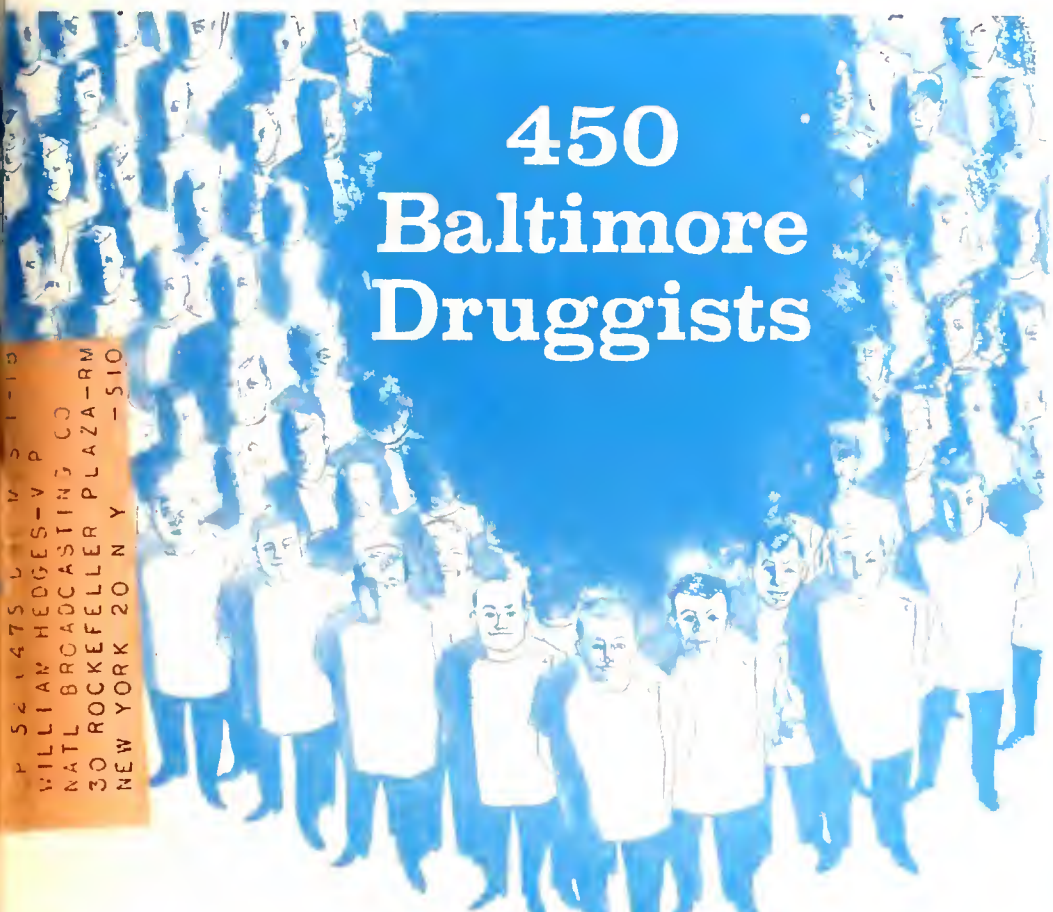


SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

450 Baltimore Druggists

P. 52 1475 U. S. 1-19
WILLIAM HEDGES-V P
NATL BROADCASTING CO
30 ROCKEFELLER PLAZA-RM
NEW YORK 20 N. Y. -S10



Stand behind your product on the

WITH

RADIO BALTIMORE

Spotlight Drug Plan



W-I-T-H SPOTLIGHT DRUG STORES

Get it now for your drug-store product—W-I-T-H's exclusive SpotLight Drug Display... your product featured in 450 top-volume drug stores in the Baltimore Metropolitan Area by shelf talkers, window streamers, price tags and cash register strips! PLUS... 450 druggists pushing your product!
Only W-I-T-H sells drug-store products so well because only W-I-T-H SpotLights your product on the air and in the store!

PHONE, WIRE OR WRITE TODAY FOR FULL DETAILS OF THIS SPECTACULAR MERCHANDISING PLAN!

W. Tinsley, President

R. C. Embry, Vice President

National Representatives: SELECT STATION REPRESENTATIVES in New York, Philadelphia, Baltimore, Washington • CLARKE OWN CO. in Dallas, Houston, Denver, Atlanta, New Orleans • DAREN F. McGAVERN CO. in Chicago, Detroit, Seattle, Los Angeles, San Francisco • OHIO STATIONS REPRESENTATIVES in Cleveland.

WALL STREET LOOKS AT AIR MEDIA

Special survey brings to light vital financial data on top 25 advertisers in tv and radio

Page 31

Jet-radio for national airlines

Blue Ribbon Radio—Pt. 2

Page 36

Independents beat out nets in 39 out of top 60 markets

Page 42

1st half of '59:

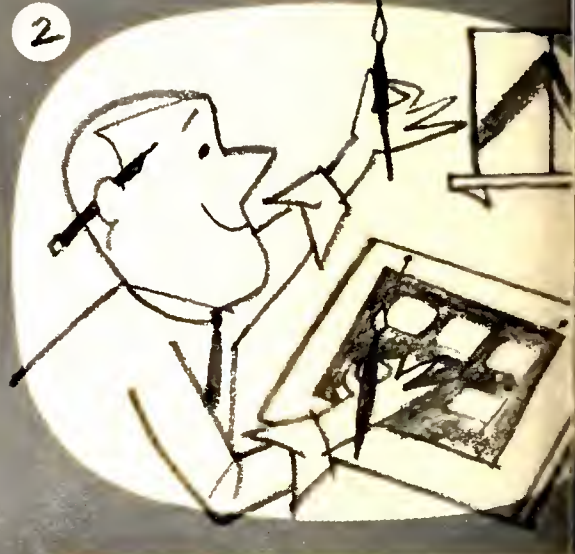
Latest semi-annual index of SPONSOR articles for easy reference

Page 43

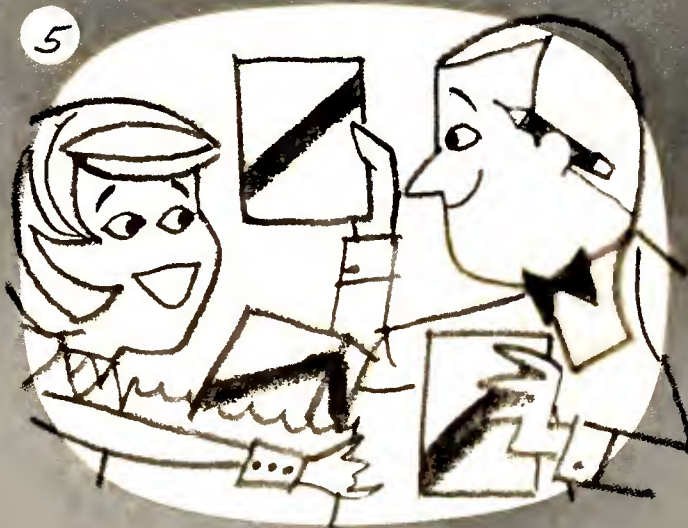
TITLE: Videotape commercials
TIME: 1 min.
PRODUCTION: Tape



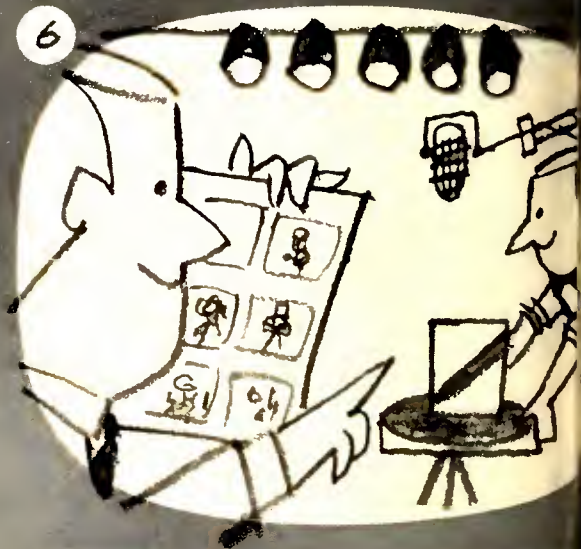
When you write your television commercials are you taking advantage of advertising's new medium - Videotape*?



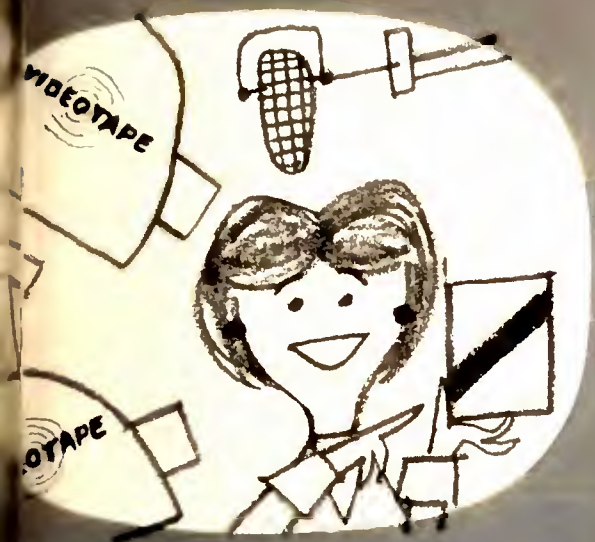
When you create your storyboards are you aware of the vast versatility of Videotape the unexplored opportunities to make your commercials look different?



Greater sales for your client's product.

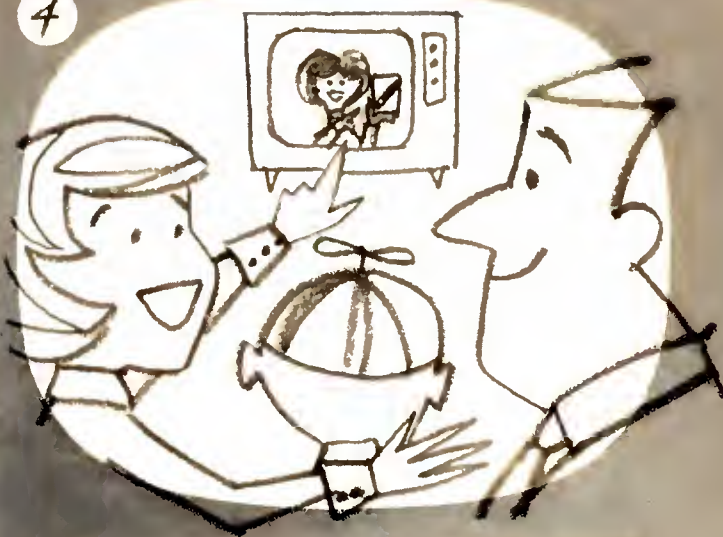


To produce quality tape commercials, you'll find an imaginative and experienced staff at Videotape Center that will creatively translate your storyboard into Videotape dimensions.

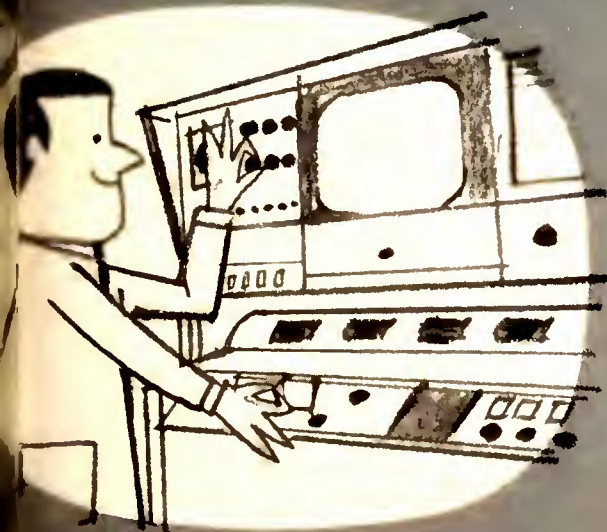


When you produce tape commercials you'll see opticals and special effects done before your eyes instantly, electronically. Production flows because you know what's going on every moment.

4



Your product will look better to the viewer because Videotape picture quality was tailor-made for television. This should result in...



8

VIDEOTAPE
CENTER

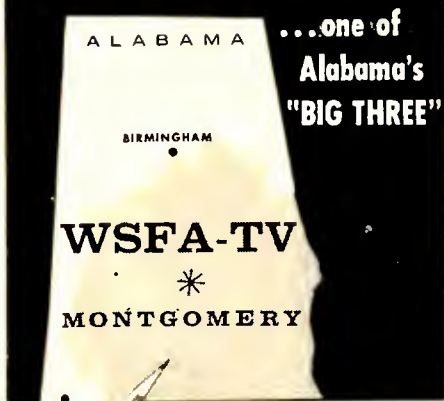
The finest possible facilities and staff for outdoor or studio tape production are completely yours at Videotape Center where there is nothing more important than the importance of your commercial.

That's why more and more advertisers are coming to Videotape Center where they know they will get personalized treatment and efficient and superior tape production.

NAME: Videotape Productions of New York, Inc.
LOCATION: 205 W. 58th St.
New York 19, N. Y.
PHONE: Judson 2-3300

Mark this market
on your list!

CENTRAL and SOUTH ALABAMA



**WHY
WSFA-TV
IS DOMINANT
IN CENTRAL
AND SOUTH
ALABAMA!**

WSFA-TV has the TOP SHOWS in an area of over one million population. The April '59 ARB survey proves the dominance of WSFA-TV . . .

Top 10 Shows		
WSFA-TV	9	90%
Station "C"	1	10%
Top 15 Shows		
WSFA-TV	13	86%
Station "C"	2	14%

WSFA-TV placed five syndicated shows in the Top 30 while Station "C" placed none in the Top 50. A further indication of WSFA-TV's acceptance.

OVER A MILLION VIEWERS IN 35 ALABAMA COUNTIES*

Population	1,106,000
Effective Buying Income	\$1,201,510,000
Retail Sales	799,440,000
Food Store Sales	217,402,000
Drug Store Sales	23,964,000
Automotive Sales	157,280,000
Gasoline Service Station Sales	74,867,000

Mark Central and South Alabama on your list . . . buy it with WSFA-TV!

* Market area defined by Television Magazine, plus 6 counties consistently proving regular reception. Does not include 3 Georgia and 3 Florida bonus counties.
(Data from Sales Management Survey of Buying Power)

WSFA-TV
MONTGOMERY
Channel 12 NBC/ABC

THE WKY TELEVISION SYSTEM, INC. • WKY-TV AND WKY OKLAHOMA CITY
WTVT TAMPA—ST. PETERSBURG

Represented by the Katz Agency

© Vol. 13, No. 32 • 8 AUGUST 1959

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

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- 31** Financial data on leading radio/tv advertisers shows importance of air media in sales, profits of modern corporations. A special SPONSOR study
- Jet-speed radio for National Airlines**
- 36** Part II of the SPONSOR-RAB series on *Blue Ribbon Radio* tells story of National Airlines—how it entered radio, what radio has done for it
- How Wilson packs three punches a day**
- 38** Meat packer's five-minute tv program delivers high dealer, consumer impact; K&E research throws new light on this kind of programing
- Tv Copy: is long better than short?**
- 40** Agency writers tell SPONSOR too many account people and clients give traditional nod to long copy when short can often make bigger impact
- Indies rate high in top 60 markets**
- 42** Survey by Adam Young Inc. shows the leading radio station in 39 out of top 60 markets is an indie. Other scores: CBS 8, NBC 6, ABC 5, 2 ties
- SPONSOR—The 1st half of 1959**
- 43** Latest semi-annual index of the articles, case histories and other topical material appearing in SPONSOR during the past six months

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THE BLAIR COMPANIES
HAVE MOVED TO

717 Fifth Ave.

We've moved our New York offices — to 717 Fifth Avenue.

Moved for one main reason — to do a still better job for agencies, for advertisers, and for our stations.

Moved for the third time in eight years — because the spot-broadcasting business of stations we represent keeps growing fast enough to eat up the space previously provided for expansion.

At 717 Fifth Avenue, the 7th Floor is now the Blair Floor. Besides allowing for further growth, nearly 40 percent more space makes it possible to speed-up handling a greatly increased volume of spot-advertising.

Despite ten offices serving other sections of the U.S., it now takes a staff over three times that of 1951 to keep pace with spot volume in New York alone — and to provide improved research, sales development and technical facilities substantially broadening service to our stations and to our industry.

Both in television and in radio, our new quarters are designed for the most modern auditioning and viewing equipment. In the Radio Workshop — complete recording and stereo-playback facilities for dramatic presentation of effective sound-advertising. In the Television Workshop — provision for complete projection-room equipment to screen television programs and commercials on film or on tape.

Mere length of station-list has never been one of our goals. From 1933 on, our efforts have been centered on those stations and markets we felt in position to serve most effectively. We have shared in their progress, and they in ours — progress for which they deserve a full share of recognition.

In its area, each Blair station stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

JOHN BLAIR & COMPANY

founded 1933 — exclusively radio

BLAIR-TV

founded 1948 — the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES

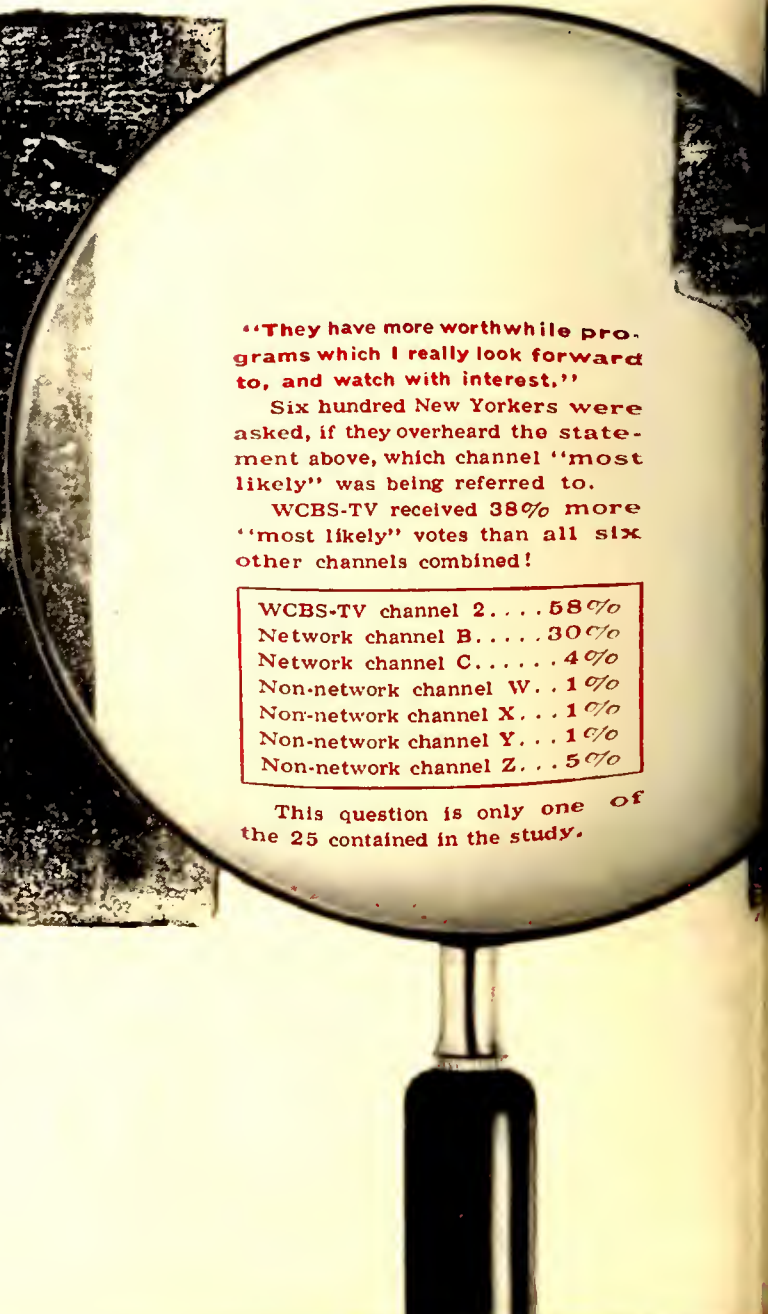
founded 1954 — a further extension of the Blair principle of specialized tv selling

The 7th Floor is the BLAIR Floor

PLaza 2-0400

MORE THAN MEETS THE EYE! A new depth study of major proportions* has put New York viewing audiences under the microscope . . . to determine how they "feel" about the television stations they watch, and whether these feelings influence their attitude and response to advertisers' commercials.

You've always known channel 2 has New York's biggest audiences. Now, the study reveals its audiences are also the most responsive. Six hundred New Yorkers were asked 25 searching questions in a series of projective tests. In sum, the answers show that



"They have more worthwhile programs which I really look forward to, and watch with interest,"

Six hundred New Yorkers were asked, if they overheard the statement above, which channel "most likely" was being referred to.

WCBS-TV received 38% more "most likely" votes than all six other channels combined!

WCBS-TV channel 2	58%
Network channel B	30%
Network channel C	4%
Non-network channel W	1%
Non-network channel X	1%
Non-network channel Y	1%
Non-network channel Z	5%

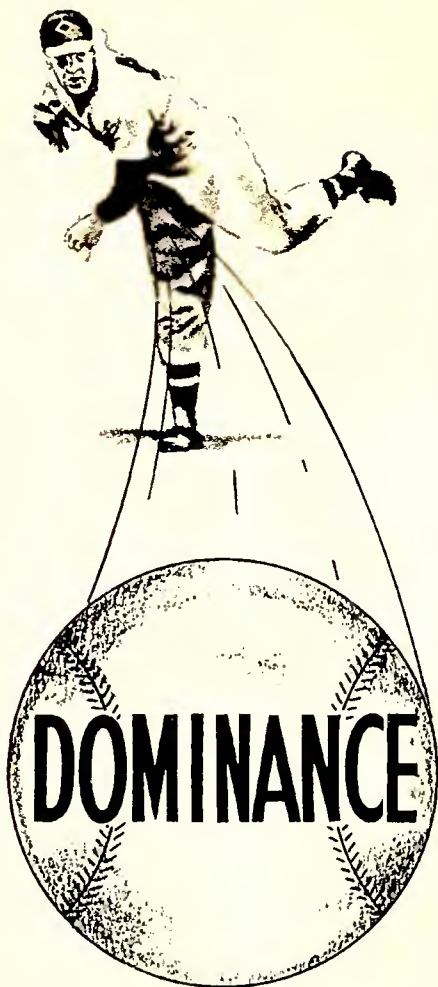
This question is only one of the 25 contained in the study.

New Yorkers have far more trust and confidence in channel 2 – and in the products advertised on channel 2! The study notes that viewers look to WCBS-TV in “expectation of more respected and more reliable brands and product information.”

Obviously, there’s more to 2 than meets the eye. If you’re marketing a product or service in the nation’s number one market, get yourself a copy of the findings of this eye-opening new depth study, by writing or calling New York’s number one television station: CBS Owned channel 2, represented by CBS Television Spot Sales **WCBS-TV**

2!

*Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.



It takes a great pitcher to dominate a game. And it takes a great radio station such as WPDQ to dominate the Jacksonville radio market. WPDQ has the color of a World Series game; the excitement of Ruth at bat; the smooth team-work of Tinkers to Evers to Chance; and the versatility of switch-hitting Mickey Mantle. Like a smart pitcher who can mix his pitches and come up with the big one when he needs it, WPDQ comes up with the winning ideas. A helicopter to route rush hour traffic. A week long Broadcast from an uninhabited island. These are some of the assortment of "pitches" WPDQ comes up with. But the old "Bread and Butter" pitch comes from just the right combination of music, news and sports. This is what keeps WPDQ on top as the South's most progressive station in the South's most progressive market.

Robert R. Feagin, President

Ernest R. Currie, Vice President

Represented by
Venard, Rintoul and McConnell
James S. Ayers, Southeast
5000 Watts 60 KC

WPDQ

Jacksonville, Florida
Where alert listeners tune by choice,
not by chance. . . .

NEWSMAKER of the week

If further proof of television's impact on advertising was needed, it was supplied this week when Grey Advertising announced the election of Alfred L. Hollender, vice president in charge of television, to agency executive vice president.

