

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

To find the audience . . .
look it up under "Storz Stations"
(each a best-seller in its own market)



ANA SPEAKS OUT ON TV OBLIGATIONS

Advertisers face the tv issues squarely; reject suggestion they "get out of show business"

Page 31

What a buyer wants to learn from a station

Page 34

How big is radio's audience duplication?

Page 36

Daytime viewing up 20%—Nielsen: Tv Basics

Page 43

The
STORZ
Stations
*today's Radio
for today's selling*

Todd Storz, President
Home Office, Omaha

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.

DIGEST ON PAGE 2

Where there's a Storz Station . . .
there's resultful advertising!



the
QUALITY
touch

Beauty through simplicity, so often overlooked by the novice, but paramount in the hands of one who possesses a quality touch.

This symbolic tribute to the season is offered to convey our wishes for a bountiful harvest to each of you. And, too, may we take this opportunity to say thanks again for your recognition and help in making this quality touch a highly rewarding facet of our own operations.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



WFAA

radio & television • dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS



Mystics made things happen in India . . . and



WPEN
RADIO
MAKES
THINGS
HAPPEN
IN
PHILADELPHIA

WPEN makes news with its news operation . . . 11 full time men . . . exclusive correspondents by direct line from major capitals of the world . . . our own on-the-spot helicopter . . . on-the-street reporters . . . and mobile news units. In Programming — and in Sales — WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL-PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS

PEOPLE work - play - LIVE by RADIO!



WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PPULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audi-

ence—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

YOU WON'T FIND BETTER

MANHUNT

**THE
SYNDICATION
SUCCESS
OF THE
YEAR!**

**The
New York
Times**

OCTOBER 13, 1959

"A good script,
well produced.
'Manhunt' should
appeal....has the
same element
of authenticity as
'The Lineup'....
Victor Jory
and Patrick McVey
play their parts
convincingly."

J. P. SHANLEY



WSYR
SYRACUSE

17.9

RATING

AUDIENCE
SHARE
45.6%

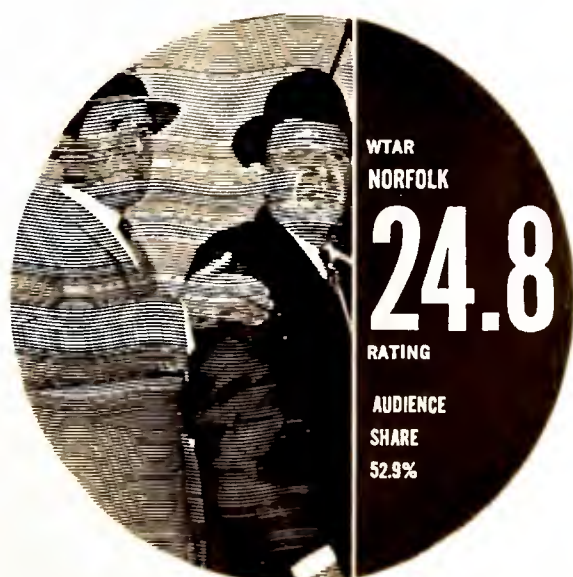
ALREADY SOLD IN OVER 130 MARKETS...MANHUNT'S fast-moving action is calling the sales shots for top-echelon regional advertisers like Jax Beer, Alka-Seltzer, Drewry's Beer, Kroger Stores, Genesee Beer and a host of crack, action-minded sponsors across the country.

Build up your own sales ammo with these 39 most-wanted half-hours! **YOU WON'T FIND A BIGGER WINNER!**

REVIEWS... BETTER FIRST RATINGS... FASTER ACTION!

HUNT

STARRING
VICTOR JORY
PATRICK McVEY



FOR DETAILS CONTACT:

SCREEN  **GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

*SOURCE: TRENDX OCTOBER 1959

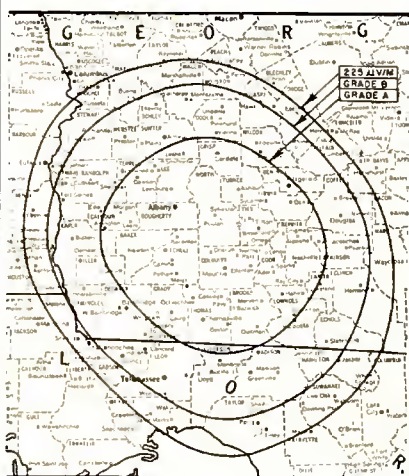
Between Atlanta
and the Gulf . . .
the only primary

NBC

outlet is . . .

WALB-TV

CH. 10—ALBANY, GA.



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

WALB-TV

ALBANY, GA.

CHANNEL 10



Raymond E. Carow, General Manager

Represented nationally by
Venard, Rintoul & McConnell, Inc.

In the South by Jabes S. Ayers Co.

One Rate Card

NEWSMAKER of the week

In Hot Springs last week, the Association of National Advertisers elected a new chairman to succeed retiring chairman Henry Schachte, Lever Bros. executive vice president. And so the ANA rolls toward its fiftieth anniversary year.

The newsmaker: Trim, tanned, 47-year-old Donald S. Frost, vice president of the Bristol-Myers Co., who now takes over on the bridge of the ANA. While the seas ahead may run heavy during the next year, the trip should be good, for the skipper is tops and the ANA has a carefully plotted chart to follow (see story on the ANA Convention, page 31).

An indication of how firmly Frost's feet are planted on the deck, is revealed by a remark he made in a SPONSOR interview regarding the current hysteria over the television hearings before the House Committee on Legislative Oversight.

"The problems faced now by television," said Frost, "are pretty obvious ones. Let's hope they don't take our (the advertisers) minds off some of the others. It would be tragic if the present fuss and furor should distract the advertisers to the extent that they lose sight of their targets and thereby lose out on advertising effectiveness."



Donald S. Frost

Frost was born in Rochester, N. Y., attended New York Military Academy, later the University of Rochester preparatory to taking up law. At graduation in 1933, however, he gave up law ambitions to take advantage of a sales job offer from IBM, one of a handful of companies that was hiring during that depression era. "I was not a smashing success," Frost recalls, so at 23, he switched to the prescription-ware division of Owens-Illinois Glass in Toledo; it was his first brush with the drug field. In 1937, he returned to IBM; then some time later a long bout with pneumonia gave him a chance to "take stock." Since then there has been no wavering in the direction of his interests and ambitions. He came to New York, took a job as advertising trainee at Y&R. World War II found Frost in the Navy as an ensign. On his return at war's end from a bomber squadron in the Pacific, Y&R recommended him to Bristol-Myers' products division where he was hired as assistant director of advertising and marketing research. In 1947, he was made assistant ad manager. In 1950, Frost went to Compton as a P&G account exec, returned to B-M in 1954 to direct advertising for the B-M products division. This year he was named vice president of the parent B-M Co. and a member of its executive staff.

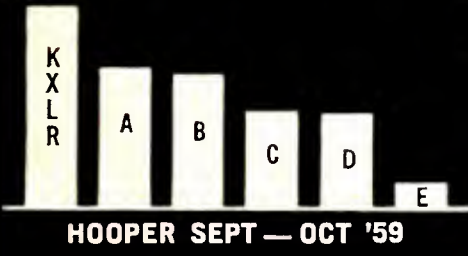
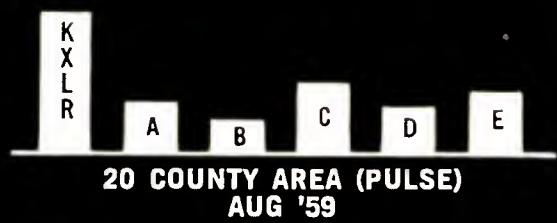
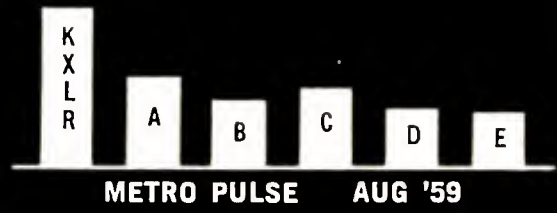
NEWSMAKER STATION of the WEEK

