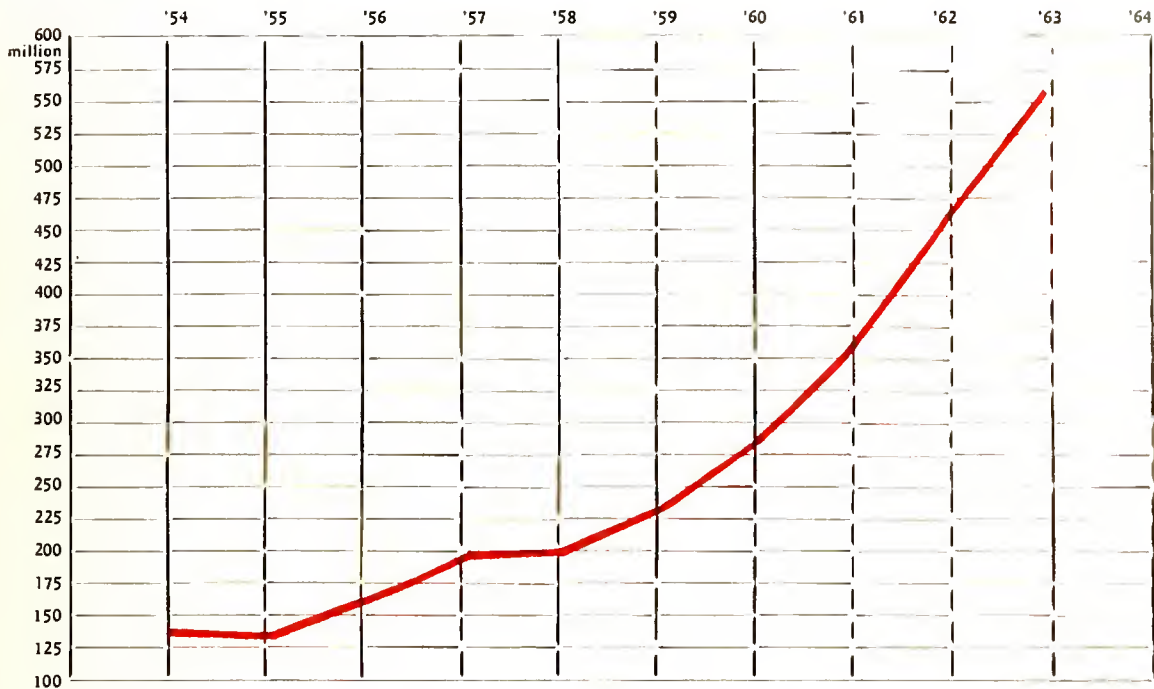
RADIO'S SHARE OF AD DOLLARS

(% of national advertising in net and spot combined)



Figures for 1943-1958 are from McCann-Erickson-Printers' Ink reports, SPONSOR's goal of 9.0% in 1963 is based on an estimated \$7.2 billion total expenditures by national advertisers in 1963, and assumes that spot radio can do at least \$550 million and net radio \$100 million in that year. See text for an explanation of this projection.

SPOT RADIO'S RECORD—AND ITS POTENTIAL



Note: figures for 1954-1957 are from McCann-Erickson-Printer's Ink report. 1958 estimate (which SPONSOR believes too high) is from same source, based on projection of 1st 6 months of 1958. Figures for 1959-1963 are totals which SPONSOR feels are possible for spot radio if \$500 Million Plan is carried out.

from that currently pursued in many quarters.

3) *Putting spot radio's house in order.* Once both goals and basic strategy have been decided on, it will be increasingly apparent that many of spot radio's practices will have to be overhauled. SPONSOR will point out these needs and suggest corrections.

4) *Building up spot radio's strength.* In addition to correcting abuses and mistakes, spot radio must also add to its power and effectiveness. There are many possible ways to do this, and SPONSOR will present a series of practical suggestions.

5) *Selling spot radio's image and Power.* Finally, the spot radio industry needs a new type of selling, one that more accurately reflects its true power and more correctly presents its true "corporate image." In this area SPONSOR will explain a basic selling philosophy which can be adapted by individual stations and representatives, as well as by industry groups.

These five steps in the \$500 Million Plan will be presented in successive

issues of SPONSOR. Here is the first one.

STEP ONE—New Sales Goals for Spot Radio

In the 10 years since tv became a major factor in the advertising scene, many radio men have suffered a kind of group inferiority complex about their medium.

The effect of this inferiority complex has been to make them aim too low and be satisfied with too little in radio incomes.

During 1958 an estimated \$10 billion was spent for advertising in the U.S. Of this more than \$6 billion was spent by national advertisers, those in whom spot radio has a special interest.

Yet from national advertisers all radio (network and spot combined) received only 4.2% of total appropriations.

This compares with totals of 12% to 15% which radio once received and the blame cannot all be placed on tv.

The fact is that radio, as a *national advertising medium* has suffered out of all proportion to its deserts and merits.

In 1958, for instance, national advertisers spent nearly three times as much (an estimated \$740 million) in newspapers as they did in radio.

They spent an estimated \$765 million in magazines. Even outdoor, an advertising medium that cannot begin to show radio's record of proven sales power, received an estimated \$138 million.

Radio—all radio—has been getting far fewer national advertising dollars than it deserves. And SPONSOR believes that this is particularly true of radio spot.

Today, the emphasis in radio has swung from network to spot radio and roughly three out of every four dollars spent by national advertisers in radio is spent on a spot basis.

This compares with such years as 1943 and 1944 when spot radio was getting only 30-33% of national radio appropriations.

FIRST STEP—NEW SALES IMAGE FOR SPOT RADIO, REEVALUATED GOALS

Yet this swing to spot does not, in itself, mean very much in light of total advertising budgets, or in light of the new "marketing revolutions," which has upset most old theories of advertising planning.

Today's national advertiser (SPONSOR is filled with case histories of their activities) is swinging more and more to "market-by-market" selling and it is precisely in this area of pinpointed effort that spot radio should be enjoying its greatest boom.

Yet, as the chart on page 33 shows, spot radio's progress has been relatively slow. It has not, in fact, kept pace with newspapers which between 1953 and 1957 jumped from \$642 to \$809 millions in national advertising. It has not seized its new marketing opportunity.

From its talks with advertising executives and analysts, SPONSOR believes it is not unreasonable for radio to set as its goal a minimum of

9-10% of total national advertising budgets.

We base this goal on certain known facts:

1. The proven power of radio as a selling medium.
2. The peculiar flexibility and adaptability of spot radio to new "pinpoint" marketing strategies.
3. The special qualities and attributes possessed by spot radio, and by no other medium.

During the next five years, it is conservatively estimated that total expenditures by National advertisers in the U.S. will increase from the 1958 level of approximately \$6.2 billion to at least \$7.2 billion, and there is reason to believe they will be even higher.

If, by 1963, national radio (net and national spot combined) were to achieve a minimum 9% of this total, then together they would account for approximately \$650 million in billings.

SPONSOR believes that this can be done, and we further believe that, in achieving such a goal, spot radio will have to assume a major share of the burden, and will reap a major share of the reward.

Specifically, in looking toward 1963, we see national radio's sales goal divided up as follows:

Network radio \$100,000,000
National spot radio \$550,000,000

Our estimate for the comparatively more modest goal for network radio is based on recent talks with radio network executives as well as on an analysis of current marketing trends.

Even assuming the continued existence of four radio networks by 1963, there seems little reason to believe that network business can possibly increase by much more than 50% over current levels because of the form and structure of network operations.

Such a barrier, however, does not exist for national radio spot. On the contrary, spot's real opportunity is probably greater than SPONSOR's 9% goal indicates, providing the national radio spot industry can organize and plan its activities intelligently.

Such planning, and re-organization,

SPOT RADIO'S "CORPORATE IMAGE"

One of the needs to be discussed in SPONSOR's \$500 Million Plan for Spot Radio is that of rebuilding the "Corporate Image" of the medium. Here are some recent, significant comments from SPONSOR readers:

"This 'corporate image' we desire should, first and foremost show dependability. Radio operators should bend over backwards to keep their promises to buyers and listeners. . . . In addition, they should show (not just tell) listeners and buyers an awareness of their needs. Spot radio's flexibility enables it to provide services to audiences that no other medium can match.

"Commercially, rate-cutting is the biggest and rottenest sore in the industry. It isn't hard to see why advertisers put their big bucks into newspaper and tv, and squeeze every last spot

from radio with the remaining dollars. So long as radio operators keep trying to undersell each other, and trade time for butter and eggs, advertisers will continue to use them as secondary rather than primary medium."

Edd Rouett, v.p. and gen. mgr.
KNOE, Monroe, La.

Let's quit talking about 'corporate image' and 'imagery transference.' In other words, let's get back to simplicity and basics.

Let's refer to Radio is a big way, for that's what radio is—the biggest communications medium in all the world.

It is not just a music and news medium. It is THE music and news medium. Radio can get out the news faster, more reliably, and better than any other communication medium. And you listen to its music, you don't look at it.

however, will take time. There are, as subsequent SPONSOR articles on the \$500 Million Plan will show, a number of major steps to be taken, and therefore we suggest a gradual "escalator" of goals for the industry.

A sales goal timetable

We believe that a challenging goal for national spot radio in 1959 would be a total of \$225 million in billings and that thereafter sales increases can move at an accelerating rate.

Specifically, we propose:

Sales goals

1959	\$225,000,000
1960	\$275,000,000
1961	\$350,000,000
1962	\$450,000,000
1963	\$550,000,000

To appreciate what these increases would mean in individual cases, it is only necessary for most station men and station representatives to multiply their 1958 billings by three in order to estimate their 1963 goal potentials.

Such figures, staggering as they may sound, are what SPONSOR honestly believes is possible for your national spot radio business by 1963.

Radio needs a new set of procedural methods. Presently there must be three thousand sets of availability patterns, market claims, coverage information, and general station presentations. There is an urgent need to settle the conflicting and confusing audience measurement problem.

Individual radio stations need to develop well-defined station personalities. Here we are referring to a station's character—not to the station's 'characters.'

Finally, radio should hammer away for all its worth against the current agency trend of hit-and-run campaigns. The very nature of radio . . . yea, even advertising, demands consistency.

Francis M. Fitzgerald, pres.
WGIV, Charlotte, N. C.

"We're wondering if the Image of Radio has changed as much as some people think. There were good and bad stations in 1939 and 1949, just as in 1959. But in those days we talked about a station's Personality, rather than Cor-

Yet, of course, such goals are not going to be reached automatically or merely by wishing for them. (See Sponsor Speaks page 84.)

They are not going to be reached, we repeat, if spot radio continues in the direction it has been traveling.

The real value of goals in any business operation is as a measure of achievement and a continuing challenge. SPONSOR believes that, in Leo Burnett's phrase, one should "reach for the stars."

Spot radio, in our opinion, has been reaching for the mud too long.

In subsequent articles dealing with the \$500 Million Plan we will explore at considerable lengths those factors which, properly organized and sold, gives spot radio far more vitality and health than it has ever displayed.

Among the topics we shall cover are spot radio's community strength and coverage, its strong appeal to advertisers who must sell locally in local markets, its proven record of success in every type of industry.

On the negative side, we shall deal with such major problems as spot radio's rate confusion, its unsolved research questions, its rate card mess,

its overwhelming bookkeeping end detail, even its price wars. And we will suggest ways to correct these evils.

Next week, however, before getting into such specific items, we propose to outline a new *basic business strategy* for the spot radio industry.

This is where all sound business planning begins.

Schedule of articles

SPONSOR's \$500 Million Plan will be covered in successive issues of the magazine on these dates:

Step One: Sales goals for spot radio (discussed in this issue)

Step Two: Basic business strategy (31 January)

Step Three: Putting spot radio's house in order (7 February)

Step Four: Building spot radio's strength (14 February)

Step Five: Selling spot radio's image and power (21 February)

In addition to these articles already planned, SPONSOR may schedule additional topics, leaning on the \$500 Million Spot Radio Program, if they develop.

porate image. The difference between good and bad, as always, is a sense of Show Business.

Here at our station, the big word is Service rather than Format. We do not consider our radio the unappreciated step-child of television. To be sure, we've stepped up our timing, we've increased our promotion. But we still play to the small towns, villages and farms of this area, as do the flock of CBS Washboard Dramas in the afternoon. We're not sure we're right but our ratings and profits are still in first place.

To summarize, we try to be a Good Neighbor in this area. No one has to remind us that Television is hurting our audience. But we've learned that Radio can be more friendly, intimate and personal than television, just as the Pulaski Weekly Leader is bound to be more interesting (to the folks in Pulaski) than the *New York Times*."

Gen. Manager of a CBS Station
Midwest Area

THEY HITCH THEIR COUPONING TO TV

▼ Lever, Texaco, Columbia Records get more mileage out of coupon campaigns via air-media tie-ins

▼ Here's how percentage of returns can be increased markedly by consistent reminders, demonstrations

COLUMBIA

1


\$
LP

off suggested list price.

Coupon is worth \$1 towards any Record or Album listed in

TO DEALER: Presentation of this coupon, together with your order for any one of the albums from the New Release list published as part of the advertisement in which this coupon appears, to your authorized Columbia distributor before November 15, 1958, entitles you to a special Anniversary price for such album. Coupon void if taxed, prohibited, or restricted by law. Good only in the U S A. Cash value 1/20 of 1 cent. Columbia Records, 799 7th Ave., N. Y. C. Offer expires midnight October 31, 1958.

Save \$1 off
Suggested
List



Tv-magazine combination for Columbia Records provided visual urge to clip coupons. Below (l to r) animators Howard Henkin, Ronald Fritz, Mc-E's a.e., Bob McIntyre, producer Chet Gierlach, writer Sam Willson make sure all legal kinks are ironed out



A coupon—in a certain sense—is a written understanding between an advertiser and a prospect. Because of this rapprochement, couponing has been a potent method of increasing distribution, building traffic, and introducing new products. But, by the same token, it's been a headache to the air media—they have the disadvantage of not being able to supply the public with the necessary stationery for response.

On the other hand, radio/tv aren't losing out entirely. They've found a niche for themselves as cheerleaders for a coupon campaign. In other words, they can supply additional leverage, the urge-to-action.

Right now a final chapter on one such example is coming to a close:

1. Tv-Magazine Combination

McCann-Erickson split a \$250,000 budget equally between tv and magazines for Columbia Records' 1958 fall promotion. Fall sales account for 60-65% of yearly volume, album production was up 25% and the recession had taken a big bite into sales. A lot was riding on the success of the promotion.

The plan was to distribute about 15 million coupons via magazines and, on a co-op basis, in dealer newspaper ads. The coupon offered 46 fall album releases at a dollar off—believed to be the first couponing by a record company.

An animated cartoon character was used to dramatize how to get the coupon via magazines. Additionally, the character was designed to transmit a corporate image beyond the couponing itself.

A continuing character, "Cecil the Butler," had been used in two prior promotions. Account executive Bob McIntyre defines him as a sort of "square hipster" linking an English accent with phrases like "crazy man," tying a class image to hard sell—all combinations needed to sell records, according to McIntyre.

Problems in making the commercial stemmed from the showing of the coupon effectively. Recognition, but little more, could be achieved with a blow-up, so the salient point—"Save \$1 off suggested list price"—was popped on over Cecil's head as he pointed to the coupon.

A legal difficulty prohibited any copy or action depicting the coupon

being torn out of a magazine (under a Federal law, "defacing" more than 30% of a magazine page cannot be suggested). So Howard Henkin of HFH Productions "animated it" out of a magazine, thus avoiding the necessity of saying "tear out," but at the same time preserving the key copy point, "This page is worth \$10." (It contained 10 coupons).

The commercials were played on the CBS o&o's in seven markets: New York, Philadelphia, Chicago, Los Angeles, Hartford, and Milwaukee. These seven markets account for 65-70% of Columbia's total business.

Success of the promotion is indicated by the fact that Columbia ended the year with its record sales up 14% over 1957. While this is under the 18% hike of '57 over '56, Columbia considers it very respectable in view of the recession.

Problems which Columbia wasn't able to overcome were: (1) sale of the records by discount houses at 10c or 15c under the coupon price, and (2) supermarket bartering, where coupons clipped from magazines are exchanged for \$1 off the food bill.

The first problem is indigenous to the record business, the second applies in any couponing operation where the couponing involves a counter transaction.

2. Tv-Direct Mail

Here's another approach:

Lever Bros. last fall tied a tv personality, a theme, and a contest to mail-box couponing. These elements, plus brand name, were combined in the contest title: "The Lever *Price Is Right* Family Contest."

Actually, it was 12 contests—one for each of the products involved in the couponing. The problem was to display all 12 in a 60-second film, along with a printed sheet with prizes pictured.

The film, with Bill Cullen, ran on all Lever tv properties from 11 September to 4 October, timed with the arrival of envelopes with the prize sheet and one coupon for each product (total number varied with distribution in different parts of the country).

The *Price Is Right* title tied into the contest directly: entrants had to guess the price of the nine prizes pictured. Entry fee: a box top from



Point-of-sale coupon, used by Texaco as traffic-builder, is thoroughly explained to consumers via special radio/tv commercials; tv permitted enactment of entire procedure

one of the 12 couponed products. Since every product keyed a separate contest, contestants could enter multiple times. It was possible to point this up on tv.

The prize tally was formidable: Each (No. 1) winner got a Mercury station wagon and all the other eight prizes. Each of the other eight winners in each of the 12 contests got a prize each.