The newsmaker: Since he came to Grey Advertising about six-and-one-half years ago, dynamic, Chicago-born Alfred L. Hollender has been both instrument and witness to the mushrooming of this agency in an ad world changed by his own culture. Hollender is directly out of the medium that has revolutionized marketing, changed ad agencies; namely, television. Indeed, this promotion, announced by Lawrence Valenstein, chairman of the board at Grey, makes at least two top level agency executives (Hollender and Bob Foreman, BBDO) who have flown to the agency crest on the wings of television.

When Hollender came to Grey in 1952, that agency was billing only about \$1 million of which only about 5% was in air media Today, Grey's total ad billings are in the neighborhood of \$40 million with about 50% of it in broadcast.

It is significant that in announcing the election of Hollender as a second executive vice president (Herbert D. Strauss, executive vice president of Grey since 1956, will devote full time now to the supervision of client contact and creative services), Valenstein stated "growth of agency volume, particularly in television, resulted in the need for the appointment of a second executive vice president." As this second executive v.p., Hollender will have responsibility for television, marketing services, production, finance, and branch office operations.

Since he was graduated from the University of Illinois in 1934 Hollender has had only three jobs. What was it about these three jobs that particularly fitted him for this new spot in one of the fastest-growing agencies on Madison Avenue? The answer is *broadcasting.*

Hollender's first job was with Ralph Atlas in Chicago on WINI and WJJD. He began as a typist, wound up a decade later as assistant to the president. During World War II, Hollender was in Psychological Warfare on the staff of Eisenhower, after the war was assistant to CBS' Bill Paley, then with Lou Cowan in tv production. In Eisenhower's first presidential campaign, Hollender handled the radio/tv strategy, traveled with "Ike" across the country. Hollender lives on Park Avenue with his wife and two children, is an avid water skier, golfer and Sunday painter.

"In the early advertising days," he says, "it was the copy man who started or headed agencies. Today, it seems the broadcast expert are becoming pivotal figures."

WARRIOR WHO STRETCHED THE WORLD JULIUS CAESAR



Roman civilization reached to the farthest marches of Ultima Gaul on the heels of Caesar's legions . . . and in the meeting of Northern vigor with the Mediterranean mind, Western Culture was born to grow and flourish over half the world. Caesar the Soldier extended his world by conquest . . . then gave it new meaning in the pages of his history. Caesar the Salesman laid the foundations of the New World. Caesar was a Soldier, but above all, a *Salesman*. KBOX is extending the Balaban policy of creative and original programming, aggressive merchandising and forceful selling into new markets—capturing new minds for Balaban advertisers. KBOX is a Dallas pioneer in new market development, but above all, KBOX is a *Salesman*.

KBOX

Buy RADIO when you buy
media Buy BALABAN when
you buy radio Buy KBOX
when you buy Dallas and you
BUY the people who BUY

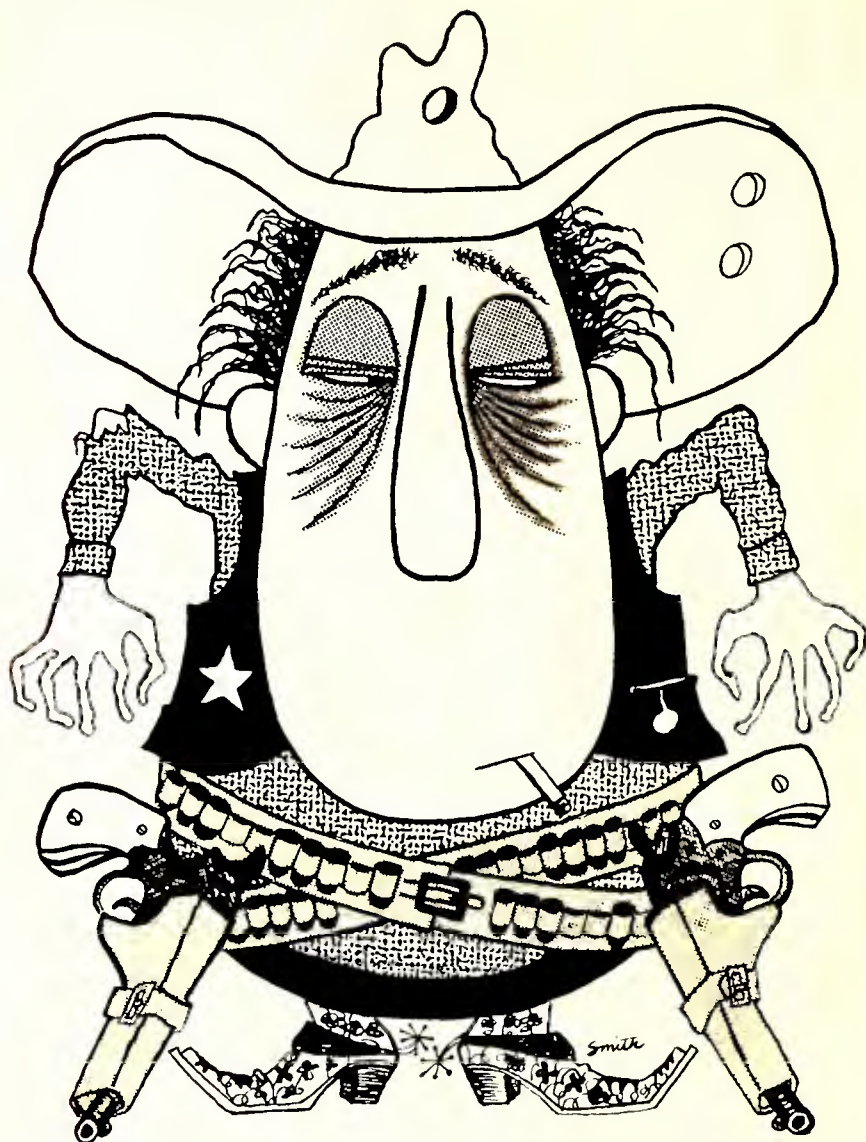
WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman





FASTEST GUN IN THE SOUTH

Fastest . . . and speaks with most authority in these parts, podner.

Small wonder we're sittin' tall in the saddle. WBT's varied, creative, responsible programming guns down the opposition by 92% mornings, 69% afternoons and 123% of night.*

Nielsen says our spread is the nation's 24th largest.** Let us put our brand on your radio schedule. Call CBS Radio Spot Sales for the low-down.

*Pulse 25 county area 1959 (March)

**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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THEY'LL
BE
GONE
"ONLY
A
MINUTE"...

BUT THEY'LL MISS THE ENTIRE COMMERCIAL. The "audience break" can break *you* . . . for tiresome commercials encourage your hard-won audience to duck the 3 vital minutes that justify the whole 30. . . . Ayer advertising recognizes that people like to be sold *engagingly*. . . . It checks the "audience break" by giving useful product information . . . in a manner so interesting and compelling that the ledger shows not only sales but *profit*. **N. W. AYER & SON, INC.**



The commercial is the payoff

ARE YOU THE MAN??

We don't know where you are, but we do know *what* you are: you're a bright and enthusiastic man possessing the drive and creativeness to head up the Program Department of a major TV station, located in the East, in one of the nation's top ten markets.

Right now, you might be in the TV department of an ad agency; you might be the Program Manager of a TV station (the kind which really does a programming job, and doesn't just ride the net) or you might be working for one of the networks, or for a packager in Hollywood or New York.

In any case, you have plenty of experience in programming and production, much of it at the local station level. You know how to handle a staff, deal with and develop talent, and you're at home both in live and film programming; above all, you're genuinely creative.

If you're the person we're looking for, there's a fine future for you in every way. Write us an informal letter than can get across the kind of man you are; the way you think about yourself and television.

ADDRESS TO:

SPONSOR BOX 15



ADULT EARS

The news is first, fast and factual on the ADULT radio station in Baton Rouge. And the audience who listens for it spends more, does more and has more than the frenzied fast-pitch listeners. Ask Hollingberry.

REACH MORE, REACH FURTHER

WJBO

NBC in BATON ROUGE

Timebuyers at work

Clarice McCreary, Honig-Cooper, Harrington & Miner, San Francisco, points out that many of their accounts depend on highly effective promotions during peak consumer buying periods. "Nearly all of our clients run on a 13-weeks-on, 13-weeks-off schedule," Clarice notes. "Though this makes media planning more complicated—often more precarious—it produces the desired results when stations and reps understand the motivations." Clarice says that seasonal buying often means that, initially, they have to take time that may be less than ideal, and that they must rely greatly on stations to keep them constantly advised of improvements or changes in schedules, ratings and other factors that will benefit their clients. "We constantly review the variables—coverage, ratings, audience composition, adjacencies—to make every dollar count," Clarice says. "The lifeblood of a media department structured this way depends on total cooperation and understanding among stations, reps and buyers. It makes the difference between doing just an adequate job for the advertiser—and a terrific one."



Elaine B. Hudson, tv director, Webb Associates, Inc., New York, notes that children's tv programming is going through a process of change, and that stations are offering advertisers more range and variety for fall schedules. "We are now buying a \$1,500,000 fall tv schedule for our client, General Toy Corp.," Elaine says. "While



time clearance problems on highly rated children's shows are still serious, more and more stations are revamping their programming to keep pace with advertising demands." Elaine points out that because kid shows have become an important source of income to stations, serious attention is being given to them this year. New shows are being added, others considerably expanded, many better produced. "As the supply and demand factors level out, there will be a healthy competition among stations for the advertising dollar," Elaine says. "The natural result, I believe, will be a continuing improvement in this programming—sharper entertainment values and fresh concepts and imaginative material to help sell the advertiser's product to the child viewer."



WFBM-TV more than doubles your Indianapolis potential

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

Figure how much more these prosperous Mid-Indiana families can buy from you with their far-higher-than-average incomes . . . and note that WFBM-TV puts this key sales area *within your first 15 markets!* In Indianapolis, television marketing with WFBM-TV makes real sense.

Where else will you find satellite markets that are *only basic NBC coverage of America's 13th TV Market — 760,000 TV homes.*



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



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

33% richer and 50% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market—Nielsen Coverage Study No. 3 confirms these facts. Let us show you how to test regional marketing ideas with amazing results.

Represented Nationally by the KATZ Agency



OUR 10TH
ANNIVERSARY

YOU
can
reach



of Mississippi
Retail Sales...

\$918,000,000

IN THE SOUTH'S
FASTEST GROWING
TV MARKET

Jackson, Miss.*

with these Jackson
stations

WJTV 12
KATZ

WLBT 3
HOLLINGBERRY

* Nation's business gains leader

Sponsor backstage

What'll you have—baseball or politics?

On several previous occasions I have written eulogies about Sunday television and the fare on the 26th of July prompts me to unleash some further paeans.

The day of rest is that no more for the mighty. At home and abroad, in every arena, they fight their epic struggles and the Sunday television cameras stare at them. And the eye of the camera is our own eyes, and we have the priceless opportunity enjoyed by no previous generation of humans to study the titans and decide for ourselves what makes them tick.



High ratings if not high scores

If you prefer your titans on the lighter side, on Sunday, the 26th in New York, you could have watched the New York Yankees, surely the mighty of the ball business, humbled again by the Detroit Tigers in Briggs Stadium, Detroit, 1 to 0 in an extra inning ball game. The local *New York Daily News* station carries the Yankee ball games, of course, and this year the ratings are phenomenally up over previous seasons, making the ballcasts one of the best buys in major market television, and pointing a moral: If a sponsor and/or his agency studies the baseball situation through a fall, winter and spring, and is able to spot the situations in which, for several reasons, interest in the team is going to be greatly accelerated, he can buy himself potent tv advertising relatively cheaply. Thus, if a buyer could have reasoned that, since the Yankees are the only club left in town, there was bound to be bigger interest than normally in the games, he would have been heading toward a sound purchase. If, too, he had anticipated the collapse of the club, and the struggle it would have to stay in the running, he would have guessed the ballcasts would reach the phenomenally high ratings they're now hitting.

But I stray from my theme. The Yankees, hot or cold, are surely titans on the frothier side of life. Sunday, the 26th saw tv deliver to network audiences key rounds in two other major contests. Right after the ball game, CBS ran the video tape of the 16-minute "argument" between Russian Premier Nikita Khrushchev and Vice President Richard Nixon. (I realize NBC had a heat on this, but I'm not concerned with heats here.) The point is that rarely have a people had such a revealing glimpse of an international personality, (who may have a major influence on the lives of all of us and our children) as this video tape gave us of Mr. Khrushchev. He is plainly a jolly, hearty butterball of a man with spartan attitudes and a very colorful and earthy (if somewhat tasteless) talent for phrase-making. He is also unfamiliar, at least statistically with U. S. history. He is a ham of the first order, and a man with a vast inferiority complex which he covers up with bluster and backslapping.

(Please turn to page 14)



WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.

Have you heard what the WeeReBel said to Kenyan & Eckhardt?

"We have the highest per family income in Georgia."

You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule. Metropolitan Columbus' family income is \$6,855 annually compared to the Georgia figure of \$5,002. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.



WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

 **COLUMBUS, GA.** 

Represented by George P. Hollingbery Co.



“Radio One” in Sacramento

Looking for “Spending Power”?

You'll find it on KCRA! The first Audience Composition Radiopulse ever taken in the Sacramento area shows a very high adult audience to KCRA in all time periods . . . number one in the 6 a.m. to 12 midnight average. Ask your Petry Man for a look at this Audience Composition Survey.

More Unduplicated Homes, Too!

The last Pulse Cumulative Audience Report also shows KCRA with the most unduplicated homes reached in the Sacramento area, both daily and weekly. Low CPM, too. Wise buy for your clients' dollars!

KCRA
Ask your Petry Man
Sacramento **NBC**

Just a friendly conversation

At least this is what I felt I learned about him in the course of his debate with Mr. Nixon. In making his case for the vast progress of the Russians as opposed to the United States he said that the U. S. was 300 years old, and Russia only 42. When Nixon corrected him he simply shrugged off the error. In another few years, he said (all with appropriate rather coy gestures), the U.S.S.R. would pass us and wave goodbye to us as they did so (business of waving his hand at Nixon). Then, he said, they might invite us to hurry along and catch up with them (business of beckoning his finger at Nixon). He said they were a peaceful nation, but would tweak the ear of any country which was looking for trouble. He said the Russians did not catch flies with their nostrils, and at another point made an illusion to bedbugs. It was plain that he could hardly bear the highly developed degree of American invention, particularly of household appliances and gadgets. He considered most of these fairly useless, and asked whether we didn't also have a machine to stuff food in people's mouths and chew it for them.

Mr. Nixon, I felt, handled him excellently. He hammered home with considerable good grace, but firmly the great need for a free exchange between the Russians and ourselves. Television did us all a great service by bringing us this video tape. Shows like this, and others surely to come, may be largely responsible for winning Mr. Nixon the presidential nomination next year, and possibly the presidency.

Hardly had the Nixon-Khrushchev debate faded from the screen, when the 5:30 CBS program, *Face the Nation* and the 6 p.m. NBC program *Meet the Press* combined to present another titanic struggle, this time a domestic one. The teamsters' Jimmy Hoffa faced the nation, and Senate Rackets Committee Counsel Bob Kennedy met the press. The CBS show was vastly disappointing, and quite frustrating. The panelists queried Hoffa on virtually nothing but the pending labor bill, which has been introduced in Congress largely for the purpose of curbing Hoffa and his ilk. The net result of the half hour was to provide the thin-lipped, ice-cold, hard and vicious-looking labor leader with a fine opportunity to propogandize against the legislation.

It was “typical” Sunday tv fare

It surely would have been bad business, but broadcasting statesmanship of the highest order, for the CBS *Face the Nation* moderator to notify that show's audience that they could catch Hoffa's antagonist Bob Kennedy on NBC. Kennedy, on his show, said he understood that the CBS program had made a deal with Hoffa to query him on none of the criminal activities revealed by the rackets committee, but to restrict the questioning to the labor bill. This, said the dynamic, dedicated young lawyer, was akin to the Attorney General asking Al Capone his opinions on the income tax laws.

All in all it was what is becoming a typically fascinating Sunday on television. And on the eleven peeyem news, it was topped off by a video tape from Havana, showing hundreds of thousands of Cubans celebrating the sixth anniversary of “26 Julio.” The celebration, of course, had occurred only that very afternoon.



Calling all inventors
(Eastern Iowa farm gadget division)

Got any ideas for chicken guillotines or automatic egg washers? Submit 'em to WMT's 13th annual Iowa State Fair Gadget Show (entry deadline August 18).

You don't have to be an inventor to do a good time-buying job in Eastern Iowa. The last area survey showed WMT with more listeners than all other radio stations in the 34-county area put together.

WMT
CBS Radio for Eastern Iowa
Represented by the Katz Agency
Mail Address: Cedar Rapids
Affiliated with WMT-TV; KWMT, Fort Dodge

• LONG PLAY IN NASHVILLE

WSM-TV
SUPERIORITY
Series

4

1 On Camera Personalities



That's the only music this trio makes. They represent the kind of on-camera selling which is welcomed and *looked forward to*, in every TV home in the Nashville market.

ON THE DRUMS — "Mr. Television" himself — Jud Collins, Nashville's number one news man, moderator and MC extraordinary.

ON BASS — Dave Overton — Master of the ad lib, so popular as an MC he has to ration his time.

AT THE PIANO — Boyce Hawkins — Mr. Split personality. He goes from a zany Grandpa Moses Character which kills the tri-cycle set to a straight weather pitch without dropping a single viewpoint.

Strong local personalities are just one side of the WSM-TV selling album. For the full concert, ask Hi Bramham or any Petry man.



WSM-TV

Nashville, Tennessee

Represented by Petry

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

SPONSOR-SCOPE

8 AUGUST 1959

Copyright 1958

SPONSOR
PUBLICATIONS INC.

Tv stations loaded with 20's and I.D.'s for the fall needn't despair: They're beginning to find takers in Chicago.

Quaker Oats has latched onto schedules of 20's and I.D.'s for Aunt Jemima Easy Mixes (John W. Shaw) in the top 50 markets for a six-week campaign starting 14 September.

However, tv spot activities in 14 midwestern markets for QO's Muffets (Baker, TB&B) will be geared to minutes. Following the test campaign in Youngstown, there'll be six of these a week for 13 weeks.

The turning point for daytime specials came this week when Saran Wrap (Dow Chemical) contracted to sponsor a third of the three Woman series on CBS TV during the last quarter of this year.

It's a significant switch in policy for the product. The wrap had been using daytime participations on NBC TV at the rate of \$300,000 per quarter.

A strong ray of sunshine for national spot radio came out of Detroit this week: Chrysler will spend heavily not only on 1960 models but hit the saturation route in September in 85 markets to help the dealers unload 1959 models.

Otherwise—excepting the \$3.5 Ford dealers scheduled out of JWT—there's no hint what the automotives will be doing in the way of spot this fall.

The Detroit reps with stakes in tv meantime are keeping their fingers crossed about this: When the break does come, will the clearance situation be elastic enough to take care of Detroit factory needs?

What could develop into a multi-million-dollar operation for spot radio is the test General Foods will run this fall of an across-the-board minute announcement plan which has been submitted by Y&R.

The test will be conducted in six markets, and the plan itself provides for 52-week contracts covering clusters of minute announcements morning, mid-day, and afternoon. Each cluster is to have this type of program pattern:

A minute of music, a GF product commercial, three minutes of music, a GF commercial, three minutes of music, a GF commercial, and a minute of music.

With fall sales again moving at a record level, the No. 1 order of business at ABC TV is this:

- Sell the affiliates on moving their network time commitment a half-hour forward—this is, from 8 to 11 p.m., instead of from 7:30 to 10:30 p.m. (EST).

Chief persuader is Jule Barnathan, who recently was taken out of research and named v.p. in charge of station relations.

Barnathan's line of argument:

Audiences and business slide away in the 7:30-8 p.m. period in the summer; hence the network needs the 10:30-11 p.m. time to stabilize the over-all share of audience and maintain a respectable level of billings.

Commentary: That 9:30 time out in the Midwest has been mighty conducive to syndication business; in some cases it has brought the stations triple A rates.

Chase & Sanborn was the No. 1 target for a huge chunk of tv business this week. In there scrambling were the three networks plus spot.

The agency with the \$5-million-or-so plum: JWT.

Set 'em up again for E. F. Mueller (DCSS) in the spot radio alley: The macaroni is coming back to the medium in September with a 20% bigger budget and lot more markets.

The plot is for heavy daytime saturation on at least two stations each in about 60 markets from Maine to Florida and west to Detroit for 34 weeks.

Marketing note: Mueller is expanding into several more southern markets.

Brown & Williamson's Raleighs (KM&J) is going back to spot announcement in the 10 markets where it's been sponsoring MacKenzie's Raiders the past season.

Seems that the syndication alternate week arrangement hasn't been giving the brand the sponsor identification and impact that had been anticipated.

(See FILM-SCOPE, page 62, for more details.)

SSCB has caused a flurry of eyebrow-raising among reps and tv stations by its efforts to butter the free run of an American Petroleum Institute half-hour documentary by purchasing a couple paid-for I.D.'s.

The documentary: **Born in Freedom**, starring Vincent Price, celebrating the centennial of the oil industry (27 August).

Explained an SSCB executive: "We're asking that the film be run as a public service, since it involves the entire oil industry."

Ask the reps: If the program is strictly public service, why offer to throw in a couple of commercial spots? The I.D.'s should logically also be treated as public service.

As the demand for minutes grows ever more urgent, look for tv stations to reexamine what they've got scheduled before 7:30 p.m.

Two directions this early evening quest may take are these:

- 1) Rearrange the programming so that the appeal will be less youngsterish and more definitely adultish.
- 2) Push back the local news, weather, and sports material.

Such a re-arranged strip would provide 20 more adult minute participations a week.

Stations, however, recognize a sizable fly in the ointment when it comes to converting from moppet to adult programming: The demands from toy manufacturers and others for kid specialty time are too attractive to disregard.

A question frequently asked in tv advertiser circles is: How many 15-minute daytime segments are needed to reach the same number of women as an evening half hour program reaches?

Nielsen has this two-part answer, based on March 1959 NTI-National audience composition data:

- 1) The average evening program (30 minutes) reaches 8.9 million women. The average adult daytime serial (15 minutes) reaches 3.5 million women. Two and a half 15-minute daytimers thus are required to reach the same number of women as the average evening show.

- 2) For daytime quiz and audience participation programs (per 15-minute segment) 3.2 telecasts are required to equal one evening half-hour telecast. Other types of adult daytime programs would require 5.2 telecasts.

Cost angle: The average nighttime half-hour show (time and talent) runs somewhere between \$85-90,000; average cost of a daytime quarter-hour is around \$25,000.

The only quarter of the tv business that appears to be on the uncertain side for the fall is daytime network.

Two factors are in the picture:

1) Since ABC TV has partially upset the afternoon rating appletart, **CBS TV and NBC TV are hard at work mending their programing fences.** NBC already has decided to replace County Fair with Split Personality (Tom Poston as m.c.).

2) Some of the major agencies are complaining that they're finding it tough to swing their non-package-goods clients into daytime because of the **type and quality of the programing.** One admanager was quoted as telling his agency: "We don't question daytime's cost efficiency, but we'd rather not be restricted to a choice of soap operas, games, or film reruns."

Another trend that advertisers say they frown on: The **continuing disappearance of live personalities** from daytime schedules. They're needed for the "sales punch" and the personalized touch in merchandising to dealers.

The nighttime minute-participation business for the fall seems to be brisk among the tv networks. But quite a number of alternate half-hours remain open.

For instance, CBS TV has yet to find a second-week sponsor for **Name That Tune, Space, and Markham;** meantime NBC TV is still selling **Love and Marriage and the Deputy.**

Incidentally, ABC TV this week figured that in the hour-long shows it has but **18 minutes to sell** for the final 1959 quarter. (Altogether, there will be nine such participation carriers on that network in the fall.)

Item: **Bulova (McCann-E)** has bought 12 participations on **The Alaskans and Adventures in Paradise** prior to Christmas—which closes out these two ABC newcomers.