KXLR

Little Rock, Arkansas

INTEGRATES WITH EASTMAN

KXLR # 1



See your EAST/man to integrate your sales efforts with KXLR



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

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

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

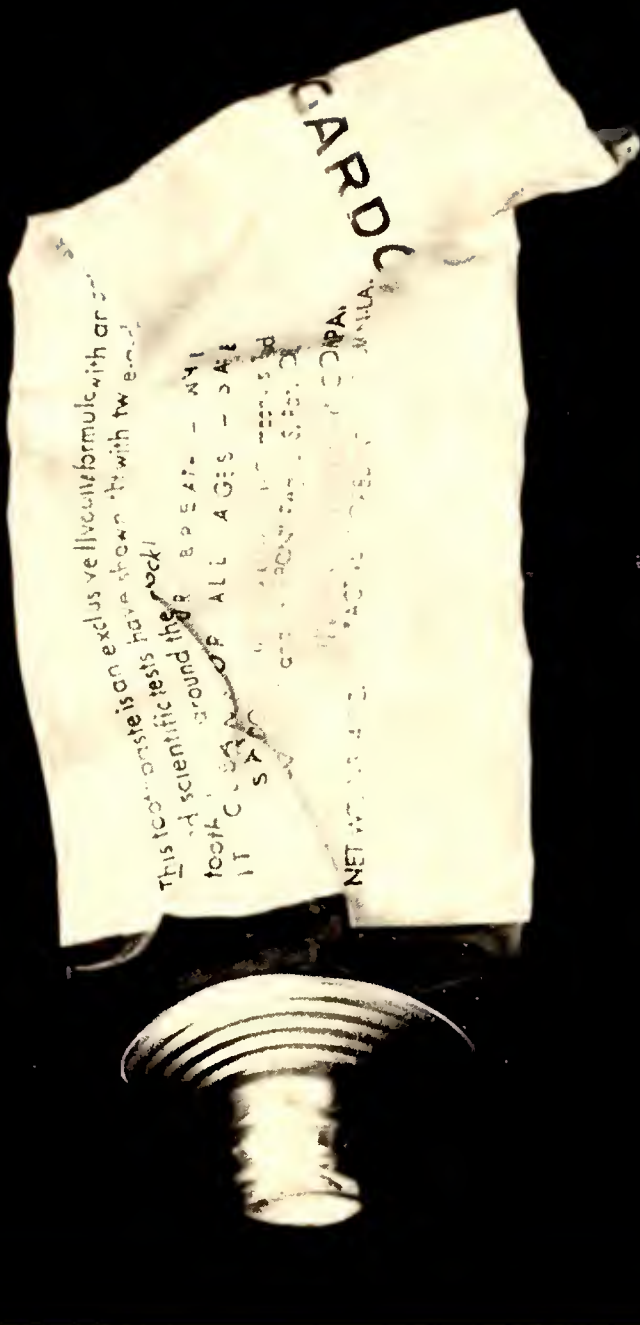
SAN FRANCISCO:
Russ Bldg.
San Francisco, Cal.
YUkon 2-9760

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

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

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

DETROIT:
Book Building
Detroit, Mich.
WOOdward 5-5457



TODAY...THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. Whether it comes in a tube, tablet or spray, KXOA sells more drug products because it reaches, influences and appeals to more people in the prosperous Sacramento Valley now 20th in Retail Sales per Household (SRDS). Rated first (Pulse, Mar.-Apr. '59 and Hooper, June-July-Aug. '59) the right combination of personalities, programming, promotions and power make KXOA *the* buy in California's capital.

KXOA—First in Sacramento, California's Capital

KXOA

REPRESENTED NATIONALLY BY DAREN F. MCGAVREN CO., INC. MEMBER, CAL-VAL GROUP

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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ADMINISTRATIVE DEPT.

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Laura Oken, Accounting Manager

George Becker; Rita Browning;

Charles Eckert; Wilke Rich; Irene Sulzbach

Betty Tyler; Katherine Webb;

*every
second
counts!*

*Local
advertisers
are the
first to
"know what
time it is,"
when it
comes to
the selling
power of a
radio station
— they're the
first to feel
the results.*

*And local
advertisers
are turning to
WMAQ Radio
in a big way
these days.*

*So much so,
that local sales
for the first
three quarters
of 1959
are up 37%
over the
previous year*

*— and
local sales
for the first
nine months
of '59 set
a new
sales record
each month.*

*For big results,
and
no time lost,
put your
confidence in,
and your
sales message on*

WMAQ

*NBC Owned
670 in Chicago*

*Sold by
NBC Spot Sales*



TOMBSTONE

39

ALL
NEW

FIRST-RUN

STROH BREWING CO.

for 19 Ohio, Indiana and Michigan markets!

PACIFIC GAS & ELECTRIC

for San Francisco and 6 other California markets!

MORNING MILK

for Portland, Ore., Salt Lake City and 3 other Western markets!

MOLSON BREWING CO.

for Buffalo, Watertown and Plattsburg!

PEPSI-COLA

for Waco, Texas!

HOLSUM BREAD

for Baton Rouge!

KENNECOTT COPPER

for Phoenix!

BOUGHT
IN OVER
96
MARKETS
IN FIRST 20 DAYS!

PROVED AGAINST NETWORK COMPETITION!

On ABC in 1959

BEAT Edward R. Murrow's Person to Person,
Dinah Shore Chevy Show, Phil Silvers, Donna
Reed, Leave It To Beaver, Cavalcade of Sports,
Buckskin and many others

86%

OF THE TIME!

—Nielsen National, 1959

*SENSATIONAL
RATINGS*

LOS ANGELES 36.0% share of audience.	CINCINNATI 61.0% share of audience.	DALLAS-FT. WORTH 49.0% share of audience.	CHARLOTTE 63.1% share of audience.*	COLUMBUS 43.2% share of audience.
SEATTLE-TACOMA 49.3% share of audience.*	SAN FRANCISCO 35.8% share of audience.*	Johnstown-Altoona 37.0% share of audience.	PHILADELPHIA 34.0% share of audience.	Saginaw-Bay City 39.0% share of audience.

TERRITORY"

HALF HOURS!

PAT

CONWAY

stars as Sheriff Clay Hollister

RICHARD

EASTHAM

stars as Editor Harris Claibourne

WKY-TV

OKLAHOMA CITY

WFAA-TV

DALLAS

WWL-TV

NEW ORLEANS

KOA-TV

DENVER

WALA-TV

MOBILE-PENSACOLA

KSYD-TV

WICHITA FALLS

KHOU-TV

HOUSTON

and many more!

NOW AVAILABLE FOR
LOCAL AND REGIONAL
ADVERTISERS!

MEMPHIS

39.0%

share of audience.

DETROIT

43.0%

share of audience.*

ROCHESTER

44.0%

share of audience.

SAN ANTONIO

44.2%

share of audience.*

TOLEDO

48.0%

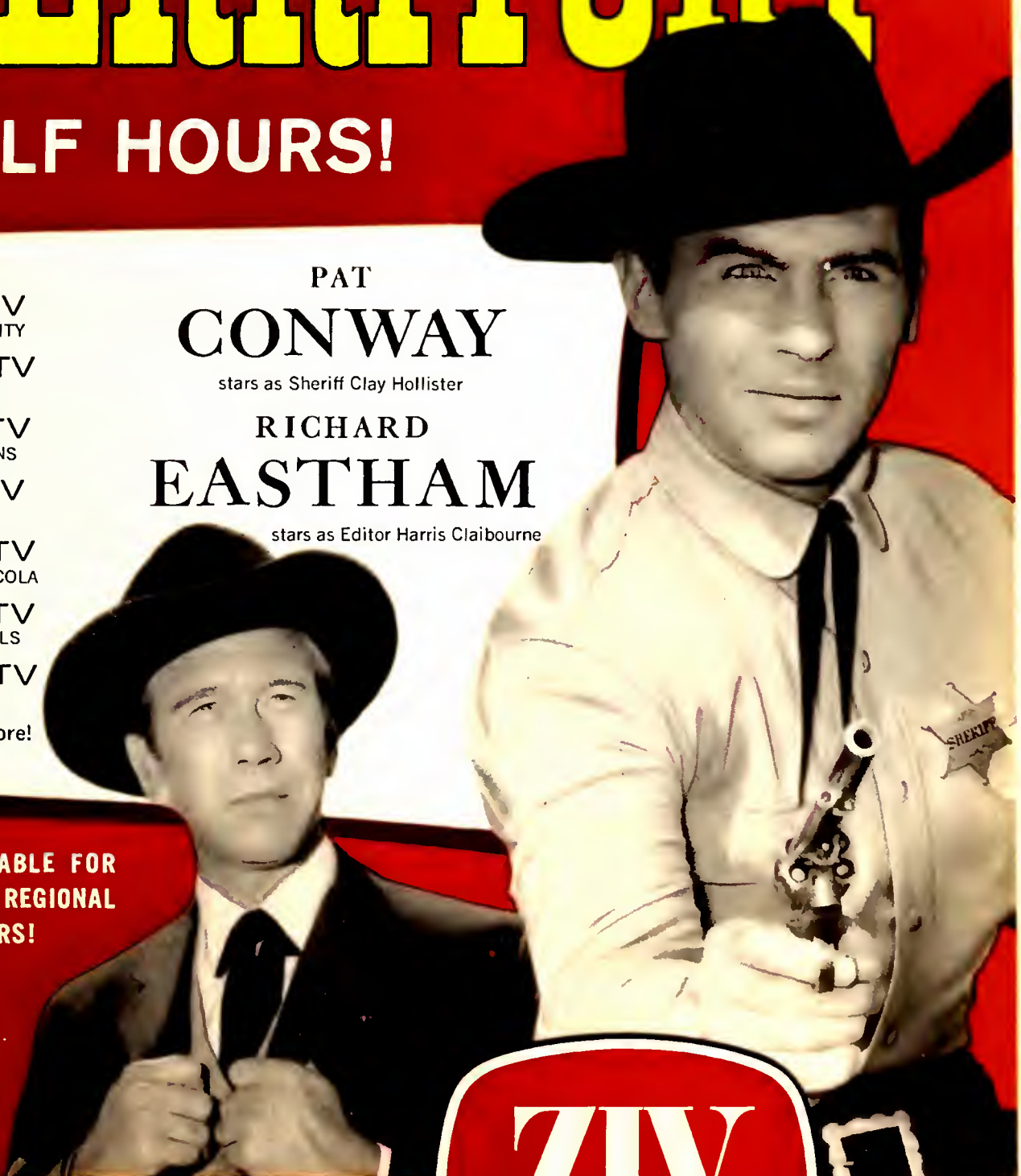
share of audience.