Tv not only gave the contest the tremendous exposure it needed over the four-week period, but kept up the excitement. Displaying the products on tv (and dramatizing the dozen separate contests) heightened brand awareness as couponing without this support could not do, say Lever admen.

3. Tv-Sunday Supplements

Lever also was one of the early users of tv in combination with a couponing medium, recalls Erwin Wasey, Ruthrauff & Ryan merchandising director Charles F. Bennett. Product manager at Lever in 1952, he remembers that two weeks of network tv, 10 announcements per week, resulted in a 5.7% redemption on a Sunday supplement offer for Spry when 4% was expected. (Four per cent is considered the average redemption for this type couponing.)

"By adding tv," he notes, "you can

pick up more prospects for a direct sampling of your product, which straight couponing without support cannot always reach. This carries the promotion beyond your regular user group looking for a bargain."

4. Other Combinations

Among other couponing methods, in-pack couponing (which requires purchase of the product to obtain the coupon) is an on-and-off favorite. While a 15-20% redemption can be expected on this type of offer, support is advisable to insure success.

Bennett recalls a 1954 in-pack couponing of Spry which brought 19% redemptions everywhere except in tv-supported markets. Here the redemption average was 37%. "With tv you not only can tell more people about a coupon," he says, "but you can hit them again if they've passed it up so that they'll do something the next time they see it."

"Tv more often than not is at the top in percentage of returns on most premiums," he notes. "It stands to reason that this power benefits any promotion."

Texaco provides an example of couponing as a means of bringing the consumer to point of purchase.

Last spring, it tied the first traffic-building promotion in its national

(Please turn to page 61)

MWB134 RX PD=FAX MILWAUKEE WIS 16 7028AMC= 1379 JAN 16 AM 11 50
 JOHN MCILLIN SPONSOR=
 40 EAST 49 ST NYK=
 PARTI DAY SALES FIGURES JANUARY 1ST THROUGH JANUARY 15TH. MANITOWOC 0, OSHKOSH 35, APPLETON 265, GILLETT 135, GREEN BAY 890, MENOMINEE 60, FOND DU LAC 0, STEVENS POINT 90, WAUSAU 30, NORWAY 0, SHEBOYGAN 90, TOTALING 1595 CS. MILWAUKEE SALES SAME PERIOD 311 CASES= OTTO L KUEHN CO W W BOWER= 1207P
 PARTI 1 15 ZERO 35 265 135 890 60 ZERO 90 30 ZERO 90 1595 CS 311=

K&E's Bud

➤ K&E research chief would like regular figures on the percent of product's market reached by programing

Agency researchers are commonly painted as the great defenders of ratings. It's a fact, though, they're as aware as anybody—probably more so—that just counting heads and looking for big numbers can often be a pure waste of time.

It's dangerous to generalize about research or researchers but it's pretty safe to say that they're just interested in "who" as "how many."

Example: Sitting in this corner is Bud Sherak, vice president and research director of K&E. He's talking about (1) a show that once starred the well-known pediatrician, Dr. Spock, (2) the sponsor, Beech-Nut baby foods and (3) a common marketing problem.

"Some ratings are just useless," he was saying. "After all, what does it mean when you compare the ratings Dr. Spock got with some other network tv shows? But presumably everybody who tuned into that show could be a prospect for baby foods. Suppose he was just part of a show that appealed to various groups of people and the audience was five times as big? Is a baby food sponsor doing any better with that kind of audience?"

He would rather reach, Sherak said, 20% of the people who account for 30% of the sales than 30% of the people who account for 20% of the sales. He added, "It's not enough to know you're reaching prospects. You also want to know what percent of the total market you're reaching with your advertising."

Sherak feels that the job of providing continuing data on what percent of the market for various products is reached by a commercial (or ad) represents one of the major challenges of media research.

He listed two other areas where more research, in broadcasting as

TV TEST SALES HIT PEAK

Sales of Parti-Day Toppings in the Green Bay, Wisconsin, tv test area took a sharp spurt upward following the seasonal lag of the Christmas-New Year's holidays.

The wire above from Marvin L. Bower, merchandise manager for food broker Otto L. Kuehn Co., shows the highest case sales to wholesalers for any 15-day period since Parti-Day began its test of day tv spots over WBAY-TV, Green Bay on 15 October.

Sales of 1,595 cases for the 1-15 January period give Parti-Day a total of 5,435 cases for the first three months of the test.

These figures compare with sales of 3,145 cases for the entire six-month period before Parti-Day began running its 10 one-minute spots a week schedule.

Even more significant, it emphasizes again the power of day television to build consumer acceptance, for wholesale shipments are now reflecting retail movement, rather than

merely store stocking.

One interesting wholesale pattern that may or may not have significance: sales of Parti-Day to wholesalers in the first half of each calendar month are running at more than three times the rate of second half orders. This has been true for each monthly period since the test began. "Second half" orders for Parti-Day total 1,300 cases. "First half" orders total 4,135.

Next week, the D'Arcy agency research report on a Green Bay consumer study will be reported in SPONSOR along with a complete sales breakdown for the first half of this 26-week test run.

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.

13 TH WEEK OF A 26-WEEK TEST



SALES BOX SCORE

15 Oct.-15 Nov.	2,030 cases
15 Nov.-15 Dec.	1,460 cases
15 Dec.-15 Jan.	1,945 cases

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

Sherak sees 3 research headaches

well as print, is sorely needed.

One area involves basic research to measure exposure to advertising. The other is measurement of the effect of the editorial "environment" of media on advertising.

Measuring exposure to advertising is no simple matter, Sherak said. "But most people don't realize that even before you get to the measurement problem, you've got a problem of defining what you're measuring. Definition and measurement are two different things.

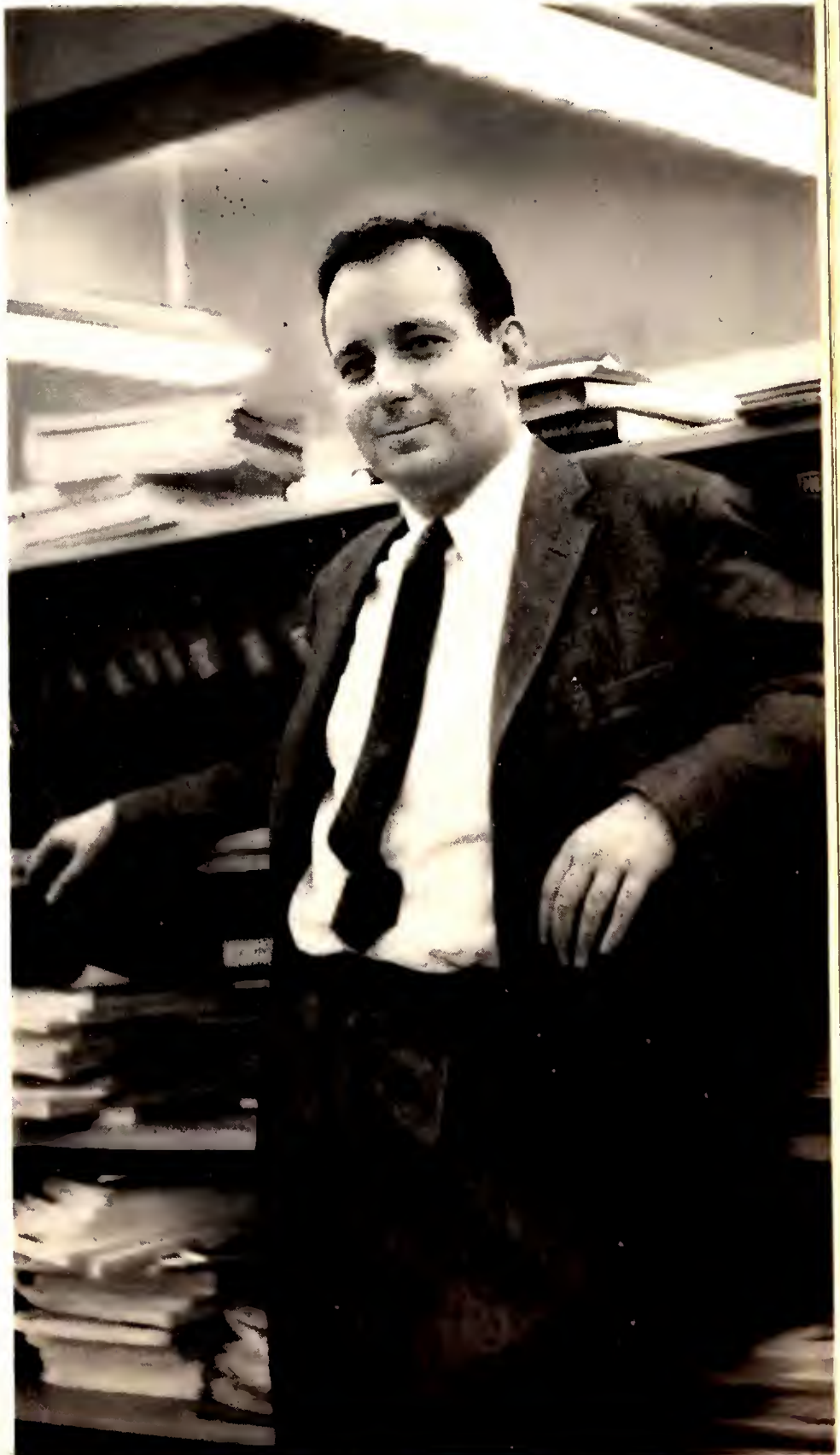
"Let me illustrate. How do you define exposure? There's obviously more than one way. You could say that if any part of the message left a mark on the nervous system—that constitutes exposure. Or, you could say that anybody in the same room as the set while the ad is tuned is exposed to the message.

"Now we get to the problem of measurement. In finding out how many people are in the same room, we can use a diary or we can ask people by phone or in person. In finding out what part of the message left a mark on the consumer we are faced with other problems. Should we ask the person what he remembers of the ad? Is memory enough? Should we use the recognition method, as we do in print media? If we do use it, how do you show a person all the commercials he may have seen on tv? These are just some of the problems."

Measuring the effect of the editorial environment, explained Sherak, has to do with the ability of a medium itself to build acceptance for the product or to put the audience in the proper frame of mind for the commercial or ad. "Will a western help sell a particular product? Will a situation comedy hurt the effectiveness of the message?"

K&E is working actively on this area now. Sherak noted that some work has been done, but not systematically and he feels that most of the research has been poor. If conducted properly and if done over a period of time, Sherak predicted, eventually

(Please turn to page 61)



K&E research director Bud Sherak says agency has done comprehensive studies measuring ability of tv programs to build product acceptance, enhance commercial message



Local patterns are traced by (l-r) Alcoa promotion mgr. Jay Sharp, ad mgr. Torrence ("Tod") Hunt, promotion supervisor Dale Worcester

Alcoa wraps up a big radio bundle

➤ Aluminum firm uses complex pattern of net, regional and spot to promote customers and customers' customers

➤ Seven big promotions on a seasonal schedule will link Alcoa to manufacturers, manufacturers to dealers

The in-depth use of radio to solve marketing problems gets a new dimension from the detailed, ingenious and complex application Alcoa is giving it in 1959.

Alcoa and its agency, Fuller & Smith & Ross, are applying radio to requirements ranging from corporate image through customer identification to dealer listing.

Alcoa's chief marketing problem stems from the fact that it manufactures few consumer products. It is chiefly a supplier. Its customers manufacture everything from aluminum nails to marine boats. Alcoa's job is to help its customers sell their

products. And the problems are many:

Stimulating sale of its customers' wares at the dealer level is the chief one, according to Alcoa promotion manager Jay M. Sharp. "It's not enough to whip up enthusiasm and create awareness among dealers. The important thing is to give dealers a peg to hang their own advertising on."

Thus, the consumer must be led through three steps:

- An awareness of the trade name Alcoa
- Its application to a manufacturer's product

- Knowledge of where this product can be purchased

The 1-2-3 nature of this operation is complicated by several factors:

From the customer's standpoint there is his own advertising image to what extent it can be linked to Alcoa's promotions, the seasonal problems to all advertisers in certain categories, the regional problems of a few.

To the dealer, cost is uppermost. He must be able to see the economy plus sales advantages of an advertising tie-in.

Jerry Arthur, media v.p. at Fuller & Smith & Ross says flatly that radio is the only medium that would give the plan the extreme flexibility needs. He explains that basic to the campaign are seven promotions a year. Here are some of the radio patterns that will be used:

- *Network plus local.* A network buy concentrating on corporate image and customer products with local

dealer cut-ins, pinpointing outlets.

• *Regional network plus local.* Regional feeding of five separate commercials at the same time in a network show to accommodate regional customers, again followed by local dealer cut-ins.

• *National spot plus local.* National spot will be used to accommodate manufacturers who (1) are distinctly regional or local, (2) have a local selling problem, (3) are in a category not covered by the seven big promotions (major appliances is one of these). In all cases, local dealer cut-ins will follow the spot announcements.

The seven promotions are:

(1) *Boats, motors and accessories.* January-February. Coverage of the New York Boat Show on NBC's *Monitor* 16-17 January included 25 five-minute segments for Alcoa. These segments were four minutes of feature interview with boating experts and a one-minute commercial for an Alcoa customer (ranging from makers of yachts to rivets). After each segment, the network pulled away for one minute cut-ins by local dealers—marine boat dealers, boating suppliers, boating accessory dealers, department stores. The whole thing was preceded Friday night, 16 January, by a 55-minute network kick-off with Guy Lombardo's orchestra. Dealers did not tie into this. When the Chicago boat show gets the same treatment 7-8 February it will be minus the network kick-off. Boats will get another push in May.

(2) *Residential Building.* March-April. An eight-week promotion using 10 *Monitor* segments per weekend for a total of 80. This time the four-minute "vignettes" will include interviews with builders, tract owners, building association people at building developments. A commercial for a building materials customer of Alcoa follows each interview. Local dealer cut-ins will be by such seemingly unlikely spot advertisers as lumber yards, building supply houses, dealers in storm windows, sliding glass doors, gutters and downspouts, hardware stores. This promotion gets another three-months consumer push beginning in July.

(3) *Cookware.* March-April, October-December. Dealers include hardware, department and variety stores.

(4) *Summer furniture.* April-June.

A strong bid for "patio shop" tie-ins will be made for this one as well as furniture and department stores.

(5) *Sporting Goods.* May-June

(6) *Hardware.* September-October

(7) *Christmas.* The whole thing comes to a boil in December with all categories except boats and building getting a ride, in addition to a special giftware promotion.

What sort of coverage will these last five categories get?

Alcoa now has its 17 field promotion managers making the rounds of its customers. The big question they're asking is what coverage is best suited to their needs—network, regional network or spot.

Where network gets the nod, promotions similar to the boating push will be used, or a personality or husband-and-wife team over several weeks. Where a "regional network" buy is indicated, Alcoa will utilize a five-area network split to insert dif-

ferent customer plugs in each area.

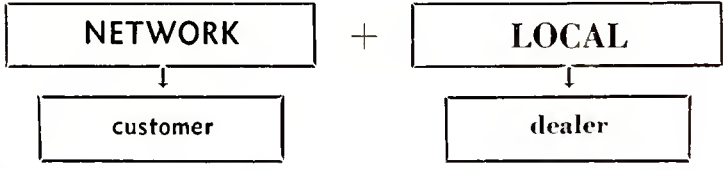
"The personality or husband-and-wife team merely record five commercials instead of one," explains F&S&R senior v.p. and radio/tv director Art Duram. "By regional feeding, all five can be played simultaneously."

Where spot will be used is with categories of manufacturers that are largely regional, says Alcoa ad manager Torrence M. ("Tod") Hunt. "It will be another week before reports start coming back to us on customer preferences," he says, "but it's safe to forecast that the greatest demand will be for spot, simply because there are more regional than national manufacturers."

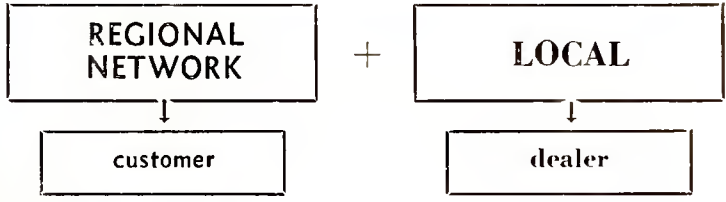
Another reason: "The cookware promotion clearly calls for selling to a woman's audience," Hunt points out, "the sporting goods promotion to a male audience. Spot may be in-

(Please turn to page 62)

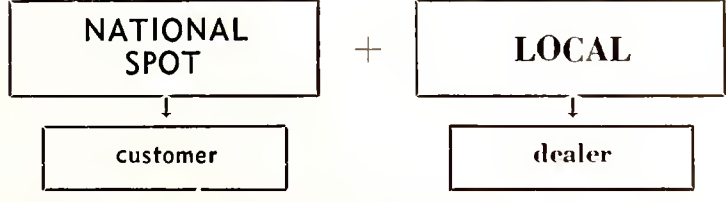
HOW ALCOA TAILORS COVERAGE



NETWORK SEGMENTS promoting an Alcoa customer are followed by local dealer cut-ins. Network participations, shows also fit into pattern



REGIONAL FEEDING of commercials makes it possible to service five different customers in their own manufacturing areas during one commercial break on the network. Dealer cut-ins follow, pinpointing outlets



NATIONAL SPOT BUYS promoting distinctly localized manufacturers (or those with selling problems) are also followed by local dealer spots

More tv weathercasts using radar



Trained meteorologist Warren Culbertson presents the weather

- ▶ Stations finding 5 to 15 minute weather-by-radar programs fascinate viewers—and line up the advertisers
- ▶ But, equipment is expensive and “weathermen” must have special training to interpret the scope display

The probing eye of radar has found new employment. With appeal based firmly on the American fascination with scientific gadgets, “weather-in-the-making” programs are now sparking new interest from viewers of all ages.