The sliderule-gentry who view with skepticism the **\$300,000 per-program investment (time and talent)** that Ford is making in its Tuesday night NBC series might look at this side of the coin:

1) Through its regular meat-and-potatoes programing, **Ford reaches about 80%** of all tv homes through the week. **Ford is willing to pay a high price to snag the missing 20% of light viewers.**

2) The way Ford is set up advertising-wise (\$70-80 million a year) it can afford to gamble away several million dollars on a quasi-cultural deal.

For another insight into the volatility of network programing, note this: **When the fall rolls around, only three competitive programs will have survived the wholesale reshuffling of nighttime schedules.**

The lone exceptions will be the three present occupants of the **Wednesday 10-onward slot: The Wednesday Night Fights (ABC TV), the U. S. Steel and Armstrong alternating dramas (CBS TV), and This Is Your Life (NBC TV).**

In daytime, none of the half-hours contending against one another at present will be in like contra-position this fall.

Despite all the talk about the spread of alternate or participating advertisers, **there'll be more exclusively-sponsored nighttime tv programs this fall than in the fall of 1958.**

The comparison in numbers:

NETWORK	SINGLY SPONSORED PROGRAMS	
	THIS FALL	LAST FALL
ABC TV	10	8
CBS TV	17	12
NBC TV	9	11
Total	36	31

SPONSOR-SCOPE *continued*

The monthly margin of tv network time grosses — this year vs. last — has topped the 10% mark; the edge for this June was 10.7%.

(For the first six months, 1959 billings were 9.3% better than they were in 1958.)

The June '59, LNA-TvB estimates: ABC TV, \$8,930,114, up 20.9%; CBS TV, \$21,630,941, up 9.6%; NBC TV, \$17,630,941, up 7.6%. Total: \$48,472,139. Grand tally for January-June: \$309,380,932.

Traveling agency people are finding out that New York isn't the only place where witty and well-informed people can be recruited for those random conversational shows.

These latest phenomena of spontaneous glibness are spreading through the Midwest. The difference in most cases is this: They're put on in early-evening fringe time.

Judging from the amount that is expected to be spent on tv program promotion the coming season, newspapers may find it a little embarrassing to go on knocking tv as a competitor. It's become too important as a customer.

Authoritative sources estimate that expenditures for newspaper advertising by the networks, stations, and other sources will go well over the \$25-million mark—particularly as a result of the tremendous surge in specials.

According to the newspapers' own figures, the billings from this area in 1958 were \$20,857,000 and \$17,987,000 in 1957.

Tv broadcasters are showing much concern over the continuing announcement of changes in area definition by the U.S. Bureau of the Census.

As a result these changes, the rankings of some markets go up, while others naturally go down.

Behind the air media concern: (1) the loss of a county to a nearby competitor could mean a difference in getting a piece of business, and (2) a drop in market rank could exclude a station in the case of advertisers who buy the top 20, 30, or 50 markets.

SRDA's marketbook will include the area definition changes in the August issue; but Sales Management hasn't indicated yet whether it will use these definitions for its own market publication which comes out next May.

Bulova has decided to leave the specials sweepstakes to the other watchmakers and identify itself for the coming tv season with a couple bread-and-butter shows.

The Bulova buy (all NBC TV): an alternate week of *People Are Funny* over 52 weeks and participations in *Today* during the last quarter of 1959.

As commitments shape up now, the watch industry will be in network tv next season for over \$6 million dollars as follows:

COMPANY	VEHICLES	COSTS
Bulova	Regular show participations	\$2,600,000
Westclox	Seven specials	1,900,000
U.S. Time (Timex)	Five specials	1,700,000
Benrus	Three specials	600,000
Swiss Watchmakers	Two specials (NBC Radio)	500,000
Total		\$6,300,000

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 58; News and Idea Wrap-Up, page 66; Washington Week, page 61; SPONSOR Hears, page 64; Tv and Radio Newsmakers, page 78; and Film-Scope, page 62.



LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and 10's. Prices range from about \$90 to \$1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS *(An Affiliate of the National Broadcasting Company)*

"Courtesy of Mercedes-Benz Sales, Inc."

"Not including your family, what do you consider the three most important things you have in your home?" That question was put to a national cross-section of Americans by R. H. Bruskin Associates, an independent research organization.

FIRST CAME THE TELEVISION SET—named by 38.8% of the respondents—closely followed by The Refrigerator (36.9%) and The Stove (36.3%). Behind them came The Washer and/or Drier (28.1%) and The Bed (12.8%).

What television network do people know best and like best? That question was posed to another national cross-section by The Psychological Corporation, again as part of a continuing independent survey of American attitudes.

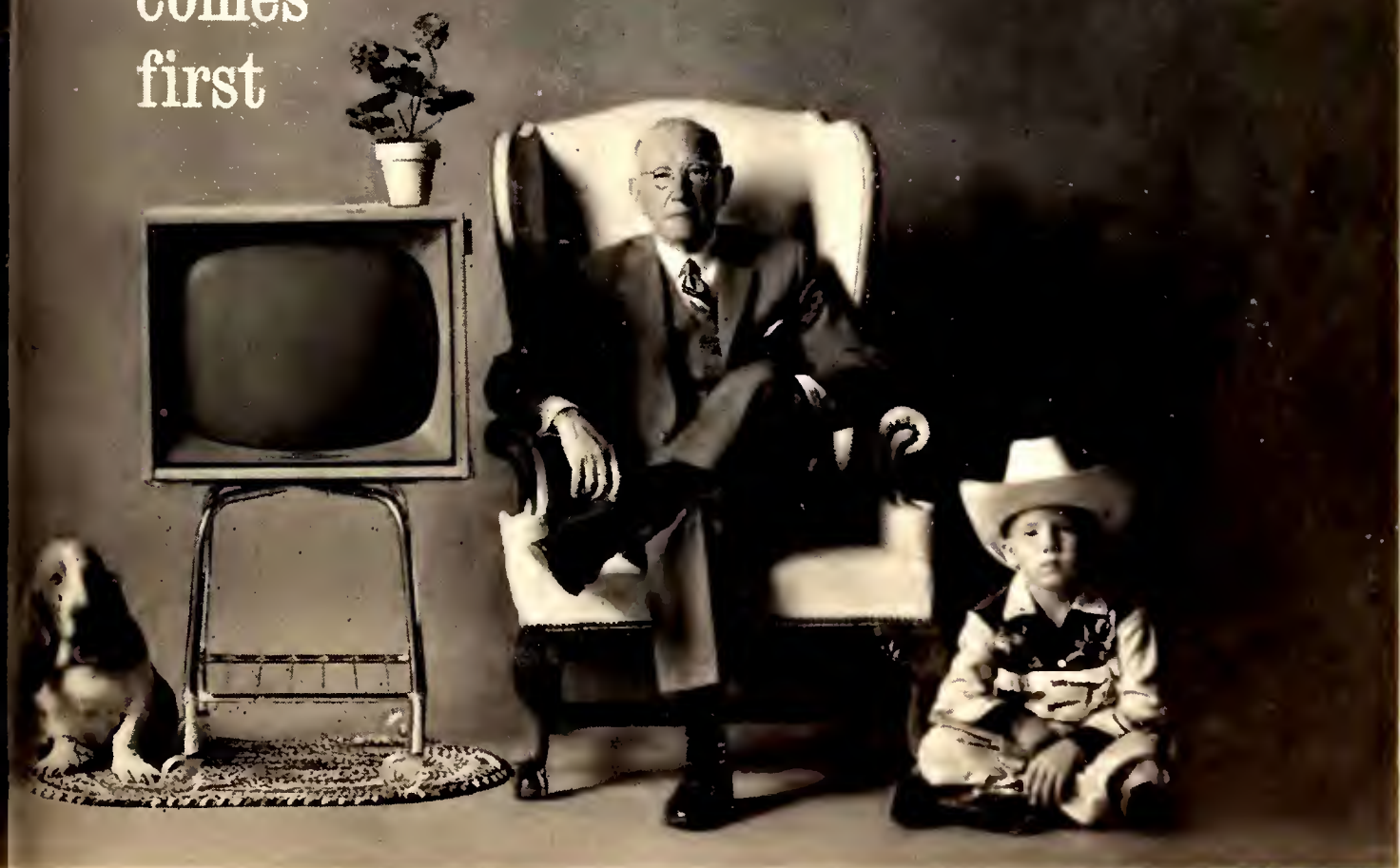
FIRST CAME NBC—in public familiarity, in general preference and in general esteem for doing "the best job." In the various areas of network service examined by the study, NBC was: First In News · First In Entertainment · First In Serving the Public Interest · First In Informational Programming · First In "Bringing Advertising to Viewers That Is Helpful in Choosing Products and Services."



next
to the
family...

These surveys
were made without
direction or suggestions
by any broadcaster.*
The results of both
speak eloquently for
themselves—the one
for television, the
other for the totality
of television service
offered by America's
first network.

television
comes
first



**NBC
TELEVISION
NETWORK**

*Copies of surveys available
upon request to R. H. Bruskin
Associates, 98 Bayard St.,
New Brunswick, N. J., and to
Marketing and Social Research
Division, The Psychological
Corporation, 304 E. 43rd St.,
New York 17, N. Y.

GENE AUTRY

Starring in 56 HOUR FEATURES

ROY ROGERS

Starring in 67 HOUR FEATURES



AND REALLY RATIN' RAVES:

"The group of 123 films is the best of its kind on the market today." — WFBM-TV, Indianapolis, April 9, 1959.

"Almost always sold out." WFBC-TV, Greenville, S. C. April 28, 1959

mca
TV FILM SYNDICATION

REALLY ROPIN' IN RATINGS!

Scranton-Wilkes Barre	18.1
New Orleans	27.7
Milwaukee	15.1
Albuquerque	20.0
Boston	19.4
Knoxville	38.0
Fort Wayne	17.6
Houston	19.8
Miami	16.2
Indianapolis	16.4
Madison	15.3
Kansas City	17.1
Cleveland	15.7
Fresno	19.4
Nashville	20.2

Source: ARB

49th an
Madison

Yes and no

I was interested in your recent "Commercial commentary" columns, dated 20 June and 4 July. The first has to do with the subject "Do broadcasters like women?" The second one is entitled "More teeth for the Tv Code."

On the whole, your first one, touching on serials in the daytime, is pretty much in line with my views except that you were a little unfair to some of us in the so-called plushier offices of 30 Rock. You were right that serials came out of Chicago but this former executive of NBC, whose office was plush-less, had great sympathy for serials and probably had as much to do with interesting P&G and others in the value of this type of home entertainment. This goes back to 1934, when Messrs. Rogan and Bill Werner of P&G were the ones who were the heroes willing to study, investigate and spend money to sell P&G products.

And, I can assure you that there were some other agency men in New York, in addition to Frank Hummert, who backed the serials. But you were right—there were some program executives a little cool to them, although you would be surprised to know how many were for them and for developing them.

I would also like to give you my views on the problems of the Tv Code. The Code can always be improved and can be written so that most of the people can understand it. I had a hand in writing codes, particularly the early ones in radio, and in helping to set up the Continuity Acceptance Department. But the trouble is not with the Code, it is with the people first who run networks and stations and with the advertisers and their agencies.

Edgar Kobal
Consultant
N. Y. C.

(Please turn to page 28)

Farm Public Service in
the KWTV Community
makes

KWTV
OKLAHOMA CITY

Oklahoma's No. 1
Television Station

BUY the
TOWER
with
SALES-
power
in
Oklahoma!

Traveling to obtain on-the-air reports during 1958, KWTV's two farm directors visited the more than 100 towns shown on the map . . . many, several times. Proof of KWTV's community coverage!



See your PETRYman

hottest thing since the fire...

WNBQ's Sunday night MOVIE · 5 is attracting bigger audiences than ever. MOVIE · 5's June rating, for example, was higher than all competing feature films combined. And for the entire second quarter, MOVIE · 5 averaged a 76.4% greater audience than the next highest rated feature film in Chicago.

Prospects for Fall are even more glowing, for MOVIE · 5 has already set an outstanding schedule of first-run features. If you want to kindle new enthusiasm for your product in Chicago, MOVIE · 5 is one prime place to start.

WNBQ Channel 5 in Chicago
NBC Owned Sold by NBC Spot Sales



THE PGW COLONEL SAYS:

*“The facts of Spot Broadcasting
are often its best salesmen –
but a lot of the best people
don't know the facts.”*

Within the last year, **PGW** has carried the story of spot broadcasting to 55 advertising centers from coast-to-coast. We presented the facts of our medium to advertisers, to agencies and to people on the local scene concerned with the sale of nationally advertised products.

We believe in presenting the facts everywhere to get business. Don't you?

PETERS,

GRIFFIN,



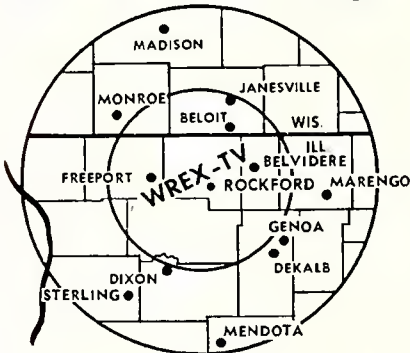
WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WREX-TV

new, wide range



with
HIGH POWER

229 KW VIDEO 115 KW AUDIO
SPANS A BILLION DOLLAR
ROCKFORD PRIMARY MARKET

COVERS ALL OF 14 COUNTIES AND
MARKET PORTIONS OF 14 OTHERS

The new, wide-range of WREX-TV, now increased to 229,000 watts video effective power (five times the former ratings), extends the primary limits of the Rockford TV market to encompass \$1.1-billion potential . . . widens the "secondary" range of influence to include a total \$2.5-billion.

ROCKFORD MARKET

WREX-TV's new power spans a primary area of four counties and market portions of 11 others . . . \$1,163,973,000 consumer spendable income — 555,462 people — and markets that record total retail sales of \$762,124,000 annually.

TOTAL MARKET:

Population	1,343,651
Households	413,099
Spendable Income	\$2,502,773,000
Retail Sales	\$1,768,295,000

WREX-TV COVERAGE

WREX-TV spans audience interest . . . comparative rankings of top programs, ARB area survey, shows 23 of top 25 programs are all on WREX-TV. WREX-TV leadership is strong throughout the telecasting day:

Rockford Metropolitan Area—station share of sets-in-use summary—for 4 weeks

Source ARB Feb. 9-March 8, 1959

	WREX-TV	Station B
Mon. — Fri.		
Sign-on to Noon	60.2*	40.3
Noon to 6:00 PM	62.0	37.0
6:00 PM to Midnight	54.7	44.5
All Week — Sign-On to Sign-Off	59.9	39.6

*Shares — station on less than the station telecasting the most quarter hours during particular period.



a wider market/coverage range in the Rockford BILLION DOLLAR market

WREX-TV

CHANNEL 13 ROCKFORD

J. M. Baich Gen. Mgr.

ABC - CBS AFFILIATION

Represented By
H-R TELEVISION, INC.

49th & MADISON

(Continued from page 24)

A Chock-full

You can plainly see what John E. McMillin thinks is the best thing in life. Has he ever been able to buy a new home with swimming pool, a Cadillac car or better still the release from the hospital of a wife with her newhorn baby . . . without money?

I've made a survey of people who have heard and seen the "Chock full o' Nuts" commercial on the air and tv, asking what they thought of it. Everyone thinks it is cute and no one found any smutty material in it.

Really, I'm sure if Mr. McMillin got his head out of the gutter, he might just find a few more nice things in this world . . . including "Chock full o' Nuts" coffee, which incidentally is very good.

It's also a crime that Mr. McMillin is making money writing this kind of dribble.

A reader of SPONSOR and a lover of "Chock full o' Nuts" coffee —plus commercial

* * *

Now I know where the guts are in the advertising business. You've got 'em all.

Your comments on the Chock full o' Nuts commercials were the first I've seen in any of the trade hooks and it's about time.

How about tv commercials on women's underwear? Aren't you getting a little tired of girdles which stand up after six million washings while their old-fashioned counterparts sag and hind the crotch? Seems to me the only answer is to retaliate by doing jock strap commercials on the *Young Doctor Malone* show.

If sociologists are worried about the disappearance of American manhood they need only buy or rent a tv set and watch the commercials.

Keep up the good work.

A. Bruce Durkee
pres.
Durkee-Mower, Inc.
Lynn, Mass.

WNJR
negro radio for
metro new york

"NATURALLY, I LISTEN TO KFVB"

"When I travel, I want the newest, fastest way . . . so I go by jet.

When I listen to radio, I want the same newness, the same pace, the same feeling of precision that jet flying gives me . . . so, naturally, I listen to KFVB."



The KFVB audience gives you more men, more women, more children . . . more everybodies . . . than any other Los Angeles station.

Buy KFVB . . . first and fast in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Ad 7

**FOR
THE
ENTIRE
U.S.**

34.6

**OUR
HIGHEST
SHARE
OF EVENING
AUDIENCE
YET!***

(well ahead of the No. 3 network)

ABC TELEVISION

Source: National Nielsen Report, I July, 1959. Average Share of Audience Per Minute,
Sun.-Sat., 7:30-10:30 P.M., all commercially sponsored programs. *Since three-network competition.

*Café
Brûlot..

old
New
Orleans
Favorite*



As served by Foster Dauzat at Arnaud's

**Here's how to
make it:**



Worm brûlot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl ½ lemon peel, ½ orange peel, 2 crumbled cinnamon sticks, 8-10 whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); worm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flome. Very slowly add 4 demitosses of strong block coffee. Let contents flome short time; stir to extinguish. Serve.

*WWL-TV... new
NEW ORLEANS
FAVORITE*

—41.2% of the audience,
sign-on to sign-off Sunday through Saturday*

—8 of the top 15 programs

—6 of the top 10 syndicated shows

Get the complete story on the fast-changing New Orleans television picture from your Katz representative.

*May, 1959, ARB



WWL-TV
NEW ORLEANS

WALL STREET LOOKS AT AIR MEDIA'S TOP 25



FINANCIAL DATA ON LEADING ADVERTISERS SHOWS IMPORTANCE OF TV/RADIO IN SALES AND PROFITS

How do bankers and investment men look at the advertising budgets and plans of leading American corporations?

There was a time, not so many years ago, when financial experts largely ignored advertising in their studies of balance sheets and annual corporate reports.

Today, however, as William S. Renchard, exec v.p. of New York's Chemical Corn Exchange Bank, pointed out at the spring convention of the American Association of Advertising Agencies (see box on page 34), there is a growing consciousness in Wall Street and other financial circles of the deci-

sive part which advertising plays in a company's sales trends, competitive position and marketing future.

And, says Renchard, "Our leading corporations . . . have become increasingly aware of the value of advertising as a capital asset, and of the importance of placing emphasis on this in their reports to stockholders."

Because of this burgeoning importance of advertising in all phases of corporate finance, and especially because of the dominant position which tv and radio play in the advertising budgets of most major corporations, SPONSOR has been conducting a

special survey on the relationship between corporate finances and air media expenditures.

For detailed financial information on the top 25 tv/radio advertisers, SPONSOR editors went to the well-known investment firm of Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., New York.

With their help, and with financial and advertising data from various sources, we have put together what we believe is one of the most fascinating tables ever seen in advertising circles.

Such a table deserves long and detailed study, and the particulars about the individual companies covered

here are probably far more important than any generalizations to be made about them.

However, even a cursory glance at the Financial & Advertising Table of America's Top 25 Air Media Advertisers will show the following:

1. All of the companies represented here are strong solid opera-

HERE ARE AIR MEDIA'S TOP 25 ADVERTISERS—

—\$ FINANCIAL DATA \$—

COMPANY	FITCH STOCK RATING (Common Stk. Only)	CURR. ASSETS	CURR. LIAB.	—IN MILLIONS—			CAS EQ
				WORKG. CAP.	NET SALES		
1. P & G	BBB	\$ 344	\$ 108	\$ 236	\$1295	\$ 1	
2. LEVER*	----	-----	-----	-----	-----	-----	
3. COLGATE	B	209	74	135	534		
4. GEN. FOODS	BB	323	107	216	1053		
5. AMERICAN HOME PRODUCTS	BB	139	60	79	348		
6. GEN. MOTORS	BB	3238	1140	2100	9522	12	
7. R. J. REYNOLDS	B	662	206	455	1147		
8. BRISTOL-MYERS	B	35	8.5	26	114		
9. FORD	BB	1215	645	570	4130		
10. AMERICAN TOBACCO	B	716	142	574	1103		
11. GILLETTE	B	60	16	44	194		
12. P. LORILLARD	B	236	92	144	479		
13. BROWN & WILLIAMSON*	----	-----	-----	-----	-----	-----	
14. CHRYSLER	B	732	392	340	2165	2	
15. LIGGETT & MEYERS	B	370	37	333	556		
16. STERLING DRUG	BB	85	31	54	198		
17. GEN. MILLS	BB	118	39	79	530		
18. MILES LABS*	----	-----	-----	-----	-----	-----	
19. KELLOGG CO.	BBB	61	30	31	220		
20. STANDARD BRANDS	BB	135	35	100	520		
21. LESTOIL, INC.	----	-----	-----	-----	-----	-----	
22. WARNER-LAMBERT	BB	74	30	44	169		
23. CONTINENTAL BAKING	B	52	25	27	328		
24. PHARMACEUTICALS, INC.*	----	-----	-----	-----	-----	-----	
25. PHILIP MORRIS	CCC	257	116	142	441		

SOURCES: Financial data: Fitch Publishing Co. (Fitch Stock Record, July '59), Stock Records from Merrill, Lynch, Pierce, Fenner & Smith, Inc. "Standard and Poor's" financial records; Advertising data: T&B, R&B, Bureau of Advertising, N. L. Rorabaugh, LNA-BAR. Advertising figures taken from a list compiled by "Advertising Age" and revised by T&B.

ions ("good, sturdy businesses," as one Wall Street man told SPONSOR).

2. Their total advertising expenditures are major operating items.

3. Their expenditures in tv/radio represent in most cases, the largest part of their advertising budgets, (80% in the case of P&G).

4. Their sales pictures look ex-

traordinarily healthy.

In examining this chart in detail, it will be helpful to keep certain points in mind:

The companies themselves, America's Top 25 air media advertisers, are not, by any means, the country's largest corporations. *Fortune Magazine*, in listing the top 25

corporations by sales volume, showed only General Motors, Ford and Chrysler of the air media leaders. Such comparatively small advertisers as the steel companies, oil companies and electrical equipment companies have greater gross sales.

What is characteristic of the big tv radio spenders, however, is the

A TABLE OF THEIR FINANCES AND AD BUDGETS

—\$ EARNINGS & DIVIDENDS \$—
(per share)

— ADVERTISING —
—IN MILLIONS—

BAL. SHEET DATE	EARN. PER SHARE	TOTAL PAID 1958	PAID TO DATE 1959	TOTAL AD \$	TOTAL AIR MEDIA \$	TOTAL TV \$	SPOT RADIO** \$
3 Jun '58	\$ 3.55	\$ 2.00	\$ 1.10	98.6	84.5	84.5	
-----				52.8	40.5	38.5	2.0
9 Dec '58	2.74	1.16 ^{2/3}	0.55	46.9	36.6	33.9	0.75
4 Mar '59	4.42	2.20	1.25	52.7	31.8	31.8	---
9 Dec '58	5.53	3.50	2.40	39.6	28.7	27.8	0.9
30 Dec '58	2.21	2.00	1.00	97.9	27.8	22.4	5.4
8 Dec '58	3.80	1.85	1.00	33.2	23.1	18.4	4.7
1 Dec '58	4.38	2.15	1.05	26.4	20.6	18.9	1.7
30 1959	12.70	5.00	2.50	58.9	19.3	14.3	5.0
35 Dec '58	8.55	5.00	3.00	36.6	18.9	14.3	4.6
0 Dec '58	2.97	2.25	1.50	21.2	18.1	18.1	
31 Dec '58	4.01	2.00	1.00	24.9	17.7	16.5	1.2
-----				21.4	17.7	17.7	
30 Dec '58	3.88	1.50	0.50	43.3	17.3	15.0	2.3
01 Dec '58	7.60	5.00	3.25	20.3	15.4	12.7	2.7
24 Dec '58	2.42	1.50	0.70	20.0	15.2	13.6	1.6
35 May '58	2.76	3.00	2.25	28.9	14.4	13.8	0.65
-----				15.5	13.8	12.7	1.1
1 Dec '58	2.04	1.00	0.50	17.6	12.8	12.8	
10 Dec '58	4.25	2.35	1.30	19.1	12.4	10.5	1.9
-----				12.4	12.4	12.4	
6 Dec '58	2.82	1.50	0.68 ^{3/4}	16.7	11.9	11.7	
17 Dec '58	4.37	2.10	1.10	14.6	11.6	10.0	1.6
-----				11.2	10.4	10.4	---
31 Dec '58	4.90	3.00	2.25	19.1	9.0	9.0	

*These companies are privately held and there is no financial data available on them.