MOBILE

53.0%

share of audience.

ZTV
Television





AID to Yankee tradition for prudent buying



BRUCE PATTYSON, manager of our New England office — one of ten offices providing a fast efficient service to Advertising throughout the U.S.

In TV penetration, New England is close to saturation — with television in more than 92 percent of all homes in Connecticut, Massachusetts and Rhode Island.

New England industry, too, has been quick to recognize the great sales-building opportunities in television. And in 25 major markets, the stations that can best help the advertiser cash-in on those opportunities are represented by Blair-TV.

Efficient time-buying demands accurate down-to-the-minute data on these markets and stations — data instantly available to New England agencies through our Boston office.

Blair-TV operates on this basic

principle: that alert, informed representation is a service vital not only to stations but also to all advertising, and to the business dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in a position to serve effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION

BLAIR-TV

AT THE SERVICE OF ADVERTISING

WABC-TV — New York
W-TEN —
 Albany-Schenectady-Troy
WFBG-TV — Altoona
WBNF-TV — Binghamton
WHDH-TV — Boston

WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit

KFRE-TV — Fresno
WNHC-TV —
 Hartford-New Haven
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans

WOW-TV —
 Omaha-Council Bluffs
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence

KGO-TV — San Francisco
KING-TV —
 Seattle-Tacoma
KTVI — St. Louis
WFLA-TV —
 Tampa-St. Petersburg

SPONSOR-SCOPE

21 NOVEMBER 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Put this down as the biggest dollar commitment ever made by a single client for news: Texaco's 52-week extension of the NBC TV evening news strip.

The oil company's bill, time and program, for the series in 1960 will run around \$9 million, with the lineup consisting of 149 stations.

What induced Texaco to make the order 52 weeks, instead of the previous 26 weeks: the hypo in news interest expected from the political conventions and election returns.

Texaco will use all of NBC's 178 stations if and when made available.

Incidentally, the NBC News has garnered practically every important award for that category so far in 1959.

Two cereals—Quaker Oats (Baker, TB&B) and Kellogg (Burnett)—dominated the national spot radio buys out of Chicago this week.

For Quaker (hot cereal) it was 82 cities for 13 weeks (6-8 a.m.), while Kellogg wrapped up a 35-market buy for All Bran for 26 weeks.

The bulk of the national spot tv buying the past week also came out of the midwest. Among those ordering in that section:

Renault (Caples), 36 markets, 13 weeks; Helene Curtis (Weiss), 50 markets for a King's Men gift push; Revere Camera (KM&J), 21 stations, 30 spots a week, also directed at the gift market; Pillsbury's Best (Campbell-Mithun), 26 weeks, in scattered southern and southeast markets, starting end of November.

Incidental spot notes: Raleigh (KMJ) is shopping major markets for half-hour shows; Revere'll be back in February for a six-months in expanded markets; Minnesota Mining (BBDO, Minneapolis) has budgeted \$1.5 million for spot next year; Gold Seal (C-M) will also be back in February for Glass Wax and Snowy Bleach spot tv spreads.

Discontent and frustration seem to have crept into Lestoil's tv paradise, which this year, at the going rate, will produce about \$11 million in spot billings.

Lestoil's chief, J. L. Barowsky, has embarked, judging from what he told SPONSOR-SCOPE this week, on a crusade to dissuade his list of tv stations from the "practice of irrationally raising their rates every six months."

To help pacify Barowsky, TvB's Pete Cash journeyed the week before to Holyoke, Lestoil's lair, with a presentation on the medium's latest facts, cost-per-thousands and achievements.

But in unfolding his peeve to SPONSOR-SCOPE Barowsky said he was still mulling a change in media policy. He called it "looking for an avenue of escape."

His plaint in sum was this: He was being taken for granted, instead of being treated as a member of the family; and the stations were pricing him out of the market.

About the report he was going network, Barowsky replied he didn't know, but he was still looking to the stations to solve his present cost dilemma.

SPONSOR-SCOPE encountered this rep reaction: Lestoil came in on the ground-floor of the medium and at most favorable terms. The stature of tv spot has zoomed since then. Barowsky ought to look at the picture realistically and adapt himself to the change. Tv made Lestoil in large measure, as he himself has repeatedly said, but the clock can't be stopped for the sole convenience of an old comrade-in-commerce.

You just can't tell how a well-meant gesture will strike tv stations.

Here's the **Wade agency** (Chicago), with **huge investments in spot tv for Miles and Alberto Culver**, going to sizable expense travelling its timebuyers, and do you know what a number of the stations so visited are saying?

Well, it seems they're **not taking the sweetness-and-light view the agency expected.**

Say the stations: If an agency is really interested in creating goodwill between stations and clients, **it should establish a regular station relations department and travel people especially trained for the job.** Otherwise the buyers just waste their time as well as that of the station.

(See article on this type of travelling in 1 October 1956 SPONSOR, page 42.)

The latest key market station to offer unsold spots as a bonus is CBS Radio's New York flagship, WCBS.

The deal which is available between 7-23 December: **buy a specific package of day announcements and you get a portion of the open spots in the day and night schedules.** The buyer will be informed of the exact number of free spots at noon the day before.

Marketers who have been doing extensive traveling around the country lately say that the great shifts taking place in distribution tend to favor the use of air media.

The swings they refer to:

1) **The trend of the supermarkets to establish themselves where consumer traffic is being concentrated** instead of trying to draw them from all directions to huge shopping centers.

2) **The trend among food chains toward stocking hardgoods staples and the appliance discount houses toward adding frozen and other food lines.** The same ends may be reached by the merger of discount and food chains.

In both instances **competition is heightened** and the **power of tv to demonstrate and radio to remind** fit neatly into the merchandiser's spectrum.

Watch for the appearance of a study done by an outside research firm for an agency that will tend to refute Vance Packard's thesis that people in America are primarily motivated in their buying by the reach for status.

The study will show that the bulk of the **people like to shop and buy for the sheer fun of spending their money.**

NBC Radio's Joe Culligan has passed on to affiliates a new sales philosophy, apparently with the view of downing misgivings about the network's role as a spot competitor.

Culligan's goal: disposing of 75% of the network's News on the Hour, Emphasis and Monitor among a maximum of 18 advertisers. This would leave the balance for seasonal buys.

You still can't tell with radio where the next program idea will come from.

In **McCamey, Texas** (population: 3,121), **KCMR** this week debuted a program for the listeners susceptible to subconscious suggestion. **Broadcast time: 5:30-6 a.m.**

The gimmick: **set the clock radio before retiring** and you'll wake up vastly improved culturally. **Your subconscious** will have absorbed the writings of Socrates, Plato, psychologists, medical authorities, personality-builders and whatnot.

The margin of monthly tv network gross billings over '58 continues to widen.

The three networks in September showed a gross for time of \$48,176,459, compared to \$42,417,190 for September of last year—a difference of 13.6%. For the first eight months of this year the edge is 10.5%.

The billings in September by network and the percentage plusses: ABC, \$8,546.650, 29%; CBS, \$21,196,220, 9.1%; NBC, \$18,433,589, 12.7%.

As would be expected, NBC TV put the focus on its present standing, plans and hopes in the area of programing at the meeting of affiliates in New York last week.

Among the fare dished out in that regard were these:

- NBC's specials were getting a larger tune-in this season than ever before.
- The demand for specials continues to mount, so that there should be even more of them next season—especially in the field of informational documentaries.
- It's going to try hard to add more situation comedies to the schedule (there are but three of this category now scattered through the week.)
- Jack Paar is going to London to tape a week of programs. If that turns out well he'll do the same in other European cities.

Before the cheerleaders in print's camp get carried away too far with their cant about a tv disillusion setting in among advertisers, they might ponder this set of comparative statistics out of a couple Nielsen tv pocketpieces:

PERIOD	TOTAL NO. NETWORK ADVERTISER	PERCENTAGE INCREASE
October 1958	168	
October 1959	204	21.4%

Here's something that certainly won't disturb tv reps.