So successful are these new weathercasts in attracting both viewers and sponsors, that over a dozen stations so far have invested in weather radar. Since equipment, fittings, and installation can easily cost \$25,000, the stations are evidently discovering excellent reasons to justify the expenditure.

Collins Radio, manufacturers of radar equipment for commercial airlines, at last report had equipped nine stations. They have found interest in weather radar highest in the Midwest and Gulf Coast region stations. Some coastal stations are now reported next in line. Bendix and RCA have a number of installations in progress.

As employed by the majority of stations, a slide projector is used to superimpose a map over the radar scope televised image. The geographic map slides are changed to

match the area covered at the time by the radar sweep. In this way, the tv viewer sees the exact geographic location of the weather as it moves in.

To interpret what is shown on the radar screen to the viewing public takes special training. One station, WBKB, Chicago, has solved this problem by employing a trained meteorologist.

Speaking of the WBKB operation, Sterling C. Quinlan, ABC v.p., says “The visual advantages of the Weather by Radar technique are obvious. If it consists of rain, snow, hail, sleet or large fronts containing cyclones or tornadoes, one can plot the very course of the weather and a storm, and not have to depend on periodic reports of weather movements”.

Warren Culbertson, the WBKB staff meteorologist, is a professional member of the American Meteorological Society, with eight years of weather telecasting background. Though radar is the principal attraction, Culbertson supplements this in his weather forecasts with instruments to report and record current wind direction and velocity, barometric pressure, temperature, rain-

fall, relative humidity and other data.

Though some tv stations are reported using 15 minute weathercasts, ABC's Quinlan considers this too long and prefers “frequent, short shots as the ideal pattern.” WBKB now does 17 five-minute shots a week, six days per week. Typical of other tv stations now using radar weather programs, WBKB reports, “Show is sold out. Unsponsored days are filled with spots.”

Like WBKB, most tv weather radar is being operated at 5,400 mc. But one station, WBAL in Baltimore, will use 9,375 mc.

The installation at WBKB typifies in general the equipment used by other stations such as WBRZ, Baton Rouge; WMT, Cedar rapids; WWIL, Ft. Lauderdale; WFAA, Dallas; WLWT, Cincinnati. Design of the basic unit is predicated on standard aircraft weather radar.

In Chicago, WBKB has installed its search antenna on an outrigger built on the station's 567-ft. tower. The 30-inch diameter rotating radar dish sends out electronic waves which travel up to 150 miles and return when reflected by masses.

Need for a trained observer is underlined by some of WBKB's experiences. They have found that radar not only picks up weather fronts, but such dissimilar objects as flocks of birds in the sky, smoke tails from the Gary industrial area south of Chicago, airplanes, clouds even boats on Lake Michigan.

SPONSOR INDEX

Issued every 6 months

JULY THROUGH DECEMBER 1958

2ND HALF VOLUME 12

Twice each year SPONSOR publishes a six-month index of articles. This new index covering the final six months of 1958 is similar to the one you have been using for the first half of 1958. There are the same headings and sub-headings in alphabetical order. Under the case histories there are some new categories and some have been left

out. Here are the major headings in alphabetical order:

Advertisers, Advertising agencies, Broadcast industry, Commercials, Film, Foreign, Marketing, Merchandising-promotion-publicity, Product case histories, Radio, Ratings, Representatives, Research-surveys, Special Issues-sections, Television.

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Newsman of week: Patrick J. Frawley, Jr., pres., Schick Safety Razor Co.	9 Aug.	p. 4
Newsman of week: Dr. James Hillier, v.p., RCA Labs	1 Nov.	p. 6
Newsman of week: Henry Schachte, adv. v.p., Lever Bros.	22 Nov.	p. 6
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Edsel's Fox tackles the year's toughest comeback job	20 Dec.	p. 34

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What do clients think of your agency?	2 Aug.	p. 30
What attracts top agency personnel?	9 Aug.	p. 33
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North Agency's radio/tv emphasis boosts it to the top	4 Oct.	p. 32
Burnett, Ogilvy win honors for tea campaigns	4 Oct.	p. 40
What tv and radio have done to N. W. Ayer	11 Oct.	p. 35
Y&R's White Owl Cigar radio drive	18 Oct.	p. 35
How agencies pep up tv selling with popular local personalities	18 Oct.	p. 48
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Things I got for Christmas (feature)	27 Dec.	p. 30

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Newsmaker of week: Robert L. Foreman, creative services head, BBDO	6 Sept.	p. 4
Newsmaker of week: Paul Foley, chmn. adm. council, McCann-Erickson	13 Sept.	p. 6
Newsmaker of week: Robert E. Lusk, pres., Benton & Bowles	4 Oct.	p. 6
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How soap's big three rank in tv and radio	27 Sept.	p. 33
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Football sponsors spend \$13 million on radio/tv nets this year	27 Sept.	p. 54
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New York trip: the hectic day of a visiting fireman	8 Nov.	p. 40
What the CBS radio "consolidation" is all about	15 Nov.	p. 34
Run your station better, says adman	15 Nov.	p. 40
Rock won in N. Y. state; they say Pat Weaver done it (McMillin)	22 Nov.	p. 8
Creativity: the keynote of the ANA convention	22 Nov.	p. 31
You can't win 'em all (Csida)	29 Nov.	p. 26
How <i>Fortune</i> tipped off the anti-tv party line	29 Nov.	p. 33
Station reverses itself, won't accept liquor ads	29 Nov.	p. 38
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Tv's reply to print (Csida)	13 Dec.	p. 8
Radio: a problem-beset medium fights back: Part I	13 Dec.	p. 25
CBS drops its "must buy" policy	13 Dec.	p. 30
Memories of a Christmas broadcast (McMillin)	20 Dec.	p. 6
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Want to figure out spot costs quickly?	19 July	p. 31
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Slight rise seen in daytime spot rates	16 Aug.	p. 41
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Top 100 spenders in spot tv, 2nd quarter 1958	30 Aug.	p. 33
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8 million less for spees (so far)	13 Sept.	p. 44
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Contemporary ingredient chatter is waste of commercial time (McMillin)	2 Aug.	p. 16
Do dentists have a case against tv?	9 Aug.	p. 29
Why Prudential likes public service programing	9 Aug.	p. 32
A preview of new fall tv commercials	9 Aug.	p. 36
Consider French's mashed potato (McMillin)	16 Aug.	p. 18
Why advertisers cross plug on net tv	16 Aug.	p. 31
Some facts you should know about animation	23 Aug.	p. 40
W&G creativeness (McMillin)	30 Aug.	p. 12
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Why the biggest aren't the best (McMillin)	13 Sept.	p. 26
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Sponsor Asks: What is the effectiveness of personality-delivered commercials vs. c.t.?	18 Oct.	p. 52
Sponsor Asks: How can the tv commercial capture the inattentive viewer?	22 Nov.	p. 50
Sponsor Asks: What are the prime considerations in using a star in a commercial?	29 Nov.	p. 55
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Renaissance in radio commercials	6 Dec.	p. 35
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Some facts you should know about animation	23 Aug.	p. 40
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Telepulse ratings: top spot film shows	25 Oct.	p. 64
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Short wave: quick route to sales in Latin America	20 Sept.	p. 40

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"Private brand" wars spur spot	30 Aug.	p. 29
Avalanche of new products changes ad tactics	20 Sept.	p. 34
The BBDO marketing set-up grows	20 Sept.	p. 38
Sponsor Asks: Can off-beat animated commercials really sell a mass market?	4 Oct.	p. 44
Sponsor backs another tv challenge (Parti-Day)	25 Oct.	p. 36
The Parti-Day tv test is on the way	1 Nov.	p. 29
Sponsor Asks: How is Negro radio faring in your market?	1 Nov.	p. 54
Parti-Day results: second week	8 Nov.	p. 38
Parti-Day sales begin to climb, 3rd week	15 Nov.	p. 13
Parti-Day jumps to 80%, 4th week	22 Nov.	p. 43
2,030 cases of Parti-Day in first month: 5th week	29 Nov.	p. 36
Tv ups Parti-Day display, 6th week	6 Dec.	p. 39
370 more for Parti-Day, 7th week	13 Dec.	p. 29
Sponsor Asks: How does your company use NCS #3?	13 Dec.	p. 44
Parti-Day tops toppings, 8th week	20 Dec.	p. 29
When the farmer needs a friend (Cynamid)	20 Dec.	p. 30
Parti-Day report on second test month, 9th week	27 Dec.	p. 28

MERCHANDISING, PROMOTION, PUBLICITY

How can radio/tv improve community relations (Hanque Ringgold)	26 July	p. 38
Breakdown of publicity staff at 10 various sized ad agencies	2 Aug.	p. 31
Sponsor Asks: How does a station become top-rated in a market?	16 Aug.	p. 10
Pet Milk's big merchandising parlay	23 Aug.	p. 36
Why merchandise a syndicated show?	6 Sept.	p. 36
Sponsor Asks: Can off-beat animated commercials really sell a mass market?	4 Oct.	p. 44
Sponsor Asks: What audience promotion devices have you found useful?	11 Oct.	p. 60
Radio's \$1,200 draw	18 Oct.	p. 39
Self-service pnts premium on radio/tv displays (Ralph Head)	18 Oct.	p. 10
Inco's \$500,000, 33-market spot radio soft sell	6 Dec.	p. 32
Free to Standard Oil (Cal.), \$100,000 in promotion	20 Dec.	p. 36

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Appliances

Mort Farr sells far more on local tv	2 Aug.	p. 33
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Automotives

Local air promotion works for Dodge	12 July	p. 40
Small car gets big push from radio (Renault)	9 Aug.	p. 39
Why Bay Area Rambler tried tv film	6 Dec.	p. 12

Beer and Ale

Schaefer switches to time-check spots	18 Oct.	p. 38
D.J. spoof creates new pale stale ale	13 Dec.	p. 28

Candy and Confections

Volume pickup via tv licks Conomo's cost problem	22 Nov.	p. 40
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Clothing and Accessories

Karl Shoes reaches markets-within-markets with radio	4 Oct.	p. 42
Chief apparel fires salvo at "co-op" ad campaigns	15 Nov.	p. 36

NEW BUSINESS:

American Safety Razor Corp.	Kenyon & Eckhardt, Inc.	11/4/58	\$ 15,0
Atlantic & Pacific Tea Company	Paris & Peart, Inc.	12/8/58	19,3
automotive product*	TBA	2/2/59	584,0
Borden Company	Young & Rubicam, Inc.	12/15/58	9,8
Elgin National Watch Co.	J. Walter Thompson Co.	12/13/58	4,2
Evinrude Motors	Cramer-Krasselt Co.	4/17/59	85,0
food products manufacturer*	TBA	2/21/59	593,0
Good Housekeeping Magazine	Grey Advertising Agency, Inc.	1/20/59	21,6
P. H. Hanes Knitting Mills	N. W. Ayer & Son, Inc.	TBA	85,2
insurance company*	TBA	TBA	209,0
Kiplinger Magazine	Albert Frank-Guenther Law, Inc.	1/3/59	12,2
Lever Brothers Company			
Air-Wick	Foote, Cone & Belding	12/5/58	30,2
Dove	Ogilvy, Benson & Mather, Inc.	1/12/59	21,0
Pepsodent	Foote, Cone & Belding	1/9/59	52,5
Surf	Batten, Barton, Durstine & Osborn, Inc.	1/5/59	56,9
Mogen David Wine Corp.	Edward H. Weiss & Company	12/22/58	63,6
Philip Morris & Company, Ltd.	Leo Burnett Company, Inc.	1/24/59	110,0
Popular Science Monthly	Schwab & Beatty, Inc.	1/3/59	6,9
Radio Corporation of America	Kenyon & Eckhardt, Inc.	2/6/59	154,2
Raybestos	Gray & Rogers	5/2/59	54,3
Renuzit Home Products Co.	Arndt, Preston, Chapin, Lamb & Keen, Inc.	2/16/59	13,8
Savings & Loan Foundation	McCann-Erickson, Inc.	12/27/58	13,4
Time, Incorporated			
Life Magazine	Young & Rubicam, Inc.	12/15/58	22,5
Time Magazine	Joe Gans & Company	11/18/58	3,0
Volkswagon	Compton Advertising, Inc.	12/27/58	2,1
Waverly Fabrics	Ehrlich, Neuwirth & Sobo, Inc.	1/5/59	141,8
The White House Company	Victor & Richards, Inc.	12/6/58	2,8
	Kushins, Anderson & Takaro, Inc.	1/3/59	15,7
William Wrigley Jr., Co.	Arthur Meyerhoff & Company	12/1/58	45,6

RENEWED BUSINESS:

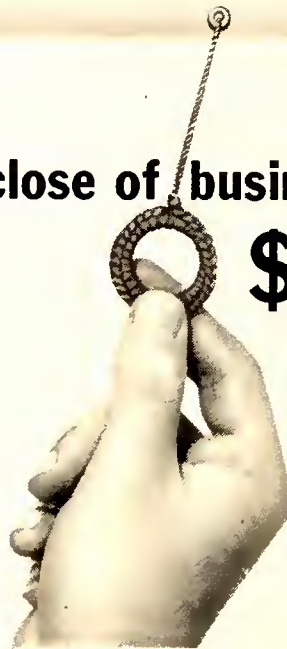
Allis Chalmers Mfg. Co.	Bert S. Gittins Advertising, Inc.	1/1/59	295,7
American Motors-Rambler	Geyer Advertising	2/21/59	580,0
Bristol-Myers Company	Batten, Barton, Durstine & Osborn, Inc.	1/5/59	404,6
Brown & Williamson Tobacco Corp.	Ted Bates & Company, Inc.	12/29/58	1,050,0
Ex-Lax, Inc.	Warwick & Legler, Inc.	1/5/59	508,0
Lewis Howe Company	McCann-Erickson, Inc.	1/5/59	1,050,0
North American Van Lines, Inc.	The Biddle Advertising Company	1/4/59	125,0
Radio Corporation of America	Kenyon & Eckhardt, Inc.	12/13/58	8,8
R. J. Reynolds Tobacco Co.	William Esty Company, Inc.	1/1/59	352,6
Sun Oil Company	William Esty Company, Inc.	1/5/59	418,6

* advertiser and agency name available on January 30, 1959

GRAND TOTAL \$7,242,843

as of the close of business, January 15 . . .

\$7,000,000 net



From November 1, 1958 through January 15, 1959, thirty-four advertisers invested \$7,242,843 net on the NBC Radio Network. This investment in new sales and renewed advertising was truly the greatest sales period any radio network has known in years.

sales in seventy-six days!

These advertisers bought a *complete* broadcast service. They bought NBC Radio's dynamic modern programming concept, initiated 2½ years ago, and exemplified by result-getting programs like CITIZEN, NIGHTLINE, NEWS OF THE HOUR,

HOT LINE, and STARDUST. They bought NBC Radio's exciting approaches to marketing problems — Engineered Circulation, Imagery Transfer, Memory Vision, and the remarkable Salesvertising Plan that ties local dealers in with national campaigns.