**Radio network figures are not available.

SPONSOR NOTE: Every reasonable effort is made to carefully report herein information received, but the publishers of our source material do not guarantee its accuracy or completeness, nor can we.

fact that they are all concerned with selling *consumer* products, and this should be kept in mind in looking at their ratios of sales to advertising.

The top advertisers in the country are in general the top air media advertisers. Only Distillers

Some idea of their importance to the industry can be gained from the fact that these 25 companies account for approximately 47% of all national tv expenditures.

Financial data is not available on five of the corporations in the top 25

Fitch Publishing Co. Says Merrill Lynch, Pierce, Fenner & Smith, "Fitch ratings have long been recognized as dependable measurements of investment values."

For this chart SPONSOR has included only ratings on the companies' common stock. Ratings of AAA, AA, and A are usually given only to preferred stock. All stocks with ratings of B (BBB, BB & B) are in what Fitch calls the "Investment Merit" Group. BBB indicates best of group, BB, good, and B, fair. Stocks with C ratings are in Fitch's "Lesser Grade" group, composed of "stocks paying or capable of paying dividends, but future not clearly discernible." CCC indicates "Best of Group." None of the air media leaders is listed in the D "Lowest grade" group.

Reading a financial statement. SPONSOR does not presume to be an authority on financial statements, nor do we wish to comment on the details included in the chart. However, our readers may be interested in this quote from a Merrill Lynch bulletin on "How to read a financial report."

"The first rough test for an industrial company is to compare the working capital figure with the current liability total. Most analysts say that safety requires that net working capital at least equal current liabilities; or, to put it another way, that current assets should be at least twice as large as current liabilities."

On this basis you will note that all of the top 25 air media advertisers are financially solid.

Marketing and the financial man. William S. Renchard of Chemical Corn Exchange Bank, noted in his White Sulphur speech to the 4A's that more and more companies are mentioning advertising in their annual reports. He quoted several 1958 reports including those of the Aluminum Company of America, AT&T and Philip Morris. This latter leading air media advertiser told its stockholders, "Cigarette advertising has resulted in one of the most economical forms of distribution for any product in this country. . . . The creation of demand by advertising, coupled with the efficiency of our distributors, combine to produce broad economical distribution and to maintain a low cost of cigarettes to the consumer."

RENCHARD SAYS ADVERTISING EFFORT IS A CAPITAL ASSET



William S. Renchard is executive v.p. of Chemical Corn Exchange Bank of New York, where one of his duties is to serve as chairman of the bank's advertising committee. Mr. Renchard has been affiliated with Chemical Corn Exchange Bank since 1930. The following quotes are from the speech he gave at the 4A's 1959 Annual Meeting, April 24, at White Sulphur Springs, W. Va.

" . . . A company is only as strong as its ability to achieve market acceptance of its products. . . . There were approximately 15,000 business failures in the United States during 1958. According to Dun & Bradstreet . . . 52.2% were due to 'inadequate sales,' and another 21.1% were due to 'competitive weakness.' . . . Both . . . fall under . . . 'incompetent and/or inexperienced management,' and so in appraising management, we are indirectly covering . . . the effectiveness of the company's advertising and promotional programs. . . . A survey of the Investment Bankers Association asked: 'Does corporate advertising favorably affect the sale or stability of a company's securities?' Nine out of 10 (bankers) replied 'Yes.' "

Corp.-Seagram, General Electric, National Dairy and AT&T which rank among the top 25 total advertisers are unranked among the top 25 air media clients.

The air media list is, therefore, a blue-chip roster of American advertisers with these four exceptions.

—Lever, Brown & Williamson, Miles, Lestoil and Pharmaceuticals. These companies are privately held. Advertising expenditure information on them is, however, included.

Fitch stock ratings (first column) are ratings supplied by Fitch Stock Records, published monthly by

The other side of the coin is that financial men are becoming more and more aware of advertising and marketing in appraising corporate investments.

We believe the following quotes from Merrill Lynch stock appraisal reports on top air media advertisers will interest everyone concerned with tv/radio billings:

Procter & Gamble. Merrill Lynch characterizes P&G as "Investment quality. Industry leader. Long record of strong finances and satisfactory earnings and dividends. Unremitting research for improved products, studied diversification and entrenched consumer following impart

serious work stoppages for well over half a century."

R. J. Reynolds: "Long record of sound finances, satisfactory earnings and dividends. This excellent quality stock is suitable for dependable income objective with prospect for steady progress over the years. . . . Winston continues as the largest selling filter tip brand, and Salem is now the largest selling brand in the menthol field. . . . When last disclosed, cigarette advertising costs were running less than 1/4¢ a pack. (Reynolds) products promoted through television, radio, magazines and newspapers."

General Foods: "Investment quality stock; well managed com-

pany. . . . When last disclosed, advertising expenses were about 1/3¢ a pack and getting better than average results. Brands promoted extensively through television, radio, magazines, newspapers and billboards.

Colgate-Palmolive (quote from Fitch stock report) "As a well known company, is one of the world's major organizations in the manufacture and sale of soaps, cleansing agents, dentifrices, shaving soaps and creams and other toilet preparations. Sales, as



THE BOARD ROOM at Merrill Lynch, Pierce, Fenner & Smith, Inc., New York investment firm, which aided SPONSOR in gathering material

prospects of steady growth with depression resistance."

As to P&G's outlook: "P&G is adept at merchandising its increasingly diversified line of consumer items. With the population growing, a continuing increase in disposable income in the millions of lower bracket families, and a good foreign potential, management views the longer range future with reasoned enthusiasm."

Of P&G Management: "Developed internally. Several deep in key positions. Aim to get men in key positions while they still have 20-25 years potential active service. Employee relations outstanding. Initiation of profit-sharing in 1887 and year-round employment in 1923 has precluded

pany; long record of satisfactory earnings and dividends. . . . Despite lower selling prices on certain items, especially coffee, dollar sales for the nine months ending December 31, 1958 were 4.4% higher than a year ago . . . present indications point to another good year and fiscal 1959 earnings are expected to exceed the record 1958 per share results of \$3.98. Advertising and promotional expenditures in the current fiscal year may even exceed the \$87 million spent in fiscal 1958."

American Tobacco: "A good quality issue with a long record of relatively consistent earnings and dividends. In the March 1959 quarter, earnings were \$1.85 a share, up from \$1.79 a year ago . . . promo-

indicated in the company's last report, were split almost equally between the United States and abroad. . . . Of considerable recent significance is the fact that management has revealed the company intends to enter the proprietary and ethical drug business at the earliest possible moment. . . . In this connection the firm intends to first develop several proprietary products—items which could be sold without a doctor's prescription—and is also looking to acquire a small ethical drug house. . . . When this transpires, the fact that company's marketing organization has entry into broad fields of distribution should stand the firm in good stead for a vigorous and efficient introduction into the drug field."

SPONSOR'S
BLUE
RIBBON
RADIO

JET-SPEED RADIO FOR NATIONAL AIRLINES

- ✦ Aviation pioneer National Airlines makes radio a major medium to take advantage of jet-age flexibility
- ✦ Here's how this advertiser follows its "on-line" cities with year-round, tailor-made radio campaigns

How do you market 400-miles-per hour above the clouds? How do you advertise a seven-day escape package from job and reality? National Airlines has found an answer: Radio.

This company's marketing problem is threefold: (1) to sell against stiff competition, (2) to sell the public on the desire to travel, (3) to sell them on traveling by air. Spot radio

has given National Airlines these advantages:

- Frequency and repetition in selected markets at a low cost-per-1,000.
- Ability to concentrate on special markets during particular periods.
- Flexibility for last-minute reminders, including last-minute changes.

In a way, the romance between Na-

tional Airlines and radio is a natural. They are contemporaries in an air age—one representative of communication, the other of transportation.

A quarter of a century ago, G. T. "Ted" Baker, a barnstorming pilot, landed a 150-mile mail route from the U. S. Post Office. With this contract, \$2,000 capital, four associates, and two Ryan single-engine planes, he started what was destined to become one of the nation's leading airlines. Today, National employs more than 4,400 persons, serves 38 cities in 15 states along with an air route to Havana; serves more Florida cities than any other airline. Baker, now 58 years old, is now president and chairman of the board.

Under Baker's guidance, National has become a pioneer in air travel improvements: first line to launch pure jet service in the U. S., first to offer low-cost air coach flights on the East Coast, first scheduled non-stop flights from Miami to New York and from New York to Havana, first radar-equipped four-engine line serving Florida, first to offer complete vacation package tours to Florida and the Caribbean.

With such an impressive string of "firsts," it is obvious that National has had something to sell. The reasons behind selecting radio as a major sales tool (National also uses tv and print) make for an interesting lesson in marketing logic.

PLANNERS on upcoming air travel radio campaign: (l to r seated) George Bremser, M&P group head; Walter Sternberg, senior v. p. and market development head for National; (looking on) Al Gilmore, account exec and David Porter, National Airlines ad manager



Here's how National thinking led to its radio campaign.

- By watching radio set production and sales climb over recent years, became convinced here was a medium gaining in stature and vitality.

- Studied the states in which its airline operated, found there were some 17 million households with some 50 million radios.

- Took a leaf from the books of the food and grocery advertisers who had found in studying the buying habits of women that the best time to reach them was just before a trip to the supermarkets. National translated this discovery to its own business—not in selling soap to housewives—but in selling air travel to businessmen and vacationers. National found that the “forgetfulness rate” is higher than many advertisers realize and that “last-minute exposure” is a strong factor in buying influence, that radio is an “ideal tool for last-minute exposure.”

- Checked radio and tv. liked radio's daytime exposure, decided it fitted best into the company's ad strategy.

After completing this “approach check-out,” National Airlines conducted a test radio campaign—a short but intensive spot flight in the New York City area to try to ascertain just how quickly people would react to its radio commercials. What the airline offered was a neat travel package called “A Weekend at Miami Beach.” The flood of calls at National offices in that area furnished all the proof necessary.

This year, National Airlines is regularly using 38 radio stations in 25 markets along its air route. Its buys are on a 52-week basis. Breakdown of this schedule's announcements is as follows: 44% of the announcements are 60 seconds, 41% are 30 seconds, 14% are 20 seconds and 1% are 10 seconds.

In planning and carrying out its radio advertising program, there is the closest cooperation between the

RAB'S KEVIN SWEENEY SAYS . . .



“An empty seat on a National flight—or any other airline's—is a sale that's gone forever. As demonstrated in National's story, radio provides the advertising flexibility and economy airlines must have. It's the only medium offering opportunity to quickly and easily switch emphasis, alter a schedule, bolster sales on a specific airline route. Radio's broad reach guarantees economical pinpointing of prospects: veteran customers as well as those who have yet to make their first flight. Obviously, as jets become more numerous, airlines will have to attract a steady flow of new customers to fill all those giant planes. And here radio will prove invaluable.”

AGENCY TEAM at Marschalk & Pratt in Miami, plans for National. (L to r seated): Mike Spano, chief continuity writer; Gene Caron, radio/tv dir.; (standing) Andrew Purcell, M&P media dir.; and Al Gilmore, account exec. National's radio flights follow their flight routes



airline and its ad agency. National Airlines is headquartered in Miami. Its agency is Marschalk & Pratt, a division of McCann-Erickson Inc., also in Miami.

At the airline headquarters, advertising strategy is in the hands of Walter Sternberg, senior vice president in charge of market development, and David Porter, advertising manager.

At Marschalk & Pratt, the account is serviced by: George Bremser, account supervisor; Al Gilmore, account executive; Gene Caron, director of radio and tv; Andrew Purcell, media director; Mike Spano, chief continuity writer.

These tacticians have found the flexibility of radio is especially well keyed to the tempo of this fast moving, dynamic airline operation. Copy may have to be changed quickly, a market may be slated for heavy radio saturation almost overnight to meet some new service, or for expedience in travel may even give the airline an opportunity to use radio in the form of public service.

One such memorable instance occurred some time ago at Norfolk, Va., at the time that Capital Airlines was forced to suspend service because of a strike. Since Norfolk is served only by National and Capital, a serious travel problem plagued that city. National quickly called its radio station in Norfolk and instructed them to revise its radio announcements—to inform the community that, in light of the emergency, National was putting on additional flights out of Norfolk and suggesting that stranded travelers call for reservations.

The good deed worked almost too well; National's reservations facilities almost instantly became jammed. So once again, the radio station was called with instructions to revise copy again to the effect that reservations were not necessary—"Just come out to the airport, plenty of seats for all." After that, air travel went smoothly in Norfolk.

It is the manner in which National and Marschalk & Pratt prepare radio commercials which enables them to move quickly, to introduce new services (as they introduced pure jet service), to promote a new vacation package with top speed. Commercials
(Please turn to page 53)

HOW WILSON PACKS 3 PUNCHES PER DAY

✦ **Wilson & Co., meat packer, finds five-minute tv programs deliver dealer, consumer impact, identification**

✦ **Kenyon & Eckhardt research on three-a-day, 20-market schedule shows 89% dealer participations, low cpm**

This week, Kenyon & Eckhardt wound up a study for its client Wilson & Co., meat packers, which seems to throw valuable light on the impact of five-minute daytime tv programs.

K&E's confidential report, released exclusively to SPONSOR, shows that this sort of rapid-fire, high-frequency program can offer:

- High consumer awareness
- Lower cost-per-1,000 than most other types of programing

• Higher sponsor identification than many top-rated nighttime show

• Good commercial recall

• Excellent response from dealer in terms of participations, point of sale, reciprocal plugs.

Wilson went into the five-minute schedule because it felt that such programs would provide a series of strategic "commas" in the house wife's shopping and meal-preparing day. Another reason: exposure and brand continuity for their product

WHAT 5-MIN. SHOW GIVES WILSON

DEALER RESPONSE. *Frequency (three-per-day), product flexibility is strong lure for 15-second dealer tie-ins. In first 20 weeks, 89% of shows contained dealer participations, five of 20 markets hit 100%*

CONSUMER AWARENESS. *In 11-market ARB survey, Wilson awareness was 43% greater among viewers than non-viewers; product awareness, 20%; purchase, 38%. Recall of commercials was high (51%)*

COST-PER-1,000. *Cpm for Wilson's five-minute show (\$1.51) is lower than (1) nighttime half-hour syndicated show, \$1.75-2.00; (2) daytime network program, \$1.50; (3) local daytime program, \$2-2.50*

SPONSOR IDENTIFICATION. *Among those known to have seen show s.i. is 24%; among those who recall viewing, 47%. Figure is higher than Trendex s.i. for Gunsmoke (28%), Wagon Train (36%)*



VARIETY OF BRANDS can be rotated easily in five-minute format. Wilson gets two commercials three times a day with Mark Stevens show

To do this meant high-frequency scheduling (three exposures per day). The agency felt 390 programs would be needed (each to be re-run once) to fill the 780 times Wilson would be on the air in each market during the year. Mark Stevens was contracted to turn out the programs, a series called *Take Five*. Filmed in England, it features Stevens in chatty discussions aimed at the housewife. Important feature: a 15-second segment geared for dealer tie-in ads.

Wilson put the show on the air in 20 markets: Atlanta, Birmingham, Boston, Cedar Rapids, Chattanooga, Dallas, Jacksonville, Kansas City, Los Angeles, Lubbock, Memphis, Minneapolis, Omaha, Oklahoma City, Providence, Pittsburgh, Scranton, Shreveport, Syracuse, Tulsa.

The total buy represented about half of the company volume on advertising product and its first experience with dealer tie-ins.

Here is what K&E found out about the show's effectiveness, extracted from the confidential report made to Wilson & Co. this week by the agency:

Dealer usage. "Almost all advertisers," says the report, "attempt to merchandise their consumer advertising schedules to their dealers. The effectiveness of this merchandising is, as a general rule, extremely difficult to measure."

But the 15-second dealer participation which the show offers allows for actual dealer involvement, which K&E sees as a means of merchandising that can be measured.

The show's frequency and product range give the dealer a choice of times and items to tie in with. But even with this leeway, what sort of response can be counted on? K&E found that in the first 20 weeks of the program, 5,729 out of the total 6,452 programs (or 89%) contained a dealer participation.

More significantly, participations included both large and small accounts. During the 20-week period, a total of 964 *different accounts* participated. "This figure," says the report, "could be perhaps increased tenfold if these accounts were expressed as *outlets*." Usage hit 100% of total programs in five markets

(Birmingham, Boston, Dallas, Oklahoma City, Pittsburgh), was not far behind in most other markets.

In addition to its sales force, Wilson used a tv coordinator in each market to handle the tv schedules. The immediate success of the dealer participation drive in most markets is considered the more remarkable in view of Wilson's lack of prior experience with this concept.

Dealer response. Granted, enthusiasm and interest were demonstrated by the landslide of dealer participations. What about the selling and reciprocal advertising effect on old and new accounts?

At the end of the tenth week, tv coordinators answered company questionnaires covering this very area. Salient facts from the coordinators' reports:

- Program had already helped open 98 new accounts
 - Program had already helped to re-open 97 inactive accounts
 - In return for dealer mentions in the first 10 weeks, newspaper tie-ins were obtained in 18 markets, special
- (Please turn to page 51)

Tv copy: Is long better than short?

- Agency copywriters say account men and clients often wrong in favoring minutes over 20's and I.D.'s
- Tradition, prejudice seen dictating use of long copy. Writers want commercial length based on need

The consistent client clamor for minutes in television is fostering new headaches and new gripes as fall buying moves into high gear. Reps and stations lament that the demand for 60's still outpaces the supply as they hammer hard the benefits agencies can reap for their clients with I.D.'s and chainbreaks. And in this lament they have aligned themselves—oddly enough, at first glance—with the agencies' own tv copywriters.

For the writers indicate, after being queried by SPONSOR this past week, they are almost unanimous in debunking the notion that long copy per se is preferable to short or shorter copy. Copywriters contend two groups—account people and clients—are “traditional, short-sighted and false-economy-minded” in figuring they are bound to get more for their money in using long commercials.

The writers, in each instance, agree

that short copy often can do a better job faster than a full minute commercial; that the best national campaigns use all commercial lengths—10's, 20's and 60's; that there is absolutely no set formula which can apply to any copy problem because every one is different.

They think the coming trend is for clients—and the account people, who represent the client's view—to gain a more vivid realization that the content rather than the length of time makes for impact and sales in a tv commercial. And that the product or service need should determine the copy platform and then the media pattern. Too often, copywriters contend, the media stipulations are set before the creative group begins to work on the problem of “What are we

THERE'S NO FIXED RULE establishing need for 60's vs. 20's, says Davidyne Saxon, copywriter at Doherty, Clifford, Steers & Shenfield, NYC



elling, to whom, and how can we best do it?"

Why are clients "economy-size minded"? as Davidyne Saxon of Doherty, Clifford, Steers & Shenfield puts it. "Because they're conditioned to paying almost the same amount of money for a chainbreak as they do for a minute, and they reason that automatically an announcement three times as long for roughly the same amount of money is therefore three times as good a buy."

However, this doesn't happen to be the case. One top tv rep, backgrounding the clamor for full minutes, says this:

"The trend in recent months has been for stations to widen the cost gap between breaks and minutes because of clients' gripes. Minutes are not usually available between high-rated network shows, but breaks and I.D.'s are. On the basis of ratings and audience delivered, the cost is equitable even though it has been about the same for a 20 as for a 60. But the cost of re-shuffling now ranges from a five to 25% differential in lowered costs for a chainbreak, with the average 10 to 15%." The quickie 10-second spot or I.D. is costed at about 50% of the minute charge.

But this representative points out that there is a great differential in rating levels, adding that it's common for a daytime break to pull a 12 rating, whereas the best minute average would be 6. Therefore, the chainbreak at double the audience is a good buy because it's far from double the cost.

One copywriter, commenting on the client's propensity to long copy, noted: "The client is indeed the culprit in this circle of commercial confusion! He is delighted to watch a solid 15 minutes of his commercial, and he's so wedded to his own product that he flips when the commercial is gone in 20 seconds! He just doesn't realize that the viewer doesn't quite have his bias for long and continuous exposure, and that—in fact—the 60 seconds may be sheer boredom!"

Joan Sack, writer at McCann-Erickson, pinpoints her colleagues' ap-
(Please turn to page 75)



THERE ARE GUIDEPOSTS, HOWEVER, to matching copy need with commercial length. Joan Sack, copywriter at McCann-Erickson, notes some differences

HOW TO USE LONG AND SHORT

LONG TV COMMERCIALS . . .

-
1. *Specially suited to demonstrations, mood, image building*
 2. *Essential for costly, complex items (cars, washers, etc.)*
 3. *Used by "serious" products—insurance, drugs, etc.*
 4. *Rely on art work, production elements to extend theme*
 5. *Necessary for new product intro, important sales points*
-

SHORT TV COMMERCIALS . . .

-
1. *Work faster and harder on easy-to-sell graphic story*
 2. *Especially good for sloganized copy themes and teasers*
 3. *Used for sense of immediacy—sales events, movies, etc.*
 4. *Complement longer copy as auxiliary and service effort*
 5. *Need stable copy theme and simple consumer advantage*
-

Indies rate high in top markets

➤ Adam Young radio study shows the leading station in 39 out of the first 60 markets is an independent

➤ Representative firm bases conclusions on daytime Pulse figures for average ratings, share of audience

A special report by Adam Young, Inc., titled "Spot Radio 1959—A 60 Market Appraisal" has turned up interesting and significant data on the power and importance of modern independent radio stations.

According to Young data, independent stations are in first place in 39 of the top 60 markets. CBS stations have eight firsts, NBC six, and ABC five. In one market NBC and

15-, third 15-, and fourth 15-market groups. In all groups the average impact per market charts showed both the leading and second independents running ahead of the CBS and NBC affiliates.

In addition to unweighted daytime averages, the Young study also includes data on rating averages weighted by metro area households in the group. The figures in all cases show

STATION LEADERS IN THE FIRST 60

According to the Adam Young, Inc. study, the leading radio stations in each of the first 60 U. S. markets line up in this way. The ratings shown are average audience Pulse ratings for daytime (6 a.m. to 6 p.m.) Monday through Friday. Stations are indicated as independent, ABC, NBC, or CBS. Mutual stations listed as independent.

Market	Affiliation	Rating
1. NEW YORK	Ind.	4.1
2. LOS ANGELES	Ind.	4.6
3. CHICAGO	Ind.	6.7
4. PHILADELPHIA	ABC	4.4
5. DETROIT	CBS	4.0
6. BOSTON	Ind.	4.3
7. SAN FRANCISCO	Ind.	4.1
8. PITTSBURGH	ABC	5.3
9. WASHINGTON	Ind.	5.4
	Ind.	4.7
10. ST. LOUIS	CBS	4.6
	Ind.	4.8
	Ind.	4.8
11. CLEVELAND	Ind.	6.0
12. MINNEAPOLIS	CBS	8.6
13. BALTIMORE	Ind.	4.7
14. BUFFALO	CBS	6.7
15. MILWAUKEE	NBC	4.7
16. HOUSTON	Ind.	5.5
17. MIAMI	Ind.	6.2
18. DALLAS	Ind.	9.4
19. KANSAS CITY	Ind.	8.3
20. SEATTLE	Ind.	4.7
21. CINCINNATI	CBS	5.6
22. ATLANTA	NBC	5.4
23. DENVER	CBS	4.0
24. SAN DIEGO	Ind.	5.2

COMPOSITE FOR TOP 15 MARKETS

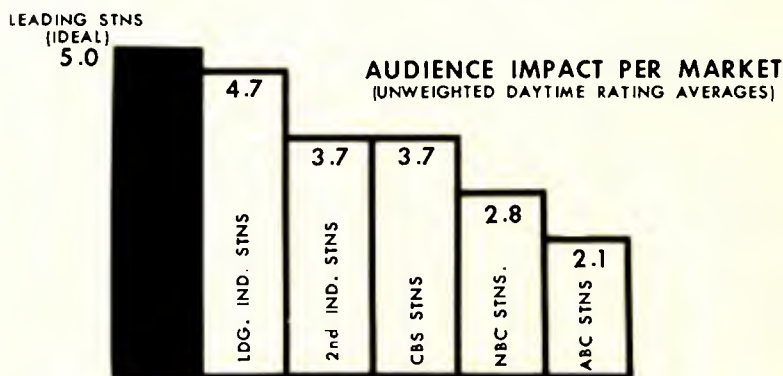


Chart from Adam Young, Inc. Survey—Spot Radio 1959

CBS are tied for top spot, and in one market the CBS entry is in a deadlock with two indies.