There's an increasing dissatisfaction among participants in network spot carriers on two scores: (1) the casual protection they're getting on nighttime shows and (2) the hopscotching of their commercials so as to avoid product conflict.

The hopscotching device: spotting a commercial in other than its legitimate place or turn on a multi-sponsored program.

Such dissidents feel they're being jobbed out of their rightful share of the commercial audience when their message is spotted after the billboard and not in the latter part of the program.

Reports have been lately drifting out of Detroit that strong efforts are being made within General Motors' tv guidance to reorient the attitude of the various divisional-powers-that-be toward the medium.

The objective of this nudging: To get the divisional nabobs to think in terms of circulation buys, centralized sponsorship of programs of different types and audience appeal and the engagement of an outstanding name personality that would convey the GM image as a participant in the company's individual product commercials.

To the knowledgeable on Madison Ave. the possibility of GM adopting this sort of philosophy looks far-fetched. And because of these two strikes already on the idea:

- 1) GM's division managers are too deeply grooved in the autonomy concept.
- 2) It would be adopting a course already nurtured at Ford, and with eminently successful results. In other words, Ford has set a pace in tv which would be tough for General Motors to follow.

McCann-Erickson's Terence Clyne, speaking this week before an RTES seminar, urged the tv industry not to run scared because of the quiz scandal.

Among the points that Clyne struck home were these:

1) All the talk about taking control of programing out of the hands of the sponsors seems puny when it is realized that **less than 30% of the programs are actually brought into the network by the advertisers.**

2) Admittedly there has been some shameful and shady behavior in the medium, but this has been **distorted out of all proportion (a half of 1% of all the programing in 10 years)** with the distinguished all around record of entertainment and service scored by tv within that period.

(For more on Clyne's remarks see AGENCY NEWS WRAP-UP, page 58. See also COMMERCIAL COMMENTARY, page 22, titled "Not bastards or charity boys.")

ABC TV's Leonard Goldenson this week told the Society of Security Analysts that the uproar going on in Washington over the tv networks' responsibility on programing has the industry caught in a squeeze.

Observed Goldenson: While one quarter insists that the **network exercise stricter control over program production**, another, like the Justice Department with its weapon of anti-trust action, **calls for slackened control by the networks and greater distribution of production among outside sources.**

The SRA's latest door-opener on spot radio starts making the rounds of sponsors and agencies next week.

This presentation, accompanied by a projector, tape machine and screen, is aimed at telling (1) the food-type advertiser how local radio serves the housewife (2) the advantages that are packed into the medium for selling his product.

Updated are a raft of pertinent statistics: (a) like the fact that the **women, who control 82% of goods and services purchases, spend an average of 4 hours, 36 minutes a day with their radios;** (b) 146,200,000 radios are spread through the breadth of the land, with the average family owning 2½ each; (c) **radio reaches them by huge percentage before shopping via home and auto sets.**

Future SRA projects will specialize in radio's involvement and sales impact on the second-half in the home and the teenagers. (See next week's issue for story.)

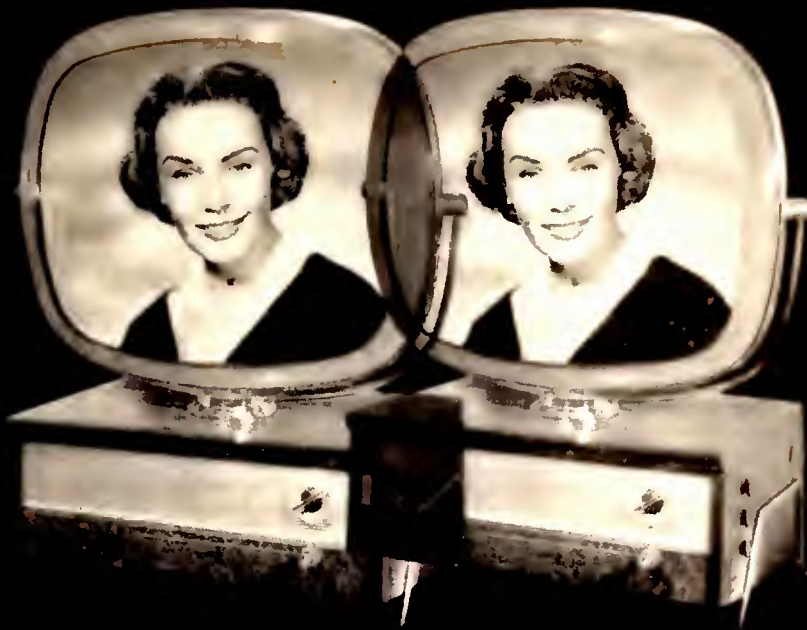
Worthy of note by all those concerned in the buying of spot radio is this excerpt from a talk this week by SRA's Lawrence Webb before Oregon-Washington State Broadcasters Association in Seattle:

"Frequently, and I know this to be the fact, **the rep does not sell on ratings — although he may have the best in the world in his pocket.**

"He is coming more and more to the conviction that the **quality, the integrity, the masthead if you will, of the station itself is the most important endorsement for getting the business.**"

What with all the tv networks programing this span with hour shows this season agencies are watching closely the sets-in-use progress between 7:30-8:30 p.m., Monday through Friday. The answer, so far: no difference. According to Nielsen, the average sets tuned in per-minute for 7:30-8:30 both this and last October was 57.5%.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 54; News and Idea Wrap-Up, page 58; Washington Week, page 69; SPONSOR Hears, page 72; Tv and Radio Newsmakers, page 84; and Film-Scope, page 70.



WFBM-TV more than doubles your Indianapolis potential

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

Think of this rich Mid-Indiana area in these terms and you will come up with some surprising ideas about television and *your* market. Here's the place to test "regional umbrella coverage". . . get real penetration and impact at low cost. Why?

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.

15% richer and 30% 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 #3 confirms these facts . . . and we're proud of our ARB.

Represented Nationally by the KATZ Agency



OUR 10TH
ANNIVERSARY



TALES OF THE WIKING

NEW HALF-HOUR SERIES THAT IS BIG! RICH! ADULT!



**BLUE CHIP
BUYERS
COAST-TO-COAST
ARE SNAPPING-UP
TV'S NEWEST
AND HOTTEST
SYNDICATED
ACTION-
ADVENTURE SERIES**

GGS

MERCHANDISABLE!

JOIN THESE IMPORTANT NAMES TODAY!

Ballantine Beer ■ Bristol-Myers ■ Brown & Williamson
 Chattanooga Gas Company ■ Dondril (Whitehall Drug) ■ General
 Foods ■ Gordon's Bread ■ IXL Foods ■ LaCledde Gas Company
 Meadow Gold ■ Motorola ■ Mr. Clean ■ Pepto-Bismol
 Proctor & Gamble ■ Royal Castle Systems, Inc. ■ Super Valu
 Food Stores ■ White King Soap ■ Transcontinent
 CBC ■ TV Stations, Inc. ■ KABC Los Angeles
 KOMO Seattle ■ WGR Buffalo
 WBTV Charlotte ■ WROC Rochester
 WRGB Schenectady
 WCKT Miami
 AND MANY OTHERS

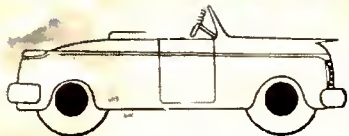
... FOR KEY MARKETS STILL AVAILABLE

WRITE, WIRE OR PHONE



UNITED ARTISTS TELEVISION

729 7th Avenue • New York 19, New York
 CIRCLE 5-6000



\$190,000,000

AUTOMOBILE SALES

MOVE ON AIR . . .

**in the DOLLAR-RICH
CHANNEL 5 Viewing
AIR-*ea*!**

More than 190 million dollars a year are spent on automobiles in the 680 automobile dealerships operating in the 25-county air-*ea* served by WNEM-TV. It's your move to Channel 5 when you want to sell cars to the rich and abundant market served exclusively by WNEM-TV.

**EASTERN MICHIGAN'S FIRST
VHF TELEVISION STATION**



Represented by
Edward Peirv & Co., Inc.
The Original Station Representative



WNEM-TV

Reps at work

Joseph Cuff, Robert Eastman & Co., Inc., New York, feels that the automobile manufacturer's slogan, "Look at all three," should also apply in buying time. "Many advertising agencies have established rigid research standards. To air-media salesmen they become known as a 'Nielsen shop,' or a 'Pulse shop,' or a 'Hooper shop.' Many agencies have established tv research policies which they arbitrarily have applied to radio buying. Now the spot radio medium, because of its extensiveness, is the most difficult of all to measure. It is, undeniably, a great advertising medium as measured by the cash register on the local level. But spot radio is penalized more than any other medium by certain current research practices and limitations." Joe questions these practices and has an alternate suggestion. "Because of the inconclusiveness of radio research, as attested to in the fine print in the research books, it is important that the buyer look at all available research data—Hooper, Pulse, Nielsen, and anything else that may enable him to more fully evaluate the relative standing of stations."