THE NBC RADIO NETWORK

Drugs and Cosmetics

Spot tv moves 'em faster (Drug Research Corp.)	27 Sept.	p. 44
Radio reaches working women best, says Dr. Scholl	6 Dec.	p. 40

Financial and Insurance

Sell investment counseling by radio	5 July	p. 40
Spot radio delivers the mail (Met Life)	12 July	p. 31
Why Prudential likes public service programing	9 Aug.	p. 32

Food and Beverages

Kellogg gets up-in-the-air with helicopter advertising (KABC)	19 July	p. 37
Spot brings home the Folger coffee	2 Aug.	p. 28
Pet Milk's big merchandising parlay	23 Aug.	p. 36
What Maola did with regional radio	13 Sept.	p. 43
Spot tv on kids' shows prove No. 1 apple seller	20 Sept.	p. 33
Kroger tests new spot radio pattern	20 Sept.	p. 36
French's terrific tv sales success	4 Oct.	p. 38
Radio is hot for frozen ravioli	18 Oct.	p. 45
Bosco stirs up 250,000 teen-agers	25 Oct.	p. 34
Butternut thrives on off-beat humor	1 Nov.	p. 40
Single jingle builds 10-year success (Carolina Rice)	8 Nov.	p. 39
Kroger builds 3-way radio formula	22 Nov.	p. 42
Maypo's smart use of spot tv	6 Dec.	p. 34
Look who buys the spaghetti (La Rosa)	13 Dec.	p. 35
How to hold onto that holiday spirit (Ferris Ham)	27 Dec.	p. 31

Gas and Oil

Texaco's nighttime radio bombshell	19 July	p. 29
Oklahoma Oil builds an air network	30 Aug.	p. 36
Free to Standard Oil (Cal.), \$100,000 in promotion	20 Dec.	p. 36

Retailing

Radio is bargain for bargain store	12 July	p. 41
Air media: department store lifeline	11 Oct.	p. 45
Radio gives paint sales bright hue	25 Oct.	p. 37

Transportation Services

Western Airlines gave tv the bird	9 Aug.	p. 40
Union Pacific sells freight service with spot tv	23 Aug.	p. 43

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Can spot radio "demonstrate" your product? (Cameo Curtains)	30 Aug.	p. 33
How radio sells a quality image for Sterling Silver	6 Sept.	p. 37
Dixie Cup's unusual air strategy	6 Sept.	p. 42
Play-Doh: \$3 million spot tv wonder	13 Sept.	p. 39
Radio builds \$1 million sales for music store	27 Sept.	p. 40
Radio creates a selling image for plastering business	15 Nov.	p. 41
Homebuilder loves radio's Sunday evening punch	29 Nov.	p. 41
Inco's \$500,000, 33-market spot radio soft sell	6 Dec.	p. 32

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How tv's program "mess" hits sponsors	12 July	p. 29
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Diary of a rep's program trip	19 July	p. 28

Dan Seymour: guiding genius of JWT's air strategy	19 July	p. 30
Sponsor Asks: Has tv news lived up to its promise?	19 July	p. 44
Blair report on local radio programing	26 July	p. 51
Barn dance: radio's hardest perennial	2 Aug.	p. 26
Muzak enters radio fray with programing service	9 Aug.	p. 38
Sponsor Asks: Is music and news still a vital programing force?	9 Aug.	p. 46
Radio has use for all programing (Csida)	23 Aug.	p. 10
Sponsor Asks: What are the essentials of daytime tv programing?	30 Aug.	p. 68
Sponsor Asks: How will independents program against net competition?	6 Sept.	p. 54
Tv's fall forecast (Csida)	13 Sept.	p. 10
Radio peps up its news leadership	4 Oct.	p. 29
Are tv kid shows in for a change?	15 Nov.	p. 37
Run your station better, says adman	15 Nov.	p. 40
Sponsor Asks: What constitutes good radio news?	15 Nov.	p. 46

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General

Who gets the out-of-home audience?	12 July	p. 37
Blair report on local radio programing	26 July	p. 51
The old fashioned barn dance: radio's hardest perennial	2 Aug.	p. 26
Muzak enters the radio music fray with news service	9 Aug.	p. 38
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Station manager pinpoints blame for changes in radio	16 Aug.	p. 38
Radio has use for all programing (Csida)	23 Aug.	p. 10
A new look at nighttime radio shows audience size, quality	23 Aug.	p. 42
Sponsor Asks: What is the place of the regional network in today's radio?	27 Sept.	p. 54
Radio peps up its news leadership	4 Oct.	p. 29
Tea spots win honors in radio vote	4 Oct.	p. 40
How to produce a top radio spot	11 Oct.	p. 42
Phillips buys radar weathercasts	11 Oct.	p. 44
Radio's \$1,200 draw	18 Oct.	p. 39
Radio: is it the short changed ad medium?	1 Nov.	p. 34
Sponsor Asks: How is Negro radio faring in your market?	1 Nov.	p. 54
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What advertisers and agencies ask about radio	29 Nov.	p. 40
Renaissance in radio commercials	6 Dec.	p. 36
A problem-beset medium fights back	13 Dec.	p. 25
Radio wallops newspapers in new grocery shopping study	20 Dec.	p. 26
Mitch Miller sells like crazy	20 Dec.	p. 37

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Investment firm sells services by radio	5 July	p. 40
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To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

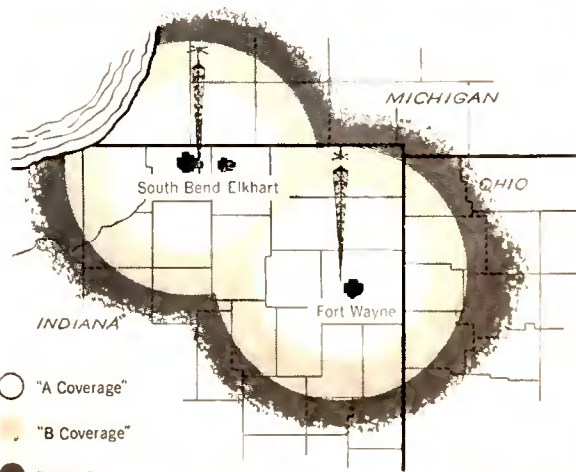
delivers both —

**AT A 10%
SAVINGS!**

YOU NEED TWIN BILLING in Indiana!



Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population—\$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination—and saving 10%! They're buying them right along with Indianapolis—thus covering all the best of Indiana from within—with just two buys!



see your **H-R** man soon!



W S j v
SOUTH BEND ELKHART

28

w k j g
FORT WAYNE

33

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...THE MOST
 IMPORTANT
NEW TV SHOW
 FOR CHILDREN
 (OF ALL AGES)
 IN THE PAST
 FIVE YEARS!



FELIX THE CAT

1959's Brightest Television Star

A unusual opportunity for a national advertiser to sponsor a Brand New Series starring one of the best loved cartoon characters of all-time.

IN PRODUCTION NOW FOR DEBUT TELECAST SEPTEMBER, 1959.

260 episodes • 4 minutes each • Unique "chapter" format
 Eastman Color production • Black and White release

PRE-SOLD:

Comic strip internationally
 syndicated by King Features.

PRE-SOLD:

Comic Books published
 monthly by Harvey Publications.

PRE-SOLD:

Toys, games, dolls by the
 scores available immediately.

Call—Wire—Write—Audition Screenings by Appointment
 Richard Carlton, Vice President In Charge of Sales

TRANS-LUX TELEVISION CORP., 625 MADISON AVE., NEW YORK 22, N. Y.

Phone: PLaza 1-3110-1-2-3-4



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THE QUALITY TOUCH

—to the trained ear it is quickly recognizable. Likewise, the quality atmosphere of a television station is just as instantly apparent and valued by quality advertisers!



abc ■ channel 8 dallas

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES ■ A TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Shrimps to Telepathy



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

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

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

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

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

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

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

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

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

Edward

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

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

They vilified it. They ridiculed it.

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

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

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

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

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

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

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

do you agree?

Mettry & Co., Inc.

What are the latest techniques in

As advertisers' requirements demand more, film men report new production methods being used to secure viewer attention.

Robert Bergmann, vice president, tv division, Transfilm Inc., New York

Two basic approaches have emerged in television commercial treatment recently that have had "significant" and "novelty" effect — significant meaning that one and all among the



The application of graphics to commercials

viewers have enjoyed them and agree that more of this kind should be done; and novelty applied generally by the industry meaning that "this, too, shall pass." In my opinion these techniques will be the basis for further development and embroidering in the future; they will retain their "significance" for the viewer; and "novelty" won't tarnish.

The first approach depends on heavy investment in character development (Harry and Bert for Piel; Marky for Maypo Cereal; Emily Tipp for Ward Baking; and Manners, the Butler, for Kleenex.) In this style, situations of the characters develop to involve the product.

The second approach lies in the application of graphics to the commercial. Here I refer to animated stills of people and art work, or what we have termed "visual squeeze." in award-winning types as Chemstrand, Ford, Aero Shave, Sanka, Esso and Tek commercials. Sometimes live action is integrated, but always the picture syncs to, or is motivated by, an unusual track.

In the technique of character development, the commercial provides

identification and humor. The groundwork for these off-beat "sells" is very carefully prepared at the agency level. For example, Ed Graham developed biographies for his "different" people. Although Ed has left agency copy to devote full time to this approach, I feel that the agency awareness of this type's effectiveness will push it toward giving its own creative groups the freedom to spawn more "characters."

For the film producer, the translation of these "character" families to film is technically no great problem; and there is challenge and fun in supporting the "characters" with design, novel movement and equipping them with compelling voices and sounds.

The second approach via graphics has revealed its value by forcing people to look and listen at an accelerated pace, without losing the message, and like it. More than anything else, this style is a perfect combination of audio and visual. It obeys the laws of the film—attempts to say one thing only at a time in one picture, and depends on the cumulative effect of everyone concerned.

Although they are conceived by the tv creative groups within the advertising agency, it is the film company which provides the kitchen to unite the ingredients—music, still photographer, graphic artist, and animation department. Because agencies, I feel, are becoming more sensitive to this style, many new areas will be explored and attempted in this coming year—the surface hasn't even been scratched.

In both the basic approaches that I have described, the film company—because it is not merely the "printer" of the commercial, but an imaginative, helpful, crystalizing force—can give immense support to the agency creative levels, allowing them to express themselves more satisfactorily for their clients.

Neither of these techniques is pur-

chased cheaply. They require a great deal of thought, the most intense cooperation of all forces, thorough support at all levels of agency and client. The result is not only effectiveness, interest and even entertainment, but the insurance that they can be seen again and again and still not wear out their welcome in the viewer's home.

Jerry Schnitzer, executive producer, Robert Lawrence Productions

We are using our best efforts to make the television viewer a participant instead of a spectator. This embodies a technique that makes the viewer a living part of the advertiser's message. It makes the viewer experience what the actor feels. Forces him into the picture. Not with words alone, but with pictures primarily. Strong pictures; pictures that invite his participation.

There is no secret formula to this technique, nor would you call it a



A constant flow of cause and effect

new one. It is the manner in which it is developed and brought out by the combined efforts of the agency and the producing company. It is basically an attitude about film making. It is an attitude about life itself. It is an awareness that both the viewer and the actor wish to communicate to each other. To give it a name, we call it "non-verbal communication".

Film-making, as we know it, is built upon a system of reactions—a constant flow of cause and effect advancing the over-all action, leaving emotional recordings on people's faces. It is in these recordings, these

YOUNG TELEVISION CORP.

tv film?

shadings, mostly the non-verbal, tell-tale responses, that communicate with such impact that the viewer is motivated to action. These flashes of revelation cannot be described by words. They are for the camera and the eyes of the viewer to receive and understand.

Some of the commercials in which we have successfully used this technique are Chevrolet ("Going to the Dance" and "Station Wagon") Max Factor and Gallo Wine. There is no limit to the variety of the applications of "non-verbal communication." Those little unwritten feelings communicate best when they are etched on our faces and in our carriage. They establish rapport between the actor and the product and consequently with the viewer and product.

Gerald Hirschfeld, A.S.C., vice president, director of photography, MPO Television Films, Inc., New York

Television viewers and even critics have commented on the steady increase in the quality of filmed commercials over the last few years. This achievement, to a great degree, is the result of a series of new techniques developed to meet the demands of commercial film production.

In general, commercials became much more complicated in conception and execution over the last year. The film producer has been called upon to provide greater and greater skill to meet the needs of the adver-



MPO process superimposes product in action

tising agencies and their clients. One area which has been and will continue to be specially important is the field of special effects. More and
(Please turn to page 63)



2 great modern
sales forces
now represented by
Adam Young
in
America's 3rd market.

(Yes, Hartford residents have greater purchasing power than families in almost every other United States market.)

ADAM YOUNG INC.

BEFORE YOU BUY ANY RADIO IN SAN ANTONIO



Let the facts on San Antonio's radio market speak for themselves... in one of the industry's most searching reports on purchasing power of San Antonio's radio audiences... based on FACTS compiled by PULSE. Get a free copy BEFORE you buy another spot. No obligation, of course. Ask for

"An Evaluation of Radio Audience Purchasing Power in San Antonio"

See your **H-R** REPRESENTATIVE
or Clarke Brown man
or write direct to

KONO

JACK ROTH, Manager
P. O. Box 2338
San Antonio 6, Texas

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Lever Bros. Co., New York, is initiating a big push in 75 markets for its Silver Dust Blue; last year's broadcast budget was mostly in spot radio. Schedules start the last of this month and in February. The smaller markets are short-term, but many of the major markets run for 52 weeks. Minutes and 20's during daytime periods are being placed; frequencies depend upon the market. The buyer is Ira Gonsier; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

Gulf Oil Corp., Pittsburgh, is kicking off a campaign in 75 markets for its gasolines. The schedules start this month, run for five weeks. Minutes and 20's in prime time are being slotted. Frequencies vary from market to market. The buyer is Frank Grady; the agency is Young & Rubicam, Inc., New York.

Whitehall Laboratories, Div. of American Home Products Corp., is beefing up its existing schedules throughout the country for its Anacin and Preparation H. New schedules start this month for 52 weeks; minutes and 20's are being used. Frequencies depend upon the market. The buyer is Jim Curran; the agency is Ted Bates & Co., New York.

Colgate-Palmolive Co., New York, is going into top markets with sports' shows to push its Palmolive men's line. The 52-week schedules start this month. Five, 10- and 15-minute segments are being used. The buyer is Eileen Greer; the agency is Ted Bates, N. Y.

RADIO BUYS

Ford Motor Co., Dearborn, Mich., is preparing a campaign in top markets throughout the country for its automobiles. The schedules start in February for three weeks. Minutes during traffic segments are being placed; frequency depends upon the market. The head buyer is Dick Voree; the agency is J. Walter Thompson Co., New York.

Monarch Wine Co., Inc., Brooklyn, N. Y., is lining up schedules in various markets for its Manischewitz Wine. The campaign starts the second week in February, runs for seven to 10 weeks, depending upon the market. Minutes during daytime slots are being purchased; frequencies vary from market to market. The buyer is Gale Myers; the agency is Lawrence C. Gumbinner Advertising Agency, N. Y.

American Home Foods, Div. of American Home Products Corp., is going into major markets for its Burnett's Vanilla. The schedules start this month, run for 13 weeks. I.D.'s during daytime segments are being slotted. Average frequency: 15 per week per market. The buyer is Ed Richardson; the agency is Geyer, Morey, Madden & Ballard, Inc., New York.

In Omaha....



....Most Watch KETV!

Latest ARB* proves KETV delivers Omaha's largest audience in prime viewing hours!

Here are the facts!

One-Week	Four-Week
KETV 42.4	KETV 36.2
station B 27.2	station B 31.8
station C 30.4	station C 31.7

* Omaha Metropolitan One-Week, Four-Week ARB, November '58
6 P.M. — Midnight, Sunday — Saturday, share of Audience.

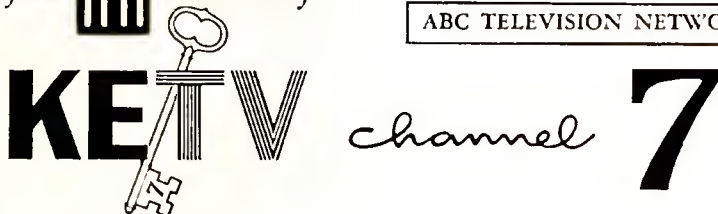
Act promptly to buy minutes and breaks with ratings averaging in the upper 20's and 30's adjacent to leading ABC-TV network shows and Omaha's highest rated movies.

Ben H. Cowdery, President
Eugene S. Thomas, V.P. & Gen. Mgr.

Omaha World-Herald Station

Contact your **HR** man today

ABC TELEVISION NETWORK





VIDEOTAPE

Look who's advertising on TV now!

Local businessmen — most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For tape cuts production costs to ribbons — brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities



*TM. AMPEX CORP.

COUPONING

(Cont'd from page 37)

history to a coupon. Purpose: to get more names in dealers' files. The device: a 79c value coupon that could be obtained only at a Texaco dealer. Mailed with 50c, it returned a 7-inch record, *Benny Goodman's Swing into Spring*, made for Texaco by Columbia Records. Promotion was kicked off with an hour-long show of that title on NBC TV, followed by a four-week flight of radio and tv spots in 85 markets.

Of the five program commercials, two plugged the deal. Similar commercials were used in the spot campaign that followed. "Demonstration was the main value of these commercials," says Tom Fielder, Cunningham & Walsh marketing/merchandising supervisor for Texaco. "Not only could we show the coupon, but an exact re-enactment of the customer's part and the dealer's part in the whole transaction was possible.

"This had several benefits. It served as an action guide for the customer and gave each dealer an understanding and appreciation of his role in the promotion. With 38,000 dealers—this was important."

The 60-second tv commercial was slotted in prime time. 30s and 60s were used on radio—prime time, nighttime, all times, according to C&W broadcast supervisor for Texaco, Jerry Sprague, except when the audience was predominantly housewife. This points up the impulse values of radio in the campaign, with concentration on a moving audience that might be passing Texaco stations.

These varied tv and radio aims in the campaign highlight what C&W marketing director Art Felton feels about the support of couponing: "Couponing tied in with a contest, a promotion, or a premium must be strongly integrated with your advertising. The Texaco promotion reflects an interworking of sales, media, and merchandising."

Texaco saw a strengthening of dealer relationships, as well as business increases, as a result of the promotion, immediately went ahead with a mid-1958 promotion tied to a touring booklet, and plans another *Swing into Spring* show for 1959. ■

K&E'S SHERAK

(Cont'd from page 39)

admen could come up with answers to help evaluate the relative effectiveness of ad environments in broadcast and print media. "We have to move in this direction," Sherak said. "We are making decisions about commercial environments now, anyway, only we're doing it intuitively."

As a matter of fact, Sherak was confident that eventually admen would be able to compare the relative strengths of individual media through a common measure of the effectiveness of individual commercials or print ads.

Getting into the problem of measuring ad effectiveness by tallying sales, Sherak evinced some doubts. He said that, in most cases, it's an almost impossible job. Where it can be done, the problems of controlling the innumerable factors that affect sales in the markets tested make it difficult to get reliable figures. "It's much easier to design research to control people than to design research to control markets," Sherak said.

Sherak made clear that, despite the agency's drive to get behind the ratings, basic circulation data for programs and stations are still wanted. "We want to know the total number of homes we are reaching, not merely the number of homes in some arbitrary rating area."