For the study, Young used the most recent available Pulse data to get average audience ratings Mon.-Fri. between 6 a.m. and 6 p.m. The ratings shown in the column at the right are for these periods.

After determining ratings and shares for stations in each market, the representative firm also reported composite scores for the first 15 markets (as shown here); also the second

an advantage for the independents.

For its choice of the country's top 60 markets, Young used figures from "1959 Survey of Buying Power" published by *Sales Management* magazine. Markets are listed according to total retail sales in the metro county areas as defined by the Bureau of the Budget. Additional detailed information on the "advertiser areas" in each of these markets is included in the Young study. The top 60 markets shown here account for more than 50% of total U. S. retail sales. ➤

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Issued every 6 months

JANUARY THROUGH JUNE 1959

1ST HALF VOLUME 13

Here is SPONSOR's new six-month index, covering the first half of 1959. In it you will find all of the articles, case histories and other topical material you have found useful. This material has been grouped under familiar categories, listed under appropriate subheads. You'll find a few new heads, i.e., Costs, Programing, and, in one or two instances,

a regrouping. Personalities, for example, has been given a separate heading under each category in which it belongs so that you can more easily locate any personality that we have covered in our columns during this half-yearly period. The index continues to pages 44, 46, 48, 50, 51. Clip these pages and keep them on hand for quick, easy reference.

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SEATTLE, WASHINGTON
PULSE
May-June, 1959

	1st	2nd	3rd	4th
6:00AM	KOL 3.4	"A" 2.0	"B" 1.8	"D" 1.1
6:15	KOL 3.4	"A" 2.3	"B" 2.1	"E" 1.2
6:30	KOL 4.6	"A" 3.0	"B" 2.3	"D" 1.6
6:45	KOL 4.8	"A" 3.4	"B" 2.6	"D" 1.8
7:00	KOL 6.2	"A" 4.3	"B" 3.9	"D" 2.8
7:15	KOL 6.4	"A" 4.5	"B" 3.7	"E" 3.6
7:30	KOL 6.4	"A" 4.8	"B" 3.8	"E" 3.5
7:45	KOL 6.2	"A" 4.5	"B" 4.1	"E" 3.6
8:00	KOL 6.3	"A" 5.1	"B" 3.9	"E" 3.7
8:15	KOL 6.1	"A" 4.8	"B" 4.0	"E" 3.5
8:30	KOL 5.5	"A" 5.0	"B" 3.9	"C" 3.4
8:45	KOL 5.6	"A" 5.1	"B" 4.0	"C" 3.0
9:00	KOL 5.9	"A" 5.2	"B" 4.1	"F" 2.6
9:15	KOL 5.8	"A" 5.1	"B" 4.3	"C" 2.7
9:30	KOL 6.1	"A" 5.0	"B" 4.0	"C" 2.7
9:45	KOL 5.9	"A" 5.1	"B" 3.8	"C" 3.2
10:00	KOL 5.4	"A" 4.4	"B" 3.7	"C" 2.7
10:15	KOL 5.3	"A" 4.6	"B" 3.5	"C" 2.8
10:30	KOL 5.2	"A" 4.5	"B" 3.6	"C" 2.8
10:45	KOL 5.4	"A" 4.7	"B" 3.7	"C" 3.0
11:00	KOL 4.9	"A" 4.7	"B" 3.6	"C" 2.9
11:15	KOL 5.0	"A" 4.6	"B" 3.8	"C" 2.9
11:30	KOL 5.1	"A" 4.5	"B" 4.0	"C" 3.1
11:45	KOL 5.0	"A" 4.8	"B" 3.6	"C" 3.0
12:00	M KOL 4.7	"A" 4.6	"C" 3.5	"B" 3.1
12:15	KOL 4.7	"A" 4.2	"B" 3.1	"C" 3.0
12:30	KOL 4.9	"A" 3.9	"B" 3.1	"C" 2.4
12:45	KOL 5.0	"A" 3.8	"B" 3.0	"C" 2.4
1:00	KOL 4.8	"A" 3.7	"B" 3.4	"C" 2.4
1:15	KOL 5.0	"A" 4.0	"B" 3.2	"F" 2.7
1:30	KOL 4.6	"A" 3.6	"B" 3.1	"F" 2.6
1:45	KOL 4.6	"A" 3.4	"B" 3.3	"C" 2.7
2:00	KOL 4.6	"A" 3.8	"B" 3.0	"F" 2.3
2:15	KOL 4.7	"A" 3.6	"B" 3.1	"E" 2.5
2:30	KOL 4.5	"A" 3.8	"B" 3.0	"C" 2.5
2:45	KOL 4.3	"A" 3.6	"B" 3.2	"F" 2.5
3:00	KOL 4.1	"B" 3.4	"A" 3.3	"C" 2.4
3:15	KOL 4.4	"B" 3.3	"A" 3.3	"F" 2.7
3:30	KOL 4.8	"B" 3.8	"A" 3.4	"F" 2.9
3:45	KOL 4.8	"B" 3.5	"A" 3.5	"F" 3.1
4:00	KOL 5.2	"B" 3.6	"A" 3.5	"F" 3.3
4:15	KOL 5.1	"B" 3.9	"A" 3.8	"F" 3.2
4:30	KOL 5.3	"A" 3.7	"B" 3.5	"F" 3.5
4:45	KOL 5.3	"A" 4.0	"B" 3.8	"F" 3.6
5:00	KOL 5.3	"A" 4.0	"B" 3.8	"F" 3.3
5:15	KOL 5.1	"A" 4.0	"B" 3.7	"F" 3.6
5:30	KOL 5.3	"A" 3.9	"B" 3.8	"F" 3.7
5:45	KOL 5.1	"A" 3.8	"B" 3.8	"F" 3.6

First Time
in Seattle's
History!

ONE RADIO
STATION
TAKES FIRST
IN EVERY
1/4 HOUR
SEGMENT

It's no accident! KOL is first in every segment after a long and steady upward climb! How? By consistently programming:
1. Controlled Music (Top Pops, album and golden record hits), 2. News, by Seattle radio's largest exclusive news department, and 3. Personalities that *are* personalities!
Next time, Speci-Buy KOL . . . in the nation's newest "Million Market!"

See your Bolling Co. man...ask about Spokane's top buy-KLYK!

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WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

7 WAYS BETTER...

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

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

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

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



AMPEX
VIDEOTAPE
professional products division

934 CHARTER ST. • REDWOOD CITY, CALIF. • 415-351-1111

*TM AMPEX CORP.

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SPECIAL TRENDEX SURVEY PLACES WABC AMONG 3 MOST LISTENED TO RADIO STATIONS IN N.Y.!

HERE ARE THE CONCLUSIVE RESULTS:

TRENDEX ASKED THIS QUESTION:

**“What three radio stations
do you listen to
most frequently?”**

Station A	29.1	Station I	8.6
Station B	23.9	Station J	5.8
WABC	21.4	Station K	2.7
Station D	18.6	Station L	2.6
Station E	17.0	Station M	2.4
Station F	16.5	FM	0.2
Station G	14.3	Others	8.6
Station H	9.1	Don't Know	9.5

A special Trendex survey (just completed) of over 800 families in Manhattan, Queens, The Bronx, Brooklyn, Staten Island, New Jersey, Westchester and Nassau counties showed that **WABC was among the 3 most listened-to radio stations** in the Greater New York area!

Surprising? Not at all! For WABC has changed its tune and people are listening! They like what they hear. And they're telling their friends. And their friends are listening, too!

New Yorkers are discovering that WABC is easy listening — the new sound in town... the most pleasant sound around.

More and more delighted advertisers are making this profitable discovery, too!

Proof: WABC entered the 3rd quarter of 1959 with more business on the books than it did during the entire 3rd quarter of 1958!

WABC—770...THE NEW SOUND IN TOWN...THE MOST PLEASANT SOUND AROUND

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WILSON

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store displays in 16 markets, other forms of free advertising in 11 markets.

Reportedly, 194 Wilson salesmen had benefited from the program, and of that number, 134 (or 69%) had requested dealer mentions.

Cost-per-1,000. Special audience measurements for *Take Five* made by ARB provided a comparison with the most efficiency of the program with respect to other type programming. Data received from 11 of the 20 markets showed:

In one week, *Take Five* reached 305,600 different homes (of the total 10,592,800 homes in the 11 markets) with a frequency of 2.2 times per week. Each program reached an average of 1.5 viewers per home. Since it has two commercials, the program registers 3,635,200 advertising impressions weekly in the eleven markets. Thus, the 11-market efficiency of the program is \$1.51 per 1,000 registered advertising impressions.

How does this \$1.51 stack up against other tv programming? Here

are the comparisons made by the K&E report:

- *Nighttime half-hour syndicated film programs.* "about \$2.00 per 1,000 registered impressions. In 1958, the *Wilson average* for nighttime half-hour programs was about \$1.75."

- *Daytime network programs,* "usually average about \$1.50 per 1,000 registered impressions."

- *Local daytime programs,* other than cartoons, "operate generally in the \$2-2.50 bracket, depending on the type of program, competitive programming and scheduled time.

Consumer Awareness. The basis of this 11-market study (made after two months) was a comparison of responses from viewers and non-viewers. First of all, ARB made a phone check on diary responses of non-viewers. This was to ascertain whether they had ever been exposed to the show. In this way, it was possible to isolate 309 viewers who had never been exposed to the show. The number exposed: 506.

ARB did the interviewing by telephone from a questionnaire designed by K&E in consultation with Wilson. Here is what they turned up:

- *Awareness of Wilson and Wilson competitors.* Awareness of Wilson increased from 32% in the non-exposed group to 43% in the group who had viewed the show one or more times. This 31% increase in Wilson awareness, the report points out, was accomplished by reducing awareness of major Wilson competitors, since both viewers and non-viewers named the same number of packers, on the average (3.5).

- *Product awareness.* The average number of products viewers could name was 2.2, while non-viewers scored 1.9%—a 20% gain of viewers over non-viewers. Here were the viewer over non-viewer percentage increases for individual products: ham, 52%; bacon, 22%; canned meat, 550%; sausage, 100%; franks, 40%; luncheon meats, 0%; cut (fresh) meat, 33%; shortening, 0%.

- *Purchase of Wilson products.* In the non-exposed group, 29% reported purchasing Wilson products. The figure was 40% among the exposed group, meaning that 38% more viewers than non-viewers reported buying Wilson products.

(Please turn to page 53)

PINK GOLD

in the market on the move...



TAMPA - ST. PETERSBURG

Florida's famed Gulf shrimping fleet has brought in more than *sixty million pounds* of "Pink Gold" during the past six years . . . creating, along with processing and packing plants, a firm, lucrative national market for their crustacean output.

The shrimping industry is a typical contributor to the progress of TAMPA-

ST. PETERSBURG, MARKET ON THE MOVE . . . now 26th in retail sales, 26th in automotive sales, 27th in drug sales.

Comparably progressive . . . comparably profitable as a buy for you . . . is the STATION ON THE MOVE, WTVT WTVT—first in total share of audience with 37 of the top 50 programs . . . with highest rated CBS and local shows.

**Latest ARB*

station on the move...

WTVT



Channel 13

TAMPA - ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City

WSFA-TV Montgomery

Represented by the Katz Agency

WILSON

(Continued from page 51)

Commercial recall. 51% of those known to have seen *Take Five* at least once (up to two weeks before being interviewed), recalled seeing Wilson commercials on tv (before any reference was made in the interview to *Take Five* or Mark Stevens), and about half of these women who recalled seeing Wilson commercials said they had seen them on the program.

Sponsor Identification. The usual method of determining S.I. level is to ask viewers, who have reported that they have seen a given program when it has been named to them, to report the name of the sponsor.

Wilson switched the question. When asked, "Do you recall seeing any commercials on tv advertising Wilson products?" a "yes" response drew the question of what program they were seen on. "Under this more severe test," says the report, "the five-minute *Take Five* has a Wilson sponsor identification of 24% of all those known to have seen *Take Five* (diary), or a 47% sponsor identification among those who recall seeing *Take Five*." This is higher, K&E points out, than the levels of five of the top ten rated network shows. ❖

NATIONAL AIRLINES

(Continued from page 38)

are prepared in four lengths—60-, 30-, 20-, 10-seconds. In the case of a 60-second announcement, 20 seconds are transcribed and 40 seconds are live. Thus it opens and closes with the same e.t. (by Nancy Starr, whose voice was selected to symbolize the warmth and friendliness of the Airline) that is used on every other station so that identity is uniform and the National Airlines "image" remains intact along its entire route.

But the 40 seconds between signatures is delivered by the local announcer (National values the impact of local personalities' lending their endorsement to its service). And it is this 40 seconds that gives the airline the opportunity to slant copy at the particular market. Copy for one market may, for example, emphasize flights to a destination generally proved to be most popular, such as coach flights. Cities that will be jet-served may get a majority of commercials relating to jet travel. Copy may be tailored and delivered to fit

almost any market preference.

At present, National Airlines routes extend down the East Coast from Boston to Havana, Cuba, and west along the Gulf Coast to Houston. Its plans for expansion are impressive. It is seeking to link its 18 Florida cities, New Orleans and Houston with San Francisco, Oakland, Los Angeles and San Diego via the intermediate cities of San Antonio, El Paso, Tucson, Phoenix and Las Vegas. Its application for these routes is pending before the Civil Aeronautics Board.

Right now, National Airlines is in-

involved in plans for fall radio campaigns, and the season should be an interesting one in airlines history, for by mid-winter, National will be operating a fleet of Boeing 707's, another of Lockheed Electra turbo-prop jets, and the first of a fleet of Douglas DC-8's. It will then have become the first air carrier in the nation to operate all three types of jet aircraft.

And when and if this pioneer opens new routes to the West, it will open brand new markets for strategic air command of its profitable medium-spot radio. ❖

Ask the man who gets around...

**WDBJ is one of the
best buys in
television . . .
anywhere!**



WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, \$2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, TOP O' THE MORNIN' (music, news, weather, fun) most popular early morning viewing in the

area, delivers viewers for only 74 cents per M on a 5 Plan; 58 cents per M on a 10 Plan.* A powerful "live" boost for your product; powerful, sales-producing merchandising support provided, too!

It will pay you to take a closer look at TOP O' THE MORNIN' and other "best buys" offered by WDBJ-TV.

*all cpm's based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV  **7**
CHANNEL

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

What makes a good test market

Many agencies are currently doing extensive radio/television market testing. Here, agency men discuss selective market survey methods

Edward T. Baczewski, v. p. & media dir., Cunningham & Walsh, Inc., New York

From the media director's point of view, a good market test campaign contains two important elements: 1) a single objective; 2) sufficient preparation.

This is especially true in the case



A single objective, sufficient preparation

of market testing to determine the most efficient advertising to sales ratio.

The test that sets out to prove or disprove only one point is most likely to succeed. Market tests which are confused by multiplicity of objectives, or uncontrolled variables lead to difflused and inaccurate judgment.

The work that precedes the test is critical. During the preparatory period as many variables as possible should be eliminated. For example, sufficient knowledge must be available on the acceptability of the product versus competition. Product quality must not bias the result.

The copy platform and the ads must be firmly established. In addition, all basic marketing, distribution, and pricing problems must be resolved before the test.

Under normal circumstances a test to promote a product can operate efficiently and yield projectable results.

Important objectives of the media planning for any test include the following:

- 1) Choice of market or area for testing (or for control) that's

typical of the product's over-all market;

- 2) Markets large enough to yield sales results that are significant;
- 3) Test period that includes a complete cycle of buying and repeat buying;
- 4) The market or area that includes media which can be used in simulation of a national campaign.

True projectability, both in local and in national advertising, is achieved by matching advertising impression weight as accurately as possible—by type of media, by type of advertisement, by type of audience.

The formulae for duplicating national advertising weight in local markets must be adjusted for the peculiarities of a market as well as requirements of the campaign.

For example, in establishing a formula for a test some allowance must be made for such intangible values of media within a campaign as:

- ... the editorial association in magazines;
- ... the immediacy of newspaper advertising;
- ... the selling power of the combination of sight, sound and motion of television;
- ... the reiterative quality of radio;
- ... the constant presence of outdoor advertising.

In each market, the formula must also allow for the differences in:

- ... the number of tv stations;
- ... the relative coverage of newspapers;
- ... the sales ability of radio personalities;
- ... the ability of an outdoor plant to deliver a good showing;
- ... the editorial quality of the Sunday Magazine section; and
- ... competitive conditions and so forth.

In most cases, we can adjust local advertising weight satisfactorily to

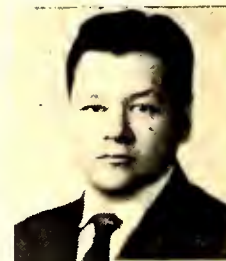
match national advertising. This is almost always true when the objective of the test is to determine "How much advertising to sell how much product." When the test is confused by the insinuation of other objectives, we find the results less meaningful.

Dr. Norman Young, dir. of research Mogul Lewin Williams & Saylor, Inc. New York

The essence of testing television lies not so much in the necessary mechanical steps important in accomplishing what is called testing, whether the step be delineation of sales areas, measurement of sales change, or what you will, as in what I call the triple P—patience, probability and projectability. The importance of these points was gleaned after years of talking to research, media and account people.

Patience: Those who have been involved in large numbers of television media tests know how downright frustrating it is when a company head bombards them with these standards: "How are we doing?" . . . "We're not doing anything, should we keep the test going?" . . . "Let's go national. Shouldn't we? It's two weeks and we're up 10% already" . . . "I knew we shouldn't have tested tv, what a waste!" (Before the test starts) . . . "What's new?"

Of course the entire framework of impatience has more than anxiety sig-



Patience, probability and projectability paramount

nificance. What happens is that impatience at the top, because it's from the top, tends to cause contraction in confidence at all lower levels, resulting in a truncated test—no test at all.

Probability: The function of probability is little more than an analogy

campaign?

to quality control in assembly line operation. And similar control on decision-making must be maintained in tv testing. All too often, when the man in charge peruses the results from the test, he has a tendency to use as criteria for success, sales differences that may look markedly different, but in actuality, are little less than differences that had an even chance of arising, anyway.

In other words, it is clear that control is important, not only in having control cities, but also having statistical control of the results.

Projectability: One devastating aspect of testing tv is the problem inherent in this question—"All right, sales went up 60%, so let's go national." All too often, projecting the cost of tv in one city to a national figure ends up in the following:

1. The projected national tv budget ends up as, perhaps, seven times the company's advertising budget.
2. While sales increases were eminently good, the use of tv brought the increase in advertising investment far above this percentage sales increase, making continuance nonsensical.

As may be seen, personality often intervenes in tv testing. Personality is a hard thing to control. But if tv tests are to be followed through and still be called tests, the intrusion of personality must be minimized at each step. Personality as the final P may be the most important.

Julie Brown, v.p. and assoc. media dir., Compton Advertising, Inc., New York

To insure the success of a test market, it is extremely important that:

- 1) The test market is representative of the United States
- 2) The test is conducted over a fairly long period of time
- 3) The test is projectable
- 4) The advertising weight is typical of the total country

Extreme care should be exercised
(Please turn to page 76)

Northrup, King & Co.'s Dollar Buys More on WKOW

"Roy Guntow, WKOW Farm Director, does a particularly strong job on his farm visits. Our salesmen and our dealers welcome his interest, and we appreciate the splendid cooperation and strong support that he and WKOW are giving our sales program."

K. H. Erickson, Director Marketing-Advertising Northrup, King & Co.



"Thank you, Hale Byers and Bob Rizer of BBDO for selecting WKOW, 'First in selling in Southern Wisconsin.'"

Ben Hovel
General Manager
WKOW—WKOW-TV

WKOW
MADISON, WISCONSIN

TV-9 abc

RADIO - 10 KW - 1070

Extra copies of

SPONSOR'S AIR MEDIA BASICS

\$2.00 each

in quantities of 5 to 14 copies—\$1.00 each
10 to 49 copies 75¢ each
50 or more copies 50¢ each

Write for your supply to:

AIR MEDIA BASICS,
SPONSOR • 40 East 49th Street, New York 17

TV RESULTS

TRANSPORTATION

SPONSOR: Frank Martz Coach Co.

AGENCY: The Lynn
Organization

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

WDAU-TV, Scranton, Wilkes-Barre

Program

AUTOMOBILES

SPONSOR: Murray Vout

AGENCY: Direct

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

KSBW-TV, Salinas-Monterey

Programs

AUTOMOBILE ACCESSORIES

SPONSOR: Economy Auto Stores

AGENCY: Dire

Capsule case history: After testing a variety of small television campaigns, Earl E. Tennyson, Jr., manager of Chattanooga's Economy Auto Store, launched a heavy television saturation campaign on WRGP-TV, Chattanooga. As the only store using television in the Economy Auto chain, Tennyson buys heavy saturation waves of 24-announcement 75% I.D.'s and 25% minutes, starting on Wednesday and running through late Friday evening. The bulk of the spots run in early morning and evening time periods, preferably around news and adult western shows which attract large male audiences. From the sixth largest seller of new tires last year in Economy's chain, Tennyson's sales have spurted so sharply that he is now the largest seller of tires in the company's chain of 21 outlets (and 92 associate stores), which handle tires, auto accessories, appliances & furniture and general hardware. Sales have increased 22 to 23%. "The results have been nothing short of perfection," said Tennyson.

WRGP-TV, Chattanooga

Announcement

MAGAZINE CIRCULATION

SPONSOR: Popular Science Magazine

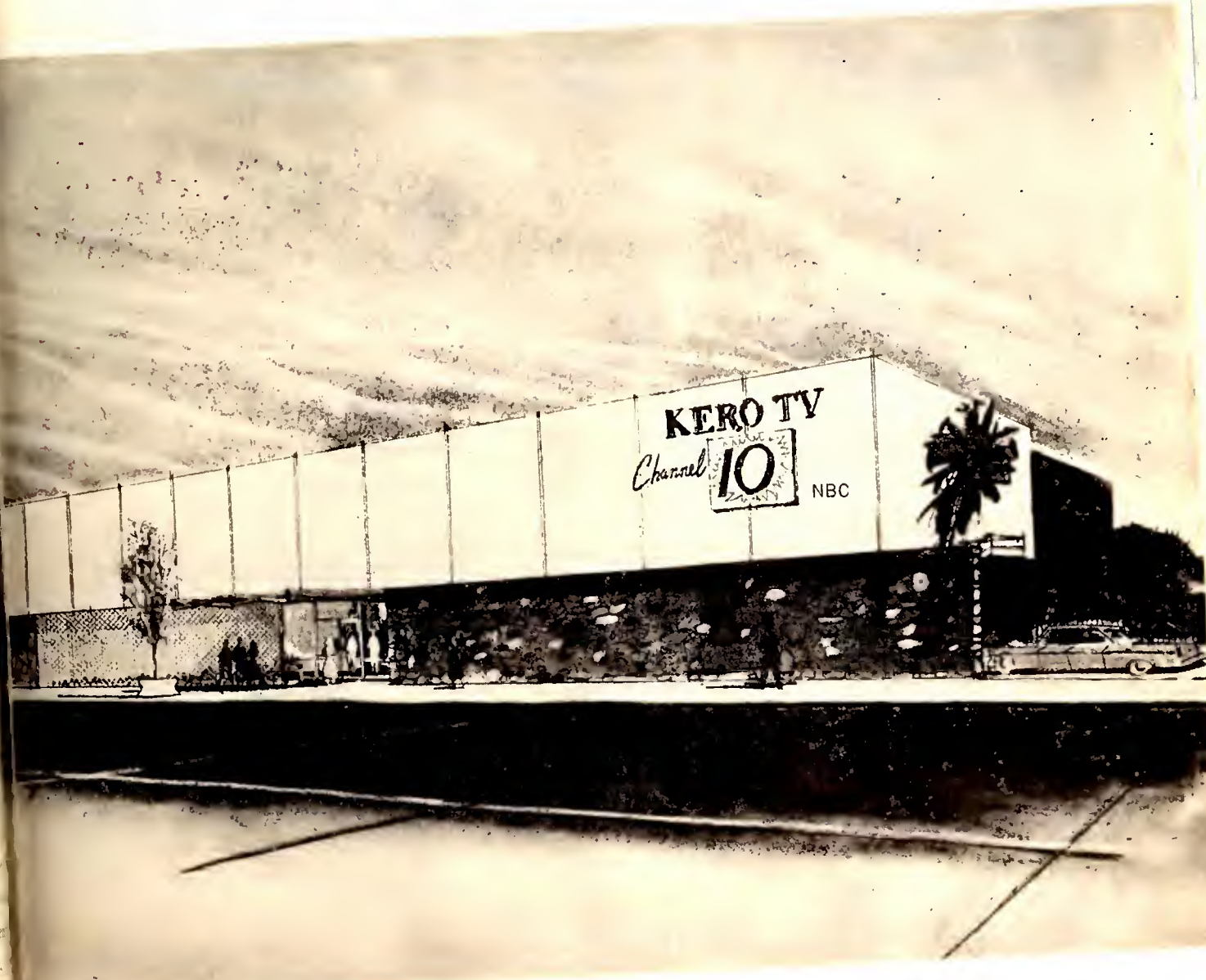
AGENCY: Schwab, Beat
& Porter, Inc., New York

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

KTVH, Wichita

Announcement

FROM
THIS
GREAT
NEW
TELEVISION
CENTER
IN BAKERSFIELD



PRESENTED BY EDWARD PETRY & CO. INC.