Tom Buchanan, Everett-McKinney, Inc., New York, notes that while radio's share of the local advertising dollar has increased, its share of the national dollar has decreased. "This in spite of the fact that national advertisers and agencies have spent close to a half million dollars developing national radio listening statistics, and that RAB



has worked tirelessly demonstrating radio's true dimensions and potential. Radio stations have learned to sell themselves successfully at the local level, but they have faltered in the national and regional fields and have failed to supply their reps with the proper selling material. With some notable exceptions, stations are relying on techniques that were effective when there were only 1,000 stations and no tv."

Tom feels that the basic sell of the rating point, coverage rate card and program schedule is inadequate to meet today's competitive situation. "We are continually working with our stations to develop modern sales approaches. Stations that sell in specific terms of a qualitative audience and market will receive their just share of the national dollar."

\$ 6,041

in sales..while Higbee's was closed!



Broadcasting on WERE for Higbee's, Cleveland's big department store, Bill Randle asked for telephone orders for the RCA Victor album, "60 Years of Music America Loves Best."



Operators at station WERE were flooded with 1231 telephone orders from 8-11 PM... opposite prime television time.



It added up to an amazing total of sales on Thursday evening, October 15...



while the store was closed. Final tally on all orders ... telephone and mail was \$6,041.

Local boys make good on

WERE

Adventure Radio in Cleveland

Represented by Venard, Rintoul & McConnell, Inc.



How to Persuade the Knoxville Market



It takes a powerful medium to sell in the big, widespread 1,600,000 Knoxville Trading Area. WBIR-TV's top power . . . top audience . . . top programming . . . and leadership in top-rated shows get the job done. Call your Katz Man.

WBIR-TV
CHANNEL **10**
CBS
KNOXVILLE-TENN.

Commercial commentary

Not bastards or charity boys

The title of this column, in case you wonder about it, is taken from the writings of Ralph Waldo Emerson, and I have been thinking a lot about Emerson during these past few weeks.

It has been a rough time for us all. The angry wave of hysterical criticism which boiled up out of the Harris Committee revelations, has not spent its violence on Charles Van Doren and a handful of manipulators and perjurers.

It has roared on to encompass all tv, and all advertising, and all of us who work in these interrelated industries.

We have been plastered in the press, pulverized in pulpits and sneered at by all manner of intellectual and un-intellectual voices.

The fact that much of the criticism has been unfair and untrue, that much has come from those who sought cheap personal publicity or had personal axes, to grind, has not made it easier to take.

Nor has the fact that many, otherwise intelligent people—Walter Lippman and Eleanor Roosevelt to name two—seem unable to discuss either tv or advertising without falling into gross exaggerations and emotional over-statements.

The plain truth is—we have been given a public drubbing, and all of us know it, and most of us are heartsick about it.

At such a time, when our own self respect, and pride in our work has been so severely challenged, maybe it will pay us to take a fresh look at the words of a man whom Robert Frost names, with Washington, Jefferson and Lincoln, as one of the "Four Greatest Americans," and whom Brooks Atkinson has called "The first philosopher of the American spirit."

The need for more than soul-searching

Emerson, in his great "Essay on Self Reliance," says this to us: "Let a man know his worth and keep things under his feet. Let him not peep or steal or skulk up and down with the air of a charity boy, a bastard or an interloper in the world which exists for him."

I think, if you will forgive my saying so, that it is high time for those of us in tv and in advertising to stop feeling and acting like bastards and interlopers on the national scene.

When the scandal broke it was fit and proper that everyone concerned should indulge in some sober soul-searching. Most of us, I believe, applauded Frank Stanton's courageous admission of mistakes and failures.

The action of the NAB's Tv Code Committee, in offering immediate cooperation to the FTC in its investigation of commercials, was a decent and tacit recognition that certain areas do need cleaning up.

(Please turn to page 24)





BIRD LORE

Few living things have better right to pessimism than the domesticated turkey, not to be confused with a Broadway flop or the Australian bustard. Yet, in sacrificing his carunculated head to man's appetite, the turkey achieves a moment of truth, with or without cranberry sauce, worthy of the most incorrigible optimist. Sartorially gaudy, with a taste in plumage completely lacking in restraint, the male bird frequently forgets his tame status and struts with the crass abandon of his wild progenitors.

Centuries before the turkey was discovered by Europeans in 1518, the Pueblo Indians of the Southwest used him, not as food, but to supply feathers for burnt offerings. These were plucked from the live bird and probably made him even wilder. In 1782 Benjamin Franklin urged Congress to use the turkey, unplucked, as a national emblem. Although the eagle claqué won out, the turkey, without Franklin sponsorship, achieved doubtful distinction as a succulent symbol of Thanksgiving Day.

Turkey raising is big business in WMT land. The young turkey is a lot of trouble to raise, but once out of the woods, so to speak, he pays off with cash-type money. Iowa's 1959 crop is kind of nervous and won't stand still for accurate counting, but it's around eight million, which is a lot of white meat.

People raising is also big business in WMT land. The 1959 crop isn't a bit nervous; it has been accurately counted (734,600 tv homes—NCS No. 3) and, like previous crops, makes WMT-TV a cynosure. WMT-TV provides dominant coverage of three of Iowa's six largest cities, plus coverage of more than half the tv families in Iowa.

WMT-TV

Cedar Rapids-Waterloo

CBS Television for Eastern Iowa

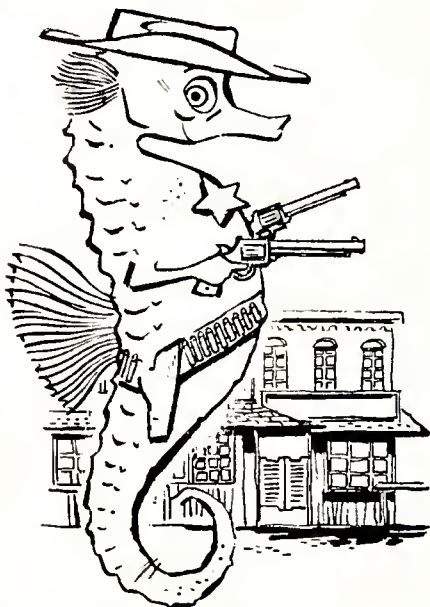
Affiliated with WMT Radio; KWMT Fort Dodge

National Representatives: The Katz Agency

"SUNNY" is the

#1

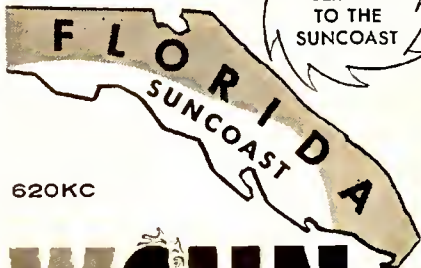
ADULT
WESTERN
STATION*



The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun... WSUN! "Sunny" is No. 1 in adult listenership, per 100 homes, throughout the entire 24 hour broadcast day! And Pardner, WSUN delivers more homes, at the lowest cost per home of any station in the heart of Florida!**

*Pulse, 6-'59

**NCS2



620KC



TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

The statement of the ANA (see story, page 31) which emphasized advertiser responsibilities was the expression of honorable men who did not want to shirk their clear obligations.

But soul-searching, however healthy, is not enough. Beyond the confessional there is always need for action. And there is usually a need to regain one's perspective.

The world which exists for us

It strikes me that, in the midst of the hysterical hoopla about the quiz scandals, we have all tended to lose sight of the real dignity and importance of the two institutions of which we are a part.

Those of us who are in advertising and in television have no reason to be ashamed of our role in society. In fact we have every reason to be proud.

Advertising, as Roy Larsen dramatically demonstrated to the ANA last week, has been a major, if not the major factor in bringing a more abundant life to millions of Americans. It is a necessary, vital and honorable part of our mass consumption economy.

Television, in the 12 brief years of its existence, has an almost staggering record of accomplishments and achievements. And it can be truly said that many of tv's finest hours have been the product of close collaboration between advertising and broadcasting.

None of us, in our sober moments, believe that either tv or advertising as they exist today are perfect. We all know that they can and must improve to meet the new challenges that lie ahead.

But let's not, in our honest haste to admit mistakes, lose our self-respect about our work. To do this is unrealistic and untrue, and can only hinder our cause.

Self-reliant leadership

These days, many people in both tv and advertising are asking, "Where are our leaders? Where is the clear calm voice who can speak for us?" And undoubtedly there is a need for more leadership, particularly in television.

But we are kidding ourselves if we seek some bearded Moses to lead us out of the Wilderness. It is highly unlikely that we shall find him, and even if we do, the job is much too big for one man.

The complexities of modern tv advertising demand not one but many leaders. We need brains and imagination on a hundred different fronts. And every one of us has a challenge to leadership.