K&E uses NCS data to get the "where" information and to project ratings to get total homes reached. There is no policy of using cut-off points, except in particular cases where a client's distribution doesn't go beyond a certain area. Sherak sees no sense in cut-off points and takes the attitude that any home reached by a station, no matter where it is located, should be counted in estimating ratings. In crediting stations with NCS audiences, K&E uses average evening weekly figures.

In the absence of more up-to-date material, K&E still uses NCS #2 for radio circulation. While conceding that a lot has happened to radio station audience shares since 1956, Sherak believes that the relationship between the size of audiences in central and outlying areas probably remains the same. "At least," he said, "this is the best assumption we can make." Researchers have to be practical, too. ■

We taped Ramblers



Doug Elleson, Program Manager
KRON-TV, San Francisco

"We taped a whole series of Rambler spots at one time for local Nash dealers. Accurately timed, error-free, easily scheduled commercials, with a 'live' look at less than live cost, impressed both client and agency."

AMPEX
CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional
products division

ALCOA

(Cont'd from page 41)

licated for greater diversification, different regional and seasonal approaches."

Still another reason: the Alcoa customer with a local selling problem will of course require a single-market buy to solve it, and in some cases Alcoa will provide this individual support.

Once the type of buy has been decided, how do you sell it on the local level to dealers? Obviously, strong merchandising to the dealers is important. Alcoa's field promotion managers will be contacting them far in advance of each promotion, pointing out the benefits of the cut-ins, advising them on how best to slant their pitch to tie-in with what's being done locally or nationally, as the case may be. In some cases, it's a trade-directed pitch to the consumer: "get your builder to order these Alcoa products available at. . ."

This method of talking to the trade "over the shoulder" of the consumer provides a stimulus to Alcoa's year-round effort to reach both its manufacturing customers and their dealer outlets.

Stations welcome the chance to go in and see these dealers, many of whom they normally would have no reason to contact. Alcoa used NBC's closed-circuit sales meeting plan for getting to potential boating dealers. Dealers in each city were invited to listen to a pitch from Alcoa and the network beamed from New York.


Alcoa works with its customers as well as its customers' dealers. It suggests ways that the customer can tie his advertising to the over-all Alcoa promotions. Customer advertising by Alcoa on tv will use the same seasonal themes as the radio promotions. Copy promoting its customers' products is used on *Alcoa Theater*, alternating with Goodyear on NBC, and *Alcoa Presents*, which kicked off 20 January on ABC TV.

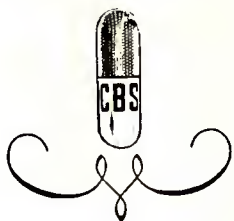
Alcoa sells few products direct to consumer (its only consumer products are: Alcoa Wrap, gutters and downspouts and three farm products: roofing, irrigation pipe and farm gates). So this elaborate promotional plan has been devised to fit its own customer setup. But what Alcoa develops in the months ahead could have far-reaching effects on national and spot radio.

THINGS ARE POPPING

WBZ's got the town jumping. With exciting new ideas. Like the Sunday Afternoon Popularity Parade. Bright and bouncy, it spotlights each one of the station's popular deejays. Like the new Saturday Night Club. A unique approach to live record parties, with tight production and timely news specials. Light, lively, listenable . . . that's the new sound that's catching the crowds on Boston's Most Popular Station.



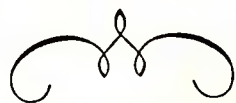
 Westinghouse Broadcasting Company, Inc.



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



We have 81% renewal of local accounts with 82% of our subscribers being on the air from 5 to 27 years without interruption.

SPONSOR ASKS

(Cont'd from page 57)

more often the film producer is called upon to achieve elaborate trick shots, high speed photography and zoom shots.

In commercials, of course, the product is the star and a close-up of a box of soap flakes is as crucial as the glamour shot of the movie queen. MPO has developed special insert stage equipment and techniques for the most efficient and effective handling of these extreme close-ups.

One of our most significant technical advances in 1958 was the MPO infra-red, self-matting process. This technique, exclusive to MPO in the East enables the product or cast to be superimposed in action on any background. Conversely, it enables the background to change with continuous action in the foreground. This is a distinct advantage over the cumbersome rear-projection and traveling matte techniques which have been in use in the past. Client reaction to this process has been so gratifying during the last few months that we expect a significant percentage of our 1959 commercials to employ this process.

Another technical advance has been the adaptation of the ultra-violet (black light) technique to film commercials. We have done this both in black-and-white and color. This technique allows clothing to be worn or products to be handled by people invisible to the viewer.

The process of improving existing techniques and developing new ones is one which must be an important part of the business today. In cooperation with our cameramen, directors, engineering and art departments and the entire MPO staff we are currently engaged in designing equipment and lenses to further glamourize the star of television commercials . . . the product.

In line with this, it is the responsibility of the film producer to keep agencies and advertisers aware of the latest commercial filming technique. As part of a continuing series of demonstration sessions, MPO President Judd L. Pollock and myself will demonstrate the MPO infra-red, self-matting process for the association of Agency-Tv producers in Chicago, Wednesday, 28 January. ■

Announcing the formation of

ARKWRIGHT ADVERTISING CO., INC.

65 EAST 55th STREET
NEW YORK 22, N. Y.
PLAZA 1-5515

JERRY BESS

Executive Vice-President

JACK WILCHER

Vice-President

JAMES HACKETT

Media Director

THOMAS MANNOS

Radio-TV Prod., Director

Servicing the following accounts:

Robert Hall Clothes

Chief Apparel

The American Male

Comark Plastics

Abelsons Jewelers

Meadow Sportswear

West Coast Slacks

Stanley Blacker Associates

West Coast Office:

6801 Hollywood Blvd.
Hollywood, California

Richard Westman,
MANAGER



BUILT FOR GREATER VALUE

WRC-TV's new rate structure* offers Washington advertisers the best dollar value in the station history. Television viewing in the Capital today is a quarter again as large as it was in 1955 while rates have increased only slightly. *A comparison of the new rate structure and the increased TV viewing shows that WRC-TV now penetrates a 26.3% larger potential audience at an 11% lower cost per thousand!* Add to this one more fact: The latest seven-month trend of ARB reports (June through December), shows WRC-TV leading all other Washington stations in total weekly share-of-audience! Washington is booming. Profits are greater than ever. And WRC-TV can make the most of it... **WRC-TV-4** for you! ■ NBC Leadership Station in Washington, D.C. Sold by NBC Spot Sales.

*WRC-TV Rate Card Number 14

WASHINGTON WEEK

24 JANUARY 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Regardless of slogans and arguments, the fight over exemption of professional sports from antitrust laws centers on broadcasting rights.

Those advocating all-out exemption in bills offered so far this session in the House appear of this mind:

Allowing radio to go on without restraint, but setting up specific ground rules for tv as far as sports promoters are concerned. In other words, promoters acting in concert to ban radio coverage would still be violating the anti-trust law. However, this could **black out an area in tv within 75 miles of the sports event.**

Rep. Emanuel Celler (D., N. Y.), chief opponent of the blanket exemption but outvoted in the House last year, still wants exemption for practices proven "reasonably necessary" to preserve the sports. As chairman of the House Judiciary Committee which must consider the bill, he has indicated that he is in no hurry to hold hearings.

Last year Celler won in his committee—lost on the floor of the House. Over in the Senate a Judiciary subcommittee under Sen. Estes Kefauver (D., Tenn.) bottled up the bill. Thus far, there is no indication that the climate is any friendlier to it in that group this year.

Main opposition comes on the grounds that the public would be deprived of broadcasts of sports events. Opponents of the bill will want to listen carefully to what broadcasters have to say about effects of the compromise before they soften any.

The administration's budget backs an FTC plan to get tougher with advertising.

Congress is asked to provide \$1,489,000 for investigation and litigation connected with deceptive ad practices, up from \$1,355,000 actually voted last year. The fiscal 1959 budget cut funds for this purpose from \$1,396,390 in the preceding year, but fiscal 1960 money requests not only restore the lost funds but add more.

The administration in an "economy" budget, also asks an increase for the FCC. This agency has \$9,759,904 available to it in the current fiscal year. The budget asks for \$11,000,000 in fiscal 1960 and explains that it wants to cut the time it takes to process applications. The FCC wants to increase from 1,169 employees to 1,320.

The FCC expects an increased workload. It believes that it will be **regulating 5,325 stations by the end of fiscal 1960** compared to 5,105 at the end of this fiscal year. It expects to dispose of 842 AM applications for new stations or major facility changes in the coming fiscal year, compared to 631 in the current year. Comparable figures for TV are 319 compared to 274, while FM is expected to stay the same at 391.

Temperance forces are readying another and bigger attack on Congressional unwillingness to ban interstate advertising of alcoholic beverages.

Rallying point now is pressure for the two Commerce Committees to turn loose of the bill so it can be voted upon on the floors of the two chambers. They feel **Congressmen would be reluctant to go on record against the bill.**

FILM-SCOPE

24 JANUARY 1959

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PUBLICATIONS INC.

A number of film companies are breathing easier this week as a result of extension of mid-year network contracts for an additional 26 weeks.

Kraft and Sealtest, for example, gave the green light to Bat Masterson and Old Gold did the same for Rough Riders, while Tombstone Territory which was in a hiatus of uncertain duration will now return for Lipton Tea and Philip Morris.

Stations are showing an increasing tendency to avoid speculations in unsponsored first-run syndicated series.

A few outlets look askance at programs that don't come in with total sponsorships already sold through agencies, and the majority of outlets show varying resistance to programs that aren't at least 50% sold.

The fact that a national or regional advertiser has already bought into part of a show makes it easier for the station to sell off the other half to local or national buyers of participation and spot.

But many stations have been sorely chagrined when they had to start selling from scratch and ended up holding the bag on a long-term programming expense.

The new attitude towards licensing merchandise at CBS involves treating children's items such as pistols and knives with extreme gentleness because of their overtones of violence.

The new CBS organization for licensing is much like what NBC already has, with the merchandising department to be part of CBS Films.

It appears that CBS is frankly willing to give up some of the profit potential of merchandising in juvenile items, and will stick to other licenses for their promotional value to CBS network and syndicated shows.

Almost every tv season finds some thumping ratings success in a program with especial appeal to juvenile audiences.

Last season's ratings phenomenon in this department was the Popeye cartoons, and several seasons ago a sure-fire ingredient in local early evening or late afternoon programming was Looney Tunes.

Currently making its bid for this same type of local ratings success is a group of Three Stooges farces being handled by Screen Gems.

Latest ARB reports show ratings performances like these:

CITY	RATING	STATION AND TIME
Chicago	17.3	WGN-TV, Mon. thru Fri., 4:30 p.m.
Dallas	15.1	KFJZ-TV, Mon. thru Fri., 6:30 p.m.
Detroit	13.9	WXYZ-TV, Mon., Wed., Fri., 6:00 p.m.*
Philadelphia	28.0	WFIL-TV, Mon. thru Fri., 6:30 p.m.*

*programed together with other film packages

Note: However, an important difference between Three Stooges and other programs of this type in recent years is that they are flesh-and-blood performers rather than cartoon characters. Also, as a result of their syndication exposure, they've been booked on several network variety shows, which in turn has boosted their syndicated schedules.

The need for an all-industry committee to promote television was urged by syndication chief Mickey Sillerman last week.

He pointed to the study of tv's impact on children prepared by Boston University's Foundation for Character Education as one that was virtually ignored by the industry despite its favorable implications for tv.

George T. Shupert's appointment this week as v.p. in charge of MGM-TV could be a prelude to MGM's entry into syndication on a grand scale.

Shupert, a veteran in tv film, comes from ABC Films.

Any of the seven pilots MGM will be shooting in the first quarter of 1959 that do not result in network sales would be obvious syndication possibilities.

However, there's this obstacle: **MGM-TV is at present geared only for selling shows to network advertisers or feature films to stations.**

There are an increasing number of factors in syndication negotiation that influence sales which have nothing to do with the show itself.

Among the client problems and film company requirements, two factors stand out as increasingly decisive this season: they are:

- The client who wants only to buy 13 weeks or 13 weeks spread over 26 weeks and therefore can't reach the syndicator with a 39-week show.
- The film company with a quarterly sales quota that has to reject the meaty regional offer because it has a delayed starting date.

While many syndication ratings have a great deal to do with network adjacencies, a number of new wrinkles have developed lately.

A case of a syndicated show outrating a successful network adjacency is in New York, for example, where the November-December Nielsen report gave Sea Hunt a 35.2 average to a slightly lower 34.5 score for its lead-in, Gunsmoke.

Bristol-Myers and Sun Oil Co. sponsor Sea Hunt in New York.

COMMERCIALS: You can expect the "continental look" to have a key effect on the styling and creativity of new film commercials for tv.

Typical commercials from last year's Venice showings are now being exhibited by consultant Harry Wayne McMahan to agency audiences in cities such as New York and Chicago—and it's clear that French, Italian and other producers are years ahead in some areas.

Important differences between U. S. and European commercials production could result in basic influences here, such as these: (1) European commercials are 80% for theatre intermission and have the benefit of more elaborate and entertaining production, (2) talented small producers deal directly with the advertiser in most countries and (3) commercials are designed to be shown over and over and therefore many have greater interest in repeat viewing.

More and more of the commercials producers equipped for tape are starting to roll with orders for new business.

Termini, for example, which was only organized a few months ago, last week delivered its first tape commercials for Edsel through Kenyon & Eckhardt.

Film and Commercials Flashes: Screen Gems' **Rescue 8** now sold in 142 markets . . . Jayark Films appointed **Russ Alben** ad-promotion manager . . . MPO will produce **Coca-Cola** commercials starring the McGuire sisters . . . Flamingo will syndicate **Deadline** . . . **Dick Lawrence** will head **Economee Sales** . . . **Bernard Goodwin** resigned from Metropolitan Broadcasting . . . (For details, see **FILM WRAP-UP**, page 76.)

SPONSOR HEARS

24 JANUARY 1959

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PUBLICATIONS INC.

An agency's faltering record in network tv can make an effective defensive weapon.

It worked this week for the West Coast branch of a New York agency in dissuading a juicy durable account from yielding to the rosy talk of a competitor.

Geritol (Pharmaceuticals, Inc.) may next take a stab at nostalgia via a live show linking Gny Lombardo and Don Ameche.

If the audition made last week proves acceptable, the niche will be 7:30-8 p.m. Monday on NBC TV.

One of the giant agencies suddenly has become the object of wholesale account sniping by its Madison Avenue brethren.

The beleaguered agency staved off a similar situation some years back when—as now—it was going through some major internal realignments.

That scramble among four top agencies for the New York Stock Exchange account is spurred more by the prestige involved than the budget (less than \$1 million).

The contestants: J. Walter Thompson, McCann-Erickson, Y&R, and BBDO. Presently the account is with Calkins & Holden, which just merged with Fletcher Richards.

Also a current target of bidding is the BBDO end of the Vick account.

Each era of the agency field has been marked by its dynamic salesmen (when it comes to pitching for business) as well as its creative geniuses.

You'll find admen pretty well agreed that the following quintet rates high today on the list of client-convincing operators: Marion Harper, Leo Burnett, Barton Cummings, Rosser Reeves, and Brown Bolte.

The upper stratum of a major Chicago agency is so rating-smitten that it has tabooed a recommendation from its media-planning people that a campaign be bought on every fm station in the country for a product suited to that kind of broadcasting.

The theory behind the plan: (1) the concept would be a "first," and (2) there would be no product competition.

Retorted the agency's masterminds: If we can't measure it by ratings, it's not what we want.

One of the big laments you continue to hear among admen about what's missing in tv measurements: qualitative research on how a program or personality has influenced the viewer at the point-of-sale.

Take a case like this: The sponsor of a variety comedy show knows from various field reports that it has contributed tremendously to record sales the last 1958 quarter. Yet the program fails to get into the top 25 and thus always has two strikes on it.



This is the \$2¾ Billion WSMpire . . . America's 13th Largest Radio Market*

No national advertising campaign plan can be complete without including the WSMpire . . .

No other combination of media can sell the nation's 13th largest radio market as effectively and as economically as WSM . . .

Strong words . . . but Bob Cooper, or any Blair man, can show facts, figures and actual case histories to prove that WSM, single handedly, delivers a market exceeded in importance by only 12 other areas in these United States.

*Katz Agency Market Study, Broadcasting, December 16, 1957

W S M Radio

Key to America's 13th Radio Market

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

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

SPONSOR • 24 JANUARY 1959

69

ADVERTISERS

Chiquita Bananas will be seen and heard by more people this year, than ever before according to the United Fruit Co., and its agency, BBDO.

The latest campaign for the banana lady calls for \$1 million in spot tv in the top 20 markets and radio spots in 49 markets.

Audiences will be urged to havana-banana and addabanana via new recipes and ideas. The tv campaign starts 9 February, with radio following in mid-April.

Other campaigns and ideas:

- Applberry, for its sauce and strained strawberries and raspberries, is moving into tv, via spots on

WCSB-TV, WRCA-TV, WNEW-TV, WOR-TV and WPIX, all New York stations. Its commercials feature a new character, Hector Applberry. Agency: The Rockmore Co., New York.

- Back with the Moylan sisters! The youngsters who aired commercials for **Thrive Dog Food** some 20 years ago are back in radio. Thrive's new campaign includes saturation daytime radio spots on some 40 stations in 28 cities on the Eastern seaboard. Agency: Clements Co., Philadelphia.