COMES
THE
COVERAGE
OF
1,000,000
PROSPEROUS
PEOPLE!

KERO-TV CALIFORNIA'S SUPERmarket **BAKERSFIELD** CHANNEL 10 NBC

KONO

SAN ANTONIO



BALANCED Programming Sells to Everyone!

Family listening is at its best in the vast San Antonio market on KONO Radio. With top ratings throughout the day, KONO delivers MORE men, MORE women, MORE teens, MORE kids — and at less cost per 1000.

To check ratings, check audience composition... and to check availabilities — call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

Radio

SAN ANTONIO, TEXAS

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Colgate-Palmolive Co., New York: New campaign is kicking off in about 30 markets mid-August for six to eight weeks, depending on market. Night minutes are being used, frequencies varying. Buyer: Hal Commings. Agency: Norman, Craig & Kummel, New York.

Bristol-Myers Co., Inc., New York: Schedules in top markets for Vitalis start second week in August. Run is for 18 weeks; night minutes. Buyer: Bob Widholm. Agency: DCS&S, New York.

Philip Morris, Inc., New York: Going into about 10 markets with schedules of prime 60's and 20's for Benson & Hedges cigarettes, to start 16 August for 13 weeks. Buyer: Jeane Jaffe. Agency: Doyle Dane Bernbach, New York.

Nutrena Mills, Inc., Minneapolis: Campaign starts this month for 13 weeks in selected midwestern and southern markets for its dog food. Placement in most markets is for minutes, 20's and 10's. Buyer: Mary Ann Doss. Agency: Bruce B. Brewer & Co., Mpls.

Kellogg Co., Battle Creek: Introducing in mid-August a new cereal, OK, in practically all markets east of the Mississippi. Schedules of minutes and 20's are aimed at both adults and children. Buyer: Tom Brennan. Agency: Leo Burnett Co., Chicago.

S. C. Johnson & Son, Inc., Racine, Wis.: Spot campaign for Klear Floor Wax in 25 markets to supplement its network lineup. A staggered schedule using minutes and 20's starts mid-August. Agency: Foote, Cone & Belding, Chicago.

Maiden Form Brassiere Co., New York: Initiating a campaign in about 18 markets for its bras. Fourteen-week flights of minutes and I.D.'s start 16 August, heavy on night, some day. Average frequency per market: 15. Buyer: Inez Aimee. Agency: Norman, Craig & Kummel, New York.

RADIO BUYS

C. F. Mueller Co., Jersey City, N. J.: Campaign being readied in top markets for its macaroni. Day minute schedules are being bought, start 7 September for 34 weeks. Buyer: Jeff Fine. Agency: DCS&S, New York.

Q-Tips, Long Island City, N. Y.: Flights in the top 25 markets after New York to supplement network for Q-Tips starting 8 September for 13 weeks. Schedules are daytime and some traffic hours, mostly minutes. Frequency per market: 20-40. Buyer: Anita Wasserman. Agency: Lawrence C. Gumbinner Adv., New York.

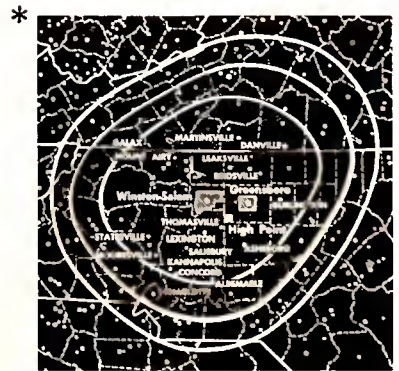
Pittsburgh Plate Glass Co., Point Div., Pittsburgh: Campaign for Sun Proof paints starts 3 September. Four-week schedules are for minutes and chains in day, night and traffic hours on Thursdays and Fridays. Buyers: George Huelser and Charles O'Donnell, Agency: Maxon, Inc., New York.

**WSJS TELEVISION
DELIVERS
GRADE A COVERAGE*
OF MORE PEOPLE
than any other
North Carolina
Station**



THIS FACT FACES YOU!

PROOF: In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.



WSJS television
Winston-Salem / Greensboro



CHANNEL 12

Call Headley-Reed, Reps.

AFFILIATE



Yes, Suh, you saw it right!

Julep-eye views of Churchill Downs notwithstanding, you're *right* about Kentucky television! WAVE-TV *does* have balanced programming, ratings, coverage, costs-per-thousand *and trustworthy operation.*

WAVE-TV

**CHANNEL 3 • Maximum Power • NBC
LOUISVILLE**

NBC SPOT SALES, Exclusive National Representatives

WASHINGTON WEEK

8 AUGUST 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

The top headline-making event of the week was the rush of both the House and Senate House Commerce Committees to get into the New York tv quiz probing act.

Both committees would like to get their hands on the impounded grand jury testimony and report on alleged fixing of the quizzers.

(The judge who presided over the grand jury investigating tv quiz shows, agreed this week to let the House Committee see the jury's 12,000 word presentment.)

Hearings on two competing bills to give varying measures of immunity from the antitrust laws began and ended in one week.

Senate Judiciary Committee subgroup under Sen. Estes Kefauver (D., Tenn.) considered the Kefauver measure plus one introduced by Sen. Kenneth Keating (R., N.Y.).

Keating would permit banning of broadcasts within 75 miles of a town in which a team was playing. Kefauver would leave it up to the FCC to decide whether tv could be banned. FCC immediately responded that such decisions are outside its jurisdiction and "expertise."

Broadcasting industry opposes the Keating bill. Last year, the Justice Department pointed out that most of the population would be denied tv of games under 75-mile-rule. The FCC last year opposed anything which would take radio and tv from the people. Neither agency testified this year, but both submitted statements renewing last year's positions.

Filing day on the FCC proposals re network option time came and went with no surprises to report.

Networks were opposed to the idea of cutting a half-hour from option time and the counting of "straddle programs" as entirely within option time as were the affiliates. The webs were less than enthusiastic about the idea of giving affiliates more power to reject network programs, but here the affiliates parted company to a considerable extent.

Stations Representatives Association was indifferent to cuts in option time, and wanted to attack the problem for an opposite direction. The SRA wanted "station reserved time" to be added to the rules-time in which a station would be required to program for itself.

The FCC tightened up its own political equal time rules, for a change, while the House marked time after Senate passage of a bill to override the Commission's Lar Daly ruling.

The FCC rules merely provide that candidates seeking equal time must apply within a week of use of a station by a competing candidate. Also, in case of dispute, the burden of proof of eligibility for time will be on the candidate demanding it.

No bar appears along the legislative path of the Lar Daly overturner. However, it looks like it will be a cliff-hanger, with final approval probably delayed into the final weeks, days, or even hours of the session.

House Commerce Committee chairman Oren Harris (D., Ark.), no advocate of freedom for broadcasters politically, is dragging his feet. He doesn't appear to wish to kill the restricted measure approved by his Committee, but seems to be aiming at cutting the adjournment hair so fine that the Senate Committee will accept the House bill without a struggle.

FILM-SCOPE

8 AUGUST 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

A significant question on the potency of alternate week identification in syndication was posed by Brown and Williamson's reported withdrawal from certain MacKenzie's Raiders markets.

Raleighs has been in 20 cities with the Ziv series through Keyes, Madden and Jones; they're understood to be pulling out of 10 markets after a year's test of alternate week sponsorship.

Reason for the switch: Not enough sponsor identification or impact from half-week exposure.

But note that Raleigh is staying on in other markets where it has full sponsorship of the series.

The spectre of a time period shortage for syndicated shows in the fall is continuing to touch off a number of crucial side-effects.

The Crosley station group was planning to build up its film inventory over the summer for local sponsorship and participation selling in September, but has now decided to go easy on additional film investments.

Here's why they're putting the brakes on station film spending: There are several regional film advertisers who've tied themselves to particular shows and are encountering clearance headaches.

Stations may well be asking why should they bankroll a film series then have to turr down offers for its time period made by a regional spender.

If stations do set a trend for lightening their film inventories this year, syndication's revenue potential will be cut down slightly and at the same time the schedules of syndication participations buyers could be disrupted.

Domestic syndication has racked up a whopping gross, estimated at \$11 million, in the past three months on its new entries alone.

Close to half of current business is being done in new properties, largely due to the fact that there's been a high rate of turnover on show titles this year.

Here's the sales progress a dozen shows have made to date:

SHOW	MARKETS	PRINCIPAL REGIONALS
Phil Silvers (CBS Films)	90	Carling's
Trackdown (CBS Films)	25	Schlitz
Californians (CNP)	15	(sold on strip basis)
Deadline (Flamingo)	60	
Four Just Men (ITC)	55	Shaefer, Drewrys, Standard Oil of Texas
Ding Dong School (ITC)	75	
Shotgun Slade (MCA)	70	Ballantine, Jax, Blue Plate
Coronado 9 (MCA)	65	Falstaff
Grand Jury (NTA)	44	D-X Sunray
Manhunt (Screen Gems)	96	Jax, Drewrys, Miles
Lock-Up (Ziv)	157	Lucky Strike, Kroger
This Man Dawson (Ziv)	31	Lucky Strike, Hood

Additionally, there are at least six other shows starting their sales push: CNP's Not For Hire, Jayark's Trapped and Birthright, MGM-TV's Thin Man re-runs, Schubert's Countersp and UA's The Vikings.

CBS Films has been bearing down heavily on a fairly new entity in syndication: The regional re-run.

Two multi-market sales of repeats have paid off to the tune of \$2.2 million in the past 11 weeks.

Both of these regional re-run deals were made with national beers:

- Schlitz through JWT last week signed for Trackdown in Chicago, Milwaukee, Kansas City, Denver and several other markets at a film cost of \$250,000.
- Carling's Beer through Benton & Bowles made a mammoth three-year deal on Phil Silvers re-runs in 63 markets. The film budget: \$2 million.

The significance of these re-run regionals is three-fold: (1) They bring national spenders to syndication re-runs on a mass scale for the first time, (2) they account for 55% of CBS Films' \$3.9 million gross since mid-May and (3) they represent almost one-third of all of CBS Films' estimated \$7 million volume since the start of the year.

The death last week of Ralph Cohen, 45, tv film pioneer and Screen Gems president, has left the Columbia Picture subsidiary without an heir apparent.

As the company's set up it has v.p.'s in charge of departments such as sales, production and business affairs, but no executive v.p. who might be regarded as a likely successor to Cohen.

The idea of using feature films as local-level "specials" is spreading.

Oklahoma Tire & Rubber Co. used UAA's Yankee Doodle Dandy for a pre-holiday promotion in seven Oklahoma area markets last month, through Watts-Payne, Tulsa agency.

Aside from the thematic connection between the feature film and the Fourth of July, Oklahoma Tire focused its tv program money on those days during which prospects were ripest for pre-vacation buying.

Syndication stars who do summer stock work are often snaring free additional promotion for their tv film shows.

In one city where Lloyd Bridges appeared in summer theater, newspaper ads for the attraction billed him as star of tv's Sea Hunt.

COMMERCIALS

A number of film producers in the commercials field have organized a counter-attack against video-tape interests even though they assert tape hasn't yet put a pinch into their business.

Some film men are arguing that video-tape is being used experimentally by some advertisers, and as protection against what the competition might be doing by some other tv brands.

One film spokesman described the anti-tape crusade as a rear guard action, accepting the eventual conversion of some commercials jobs to video-tape, but fighting to preserve the status that film men have spent a decade in building up.

RCA has broken the ice on video-tape recorder sales with an order for eight machines from Reeves Sound Corp.

Prior to last week RCA's only customers for the equipment were the NBC TV network and one NBC affiliate, WBTV, Charlotte.

The Reeves order removes the thorn in RCA's side that its own tv network was one of the best customers for its manufacturing rival, Ampex.

SPONSOR HEARS

8 AUGUST 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

The colleagues of a Park Avenue agency president are hoping that he'll soon get tired playing with the personal investment he has in Europe.

They need his leadership in coping with a series of client crises.

A recent merger of New York agencies had this aftermath:

Staff people who were let out wholesale received no severance pay or even vacation money. It even applied to department heads who had been there over five years.

The "charter" idea for daytime business has just been introduced by one of the older tv networks.

It is offering a new morning show for out-of-pocket (both time and talent) on a 26-week contract.

A practice which has caught reps red-faced on several occasions recently:

Tv stations waive the rule about confirmations before 30 days of starting date when they're contacted by an important agency by phone or personal call.

Here's the rub for the reps: A competitive product calls up to say, "We thought you told us you couldn't confirm before 30 days."

Here's a tip to the younger generation of rep salesmen which SPONSOR HEARS picked up this week from the head timebuyer of a topranking agency in spot:

(1) Treat the cocktail parties your firm throws more as a business meeting than a social event; (2) your personality is far less important than your knowledge of the business and the service you give your contacts.

Certain tv stations can look for an explosion from a major Madison Avenue agency for airing spots in times other than specified in the contract.

Seems that the agency decided to embark on a wholesale check after a client complained that one of his field men found only one out of 10 spots where it was supposed to be.

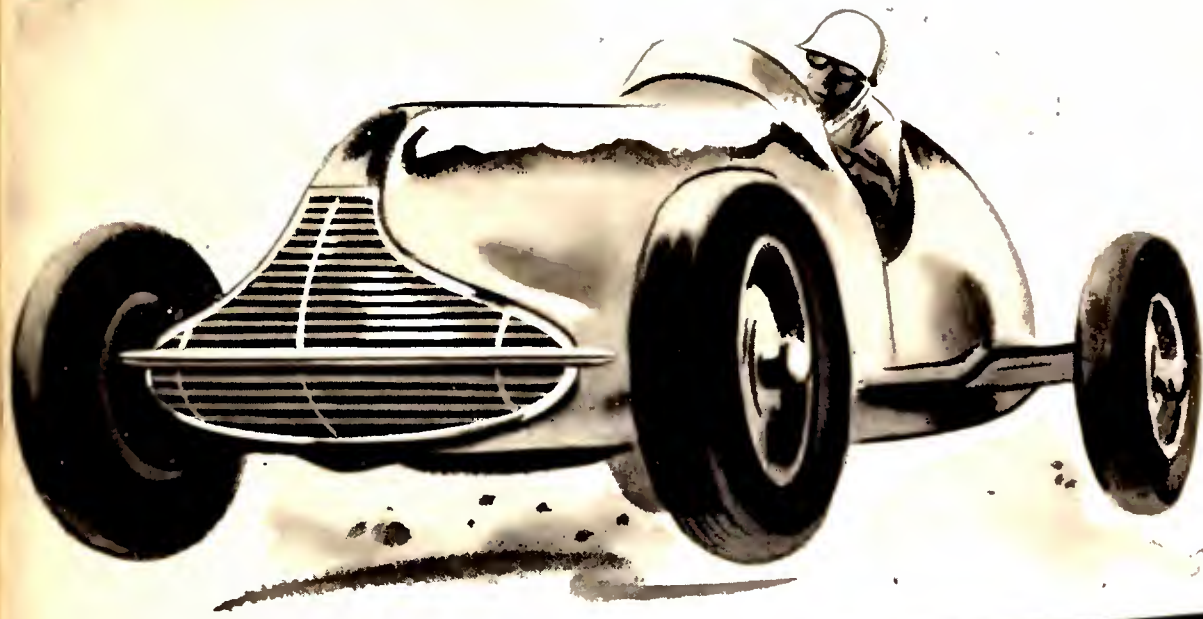
Observed the No. 1 timebuyer in that agency: The trouble with the industry is that it considers its traffic departments as overhead—not as a cost of doing business.

A Madison Avenue agency's recommendations are being regarded with askance by a food account because the client has a good memory.

Some time ago the agency urged the account to go all-out network, saying that a network commercial is three times as effective as a spot commercial.

Faced recently with a critical competitive problem (the client had lost a brand leadership), the agency advised the account to use spot saturation in those markets where the sales potential was greatest.

The client, recalling the agency's earlier maxim about commercials, vetoed the spot recommendation.



YOU MAY NEVER DRIVE A '500' WINNER* —

BUT... WKZO-TV Puts Your Campaign At Full Throttle In Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

WKZO-TV will put you in the winner's seat in the important Kalamazoo-Grand Rapids market with its commanding lead in *coverage and popularity*.

WKZO-TV holds a big 94.9% lead over Station 'B' (see NSI Survey at left) in homes delivered, Sunday through Saturday (9 p.m. to midnight). And to top it off, a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTW, Cadillac, to your WKZO-TV schedule.

*Roger Ward won the 1959 Indianapolis 500-Mile Speed Classic with a record average of 135.587 MPH.

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%



The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTW — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knadel, Inc., Exclusive Notional Representatives

NEWS & IDEA WRAP-UP

SPREADING THE CARPET for WRCA's new music programing concept, "Wall-To-Wall Music," Eve Bruce, "Miss W-T-WM" was driven around N.Y.C. heralding the station's format



ADVERTISERS

Westinghouse's billings for the sponsorship of radio and tv coverage on CBS of the presidential hoopty-doop next year will run somewhat over \$6 million.

The package includes not only the nominating conventions and the elections but campaign features. McCann-Erickson's the agency.

Hamm's Beer, for the third consecutive month, ranked No. 1 in ARB's June survey of best-liked tv commercials.

The runners-up, in order: Ford, Piels, Dodge, Falstaff, Burgermeister, Mr. Clean and Post Cereals.

Campaigns:

- S.A. Schonbrunn & Co., roasters, packers and distributors of Savarin Coffee has increased its broadcast activity to promote iced coffee made with Savarin Instant. As of last week and for the next seven weeks, the New

WAKE'S WITH IT! The circus, that is, which by invitation of Ringling Bros., last week held Appreciation Day for Atlanta listeners. Here, WAKE Hit Paraders join in



BEATNIK SOUNDS OFF to Merritt Hadley on KMFB, San Diego, in interview preceding special program on group. Hadley had week's session with them at local coffee houses



ork and Philadelphia areas will be blanketed with 153 one-minute radio spots on WNEW, WRCA, WMCA, VMGM, WINS (all N.Y.) plus WCAU and WRCV in Philadelphia. This radio push will be backed by a continuous tv schedule of five shows per week and a flight of spots on WRCA-TV and WCBS-TV, New York; WCAU-TV and WRCV-TV, Philadelphia and WNHC-TV, New Haven. Agency: FC&B.

• **Lanolin Plus** has scheduled a \$1-million advertising campaign to introduce its **Baby Curl**—new children's hair waving shampoo. The campaign, which started last week, will use 5,000 tv and radio spots per week in 193 markets. The bulk of the spots will be placed on the three major networks, as well as leading independent tv and radio stations in principal markets.

New brand: As expected, American Tobacco will move into the menthol cigarette field via its new **Riviera** brand. SSC&B is the agency.

False advertising: The FCC has charged P&G with **illegal restraint of trade** because of their exclusive contracts providing manufacturers of automatic washing and dish washing machines with free samples of P&G's detergents.

Commented a P&G spokesman: "The complaint refers to contracts which no longer exist and to advertising which hasn't run for many months."

In the company's 90th annual report to stockholders, Pillsbury noted, among other things:

- (1) It introduced a total of 22 new products during the past year, and
- (2) Net sales increased 2.5% over the previous year.

Strictly personnel: R. D. Waters to president and general manager of Vick Products Division of Vick Chemical Co. . . . Carl Broman, named director of merchandising for the Pepsi-Cola Co. . . . John H. Childs, to general manager of ad-

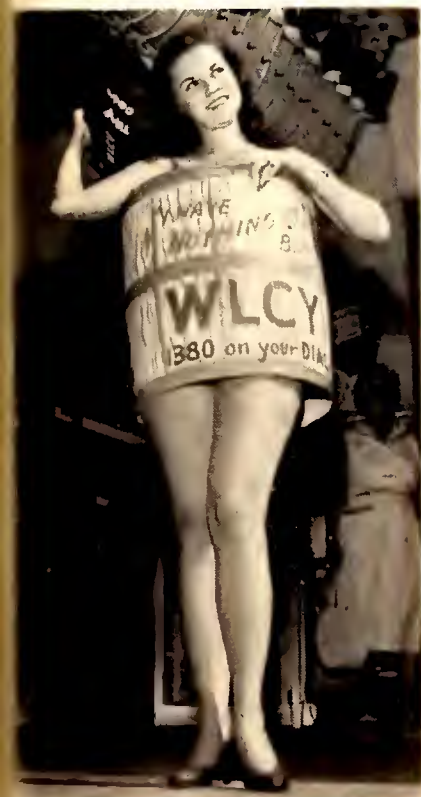
vertising and sales promotion for Texaco, Inc.

AGENCIES

Benton & Bowles will handle the \$3.3 million advertising campaign for the 22 Florida packers of frozen orange juice in retail-size cans.

The campaign, which is in addition to the Florida Citrus Commission's program (also handled by B&B) will run September through November.

Other agency appointments: Eight Johns-Manville divisions, billing around \$2 million, from JWT back to **Cunningham & Walsh** (where the account was some 30 years ago) . . . Candy Gram, the new candy-with-telegram service recently launched by Western Union, to the Chicago office of **Young & Rubicam** . . . Gruen Watch Co., to **A. L. Paul Lefton** for a new "prestige" cam-



"MISS ELSIE" dons a barrel to parade the streets of St. Petersburg and Tampa. Her mission: to tell one and all about WTSP's recent change to new call letters—WLCY

37 YEARS AGO AND TODAY: Tom Lambert, program director, WISN, Milwaukee, joins hands with "Miss WISN 1959" and "Miss WISN 1922" to mark the station's 37th anniversary



TOPS WITH TEENS is Linda Jette, crowned Teen Hop "Doll" of weekly hops, sponsored by KIOA, Des Moines and m.c.'d by d.j. Doc Lemon. Here, both share some of her prizes

POOL-SIDE TELECAST by KPLR-TV, St. Louis, brings together in picnic party (l to r) M.C. Harry Fender, Pat Schinzing of Gardner Adv. and Don Brady of D'Arcy Adv.



paign . . . Waterman Bic Corp., from E. T. Howard Co. to **Kastor, Hilton, C.C.&A.** . . . The Eagle Pencil Co., from BBDO to **The Shaller-Rubin Co.**, New York . . . E. R. Squibb division of Olin Mathieson, for a new product, to **Donahue & Coe** . . . Boyer Chemical Co., for its household chemical specialties, to **Baker, Tilden, Bolgard & Barger**, Chicago . . . Davega Stores, New York, with plans to use tv and radio spots, to **Weiss & Geller**, New York . . . L. S. Heath & Sons, candy bar maker, to **Biddle Advertising**, Bloomington, Ill.