It seems to me that we can each provide this if we follow a few simple precepts:

1. *Let's stop criticizing each other.* The spectacle of industry figures hasseling in public is not going to build confidence in tv.

2. *Let's stop criticizing other media.* If newspapers or magazines are unfair in their attacks—so what? Damning them won't wash any laundry for us.

3. *Let's stop trying to pinpoint* "Who is most to blame or most responsible?" We're all responsible and all, in a sense, to blame.

4. *Let's each of us start some positive new action* to improve that part of tv programs, commercials or trade practices with which we personally are connected.

We are not bastards. We are not interlopers. We are not charity boys living on public handouts. Let's act with the honesty and self-reliance that both tv and advertising deserve.

Isn't it about time advertising moved up from the Three-I League?

"If you're not quite sure what you're talking about, invent a fancy name for it!"

The shrewd man who said that would have loved advertising's current Three-I League:

Impact **I**mage **I**nvolvevement

The trouble is that too many people mouth the words without having the slightest idea of what they're talking about.

Isn't it about time advertising moved up from the Three-I League and brought the words to life by spelling things out?

For instance:

Get the customer's attention. Give her (or him) a clear-cut impression of the product, and make her feel it's made by honest people with good taste. Convince her that what you are saying is directed to her personally, and that what you are selling can play a useful or a pleasant part in her life.

This is what we preach. This is what we try to practice. If it seems simple, it's because it is. So is advertising that works.



We work for the following companies: ALLSTATE INSURANCE COMPANIES • AMERICAN MINERAL SPIRITS CO. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • BROWN SHOE COMPANY • CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER JACK CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA INC. • PHILIP MORRIS INC. • CHAS. PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE FUEL OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

WSBT-TV**... SOUTH BEND, INDIANA'S
DOMINANT STATION**

THREE STEPS to BETTER SALES

Consecutive programs conducted by these experienced WSBT-TV personalities have real sales impact on the South Bend market. At 10:00 P.M. daily, Roland Kelly reports the late news (average ARB rating 26.2%). He is followed at 10:10 by Mike May with "The Weather Tonight," and at 10:15 by Jim Wilson's Sports News. These programs rank consistently among the top 25 shows in the South Bend market. Availabilities are scarce, but are well worth waiting for.

In the South Bend market area, however, there's no delay or waiting . . . expansion is the order of the day. National and local chains are building shopping centers, department stores, supermarkets and luxury motels to accommodate the growth and booming sales in this 1.6 billion dollar market!

You cover the big South Bend market with its leading station, WSBT-TV. Top CBS programs and popular local shows give WSBT-TV nearly a 2 to 1 sign-on to sign-off dominance over all other stations combined! Get all the facts from your Raymer man or write this station.

WSBT-TV



South Bend, Indiana • Channel 22

Ask Paul H. Raymer Company • National Representative

**49th and
Madison**

Flipped—flopped

Please accept our thanks for covering our WCPO Fordathon (News & Idea Wrap-Up, 7 November). However, may we ask that you take note of the fact that in Cincinnati it is WCPO (not the other fine station which is located in Boston).

Patriek H. Crafton
*dir., WCPO
Cincinnati*

Let print stick to print!

I can't understand why a responsible trade paper in our field is drawn into an endless (and useless) discussion of radio station program formats. Yet, not only does SPONSOR do this from time to time—now we are subjected to the wild rantings of an unqualified critic: A Tulsa newspaperman. A careful look at any newspaper reveals that, without exception, writers on these papers should be improving their own product, rather than telling us how to run ours.

I am sorry that for the first time since I have been reading your fine magazine—and that goes back to your beginnings—I am disappointed.

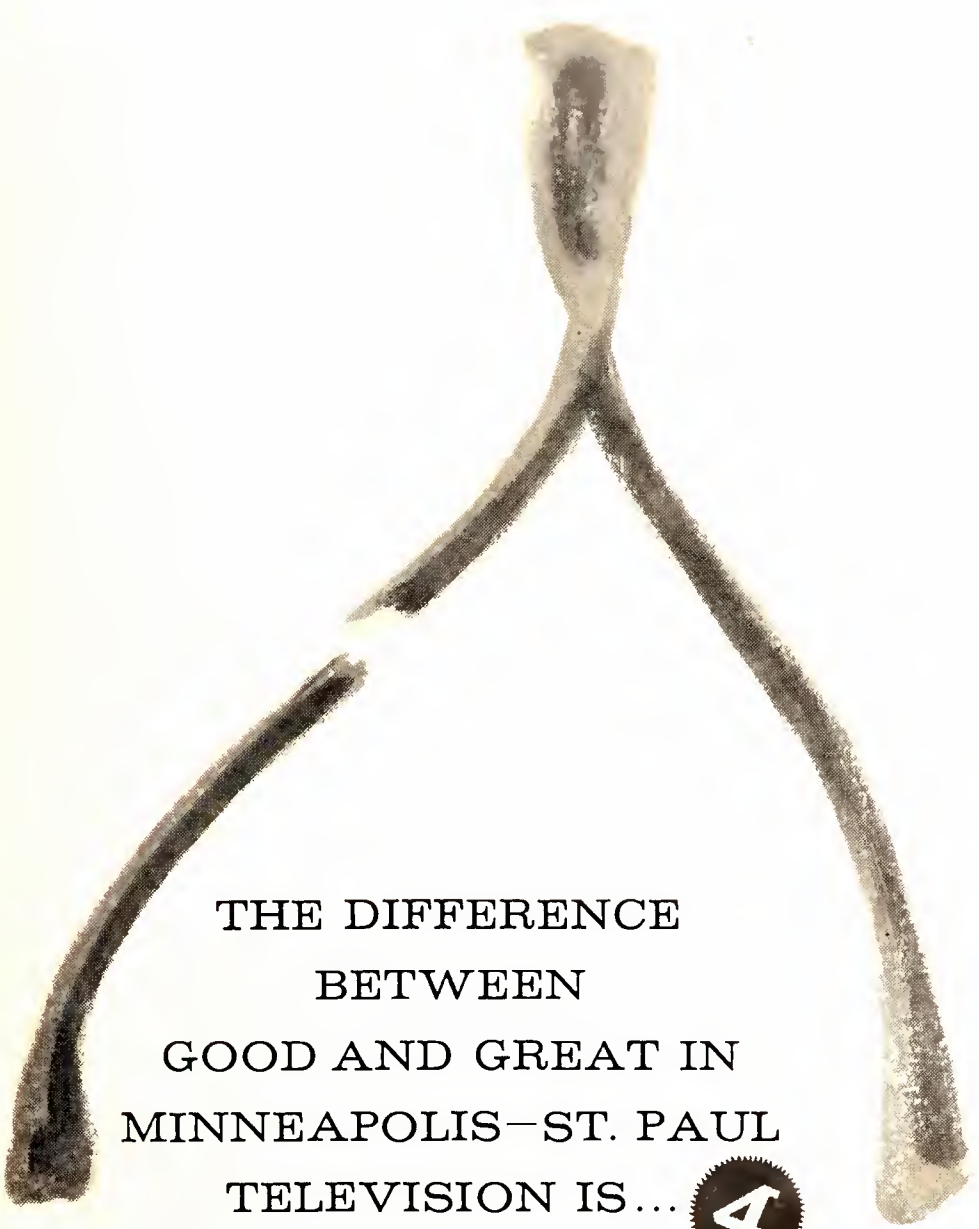
I hope you will right this obvious bit of foolishness, and, in the future, confine Mr. Downing to peddling his papers in Tulsa. On second thought, let's hire him out to Nikita K. It's a shame to limit such a talent (?) as Mr. Downing's to our country alone.

Philip K. Elberly
*sales mgr., WSBA
York, Pa.*

* * *

I think your reprint of Jim Downing's article about radio ("Radio '59: Tulsa Report." SPONSOR 7 Nov.) is the most damaging thing that could happen to the radio broadcasting business today. This represents one man's opinion, and a newspaperman at that. If the newspapermen in Tulsa are like the newspaper men in Denver they have one object in life, which is

(Please turn to page 28)



THE DIFFERENCE
BETWEEN
GOOD AND GREAT IN
MINNEAPOLIS—ST. PAUL
TELEVISION IS...

Just wishing never made sales . . . especially in the highly competitive Twin City market. With four aggressive television stations serving this market . . . ONLY ONE can offer DOMINANCE, COVERAGE, SERVICE and ACCEPTANCE. Give yourself the break you deserve—WCCO TELEVISION—where wishes become realities.*

WCCO-TV

*Nielsen Coverage Study Number 3 Represented by Peters, Griffin, Woodward, Inc.

(Continued from page 26)

to crucify the radio business, their strongest competitor.

This article will be used by newspaper salesmen, by television salesmen and by radio salesmen from the so called "good music" stations to sell radio down the river.