- Westinghouse, to promote its new Chantecler, an electric clock-radio, is sending to early morning broadcasters a "Wake-Up" kit—consisting of a rooster, whistle, Tang instant orange juice, Nescafé instant coffee, Pream instant cream and Devonsheer Melba Toast, wake-up exercises and directions for running a

wake-up contest with a Chantecler as top prize. Agency: Grey Advertising.

Continental Wax Corp., heavy users of tv spot, was charged by the FTC for misrepresentation.

The Commission's complaints are against Continental's Six Months Floor Wax tv commercials, alleging that the polish will not last for that duration under ordinary circumstances.

Expansion: The **Dumas Milner Corp.** has purchased **Hillcrest Labs** of Chicago.

A subsidiary of Spectra Sportswear, Hillcrest manufactures specialty products—principally Yarn-Glo.

S. Warner Pach succeeds **R. Nelson Harris** as president of **Paper Mate**, a division of Gillette Co.

Harris has also resigned as v.p. of the Gillette Co., effective 19 March.

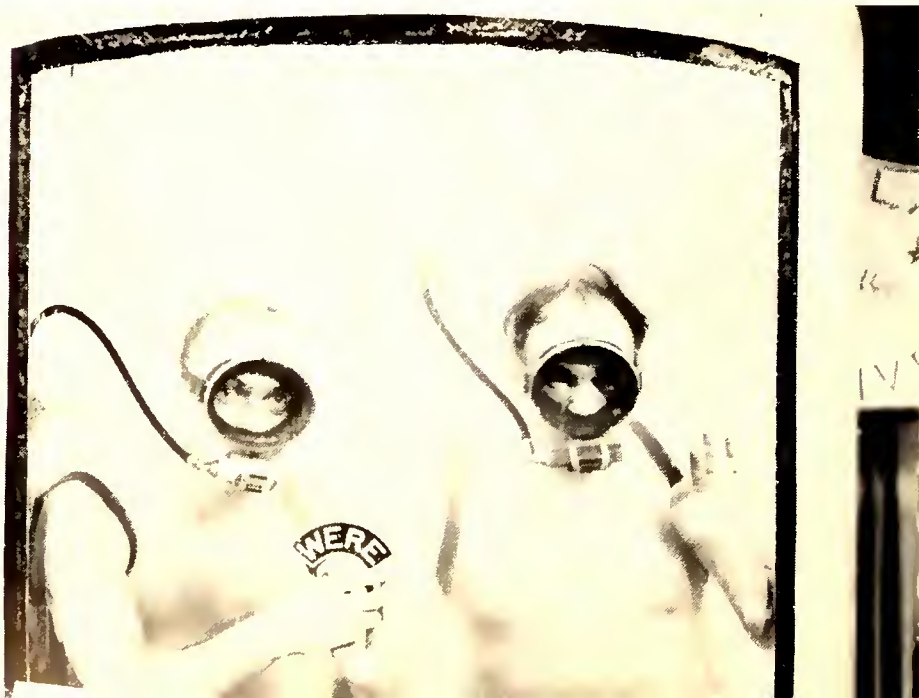
More personnel news: **Ralph Robertson**, appointed director of ad-

WRAP-UP

NEWS & IDEAS

PICTURES

Airing the show from below: Phil McLean (l), d.j. on WERE, Cleveland submerged underwater at the Mid-America Boat Show. With him, the show's sporting goods sponsor Tom Hudgeons, Jr., demonstrates his commercial: the use of water breathing apparatus



Helping the construction along: d.j. Frosty Fowler, of KING, Seattle, trying to speed up the completion of a new freeway, by telling listeners to dig 10 shovelful

Dressed to look like W. C. Fields, this staff actor roamed the streets of Pittsburgh to promote WHIC's new *Comedy Hall of Fame*. Actor also visited newspapers



vertising at B. T. Babbitt . . . Leslie Parkhurst, elected executive v.p. and Jerome Gordon (formerly a v.p. at K&E), v.p. in charge of marketing at A-S-R Products Corp. . . . Charles Harding III, assistant director of marketing at Paxton & Gallagher . . . Franklin Genuendt, co-ordinator of advertising and sales promotion for Metropolitan Bottling Co. . . . Richard Bailey, director of public relations for Burroughs Corp. . . . Robert Orser, advertising manager for the Chain Saw division of McCulloch Corp. . . . Clifford Greek, to director of marketing for the Eureka division of Eureka Williams Corp. . . . Ronald Lints, named advertising manager for Fischer & Porter Co., Hatboro, Pa. . . . John Angus, to v.p. of the Dolcin Corp.

AGENCIES

The pros and cons of all-media buying were discussed last week by Michael Donovan, v.p. and associate media director of B&B.

and Dr. Seymour Banks, v.p. of Leo Burnett, at the RTE's Seminar luncheon in New York.

Donovan took a position in favor of all-media buying, saying that this man is better equipped to understand the marketing situation and thus makes the best recommendations.

"We'd rather that each of our media men have a full ccheck of sharpened tools, than just a screw driver or a hammer." concluded Donovan.

Banks, on the other hand, spoke about Burnett's setup of five media groups headed by an all-media account supervisor, and including specialized space and time buyers.

This specialization, according to Banks, gives the space and time men an opportunity to keep up with the latest developments in their particular field.

Following his speech, Banks was asked: "What do you think of the new radio-tv development at Y&R?" His reply: no comment.

A working relationship has been established between Anderson &

Surrounded by his sponsors: Jim McKiv, star of CBS TV's *The Verdict is Yours*, has the SRO sign on his show, as shown by 25 different products around him



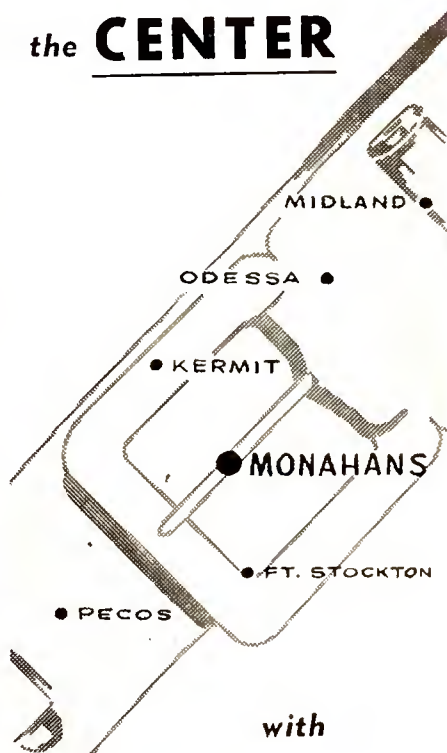
Buried under the mail received by WTAE, Pittsburgh, for its "Three Stooges Drawing Contest," are two of the Stooges, while the third, Joe (r) looks on. With him, Paul Shannon, of 6 p.m. *Adventure*

Doing his show from jail: Chuck Hardin, d.j. on KWTX, Waco, is attempting to get \$1,000 "bail money" via his eight hour show all to go to the March of Dimes



Buy the whole TEXAS MONEY BELT

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



with

KVKM AM TV

Channel 9 abc
MONAHANS, TEXAS

See

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

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

KVKM AM TV

MONAHANS, TEXAS

Cairns and Botsford, Constantine & Gardner.

Under the agreement, A&C will service BC&G in the East, and vice versa.

New agencies: Arkwright Advertising, at 65 East 55th Street, New York, headed by Jack Bess, formerly with Frank B. Sawdon, and Jack Wilcher, noted for the Robert Hall Clothes' "When the values go up, up, up" jingle. The agency's latest appointment: **Robert Hall Clothes,**

for its radio and tv activities in 150 market . . . **Otero & Winters,** at 9110 Sunset Blvd., Los Angeles, formed by Page Otero and Curtis Winters, both formerly executives of the McCarty Advertising Agency.

Agency appointments: Vick Products division of Vick Chemical Co. for its Double-Buffered Cold Tablets, to **Ogilvy, Benson & Mather** . . . Slenderella International, with a chain of 150 salons and a budget of \$2.5 million. to **Product Services,**

Inc. . . . The newly acquired Charles Antell division of B. T. Babbitt, to Babbitt's agency, **Brown & Butcher, Inc.** . . . Wallace Silversmiths, of Wallingford, Conn., to **Grey Advertising** . . . The Loretta Young Way, West Coast charm school, to **The Lansdale Co.,** Los Angeles . . . The Thrivo Co., Philadelphia makers of dog food, to **The Clements Co.,** also of Philadelphia . . . Cal-Ray Bakeries of Glendale, to **Donahue & Coe,** Los Angeles . . . The Arkansas Rice Growers Cooperative Association, to **Noble-Dury & Assoc.** . . . Traub Manufacturing Co., Detroit, to **Jaqua Advertising** . . . White Labs, of Kenilworth, N. J., **The Shaller-Rubin Co.,** New York . . . Beacon Plastics Corp., of Newton, Mass., to **Weiss & Geller, Inc.** . . .

Account resignation: The Chevrolet Dealer Groups, for local advertising in the Eastern region, by **Ketchum, MacLeod & Grove** . . . **Smith Brothers,** which has been with SSC&B since it started in 1946, is leaving the agency to join **Kastor, Hilton, Chesley Clifford & Ather-ton.**

New officers of the League of Advertising Agencies: president, **Ben M. Reiss,** president of Friend-Reiss; v.p.'s, **William Seidenbaum** and **Jay Victor;** secretary, **Arthur Bandman,** and treasurer, **Ted Bernstein.**

New senior v.p.'s and member of the board at Mogul, Lewin, Williams & Saylor, Inc.: Richard Lockman, Seth Tobias, William Jacoby, Myron Mahler, Milton Guttenplan, Charles Rothschild, Walter Pollock and Alvin Kaplan. Also named senior v.p., **Alan Green.**

They were named v.p.'s: **Richard Goebel,** at Compton Advertising . . . **Reginald Dellow,** at Grant . . . **James Watt, Jr.,** at Y&R . . . **Terrell Van Ingen,** at EWR&R . . . **William Lewis,** at Geyer, Madden & Ballard . . . **James Miller,** at Applestein, Levinstein & Golnick, Baltimore.

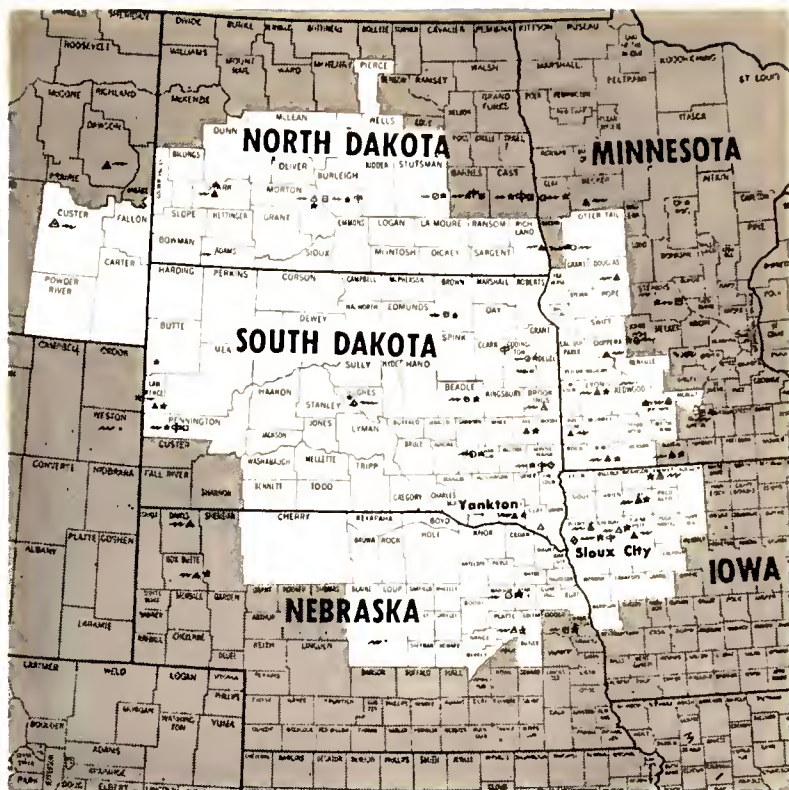
People on the move: **Randolph McKelvey,** named manager of Y&R's Detroit office . . . **Edwin Sonneck-en,** named president and **Nevin Gel-**

Step into the magic circle

GKS

... and watch your sales soar
with TV's finest new series,
now obtainable only from
GROSS-KRASNE-SILLERMAN, Inc.

full details in this publication
January 31



**THIS
IS
AMERICA'S 41ST RADIO MARKET**

*Big Aggie, queen of WNAX-570's coverage area,
rules over this prosperous land*

Big Aggie Land, defined and delivered by WNAX-570, is the country's 41st radio market. This vast, farm-rich area includes 175 counties in parts of five states, nearly 2¼ million people with over \$3 billion in spendable income.

With WNAX-570's uncontested reign over these high-income families, Big Aggie Land is one of the nation's most profitable markets for radio promotion.

See your KATZ man for details.



WNAX-570 CBS RADIO

**YANKTON, SOUTH DAKOTA, SIOUX CITY, IOWA
PROGRAMMING FOR ADULTS OF ALL AGES**

**PEOPLES
BROADCASTING CORP.**

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, W. Va.
WNAX, Yankton, South Dakota
KVTY, Sioux City, Iowa

man, v.p. and general manager of Market Planning Corp., an affiliate of McCann-Erickson . . . **Gerald Pickman**, to director of marketing and research for Kudner . . . **Ralph Smith** and **Richard Wylly**, elected directors of SSC&B . . . **James Aubrey**, board chairman and chief officer of Aubrey, Finlay, Marley & Hodgson, Chicago, to senior consultant . . . **John Roche**, to director of the copy department: **Josephine Walsh**, to assistant director of copy; **Theodore Simpson**, to head the newly formed creative-contact department and **Gene Hahnel**, co-director at Gardner Advertising, St. Louis.

Other personnel appointments: **Wirt McClintic Mitchell**, named chairman to coordinate art and copy activities at Geyer, Morey, Madden & Ballard . . . **Arthur Poretz**, to director of public relations at Mogul, Lewin, Williams & Saylor . . . **Noel O'Daniell**, to account executive at Connor Associates, Inc., Aurora, Ill. . . . **John Meskill**, associate media director at Marsehalk & Pratt . . . **Dr. Norman Young**, to research director and **Nancyann Graham**, director of home economics at Mogul, Lewin, Williams & Saylor.

FILM

An ambitious schedule for film production and distribution is being posted by increasing numbers of film companies for 1959.

These were among last week's developments and announcements in that area:

- **MGM-TV** will put at least seven new pilots before the cameras between now and March, and construction is underway at MGM to enlarge and modernize studio facilities.

- **Goodson-Todman** will film the *Philip Marlowe* series with William Froug as creative head; CNP will distribute the show.

- **Jack Chertok** will make the *Barney Ruditsky* series, and Raylock Productions will film *Outpost in Space*; both will be shot at MGM and distributed through CNP.

- **CBS Tv Films** has completed its pilot for *The Lawyer*.

- **Fremantle** will handle Encyclopedia Britannica films in Canada.

- **Pyramid Productions** will film

Deadline starring Paul Stewart; Flamingo will distribute the series.

Sales: Latest sales of *Rescue 8* by Screen Gems bring the series into 142 markets: they are Tasty Baking Co. for WBAL-TV, Baltimore, with options in Philadelphia and other markets; City National Bank and Clark Jewelers for WKY-TV, Oklahoma City; Tide on WCRG-TV in Cedar Rapids; also stations WCCO-TV, Minneapolis; and WDAF-TV, Kansas City . . . CBS Newsfilm adds to its subscriber list KDKA-TV, Pittsburgh; WTEN-TV, Albany, N. Y.; and WHCT-TV, Hartford; new overseas subscribers include services in Warsaw and Zurich with renewals in Algeria and Sweden.

More Sales: MGM *Our Gang* comedies and other short subjects plus feature films sold or optioned to KRTV, Great Falls; KFDM-TV, Beaumont; WDSU-TV, New Orleans; WTIC-TV, Hartford; WTEN-TV, Albany, and KPAC-TV, Port Arthur . . . UAA reports sales of feature films, Popeye cartoons and other film product to WBKW-TV, Buffalo; WJRT-TV, Flint; WTVR, Richmond; KCRG-TV, Cedar Rapids; WAFB-TV, Baton Rouge; KOMO-TV, Seattle; KGBT-TV, Harlingen; WMT-TV, Cedar Rapids; WHIO-TV, Des Moines; WMAZ-TV, Macon; KTUL-TV, Tulsa; KVOA-TV, Tucson; KVII-TV, Amarillo; KOOL-TV, Phoenix, and KABC-TV, Los Angeles . . . KHJ-TV, Los Angeles, purchased the RKO Showcase Package.

More distribution plans: **Richard Ullman**, of Miami, Fla., is distributing animated space adventures of *Colonel Bleep* and *Watch the Birdie* series . . . ABC Films placed Festival 35 package of J. Arthur Rank films on sale.

Upcoming production: **Formula 7 Productions** of New York City has entered live tv production and tv and features film production fields . . . **Star** of Cincinnati music series Colin Male prepared a tape audition for ABC TV.

Commercials: New Telestudios tape clients include **Florida Citrus Commission** through Benton and Bowles and Julius Kayser Ltd. through Dan-

How about ALASKA?

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

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

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

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

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

or

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



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

iel and Charles . . . **Gordon Weisenborn** has become associated with Fred Niles of Chicago for special production assignments . . . **Alan Alch** of Hollywood will create and produce spots for Blitz Beer of Portland through Weiner and Gossage agency of San Francisco.