Agency merger: Two Louisville agencies—Fessel-Siegfried and Dooley & Moeller — have combined to form Fessel, Siegfried, Dooley & Moeller, Inc. with offices at 304 West Liberty.

Thisa 'n' data: Last week **Leo Burnett** celebrated the anniversary of the agency's founding in 1935 by presenting gifts to employees according to years of service. Those with Burnett for 20-years pocketed \$2,000 . . . **Campbell-Mithun** is giving editors and ad columnists an inside look of its operation via distributing a brochure, usually given to new employees, telling the agency's story . . . **Alex Anderson**, v.p. and creative tv director at Guild, Bascom & Bonfigli, San Francisco, **accentuated the negative approach in selling** before the National Industrial Photographic Conference in Los Angeles last week. Said Anderson: "I am making a plea for an unvarnished admission of the product's weaknesses, not because of any moral considerations, but simply **because it works**. With 99% of all advertising pushing positive claims, the negative approach has strong attention-getting value."

Personnel moves: **James Cominos**, to v.p. in charge of tv/radio programming and **James Isham**, v.p. in charge of creative services at Needham, Louis & Brorby, Chicago . . . **Clark Wilson**, to v.p. in charge of research, BBDO . . . **Anthony Chevins**, elected senior v.p., C&W . . . **Frank Clayton**, director of media, K&E, Chicago . . . **Hugh Redhead**, to manager of the Pittsburgh office; **David Echols**, v.p. and manager of the Chicago office and **John Leahy**,

manager of the San Francisco office of F&S&R.

More personnel moves: **Sidney Rothstein**, chairman of a newly-formed New York agency—Rothstein, Simmons, Pascoe & Davis, Inc. . . . **John Rundall**, broadcast supervisor, FC&B, Chicago . . . **Russ Raycroft**, to general executive at General Artists Corp. . . . **Walter Lipinsky**, director of marketing for the food division, Ritter, Sanford, Price & Chalek, New York . . . **Donald Wells**, management supervisor, BBDO . . . **Selden Carter**, assistant account executive, Lambert & Feasley, New York . . . **George Johnston**, account executive, Klau-Van Pietersom-Dunlap . . . **Robert Allen**, account executive, Guild, Bascom & Bonfigli, Chicago.

FILM

Tv film producers and distributors have elected a six-man liaison group to deal with the NAB Film Committee.

The liaison group will consist of representatives to be named by each of these six film companies: **CBS Films, CNP, ITC, MGM-TV, Screen Gems** and **Ziv**.

The NAB Film Committee chairman is **Joe Floyd**, KELO-TV, Sioux Falls.

Alternate sponsorship: Solutions to the alternate sponsorship problem have been found by **Ziv** in 565 situations in the first half of 1959. Co-sponsorship "marriages" arranged by **Ziv** represented \$14 million in time and film costs.

Sales: **Walter Schwimmer** reports *Championship Bowling*, now in its sixth year in syndication, has been sold to 162 stations. Regional advertisers using the show for the fifth consecutive year are **Carlings's** and **Genessee Beer**; other advertisers are **Pearl Brewing, Brunswick-Balke-Collender** and **Munsingwear**; sales during May and June were made in 50 additional markets . . . **ABC Films** reports sales in **United Kingdom, Switzerland, Finland, Australia, Japan, Mexico** and **Puerto Rico** on *Wyatt Earp, Three Musketeers, Ozzie and Harriet, People's Choice, Wire*

Service, John Kieran's Kaleidoscope, 26 Men, and *Sheena* . . . **CNP's Medic** to **WWL-TV**, New Orleans; **WITI**, Milwaukee; **WAST**, Albany; **WALA-TV**, Mobile; **KVAR-TV**, Phoenix; **WOTC-TV**, Savannah; **KSYD-TV**, Wichita Falls; **KTNT-TV**, Seattle-Tacoma; **WPSD-TV**, Paducah; **KCMC-TV**, Texarkana; **WTVY**, Dothan and **KHQA-TV**, Quincy: all are through **Victory Program Sales**.

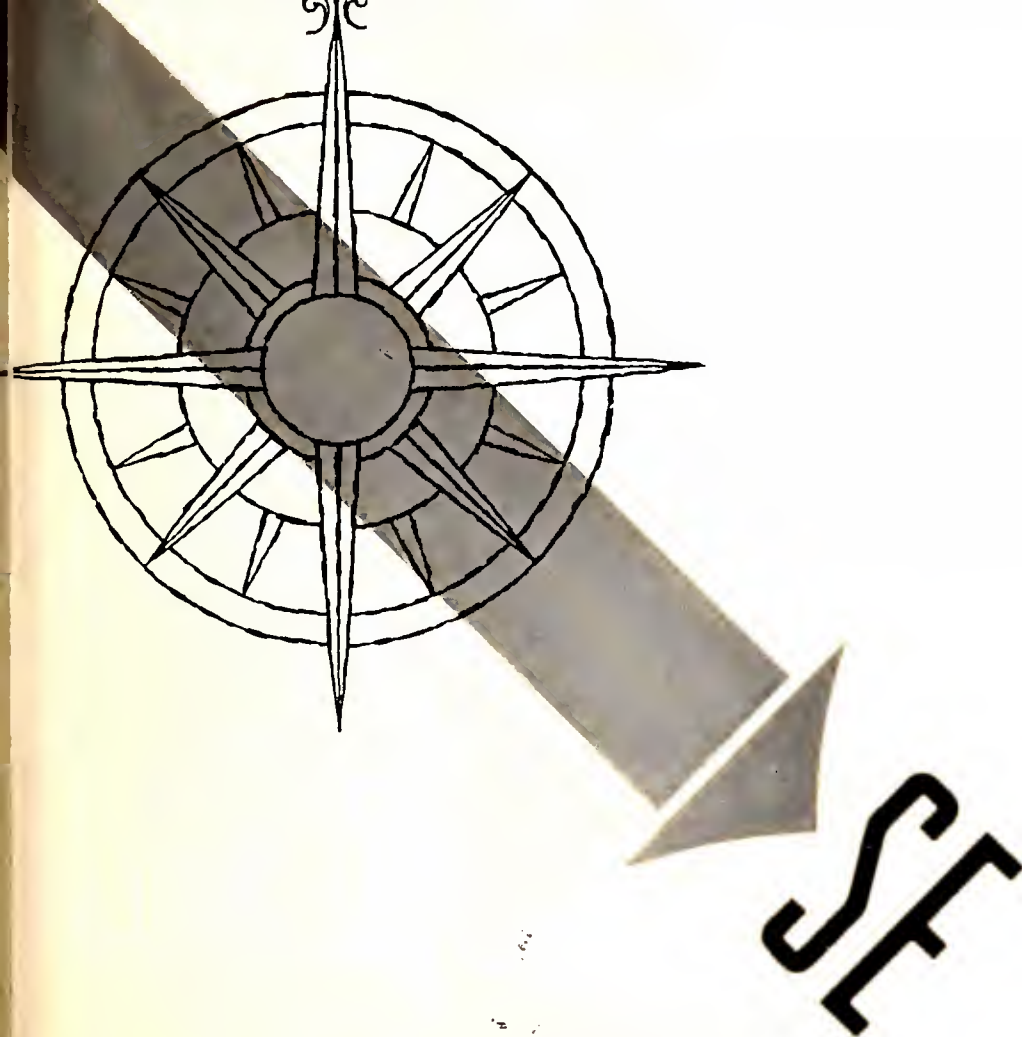
Programming: **NTA** acquired the rights to 160 pre-1948 20th Century-Fox feature films . . . **Fred Jackman** to direct episodes of **Screen Gems Manhunt** . . . **Crosby-Brown** productions of Hollywood has appointed **Cinema-Vue** as its eastern representative.

Promotion: **ITC's Ding Dong School** has been licensed to **Golder Books** and **Western Printing and Lithographing** through **Henry G. Saperstein & Associates**. Print orders totaling 5 million books the first year are expected.

Ratings: **Ziv** claims its shows are the highest rated of all syndicated entries in 16 out of 32 markets rated by **ARB** and sampled during May and June . . . **Official Films** notes time period leadership of *My Little Margie* in various markets even though it re-run as high as its eighth.

Commercials: **Ray Favata** and **Carlton Reiter** have formed **Ray Favata Productions** at 165 West 46th Street in New York City . . . **Tony Wells** becomes tv production manager for **Wilding-Tv** in Chicago . . . **Music Makers** reports score for **Ford** through **JWT** with filming by **Electra** and its **12th Duncan Hine Cake Mix** assignment through **Compton**, to be filmed by **Elliot-Unger Elliot**.

Strictly personnel: **Alfred Markim** elected operations v.p. of **Telestudios** . . . **Fred Miano** named **Telestudios** comptroller . . . **Burt Rosen** appointed **New York** account executive for **Official Films** . . . **Joseph Dunkelman** has resigned from **Screen Gems, Canada**, and **Telepic Movies, Canada** . . . **Herbert Richman** named **ABC Films** international booker.



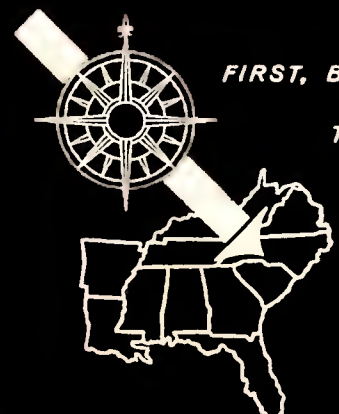
**CHARLOTTE-WBTV RULES ABSOLUTE
AS FIRST TELEVISION MARKET
IN ENTIRE SOUTHEAST
AS MEASURED BY N.C.S. = 3**

The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090. WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

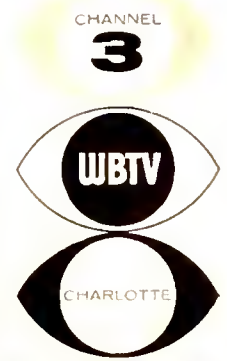
Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680



**FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST**



NETWORKS

Here's a network-by-network run-down of exclusively sponsored shows in prime-nighttime next season:

• **ABC TV:** *Keep Talking, Take A Good Look, Pat Boone, John Gunther, Lawrence Welk, Gale Storm, Dick Clark, Real McCoys, Captain of Detectives* and *Alcoa Presents*.

• **CBS TV:** *Dennis the Menace, G.E. Theater, Hitchcock Presents, Danny Thomas, Ann Sothern, Hen-*

nessy, June Allyson, Dennis O'Keefe, Tightrope, Mililonaire, U.S. Steel, Armstrong Circle Theater, Betty Hutton, Desilu Playhouse, Person to Person, Brenner and Markham.

• **NBC TV:** *Dinah Shore, Steve Allen, Ford Hour, Perry Como, This Is Your Life, Trouble Shooters, Fights, It Could Be You* and *Ernie Ford.*

(See SPONSOR-SCOPE, page 19, for comment.)

Network tv sales: Chemstrand (DDB) to alternate with R. J. Reyn-

olds (Esty) on *The Man and The Challenge*, half-hour adventure series beginning Saturday, 12 September, 8:30-9 p.m. on NBC TV . . . **A. S. R. Products (K&E)**, for alternate weeks of *World Championship Golf*, to start Sunday, 11 October, 4:30-5:30 p.m. on NBC TV . . . Special note: Jimmy Durante will start in a music-variety dubbed *Give My Regards To Broadway*, for **W. A. Sheaffer Pen (BBDO)** 6 December, 8-9 p.m. on NBC TV . . . Daytime sales: **Miles Labs (Wade)**, for nine alternate-week quarter-hour segments on eight NBC TV shows.

Treasurer's report: Estimated net operating profit of **AB-PT** for the first six months of 1959—up 28% over the like period 1958. The second quarter '59 rose 32% in estimated net operating profit over the second quarter '58.

New network affiliations: **KTWO-TV**, Casper, Wyo., to **CBS TV** . . . **KOBY**, San Francisco; **KITO**, San Bernardino; **K1CO**, El Centro and **WOHO**, Toledo, to **Mutual**.

This 'n' data: **CBS Radio** will hold its sixth annual affiliates convention at the Waldorf-Astoria, New York, 23-24 September . . . **AB-PT** has purchased on the New York Stock Exchange 225,028 shares of its 5% Preferred Stock held by the estate of Edward Noble and 15,740 shares of its 5% Preferred Stock held by the Edward John Noble Foundation for \$19.25 per share . . . **Don Fedderson Productions** is sending to agency people, membership cards to its "Millionaire Club" to promote *The Millionaire* (CBS TV).

On the personnel side: **Marvin Baiman**, to manager of research projects at NBC . . . **Charles King** rejoins **Mutual** as director of station relations and **Frank Erwin** promoted to assistant to the president, **Robert Hurleigh**.



. . . and

WOC-TV

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

POPULATION	1,632,100*
FARM POPULATION	322,300
EFFECTIVE BUYING INCOME	\$2,879,387,000*
GROSS FARM INCOME	\$1,213,506,000
RETAIL SALES	2,042,037,000*



Col B J Palmer
President
Fenest C Sanders
Resident Manager
Pax Shaffer
Sales Manager
Peters, Griffin, Woodward,
Inc., Exclusive National
Representatives

*Sales Management's "Survey of Buying Power — 1959"

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

THE QUINTECITIES
DAVENPORT IOWA
BETHLEHEM I
ROCK ISLAND ILLI
MOLINE I
EAST MOLINE I



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa



WNJR
negro radio for
metro new york

RADIO STATIONS

RAB is underway with its latest experiment—the “\$61,000 Challenge.”

The project: year-long use of radio to sell department store items.

The department store: **Highbee Co.**, \$50 million-per-year AMC outlet in Cleveland. The radio campaign (out of Wyse Advertising, Cleveland) is set to begin by 1 September.

Tv several weeks ago set up its own experiment, via TvB. **WANE-TV**, Ft. Wayne and Patterson Fletcher specialty store.

Ideas at work:

• **Summertime Remote:** **WHTN**, Huntington, W. Va. now has a short-wave transmitter installed in a jeep for this double purpose: Announcers do direct broadcasts from baseball fields, swimming pools and other places listeners go for summer enjoyment. In addition, advertisers are serviced with on-the-spot interviews from their place of business for sales and special events.

• **Promoting the 50th State:** For the past month, **WBBC**, Flint, Mich. has been staging a “Hawaiian June Jubilee” to promote the Plazas (two shopping centers). The sales ‘spectacular’ included awarding customers leis and orchids, Hawaiian dancers and musicians, boat and auto shows, street dances, carnivals and special broadcasts. Grand customer award: Hawaiian holiday for two.

• **First with the aid:** **WOWO**, Ft. Wayne has a new public service underway: “We Serve to Save—Lives and Property.” The idea: station is distributing first aid kits to pedestrians and motorists interviewed by its roving reporter.

• **Wife Savers:** That’s the new booklet **KPHO**, Phoenix is distributing. It’s the result of a contest run on the *Larry Burroughs Show* for the most helpful homemaking hints, compiling the best of these in a five-page report.

• **Promoting water safety:** **WPEN**, Philadelphia and the city’s Department of Recreation are conducting a series of Water Carnivals—built around a series of elimination contests and various swimming events

—to promote attendance at city-owned swimming pools.

• **A ‘Goldbrick’ contest:** **KISN**, Portland, Ore., is arranging for people to take the day off from work—with pay. The idea: each day station picks best letter describing why a person deserves a day off, and then arranges for it with the employer.

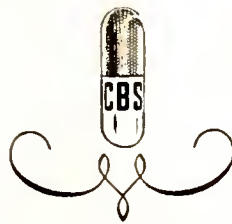
• **A ‘ridiculous’ promotion:** To boost “Ridiculous Days,” a campaign of the local retail council, **WLDS**, Jacksonville, Ill., has created a “Dr. Ridiculous”—promoting him via ridiculous announcements, experiments and stunts, climaxed by a parade for him in the business district.

• **A plan for merchandisers:** **WFEA**, Manchester, N. H., has packaged a “Complete Marketing Service” for food and grocery advertisers. The plan: Accounts who buy spots on the station get end-of-aisle or dump displays in 110 stores, plus ads, bus cards and jumbo post cards.

Acquisitions: **Columbia Pictures Corp.**, for full ownership of **Inter-**

mountain Broadcasting & Tv Corp., operator of **KTUT** & **KDYL**, Salt Lake City, from **TIF Broadcasters**, a subsidiary of Time, Inc. . . . **South C. Bevins** (owner of **WMLF**, Pineville, Ky.), for **WOVE**, Welch, W. Va., for \$27,500 from Welch Broadcasters, Inc., brokered by Paul H. Chapman Co., Atlanta.

This ‘n’ data: **WIP Broadcasting**, Philadelphia, has applied for a license to operate an independent tv station in Wilmington—to use the channel as a “service station” mainly for educational programing . . . **KDKA**, Pittsburgh, is co-sponsoring performances of the American Wind Symphony, both in that city and on tour . . . **Frederick Knorr**, president of Knorr Broadcasting is acquiring positive control of that corporation via buying out two stockholders for something like \$1 million each . . . **Anniversary notes:** **WHAS**, Louisville, celebrating its 37th year, highlighted by a dinner for 305 advertisers . . . **Fels & Co.** advertising on the **Crosley Broadcasting Corp.** for the seventh consecutive year.



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



The local advertiser buys and renews where results are best. 73 of our local contracts have been in effect from 2 to 27 years. 50 are renewals of from 2 to 10 years' standing. 23 have been with us from 11 to 27 successful years.

RAB, in a study of nearly one-million radio announcements and some 43,000 programs has pinpointed **radio spot lengths** for all announcements bought during the first quarter, 1959 as: (1) 68.7%, 60-second, (2) 15%, six-second, (3) 6.1%, 10-second, (4) 3.5%, 20-second, (5) 3.5%, 30-second and (6) 3.2%, three-second.

Sports business: Coca-Cola Bottling Co., Cal., for one-quarter of the University of Cal. football and basketball games on **KSFO**, San Francisco . . . The Security First National Bank for the 10-game football schedule of Fresno State College, on **KFRE**, Fresno.

Kudos: To **WWJ**, Detroit, six awards in the Michigan Associated Press Broadcasters news competition . . . To **WGN**, Chicago, its third citation within two months for news coverage from Radio Press International . . . To **Harry Caray**, veteran sports broadcaster on **KMOX**, St. Louis, a silver punch bowl to commemorate his 15 years of St. Louis Cardinals broadcasting.

They were elected charter officers of the newly-formed **San Francisco Bay Area Fm Broadcasters:**

President, Gary Gielow, **KPEN**; v.p., Dave Larsen, **KJAZ**, and secretary, Fred Gemert, **KSFR**.

Station staffers: **Victor Forker**, new general manager of **WDRG**, Hartford . . . **William Dix, Jr.**, to assistant manager and director of sales for **WGR-AM-TV**, Buffalo . . .

Edward Forester, national sales manager, **WICC**, Bridgeport . . . **Edward Obrist**, elected director of the Conn. State Network . . . **Edwin Huse**, general manager of **WKHM**, Jackson, Mich. and v.p. of the Jackson Broadcasting and Tv Corp. . . .

John Thomson, sales manager and **Halsey Sandford**, v.p. for operations, **WKYW**, Louisville . . . **Hank Guzik**, assistant manager, **KWIZ**, Orange County . . . **Philip Smith**, to the promotion and p.r. department, **WFMB**, Indianapolis . . . **Al Racco**, to the sales staff, **KNX**, Los Angeles . . . **Charlotte Tucker**, director of station relations, Keystone Broadcasting System.

TV STATIONS

Six out of every seven U. S. households (86.3%) had at least one tv set in May, 1959, according to a report by the ARF.

The report, dubbed "National Survey of Tv Sets in U. S. Households," found 44,462 million homes with tv sets—an increase of more than 12 million tv households since June 1955.

The total number of tv sets in homes (including multiple-set households) hit a high 49.3 million in May 1959 compared with 33.3 million in June 1955.

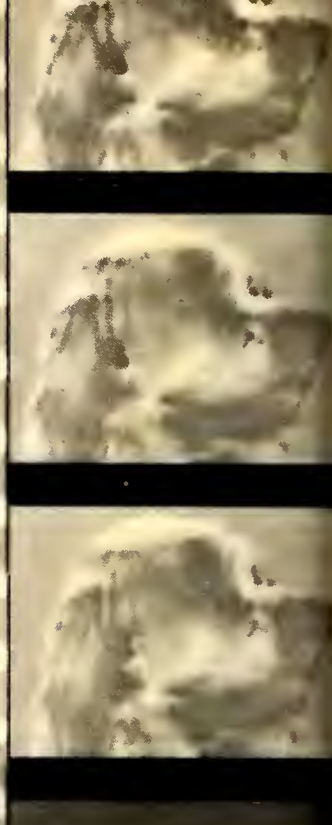
Ideas at work:

• **Ambassador-at-large:** **WAVY-TV**, Norfolk-Portsmouth, is calling on agency media directors and timebuyers in New York this week with a 13-year-old youngster wearing a swallow-tailed morning coat, grey striped trousers, ascot and black homburg. Dubbed "Ambassador," the youngster is making a three minute flip-card presentation at each agency, telling the station's merchandising story, and leaving as a memento, a miniature replica of himself.

• **Who's singing now: Top 10 Dance Party**, live teen syndicated dance series, is running a Hush-Hush-Hush prize contest. The idea: Three well-known pop singers have recorded personal messages for all Top 10 programs. Viewers must guess the correct identities of the disguised singers. Incidentally, Top 10 was picked up, this week, by **WCSH-TV**, Portland, Me., for a weekly Saturday, one-hour show, beginning early September.

• **Flying 6,000 miles to cover a local story:** Jim Pridemore of **WALB-TV**, Albany, went on a routine 11-hour training flight in SAC B-52 Bomber, with permission from the SAC and Air Force. Purpose: to film a 15-minute documentary for local showing before Turner Air Base, in Albany, converted into a SAC base, received a squadron of these large bombers.

New quarters: **WAVE-AM-TV**, Louisville, moved into their new Radio & Tv Center at 725 South Floyd Street last week. The move took place with no interruption of radio and tv schedules.



It should happen to a dog!

And yet it does! It happens to best of us, time and time again. lavish care and money on original footage to get them just right—to have prints turn up that are off broadcast specifications.

The answer is—give your laboratory time and money to do the right! Then all your release prints will be on the beam 100%.

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

or

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



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



NEGRO
Community
Programming



SPANISH
PUERTO RICAN
Programming



of Whirl-Wind
sales action

WWRL

NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM

**CHECK ✓ and
DOUBLE CHECK ✓✓**

✓
WTHI-TV offers the
lowest cost per thousand
of all Indiana TV
stations!

✓✓
One hundred and eleven
national and regional
spot advertisers know that
the Terre Haute market is
not covered effectively
by outside TV.

WTHI-TV

CHANNEL 10 • CBS-ABC



**TERRE
HAUTE
INDIANA**

Represented Nationally
by Bolling Co.

Note-worthy sales: Katz Drug Co. and its subsidiary, eBautyrama, for \$250,000 worth of time, over 52 weeks, on KSD-TV, St. Louis.

Treasurers' report: Net income for the first fiscal quarter ending 30 June for **Taft Broadcasting Co.:** \$395,324—an increase of 32% over the like period last year. Net sales increased 16% . . . Earnings after taxes for the 24 weeks ending 20 June for **Wometco Enterprises** — up 17.6% over the like period last year. Gross income amounted to \$4.7 million. (Wometco owns WTVJ, Miami, WLOS-TV, Asheville, and 20% of WFGA-TV, Jacksonville.)