You know, or at least should know, that the listeners to the popular music stations are not all teenagers. Admittedly the teenagers do listen, but only in proportion to their incidence in the population. In Denver for example, according to Pulse, over 50% of the audience is tuned to popular music stations. No one can tell me that this represents a teen-age audience when the figures hold true between 9 a.m. and 3 p.m.

I hope you won't print anymore articles by Downing or his ilk.

Richard B. Wheeler
gen. mgr., KTL
Denver

Sponsor heard wrong

I'll probably not be the first to point out that WLS (Sponsor Hears, 7 November) proclaimed Sears Roebuck as the world's largest store, not Marshall Field.

Your collection could be much longer if you picked up:

- WBCN, Chicago—World's Best Community Newspaper
- WMBB, Chicago—World's Most Beautiful Ballroom
- WCCO, Minneapolis—Washburn Crosby Company (now General Mills)
- WOW, Omaha—Woodmen of the World

W. Van Santen
marketing research dept.
General Mills, Inc.

Bound copies

Your magazine is of much value to us and we would like to keep back issues in our library. However, since space is so scarce, we were interested in purchasing a year's bound copies. Could you furnish us with such a volume, and if so, at what cost?

Jack Burney
research manager
Jefferson Standard Bdcstg. Co.
Charlotte, N. C.

• Leather-bound binders of SPONSOR, complete with a year's issues, are available at \$15 per binder.

in
TOLEDO
you know where
you're going with
WSPD NBC
RADIO

More audience
AROUND the CLOCK
than the next 2 stations
combined.

FIRST in TOLEDO for 38 years!

Call KATZ—
today
for tomorrow's availabilities
a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

LISTEN, CHARLIE...

...advertising agencies do a lot of different jobs these days: art, copy, merchandising, research, media, cooking, TV production, publicity, package design... the list could go off the page.

Some agencies figure their art and copy departments are their creative departments and the rest are "supplementary services." But other agencies figure that a creative agency is creative in all departments. Items:

There is the contact man who thought up the cold remedy that combines the elements of two clients' products...

There is the merchandising man who made a hard goods promotion successful by surrounding it with the atmosphere of a private sale...

There is the production man who helped overcome the technical difficulties in a new process: high-fidelity color for newspapers...

There is the media man who originated the consolidated purchase of television time for a group of accounts...

There is the publicity man who put a model tropic island on a barge and had it towed around New York...

There is the research man who found a new way to test for taste...

There are such things as creative packaging, inventive combination deals, and new ways to inspire the trade. There are many ideas which sell goods.

And, most important of all, there is the creative advertising idea which puts a benefit into people's minds in a new and arresting way. After all, it isn't just products which people buy...

PEOPLE BUY IDEAS

YOUNG & RUBICAM, *Advertising*

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva

SPONSOR • 21 NOVEMBER 1959

When it comes to
awarding blue ribbons-



In
Memphis
They All
Agree On
WREC-TV
Channel 3



First By All Surveys

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Apr. 17-May 14, 1959 (Metro Area)	Pulse May 1959 (Metro Area)	Nielsen June 8-Aug. 9, 1959 (Station Area)
WREC-TV	250	309	271
Sta. B	80	79	57
Sta. C	68	7	69

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

WREC-TV

Channel 3 Memphis



Represented Nationally by the Katz Agency

HOW THE ANA FEELS ABOUT TV RESPONSIBILITY

➤ National advertisers at Hot Springs meeting admit tv obligations on production of programs and commercials, reject suggestions that they should “stay out of show business”

Television dominated the discussion and provided all the fireworks at the 50th annual meeting of the Association of National Advertisers held here at the Homestead last week.

Even before sessions got under way, the ANA's board of directors sweated through 14 hours of Sunday work to draft a “statement of an advertiser's tv responsibilities to the public” and, in an unprecedented open business meeting, announced the statement to ANA members and to the press through its newly elected board chairman Donald

“We in ANA recognize our own individual responsibilities as advertisers. It is our responsibility to see that every aspect of television with which we are connected meets our obligation of fair play to the public.”



ANA'S HONOR GUESTS CAME FROM THE PRINT MEDIA



GUESTS OF HONOR at ANA's annual luncheon at the Homestead were Roy Larsen, president of *Time Inc.* and James "Scotty" Reston, Pulitzer-prize winner and chief of the *New York Times* Washington Bureau, indicating high prestige advertisers feel for magazines and newspapers. Shown here (left to right) Larsen, ANA president Paul West, Reston, and Donald S. Frost of Bristol-Myers, new ANA board chairman

S. Frost of Bristol-Myers Company.

Evidence that these top-ranking national advertisers (over a billion dollars in tv this year) were deeply disturbed over the wave of anti-tv and anti-advertising sentiment generated by the quiz show hearings, was apparent in both formal ANA speeches and in corridor conversations.

As ANA president Paul West told SPONSOR, "You can be sure that these fellows are doing plenty of soul searching."

Frost, in his introductory remarks made it clear that the ANA feels not only the television industry . . . but all advertising is on the spot. And, that as far as questionable practices go, not only producers, contestants and networks but also advertisers must share the onus.

Said Frost, "We are involved—many of us—in the actual selection of the shows themselves. We are involved—all of us who use this potent medium—in the production of our commercials. And all of us—regardless of media practices—are concerned with the public reaction to a major medium."

The fact that the ANA should feel it necessary to issue a public state-

ment of policy occasioned no little surprise in many circles..

Those close to advertising trade associations know that they seldom commit themselves publicly on anything substantial or meaningful.

But the ANA's directors, including such important tv advertising figures as Henry Schachte, Lever Bros., Roger H. Bolin, Westinghouse, J. R. Barlow, Chrysler, Rex Budd, Campbell Soup, Ralston Coffin, RCA, Albert Stevens, American Tobacco, John Veckly, U. S. Steel, Melvin S. Hattwick Continental Oil, acting in consultation with such former ANA directors as Albert Brown, Corn Products, Edwin W. Ehel, General Foods, and A. N. Halverstadt, P&G, saw a clear need for a positive stand.

Despite the fact that, as Schachte expressed it, "It would have been easier for us to sit back and do nothing" the ANA board approved unanimously a statement that carries significant implications for all agencies, networks and stations.

Because this statement was not fully reported in the daily press, and because some misunderstandings have arisen about it, SPONSOR reprints it here in full.

"We in ANA recognize that, as a result of the recent television inquiries, there will be proposed codes of conduct and regulation put forth by networks, association of broadcasters, individual stations and other responsible parties.

"Their purpose will be to merit public confidence in television programs and commercials.

"Toward this end we as advertisers recognize our own individual responsibilities.

"It is our responsibility to see that every aspect of television with which we are connected meets our obligation of fair play to the public.

"A simple test by which each of our members may evaluate any contemplated material or procedure for programs or commercials is this:

"Would we be willing for the public to be fully apprised of all the facts and circumstances concerning the particular program or commercial?"

"What has been brought to light in these past few weeks requires every advertiser to take an immediate and complete inventory of his present advertising, including the factual support for its accuracy and the techniques used in its presentation, and

BUT TV PROVIDED THE HIGHPOINTS OF THE ANA MEETING



TV HASSLE DEVELOPED at panel session on tv programing, which had Howard Eaton, media director of Lever Bros. acting as moderator. Left to right, Don Durgin, v.p. NBC TV; Rodney Erickson, v.p. Warner Bros.; Howard Eaton; John Crosby, syndicated columnist *New York Herald Tribune*; Alfred Hollender, exec. v.p. Grey Advertising. ANA members resented Crosby's proposals for a "British" system of television

to apply to it and to all future advertising the test we have recommended."

Immediately following the Frost speech SPONSOR talked with Schachte, Ebel, West, Frost and other ANA executives to get a clarification of the meaning and purpose of the tv statement.

Most significant in all comments was the complete absence of any attempt to pin the blame or point the finger of scorn at any particular advertiser. "We've all got to be more careful," said Schachte, "especially in the supervision of tv commercial production."

Among those on the ANA board who voted for the tv statement was George J. Abrams of Warner Lambert, formerly ad chief for Revlon, whose testimony before the Harris Committee was in direct conflict with that of Martin Revson.

Some observers at the Homestead noted that Ken Beirne, Revlon v.p. had planned to attend the ANA meeting but cancelled his reservation.

However, it was apparent in all serious conversations with ANA board members that the ANA statement was not directed specifically at Revlon, or

even at sponsors of quiz shows.

As Don Frost, said, "It is up to us—all of us—to take whatever action we can to set our own houses in order . . . it is up to us individually and collectively to make sure that all of our actions can stand up to the gaze of public scrutiny—can obtain the seal of public approval."

The obvious seriousness with which these blue-chip advertisers are viewing the current situation is bound to be reflected in relations with both their agencies and the broadcast industry.

SPONSOR learned that at least three of the top 10 tv advertisers had already set in motion a complete review of all tv commercial practices, and were planning on more complete client representation at the shooting of commercials.