SMPTE Note: Lectures on sound recording will be held for SMPTE members and non-members in New York.

Strictly personnel: **Dick Law-**

rence becomes general sales manager of Economee Television Programs, the Ziv division under Pierre Weis . . . Shifts in stockholder identity have resulted in the resignation of **Bernard Goodwin** as president and director of Metropolitan Broadcasting Corporation (formerly DuMont stations) . . . **Russ Alben** becomes new manager of Jayark Films' advertising-promotion department to handle Bozo the Clown programs and merchandising . . . **Barry Winton** joins Official Films as Baltimore representative.

NETWORKS

NBC Radio this week disclosed that it has signed \$6.6 million worth of renewed and new business since 29 October, when **CBS Radio** announced its Program Consolidation Plan.

In terms of net billings the division was as follows: Total renewal business, \$4,213,583; total new business, \$2,383,010. The period: 1 November-9 January.

Among the major buys on the new business side were Waberly Bonded Fabrics. Lewis-Howe, Mogen David, Raybestos, Lever, Renuzit and an automotive parts manufacturer.

Long-term renewers included R. J. Reynolds, Sun Oil, B&W, Bristol-Myers, Allis-Chalmers, No. American Van Lines and Ex-Lax.

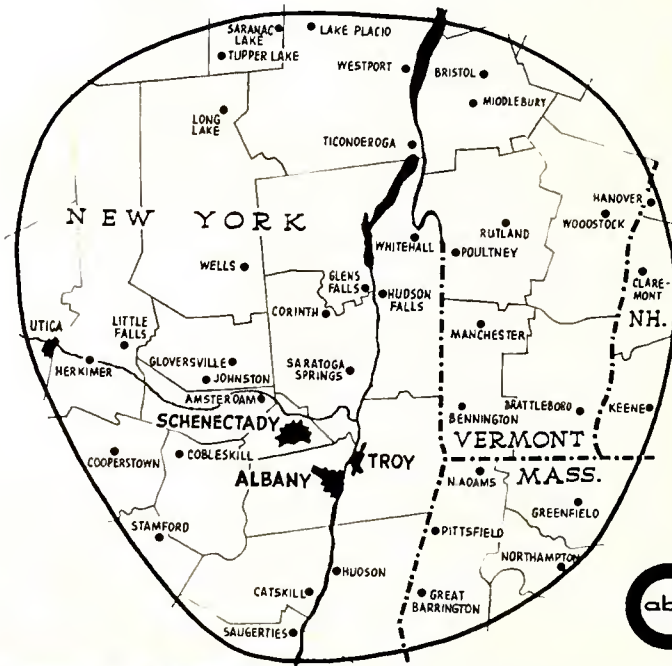
On the tv front: **NBC TV** in its year-end report, states a 13% increase over its 1957 sales record. This 1958 figure, according to chairman Robert Sarnoff, more than doubled the sales volume of five years ago, and entered the fourth quarter leading all networks in sponsored evening time.

Network tv business: **Alberto-Culver**, to sponsor *Meet McGraw* via **ABC TV** . . . Sunbeam Corp. (Perrin-Paus) has signed for alternate weeks on **CBS TV's** *What's My Line*, joining Kellogg . . . **P&G (B&B)** is in for three **NBC TV** shows: alternate weeks of *Dragnet*; one-third of *Ellery Queen*; and one-third of *Cimarron City* . . . Two regional sponsors for **ABC TV**: Boyer International Labs, for *Meet McGraw* and Hudson Pulp & Paper, for *Walt Disney Presents* . . . **Corn Products** renewed its schedule on four **NBC TV** daytime shows: *It Could Be You*, *Queen For A Day*, *Treasure Hunt* and *The Price Is Right*.

Network radio business: **The Parker Pen Co.** has increased its time (two segments daily) on Don McNeill's *Breakfast Club*. Other advertisers buying into this **ABC** show since the start of this year: American Home; Beltone Hearing Aid; Ex-Lax; General Foods; Gulf Guaranty Land & Title; Landers, Frary & Clark; Magla Products; Rock of

a NEW plus market The \$3 BILLION GOLDEN CIRCLE

Albany - Schenectady - Troy



13

CHANNEL

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

THIS NEW STATION WAST

ALBANY, N. Y.

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

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

Office sofa — The nicest things happen when you buy time on KYW Radio, Cleveland



© WESTINGHOUSE BROADCASTING COMPANY, INC.

Ages Corp.; Russell Spruance Co.; and Standard Brands.

Network affiliations: WKNE, Keene, N. H., switched from CBS to NBC Radio last week. It had been a CBS affiliate for 21 years... WDSM, Duluth-Superior, to NBC Radio.

Thisa 'n' data: Mutual this week initiated a regional news feeding service to its 453 affiliated stations... **On the special front:** over NBC TV, *Some of Manie's Friends*, a tribute to the late Emanuel Sacks, former head of Columbia Records and RCA Records, programing head of NBC and staff v.p. of RCA. Liggett & Myers (McCann-Erickson) will sponsor this hour and one-half special on Tuesday, 3 March.

RADIO STATIONS

Continuing the battle for radio's right to air legislative session:

WADK, Newport, R. I., was the victor in an hour long debate with the City Council last week, over the station's right to tape record the meetings.

WWIN, Baltimore, has embarked on a promotion campaign which relates the role it now plays in radio — the personal medium — to the great services that radio has performed from its inception.

The effect: identity of a comparatively new station not only with the medium's distinguished past but with the newer forms of radio programing technique.

WOOD, Grand Rapids, has issued a news letter to agencies and advertisers describing the effects of a 41-day newspaper strike on food and chain department stores business.

The highlights of this survey — conducted by the station among local merchants:

- Every company but one said business was better during this period than the same time a year ago.
- The strike proved that no advertising medium was indispensable to business, and that several alternatives exist.
- All agreed that newspapers were most missed for advertising special or promotional items.

WMAR-TV SUCCESS STORY . . .

New England Confectionery Company

makers of fine candies since 1847

254 MASSACHUSETTS AVENUE,
CAMBRIDGE 39 MASS U.S.A.

Necco

C. S. BRIEL
Baltimore 28, Maryland

December 30, 1958

Mr. Tony Picho
Promotion & Publicity Manager
WMAR-TV—Sun Square
Baltimore 1, Maryland

Dear Tony:

In checking over my records, I thought you would like to know what WMAR-TV has done to improve the sale of Necco products being featured in spot commercials on your programs.

Far your edification, as well as my own, I have spent considerable time working out on analysis of sales on Rolo and Sky Bar to our 57 direct buying accounts who distribute these types of products in the Baltimore area.

The sales analysis referred to above was based on the period September through December, 1957 (no television), versus September through December, 1958 (WMAR-TV television). During the above stated period, sales on Rolo showed a phenomenal increase of 400.68% in 1958 over 1957. Sky Bar sales realized a 37.01% increase on the same comparative basis as hitherto stated. As Sky Bar has been well established on the local market, it could not be expected to show a markedly heavy sales increase as has been the case with a comparatively new product such as Rolo.

Sky Bar and Rolo are highly regarded by our direct buying accounts as to having excellent consumer acceptance. Nevertheless, in same manner we had to get a message to the consumer as to the appeal of subject products. Thus, I feel our recent improved success with Rolo and Sky Bar is attributed mainly to advertising through the medium of television.

I should like to thank you for the sales promotion and cooperation you have given my Company in conjunction with our advertising. Best wishes in all your activities during the coming year.

Very truly yours,

Chris S. Briel

New England Confectionery Co.

CSB:pb

FOOD FAIR PROPERTIES PICKS JACKSONVILLE



Ralph Biernbaum, Vice President and General Manager, Food Fair Properties, Inc.

Food Fair Properties, Inc., has picked Jacksonville for a gigantic 41-acre shopping area—Philips Highway Plaza. The faith of America's largest shopping center developers in the State of Florida's Gateway City is exceeded only by the enthusiasm Jacksonville has shown over this recent addition to the rapidly expanding North Florida economy.

AND JACKSONVILLE PICKS WFGA-TV

In Jacksonville, Jaxons have picked WFGA-TV, Channel 12 as the best family station in the huge \$1½ billion North Florida-South Georgia market.

Basic NBC and Selected ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA — TV Channel 12

Jacksonville, Florida
FLORIDA'S COLORFUL STATION

WMAR-TV

Sunpapers Television

Channel 2

Baltimore 3, Maryland

"MARYLAND'S PIONEER TELEVISION STATION"

NATIONAL REPRESENTATIVE THE KATZ AGENCY

Ideas at work:

• A new year, a new promotion: **KYA**, San Francisco, ended its treasure hunt last week, awarding \$50,000 to the winner. Station reports the campaign turned out to be the biggest in its history, with more than 100,000 listeners searching for the money during one weekend.

• Make a call anywhere on the globe: this was the theme of a spot promotion developed by Applestein, Levinstein & Gohnick, Baltimore agency for the Globe Brewing Co., for its holiday announcements on **WCAO**,

Baltimore. Brewery plans to renew offer on upcoming holidays.

• Radio Moscow: The name for a new series of programs on **WBT**, Charlotte. They will consist of re-broadcasts of recordings of portions of English language broadcasts by Radio Moscow, followed by commentary from station's newsmen.

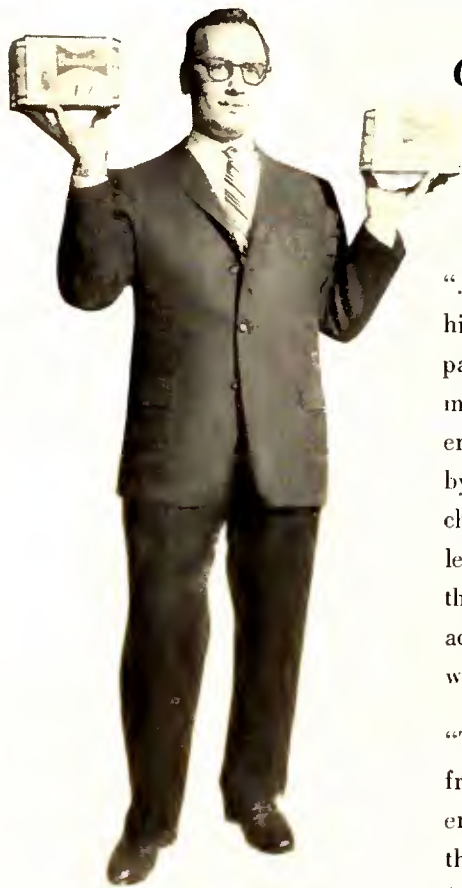
• Gone are the days: **KGBT**, Harlingen, Texas, sent a document to **KFQD**, Anchorage, Alaska, relinquishing its title of "the biggest radio station in the largest state."

• What's the good word? The an-

swer should be the one selected by **KREM**, Spokane, in its campaign to promote community courtesy. Station selects a good word, like "Smile" and gives cash to people answering the phone with it.

• No fish stories here: **WCCO**, Minneapolis-St. Paul, is looking for the ice fishing champions of the Northwest. The person catching the biggest Northern pike, walleyes and crappie in the five-state area served by **WCCO** will receive \$50 and merchandise.

Budweiser's Dollar buys More on WKOW



Thank you, Harry Renfro of D'Arcy for the opportunity to prove that WKOW is "First in selling a buying Madison and Southern Wisconsin."

Ben Hovel
General Manager

"... with on-the-spot, hard-hitting merchandising that paid off. Personal calls and mailings to every area tavern, liquor and grocery store by WKOW's dynamic Merchandising Director Jim Miller... more than double the number of 'Pick a Pair' action displays put up than we hoped for..."

"This kind of selling help from 'Wisconsin's Most Powerful Radio Station' gave us the extra strength we needed for real market penetration..."

Al Frank

Frank Beer Distributors, Inc.
BUDWEISER BEER

WKOW RADIO 10 KW at 1070
MADISON, WISCONSIN TV 

Thisa 'n' data: Lester Johnson and Willard Happy, presented with wrist watches for their 25th year with **WFDF**, Flint... **Graham Poyner**, v.p. and program manager at **WPTF**, Raleigh, also a 25-year man, and presented with a silver howl... **Bob DeHaven**, of **WCCO**, Minneapolis-St. Paul, is leading a group of 76 station listeners on a two-week "Good Neighbor Holiday" in Hawaii.

Add random notes: **KOMA**, Oklahoma City, is using the saturation technique via outdoor billboards to announce its affiliation with NBC... **Eldridge, Inc.**, Trenton, N. J. agency, is promoting advertising via a show on **WTTM**, Trenton, dubbed, *This Is Advertising*.

Station purchases: **WTRX**, Bellaire, Ohio, to Frederic Gregg and Charles Wright, for \$130,000, brokered by Blackburn & Co... **WCFV**, Clifton Forge, Va., to James R. Reese, Jr., for \$45,000, brokered by Paul H. Chapman Co.

About power and hours: **WFGM**, Fitchburg, Mass., began 24-hour operation last week, after some four years of expansion and planning... **KGO-FM**, San Francisco, completed its new antennae and raised its power to more than six times its previous strength.

Station staffers: Stanley Spero and Robert Forward, named v.p.'s in charge of sales and programs respectively, at **KMPC**, Los Angeles... **Charles Burge**, to general manager of **KWRE**, Warrenton, Mo... **Hal Sundberg**, station manager and **Bill Mayer**, program manager of **WMBD**, Peoria... **Gibbs Lincoln**, to station manager of **KING**, Seattle...

Leslie Biobl, named executive director KYW-FM, Cleveland . . . Alex Cole becomes co-owner of WYFE, New Orleans. Bill McMillan, news director, KOMA, Oklahoma City . . . George Gilbert, account executive, WABC, New York . . . Bob Lyte, promotion director, WCAR, Detroit . . . Robert Nelson, news editor at WBZ, Boston . . . John Behnke, promoted to commercial manager, KOMO, Seattle.

Add personnel appointments: Thomas Warner, general manager of WJLB, Detroit, named v.p. . . . Tom Matts, to news director of KBOX, Dallas . . . Joseph Wolfman, sales manager, KSON, San Diego . . . Lansdell Anderson, regional sales manager of Intermountain Network . . . Richard Gravel, to national sales manager and Herman Kramer, local sales manager of WTAG, Worcester, Mass. . . . Irvin Boudreau, account executive, WDRC, Hartford . . . Mort Stern, account executive, WABC, New York . . . Jack Loughmiller, national sales supervisor, KNX-CRNP, Los Angeles . . . Fred Kaufman, ac-

count executive, KOMO, Seattle . . . Roy Bray, account executive, KFMB, San Diego.

REPRESENTATIVES

Larry Webb, managing director of the SRA, in a talk before the Oklahoma Broadcasters Association last week, estimated the total sales for 1958 as:

- National Spot Radio—\$178 million, an increase of 5% over 1957.

- National Spot Tv—\$330 million, an increase of about 12% over 1957.

Webb also guesstimated that spot tv will show a 10% increase this year over 1958, or a total of \$365 million.

While admitting that National Spot Radio didn't fare so well in '58, he said he felt that the final figures will run slightly ahead of 1957—the year National Spot set an all-time high.

Among the other recent organizational changes at Edward Pe-
try:

Private line — The nicest things happen when you buy time on KYW Radio, Cleveland



©©© WESTINGHOUSE BROADCASTING COMPANY, INC.

IN FOOD SALES

the Beaumont-Port Arthur-Orange market is 84th in the Nation* . . . 4th in Texas.* And KFDM-TV delivers this entire area of over 1 million prosperous Texas buyers. If you're looking for Food Sales . . . Buy . . . KFDM-TV in Beaumont-Port Arthur-Orange.

CBS
ABC

KFDM TV



SEE PETERS-GRIFFIN-WOODWARD, INC

*S; M. Survey of Buying Power, 1958

**Of 240 Time Segments . . . Here's the Score
in Metropolitan Baltimore's Negro Market—**

RADIO STATION	FIRST
WEBB	240
Other Station	0

(Negro Pulse: Sep.-Oct. 1958)

WEBB

Always

FIRST...

First every minute of the day!



BALTIMORE'S LARGEST DAYTIME STATION

W-E-B-B

5,000 WATTS

1360 on your dial • Baltimore 16, Maryland

Represented by

STARS NATIONAL, INC.

400 Madison Ave., New York 17 • Phone PLaza 8-0555

Ernest Jahncke, Jr., to v.p. and assistant chairman of the board; Betty Doyle, to secretary-treasurer.

Members of the tv plans board: Edward Page, Eastern sales manager; Robert Hutton, Jr., tv promotion director; William Rohn, marketing director; George Johannessen, tv research director; Louis Smith, Chicago sales manager; Richard Hughes, Atlanta sales manager; L. D. Larimer, Los Angeles sales manager; and Hugh Kerwin, Dallas sales manager.

Members of the radio plans board: E. E. Eshelman, Eastern sales manager; William Steese, promotion director; William Rohn; William Cartwright, Detroit manager; William Pipher, Chicago sales manager; Lloyd McGovern, San Francisco manager; and Joseph Sierer, Atlanta manager.

(For details on top echelon changes at Petry, see SPONSOR, 10 January, page 6.)

Peters, Griffin, Woodward presented, last week, its "Colonel and Colonelette of the Year" awards for 1958.

The winners:

Robert Teter, v.p. and director of radio, named "Radio Colonel for 1958"; **John Sias**, v.p., "Tv Colonel for 1958"; the two secretaries receiving the Colonelette awards were Angela Spinelli and Elisabeth Ulbert. Also named a Colonette, Frances Brune.