This 'n' data: A plan for amalgamation of the Screen Directors' Guild of America in Hollywood and the Radio and Tv Directors Guild has been adopted by the boards of both Guilds . . . **KTTV**, Los Angeles' *Miss Universe Pageant* telecast "kay-oed all opposition," according to the station, with a 45.9 rating and a 81.4 share of audience between 10:30-11 p.m.—a full hour before the selection and crowning of Miss Universe . . . **WEAR-TV** will become the primary outlet for ABC TV in Mobile and Pensacola. Until now ABC had only secondary outlets in both markets . . . A University of Michigan random sample survey shows newspapers and tv running neck-and-neck as the public's first choice for political news . . . For the first time, the fall fashions of the San Francisco Fashion Industries Manufacturers and Wholesalers Assn. was televised via two color telecasts on **KRON-TV**, . . . Anniversary note: **WGR-TV**, Buffalo, will celebrate its fifth year this week with a one-hour anniversary show.

On the personnel side: Arthur Swift, to manager and director of sales for **WTCN-AM-TV**, Minneapolis-St. Paul . . . **John Kelly**, national sales manager, **WJW-TV**, Cleveland . . . **James Gerity, Jr.**, resumes po-

WNJR
negro radio for
metro new york

sition as general manager of **WNEM-TV**, Flint-Saginaw, with **Tom Matthews** to station manager . . . **Robert Holben**, general manager, **WTTV**, Indianapolis, and **Arthur Hook**, program and promotion manager . . . **Albert Quinn**, to news manager; **John Frankensfield**, program director and **Stanley Cole**, operations manager. **WBAL-TV**, Baltimore.

REPRESENTATIVES

Promoting spot tv on a regional basis: **Avery-Knodel's Tv Division** is presenting to national advertisers and their agencies a pair of qualitative studies dubbed "Midwest Marketing Today" and "A Spotlight of the Southeast."

The studies are described as "guides to marketing in areas accounting for 43.8% of the country's population."

They've become a subsidiary: Gene Bolles Co. is now a division of the Richard O'Connell rep firm.

They've changed addresses: Tv Advertising Reps, to 155 Montgomery Street, San Francisco . . . Gene Bolles, to 527 Madison Avenue, New York.

Rep appointments: **PGW**, for **WHIM**, Providence, R.I. . . . **Venard, Rintonl & McConnell**, for **WNDU AM-TV**, South Bend . . . **Bob Dore Associates** for **Speidel Stations** (**WOIC**, Columbia; **WPAL**, Charleston; **WYNN**, Florence, and **WWBD**, Bamberg, all S. C.) . . . **Good Music Broadcasters** for **WAFM**, Miami . . . **The Meeker Co.** for **KCSJ-TV**, Pueblo . . . **Jack Masla & Co.** for **KLOQ**, Yakima . . . **Bernard Howard & Co.** for **WAMO**, Pittsburgh . . . **Walker Rawalt Co.** for **WPAR**, Parkersburg W. Va., and **WBOY**, Clarksburg.

Strictly personnel: **Paul Kennedy**, to manager of Weed Tv's Los Angeles office and director of tv sale for the West Coast . . . **Monte Everett**, to account executive in the Chicago office of **Everett-McKinney** . . . **H. William Smutzer, Jr.**, to general manager of **Bernard Howard & Co.**'s Chicago office.

(Continued from page 41)

proach: "Each story and each product is different, and we have to choose the time and the content which will best serve the client's purpose. Minutes are not necessarily duller than shorter copy, but you have to work very hard to have 60 seconds of informative, entertaining, selling content. Shorties seem to lend themselves to immediacy, to sales events and service advertising, to reminder themes. They're great for teasers, and as auxiliary efforts to minutes." One point on which she and her writing colleagues concur: The simpler the copy theme and the presentation, the better—in terms of making a dent on the audience. "Even so-called long copy in minutes," says Miss Sack, "should have one basic copy theme and stick with it. Unfortunately, many account people and clients think 60 seconds means you can make eight copy points. This just is not so."

Clarity is the key to successful selling in a commercial, regardless of length. But there are certain denominators which are more common to short than to long, and vice versa.

Miss Saxon of DCS&S helps delineate some of these. Here are some natural uses of minutes in contrast with themes and patterns more geared to a chainbreak or I.D.:

Long commercials: Demonstration demands long copy, with sufficient time to illustrate the use of a product. The demo, however, should be valid "and ring true—not be hoked up." Heavy appliances and costly items, such as washing machines and cars, require a greater length of time for an on-the-air sale. So do complicated products, those with a genuine new development, those which are making news of interest to consumers and which offer a more dramatic consumer benefit.

Serious products, such as insurance and medical items, usually need 60 seconds to tell their story. And long commercials are "musts" for the setting of mood, client or product image and humor. Writers think most long commercials have copy news which stresses "significant details" rather than earth-shaking developments and, because the genuine copy line is somewhat sparse, the writers and producers are called on to fill the

60 seconds with art and production elements.

So-called "shopping copy"—where in several food products or cars or items in a line are shown—requires a longer period of time for showing and for explanation.

Short commercials: Short copy—10-second I.D.'s or 20-second chainbreaks, on the other hand, stress the reverse side of these client objectives. The most natural theme for a short commercial is a slogan—"Take tea and see." "You'll wonder where the yellow went." Writers agree that short copy relies more on visual appeal and quick, dramatic effect.

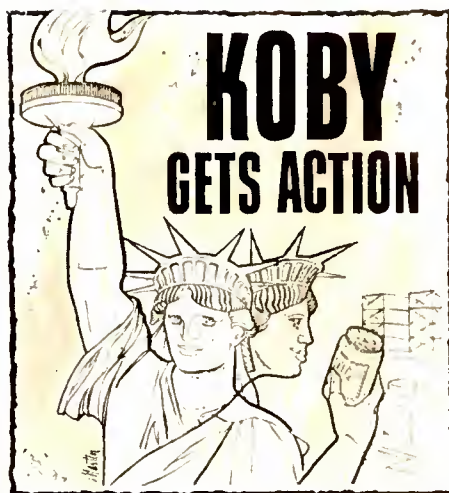
Quick exposure seems to be more suited to fun products, fast-turnover, packaged goods, products which are entrenched and don't need their image sold, items which can be moved on and off the screen fast with punchy and dramatic copy and art.

If the consumer advantage is simple and easily expressed, a quickie will solve the client need. Impulse items, sales and special events, news with a "now" and immediacy element can take maximum advantage of the shorter period of time.

Some of the differences show up more clearly in specifics. The Westinghouse sand test for a washer typifies the success and impact of a 60-second demonstration commercial which required time for the illustration of several copy points. The technique was to throw sand in with laundry in several washers, then show results achieved by the Westinghouse product. And the Johnson's baby powder image theme of depicting how love is shown in many ways required a mood setting, which takes longer.

But Coca-Cola, with its refreshment and family-size themes, and Noxzema's "The closer you shave, the more you need Noxzema" were equally adaptable to long and short announcements. Both sloganized, they fit into a chainbreak format and meshed into the 60-second slot well when extended and enhanced.

The writers' answer to the problem of writing to length: Start with the creative strategy and let writers and artists contribute their concepts of how much copy and visual material it will take to make the sales points. Then, after hashing over with the account section, work with media and creative timebuyers in settling on specific lengths.



IN SAN FRANCISCO . . . audiences respond to KOBY's musical formula. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reason to buy KOBY in San Francisco!

KOBY / 10,000 watts
San Francisco

Sit in with your **PETRY Man**

in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

When in Denver, Stay at the Imperial Motel
—1728 Sherman Downtown

A SIGHT TO SEE!

KTLE

CHANNEL 6

Idaho's newest

TELEVISION STATION

BASIC NBC

REPRESENTED NATIONALLY BY

FORJOE & COMPANY

New York - Chicago - Los Angeles - Atlanta
San Francisco - Philadelphia

THE OLD WEST LIVES AGAIN...

AT

EL RANCHO VEGAS



Las Vegas, Nev.—Dudley 2-1300

INDIVIDUAL BUNGALOWS ON 66 SPACIOUS ACRES DEDICATED TO YOUR MODERN COMFORT BUT STRESSING WESTERN ATMOSPHERE.

...the world famous OPERA HOUSE THEATRE RESTAURANT presents nightly the greatest names in show business in lavish productions reminiscent of the exuberant Frontier Days.

Phone Direct for Reservations

New York San Francisco Los Angeles
L Ongacre 3-6149 Y Ukon 2-7105 BRadshaw 2-3366
Beverly Hills Chicago Miami Beach
BRadshaw 2-3366 MOhawk 4-0111 JEfferson 8-0591

- SPRINGFIELD
- DECATUR
- CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 59th*

METROPOLITAN MARKET

NEW GRADE "A"

SPRINGFIELD
WICS
DECATUR

CHAMPAIGN
WCHU
URBANA

NBC
Exclusive



OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

YOUNG STUDY

(Continued from page 42)

STATION LEADERS IN THE FIRST 60

Market	Affiliation	Rating
25. PORTLAND	Ind.	4.5
26. TAMPA, ST. PETERSBURG	NBC	4.0
27. BRIDGEPORT-STAMFORD-NORWALK	Ind.	10.3
28. INDIANAPOLIS	Ind.	4.8
29. HARTFORD-NEW BRITAIN	NBC	6.1
30. COLUMBUS, O.	CBS	6.1
31. SAN BERNARDINO	Ind.	4.3
32. NEW ORLEANS	Ind.	5.8
33. PROVIDENCE	Ind.	4.5
34. LOUISVILLE	Ind.	7.1
35. ALBANY-SCHENECTADY-TROY	Ind.	6.2
36. NEW HAVEN	Ind.	6.2
37. DAYTON	Ind.	6.7
38. ROCHESTER	Ind.	7.0
39. SAN JOSE	Ind.	3.7
40. FT. WORTH	Ind.	6.3
41. PHOENIX	Ind.	4.2
42. MEMPHIS	Ind.	6.4
43. YOUNGSTOWN	CBS NBC	5.0 5.0
44. WORCESTER	CBS	5.7
45. SAN ANTONIO	Ind.	7.0
46. BIRMINGHAM	Ind.	4.0
47. JACKSONVILLE	Ind.	4.5
48. SACRAMENTO	Ind.	5.2
49. AKRON	ABC	8.7
50. SPRINGFIELD-HOLYOKE	Ind.	6.1
51. NORFOLK-PORTSMOUTH	ABC	4.9
52. OKLAHOMA CITY	Ind.	8.2
53. OMAHA	Ind.	7.4
54. ALLENTOWN-EASTON	Ind.	5.8
55. TOLEDO	ABC	5.5
56. SYRACUSE	Ind.	5.6
57. SALT LAKE CITY	Ind.	4.8
58. RICHMOND	NBC	5.6
59. WILMINGTON	Ind.	7.0
60. NASHVILLE	Ind.	5.3

SPONSOR ASKS

(Continued from page 55)

in the selection of a test market, so that it will be a typical area. It should not be too urban or too rural, but rather large enough to include a correct proportion of both urban and rural population. Its economic conditions should be average, certainly not dominated by a single industry, so that a severe depression or boom



Representative market, typical ad weight

in the industry will not influence the test results. The area should contain a representative cross-section of all stores which will carry the test brand in order that the product have distribution characteristic of that which it would have nationally.

Ideally, more than one test market should be used, so that progress may be observed under varying climatic, geographic and regional conditions. Similarly, the length of the test should be ample to eliminate the effects of any seasonal factors or unusual, short-term competitive activity.

Another prerequisite of a successful test is that the plan be so devised that it may be applied elsewhere. Ideally, all elements of the testing program should be a direct translation of a national or regional plan. Thus, if the desired results are attained, the test may readily be expanded to other areas.

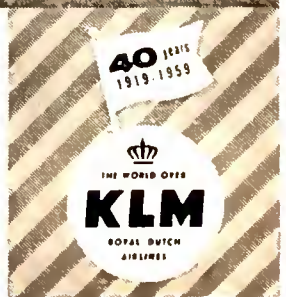
An essential requirement for a satisfactory test campaign is that advertising weight be normal, neither too thin nor abnormally heavy. All media to be used should be adequately represented, and should cover a wide enough test area to be typical of coverage elsewhere. If television is an integral part of the plan, the principal tv markets should be multi-channel, and spot availabilities should not be too tight, so that average-rated announcements may be purchased.

The campaign, in other words, should embody the correct combination of all marketing factors to insure a proper appraisal of the brand's potential, product appeal, market, copy and media plan.

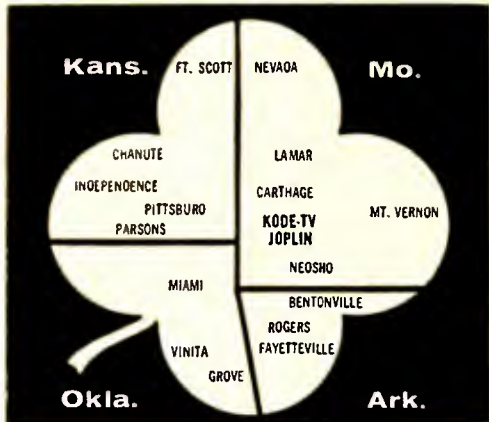


People who like a good night's
sleep fly KLM to Europe 

If you like comfort as much as speed . . . if midnight fuel stops get on your nerves . . . if you appreciate the very best in airline service . . . KLM is your cup of tea. Non-stop DC-7C across the Atlantic twice daily. Fly KLM to Europe . . . and beyond! See your travel agent or KLM office. KLM Royal Dutch Airlines, |609 Fifth Avenue, New York 17, N. Y.



This four-leaf clover
is worth looking over!



Missouri's 3rd TV Market

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with \$776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
*TV Mag., June '59

Hot Springs, Ark.

Pop. 33,800

is larger than

Midland, Texas

Pop. 64,700

in General Merchandise Sales

La Crosse, Wisc.

Pop. 79,700

in Drug Store Sales

Sheboygan, Wisc.

Pop. 91,900

in Apparel Store Sales

Ask Us "Why"

KBHS

5000 watts at 590 kc

113 Third St., Hot Springs, Ark.

Tv and radio NEWSMAKERS



Walter Patterson has been named executive v.p. and general manager of the Knorr Broadcasting Corp. and Knorr affiliated radio stations. The veteran radio executive, currently general manager of WKHM, Jackson, Mich. began in broadcasting as program director in Terre Haute. He later worked for NBC: WMAW, Chicago; WJMS, Ironwood, Mich.; WMVA, Wheeling; WING, Dayton, WSPD, Toledo and as radio/tv director for Wheeling Steel Co. Patterson has written and produced radio shows.

Gustave Nathan has been appointed general manager of the *Herald Tribune* Radio Network, which is operated by VIP Radio, Inc. He was, most recently, director of sales development for WNBC & WKNB, New Britain. Prior to his seven-year association there, Nathan was station manager and sales manager of WWCO, Waterbury, Conn. In his new position, Nathan will headquarter in New York with Martin Stone, VIP president, having general responsibility over the four *Herald Tribune* o&o stations.



Thomas J. Swafford has been named v.p. and general manager of CBS-owned WCAU, Philadelphia. He was formerly sales manager for WCBS, New York and, for four years previously, account executive for CBS Radio Spot Sales in New York. Swafford has also been associated with KNX, Los Angeles and the Columbia Pacific Radio Network in the capacity of Eastern sales manager in New York. Earlier he spent some time at KNX-CPRN, Los Angeles as assistant sales manager.

Richard E. Nason has been appointed general sales manager of CKLW, Detroit. For the past two years, was with WGBI, Scranton-Wilkes Barre as general manager. Prior to that, Nason was general manager of the West Va. Radio Corp., handling various management responsibilities for its radio/tv properties in Pittsburgh, Clarksburg, Morgantown and Elkins, W. Va. Earlier, Nason served as operations manager and assistant to the president of WJIM-AM-TV, Lansing and WGFG, Kalamazoo.





From REEVE with "RASSLING"
to ROMPER ROOM

PERSONALITIES make the difference on WRAL-TV

*Carolina's Colorful
Capital Station*

"Local Live" means a lot on WRAL-TV, the regional station with the regional personality. Network shows (NBC from TODAY to JACK PAAR, plus choices from ABC) are supplemented by lively Channel 5 favorites that make this Raleigh-Durham station your best bet for profitable results.

Wrestling 6-7 p.m. Saturdays
Romper Room 9-10 a.m. Manday thru
Friday



4 CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS • FULL POWER CHANNEL 5 • NBC AND LOCAL COLOR

WRAL-TV RALEIGH, N. C. REPRESENTED BY H-R, INC.

SPONSOR SPEAKS

Facts, figures and creative selling

Here is a quote from a high level advertising agencyman which deserves thoughtful consideration from everyone who sells air media time. He told SPONSOR recently:

"In all my years in the agency business I have never seen an important inter-media decision—that is, a decision to use one medium instead of another—made on the basis of figures or ratings or cost-per-1,000's."

He went on to say that agency plans boards and agency presentations to clients are far more concerned with ideas and with the creative ways in which a medium can and will be used, than they are with research data and statistics.

"Yet, despite this, we are constantly being swamped with surveys and cost computations, and seldom are presented with challenging and exciting sales ideas by media representatives."

To him there seemed something wrong with a system of media selling (and he was criticizing not merely radio and tv but newspapers and magazines as well) which underestimates creative ideas.

We don't agree that there is anything substantially wrong with our system of air media selling. But we do believe it is possible to get so tangled up in statistics and costs and ratings, that one can't see the forest for the trees.

Both radio and tv must have solid research to back up their claims for advertising dollars. The development of sound responsible research projects has been one of the healthiest things that has happened in the air media.

But let's never forget that research does not take the place of creative selling. Research substantiates sales arguments—but is never the complete sales job.

Beyond the facts and figures, beyond the costs and ratings and statistics, there must be creative, imaginative sales ideas to stimulate an advertiser's enthusiasm, and make him want to buy time.



THIS WE FIGHT FOR: *Constructive criticism on all types of industry problems. Only by a free, open discussion between buyers and sellers of air media can radio and tv maintain a healthy state of growth and development.*

10-SECOND SPOTS

Jingle bells: Just the other day, the McGuire Sisters filmed a tv commercial for soft-drink sponsor Coca-Cola. In bikinis and a convertible? No. Ski suits and parkas. *If summer comes, can ice be far behind?*

Teaser: For several weeks recently, the Folger Coffee invasion of the Chicago market was spearheaded by a saturation teaser campaign in radio, tv and print; tag line was "Captain Folger says, 'I will bring a mountain to Chicago.'" (The mountain, of course, was a mountain of coffee.) When Queen Elizabeth and Prince Philip paid a visit to Chicago the other week, the story goes, the Queen wired ahead to Major Daley, "I will bring a Mountbatten to Chicago."

Shut down: Found at last—the only effective way to curtail advertising in New York City, anyway. The other a.m. in the Graybar Building, the elevators broke down, were immobile from 8:50 to noon, giving JWT agency people a perfect excuse to stay away.

Mr. Clean: For some time now, there has been walking around the Madison Avenue section a fellow wearing white ducks, white sneakers, white t-shirt, a shaved head and one gold earring. No, he's not paid by P&G; he's a Long Island contractor.

Neat trick: Finest piece of job-hunting strategy we've heard about in a long while: A New York agency adgal, looking for another job, rented a safety deposit box in a bank, stored her resumés in it. In this way, no tell-tale resumés were kicking around her office to tip off her employer to the fact she was job-hunting. Besides this, she was able to use the bank's typewriter for an occasional letter to a prospective hirer, the bank's phone to set up a job interview.

Tv impact: From a *N. Y. Journal-American* news item—

"Four young boys wanted a human skull. So they broke into a Jersey City mausoleum, pried open a coffin and took one. . . . Police said the boys had been motivated by Zacherley's (WABC-TV, N. Y.) tv horror films. . . ." *Ghouls will be ghouls.*

6:20 MARKETS

with Warren Kester



NO MATTER WHAT



IT IS....

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KTVV

Whether it's early evening watching the 6:20 Markets* or mid-evening—quality programming results in more viewers. No matter what time it is right now, call your Katz man. Ask to see the February-March ARB which proves why KTVV is the best buy in Sioux City.

*The 6:20 markets with Warren Kester is part of the popular 6-6:30 News, Weather, Sports and Markets. The program is edited and prepared by KTVV's local and Wash-

ington News Staff, the largest news staff in any TV station in Northern Iowa.

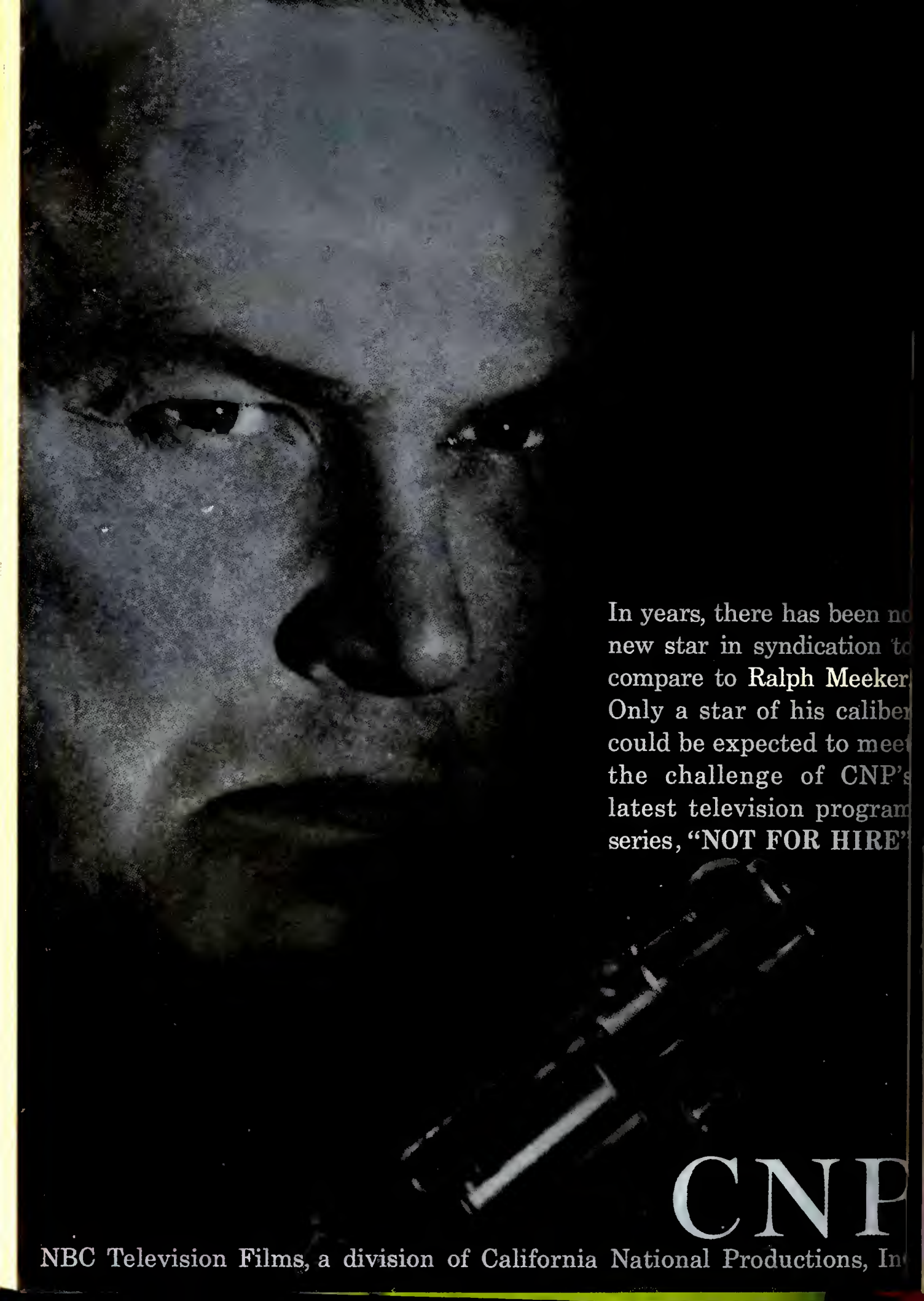


CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

- WGAR Cleveland, Ohio
- WRFD Worthington, Ohio
- WTTM Trenton, New Jersey
- WMMN Fairmont, West Virginia
- WNAX Yonkton, South Dakota
- KTVV Sioux City, Iowa



In years, there has been no
new star in syndication to
compare to Ralph Meeker.
Only a star of his caliber
could be expected to meet
the challenge of CNP's
latest television program
series, "NOT FOR HIRE"

CNP

NBC Television Films, a division of California National Productions, Inc.