Rep appointments: **Adam Young**, for KUDL, Kansas City . . . **George P. Hollingbery**, for WKIX, Raleigh; **WTTM**, Trenton, N. J.; and **WHOT**, Youngstown, Ohio; **WVLK**, Lexington, Ky.; and **WFKY**, Frankfort, Ky. . . **H-R Tv, Inc.**, for **WOI-TV**, Des Moines . . . **Richard O'Connell**, for **WIZE**, Springfield, Ohio . . . **McGavren-Quinn**, for **KCCC-TV**, Sacramento, to air 15 February.

Strictly personnel: **Sherman Adler**, named Midwest director of the newly created client relations department of CBS TV Spot Sales . . . **James Smith**, assistant to the executive v.p. and sales manager of Adam Young . . . **John Wade**, to the post of director of tv research at Avery-Knodel . . . **Bob Lefko**, ac-

count executive at Rambeau, Vance, Hopple, Inc. . . . **John Markey**, to Midwest manager, Devuey, Inc.

TV STATIONS

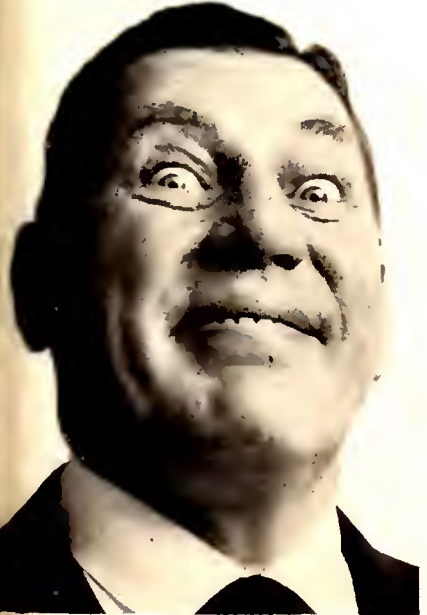
At Chicago's Broadcast Advertising Club luncheon last week, **Richard Moore**, president of **KTTV, Inc.** Los Angeles, gave his views on tv's best kept secret: the true size of the tv audience.

Moore suggested that "the light of tv has not failed; it has been hidden under a bushel."

That bushel, according to Moore, is the tendency to transplant various radio practices into tv—like the "must-buy" sales policy; and ratings, which are "incapable of telling the stations, the networks, the agency or the advertiser the most important thing: how many people watch his program."

He urged adopting a new word to replace "ratings"—"reach" for "tv reaches the American public in numbers and impact as no other medium can."

Las Vegas—The nicest things happen when you buy time on KYW Radio, Cleveland



©©© WESTINGHOUSE BROADCASTING COMPANY, INC.

Ideas at work:

• **Tv and radio network affiliates in Denver** are working together to promote Colorado's Centennial celebration. What they're out for: to bring a maximum number of network stars to the city during the year. Chairman of the radio/tv committee for the Centennial: **Orville Rennie**, of **KOA**.

• The contest's over: **White Front Stores of Southern Cal.**, sponsors of *The Rams Highlights*, via **KTTV**, Los Angeles, helped to form a **Junior Rams' Fan Club** for kids, bringing the membership up to 6,000. Highlight of the club was contest sponsored by the Store, with a college scholarship as top prize.

• See yourself on tv: **WAGA-TV**, Atlanta, constructed a closed-circuit tv station in a department store to demonstrate its new videotape recorder to the public. Passerby were interviewed, and minutes later, saw themselves on tv.

This 'u' data: **Kroger Co.** will be a daily feature, in color, on **Ruth Lyons' 50-50 Club** via the **Crosley Broadcasting** tv network—**WLW** in Cincinnati, Dayton, Columbus and Indianapolis . . . **KCCC-TV**, Sacramento, starts telecasting in two weeks, and begins its regular programing schedule 15 February.

Kudos: **Jerome Reeves**, general manager, **KDKA-TV**, Pittsburgh, named "Pittsburgh's Man of the Year" by the city's Junior Chamber of Commerce . . . **WFBC-TV**, Greenville, S. C., celebrating its fifth anniversary.

On the personnel front: **Lloyd Cooney**, named general sales manager of **KSL-TV**, Salt Lake City . . . **Avery Chenoweth**, to program director of **WSAZ-TV**, Charleston-Huntington . . . **Robert Rich**, to assistant manager of **WDSM**, Superior, Wis. . . . **John Horn**, director of information services, **WCBS-TV**, New York . . . **Ken Bagwell**, to national sales manager, **WTVJ**, Miami . . . **James Goldsmith**, director of sales, **220 Tv, Inc.** St. Louis . . . **Edna Hanna**, to head sales promotion activities at **KOMO-TV**, Seattle . . . **Tom Cary**, to account executive at **KMTV**, Omaha.



6419 HOLLYWOOD BOULEVARD HOLLYWOOD 28, HOLLYWOOD 3 51
ROBERT M. PURCELL
 PRESIDENT AND GENERAL MANAGER
 MILTON H. ALEIN, SALES MANAGER
 Represented nationally by JOHN BLAIR & CO

IT'S A FACT!

1859—John H. Gregory discovered the first gold lode in Gilpin County, Colorado... The population of Denver was 4,726!

1959—Population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of \$2,803,077,000!

IT'S ALSO A FACT!

One day spot saturation on Channel 9 for Denver Car dealer resulted in 42 new car sales in one day. A new record!


Channel 9 personalities promoted kids theatre party and outpulled competition's identical promotion... same day, same time—two to one!

THE FACT IS...

For the best buy in Denver

KBTU CHANNEL **9**
THE FAMILY STATION

Join the "Rush To The Rockies"
Come to Colorado in '59...



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

Tv and radio NEWSMAKERS



Robert A. Schmid joined Headley-Reed Co. as a v.p., in the rep firm's New York City office. His broadcasting background includes the position of administrative v.p. in charge of advertising, research and public relations, and a member of the board at Mutual Broadcasting System; v.p. of RKO Teleradio; v.p. and member of the board of General Teleradio; and v.p. for station relations at NTA Film Network. Schmid now joins S. Beeson, president, J. Wrath, exec. v.p. and J. Hardingham, v.p.

Paul B. Evans has been appointed national manager of WIP, Philadelphia. Formerly an account executive with WINS, New York. Evans has been connected with radio since 1950. His other experiences included: national spot salesman for Paul H. Raymer Co.; NBC Spot Sales in Chicago, and national sales manager for the Storer owned and operated stations. He was graduated from Northwestern University in 1948. Evans will handle national accounts as liaison between WIP and Edward Petry.



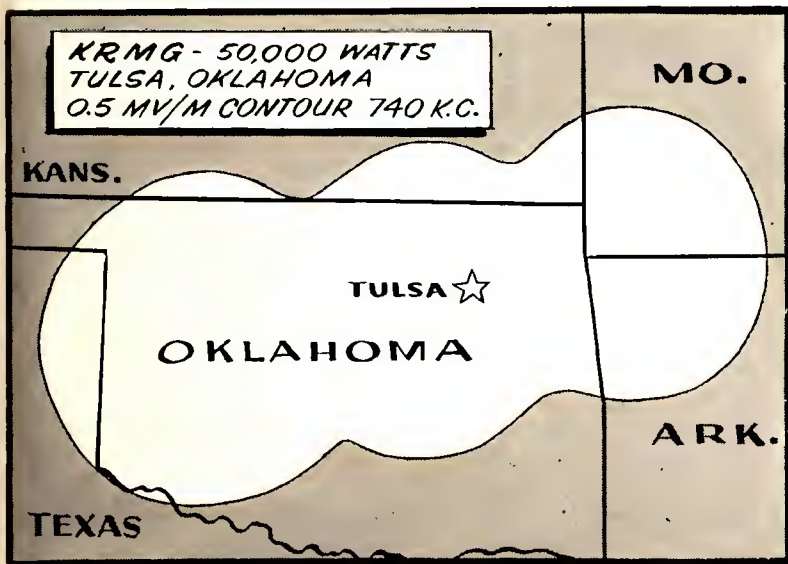
John W. Kluge, Washington D. C. owner of broadcasting stations, has been elected chairman of the board of Metropolitan Broadcasting Corp., the successor to Du Mont Broadcasting Corp. (Stations WNEW-AM & TV, New York; WTTG, Washington, and WHK, Cleveland). Richard D. Buckley, with Metropolitan since 1957, was named president and chief executive officer. Kluge's varied interests include head of broadcasting corps., owner, food brokers, realty co's, trotting stables, an investment co.

Alva R. Hopkins, who retired from RCA 1 January to enter the management consultant field, will be a consultant to Ampex Corp.'s Professional Products division. He will devote a substantial portion of his time to Ampex, concentrating on market planning for the firm's VR-1000 Videotape recorder and other tape recordings. Hopkins' 30 years background with RCA included these positions: senior engineer; commercial, regional and general sales manager and manager of the broadcast and tv division.



KRMG gives you more for your money

than any other Tulsa advertising medium!



These days, astute time-buyers (like nearly everyone else!) want more for their money. You get it when you buy Regional KRMG in Tulsa, the rich oil capital of the world. KRMG's big coverage, audience responsiveness and superior salesmanship are seen in one success story after another. Example: a recent one-week promotion pulled 87,312 postcards! **More facts?** Contact General Manager Frank Lane or your nearest John Blair representative.

PRIMARY MARKET DATA

(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	1955 Population	1955 Radio Families	1955 Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	\$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

SPONSOR SPEAKS

A plan for national spot radio

Beginning with this issue, SPONSOR is presenting a new \$500 million business plan for the national spot radio industry. (See page 31.)

The plan itself contemplates a series of spot radio activities over a period of five years. The goal: to build the medium to a half-billion dollar industry by 1963.

In drawing up this \$500 Million Plan, we have relied heavily on numerous comments, suggestions and ideas received from members of the advertising and radio worlds.

We want to acknowledge our debt to them, and we want to make clear that without their help, it would have been impossible to suggest this program. At the same time we also want to be certain that there be no misunderstanding about either the purposes or the origin of what we are proposing.

The \$500 Million Plan is the best series of recommendations which the editors of SPONSOR have been able to make for the troubling problems of the radio spot industry. It originated in our own offices, and whatever omissions or faults it contains should be laid at our door.

A pattern not a blueprint

Obviously, no plan such as this can hope to be an exact blueprint of all the activities to be followed by individual members of the radio spot industry.

The use of the plan, and its adaptation to local markets and situations, will have to rest on the shoulders of station operators, station representatives and industry groups.

Without their cooperation and implementation, the plan itself is useless.

We believe that the future of radio spot is potentially far greater than many members of the industry have ever realized. We feel certain that spot can lead radio back to a major place in the advertising world.

We will welcome comments from advertisers, agencies, stations and representatives on the Plan as it unfolds.



THIS WE FIGHT FOR: *Greater awareness by buyers and sellers of spot radio time, that the medium has certain unique, special advantages not provided by any other type of advertising.*

10-SECOND SPOTS

Stimulant: From a press release of the Michigan Cherry Commission—“Maraschino and glacé cherries, being sweet, are high in energy values. In addition, they are bright red in color, and everyone knows that red is a stimulating hue, say the producers, so it's entirely possible that the cherries have helped speed up the U. S. tempo. . . .” *In Manhattans, naturally.*

Auction: TvB's slogan, “People are sold on television,” met with reverse English down in Huntington, W. Va. A 14-year-old girl wrote to WSAZ, began her letter, “I am certainly glad to hear you sell people on tv. . . .” *Probably hoped to put in a bid on Elvis.*

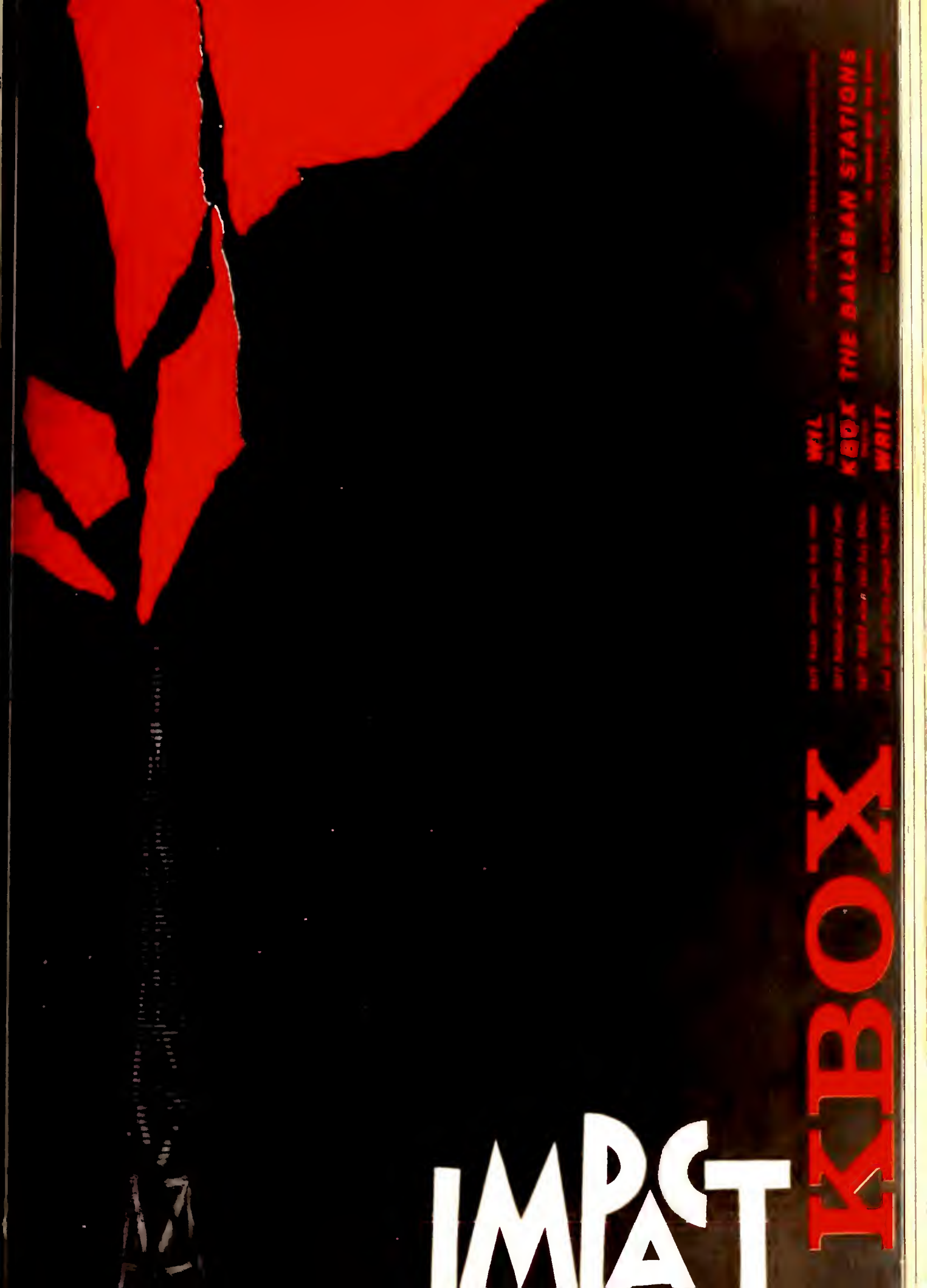
Purr-suader: During a recent *Truth or Consequences* (NBC TV), a lion broke out of his cage, prowled about the set until a quick-thinking staffer penciled “SCAT” across a cue card. The cat took the cue, loped back to his cage.

Type-casting: Phil Stone of Toronto's CHUM suggests a tv spectacular of *Romeo and Juliet* starring Jayne Mansfield. “Who else,” he asks, “could lean so well over a balcony?”

Fan: WNTA-TV, Newark, received the following from a woman viewer anent its kid show, *Junior Town*, conducted by “Mayor” Fred Sayles—“Please send me a big beautiful picture of Mayor Fred Sayles. . . . He is my favorite tv star. So how come such a sexy guy is wasted on kiddie shows? . . . My two-year-old son likes to watch Gumby so this gives me an excuse to turn the program on every day, but the poor kid gets upset when I chase him away from the tv when Mayor Fred comes hack on. Please send the picture soon. Better yet, send me Mayor Fred.”

Table talk: Two cockroaches who lived in a tv set went out for dinner in a nearby garbage pail. “Did you see that Westinghouse commercial on tv the other night,” asked the one cockroach, “that showed the spotless, modern kitchen with everything so clean and sanitary?”

“Please,” said the other cockroach. “Not while I'm eating.”



IMPACT

KIBBOX

WIL
KBOX
WRIT

THE BALABAN STATIONS

Whether direct airing of the daily morning and evening traffic flow ... on-the-spot reporting of a hot news story ... or delivering a WGBS personality to a music hop ...

ABOVE ALL ... the sound that counts is Radio Miami, WGBS — THE GREAT BIG SOUND listeners know they can depend on for the first word in news, the last word in music and the authoritative voice in service.



"Famous on the local scene"

WGBS is a "touch of home" for the tremendous number of CBS radio fans among the more than six million visitors who come to Florida every year (74% by automobile).

ABOVE ALL, WGBS is at home with one and a half million radio listeners who live within its exclusive 50,000-watt Hi-Fidelity signal area 12 months of the year.

Storer Radio 

WGBS Miami
 WAGA Atlanta
 WWVA Wheeling
 WIBG Philadelphia
 WSPD Toledo
 WJW Cleveland
 WJBK Detroit

WGBS

RADIO MIAMI IN FLORIDA

Represented by the Katz Agency