On the broadcasting side, ANA president West announced that a special subcommittee was being set up to work with the NAB's Tv Code Review Board.

Donald H. McGannon, chairman of the board and president of Westinghouse Broadcasting addressed the convention, and gave ANA members a picture of the Code's purposes and

operations. He ended his remarks by saying "We as broadcasters are going to resist without compromise any unrealistic legislative or regulatory efforts, however eager their proponents, to place this medium under arrest—this medium which has only fleetingly touched the great promise it holds as a free social and economic force in America. In this mission, we trust that you stand with us."

SPONSOR, checking convention reaction to the McGannon speech, found much general sympathy for the aims and purposes of the Tv Code, though the advertising v.p. of a leading grocery client said "We are not quite sure what those fellows want from us."

Another ANA member who did not wish to be quoted had an even more pungent comment. "We think it is sort of silly for broadcasters to think they can draft a code without asking our help in framing its provisions."

In general, however, SPONSOR found a considerable willingness to work with the NAB though, as Paul West pointed out, only the preliminary steps so far had been taken.

Gilbert Weil, ANA general counsel.
(Please turn to page 52)

Buyer Sweeney goes to Chicago

What happens when an agency timebuyer goes on a station junket? What questions does he ask? What does he see? What does he do? What does he learn?

For answers to these questions, SPONSOR joined 100 timebuyers last week and jetted to Chicago as guests of WBBM-TV.

Here, on these pages, is what SPONSOR saw and did as it followed Lambert & Feasley's Frank Sweeney from department to department on the day-long fact-finding tour of that station's facilities. From the morning take-off to the homeward-bound flight, it proved to be a full day.



1 **TIMEBUYERS FROM TOP AGENCIES** meet at New York's Idlewild airport. Frank Sweeney signs in for fast flight to WBBM's tv facility in Chicago. On arrival, charter buses were escorted by sirened police the 35 miles from Glenview airport to block square, five-year old studio near the heart of the city for day-long visit



2 **IN THE AIR**, Sweeney (r), and L&F colleagues Bill Millar (l) and Jim Watterson get a printed station briefing from special WBBM-TV folder left on each seat. Info introduced personnel at the CBS o&o outlet and detailed the functions which service commercial schedules placed by agencies on behalf of their clients

3 **FILM QUERIES** are directed by Sweeney, (l), and Art Topol, Ogilvy, Benson & Mather, to film director Pat Danneman about variety of film features (some 2,000 currently) and how station maintains quality control (all commercials have track records on their ure) so that fresh films replace scratched or worn commercials

4 **QUALITY OF TECHNICAL** equipment and staff, explains L. A. Pierce, Jr., mgr. of tech. operations, reflects over-all quality impression on viewers. His audience: (l to r) Lionel Schaen, C. J. LaRoche; Tom Miller and Marv Shapiro, CBS TV Spot Sales reps; Frank Sweeney. 83 persons handle studio and location originations





5 PROP ROOM MUSICIAN ANIMALS from WBBM-TV kids' show adds a fun touch for Sweeney and Gloria Mahaney, J. Walter Thompson buyer. The 100 buyers were divided into five groups for a guided tour of the building and each tv department following luncheon in the main studio (one of four, with a total of 14,200 square feet of staging space). Buyers indicated special interest in the number and variety of local live shows and the types of local personalities



6 LIVE SHOW POLICY as related to news is detailed by news dir. Bill Garry (c), to Sweeney and Jack Carver (r), DCS&S. Buyers checked commercial delivery



7 TAPED PRESENTATION with samplings of morning, afternoon, nighttime local features showed program and production methods, familiarized buyers with diversified local talent available. L&F trio inquired about ratings, shares, growth patterns. Pitch showed farm, news, women's, kids', interview shows



8 RECEPTION preceding dinner was hosted by Frank Atlass (l), gen. sales mgr. of WBBM-TV, and H. Leslie Atlass, v.p. and gen. mgr. (c), who briefed Sweeney and others on role of station within the community, the various operating practices which offer important services to agencies and advertisers



9 WIND-UP to fast briefing session came with special skit on how to sell time as written, produced and performed by station staffers. Afterward, buyers checked into a motel; returned for breakfast, another bus ride, the flight home



How much audience duplication

❖ Meeker Co. study in market paired four stations, found that maximum audience overlap came to 6.3%

❖ Rep firm used Nielsen figures to prove that reach can be greatly extended by adding stations together

One of the burning questions today's timebuyer faces is the amount of audience duplication he can usually expect to find among the radio stations he buys.

Assuming that an advertiser can seldom reach a respectable proportion of homes in a major market with one station (and this is admittedly a moot point) and assuming there's such a thing as too much duplication, the measurement of this overlap becomes a matter of no mean importance to agencies.

Unfortunately, there is little published material on the subject—certainly not enough to permit any rules, however rough, about how much duplication the timebuyer can usually figure on when purchasing any particular number of radio outlets in a market.

For this reason, a recent study on duplication by pairs of stations done by the Meeker Co. in one of its markets bears close study. The market and stations shall remain unnamed but the lack of identification will in

no way detract from the value of the analysis.

To plunge right into the heart of the matter, duplication turned out to be exceedingly low, even with stations employing similar programming formats. The greatest overlap shown by two stations was no more than 6.3% of their combined audiences and this represented 1.3% of the homes in the metro area.

It was not the intention of the Meeker Co. to brew up any new advertising laws with this study; patently, the rep was out to promote its station. But a spokesman for A. C. Nielsen, which provided the data, pointed out that the pattern was no fluke. He opined it could be safely assumed a similar pattern would show up in many major markets. A media executive at one of the top air agencies, who counseled Meeker's re-

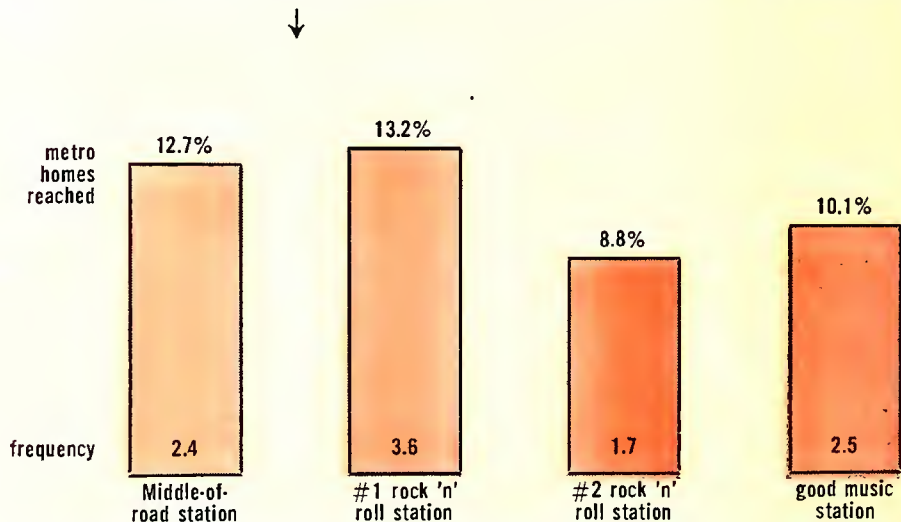
STUDY OF FOUR STATIONS WITH VARIED PROGRAM

HOW THE MEEKER CO. SET UP STUDY DATA

Duplication analysis comes from Nielsen data in March, April 1958. Study was put together under direction of Mimi von Zelowitz, Meeker research chief. From nine stations in market, four of varied formats were chosen. Schedule of spots was 70% in traffic times, spread about so as to accumulate a good part of stations' top reach

This is the individual reach of four stations with varied program formats using schedules of 15 announcements

This is reach of same stations with schedules combined. Shown are exclusive, duplicated audiences



is there among radio outlets?

search director, Mimi von Zelowitz, on the study agreed with the statements of the Nielsen spokesman.

Here's how the study was laid out. Four stations were chosen out of the nine reported by Nielsen. There was a middle-of-the-road programming station, two rock 'n' roll stations and a good music station. If this sounds like the choice of formats was calculated to show low duplication, it should be noted right away that there wasn't much overlap between the two rock 'n' roll stations.

Weekly schedules of 15 spots each were chosen for each station Sunday through Saturday. The schedules were approximately 70% in traffic times. All spots were rotated. No two spots were at the same time any day of the week on the same station or the same schedule. The spots for each station were spread out as much

as was practical to allow each station to reach an appreciable share of its total audience.

The study was based on the March-April 1958 NSI report in the market, one reason being that Meeker had previously done a study showing the cumulative audiences for the middle-of-the-road and good music stations at that time and wanted the two studies to be comparable. Audience figures are metro only, it being obviously impossible to compare total audience duplication data for different coverage areas.

The four stations were combined in pairs with five schedules of 30 spots each. While there are six paired combinations possible, Meeker felt it was unnecessary for its purposes to pair up the middle-of-the-road station with both rock 'n' roll outlets.

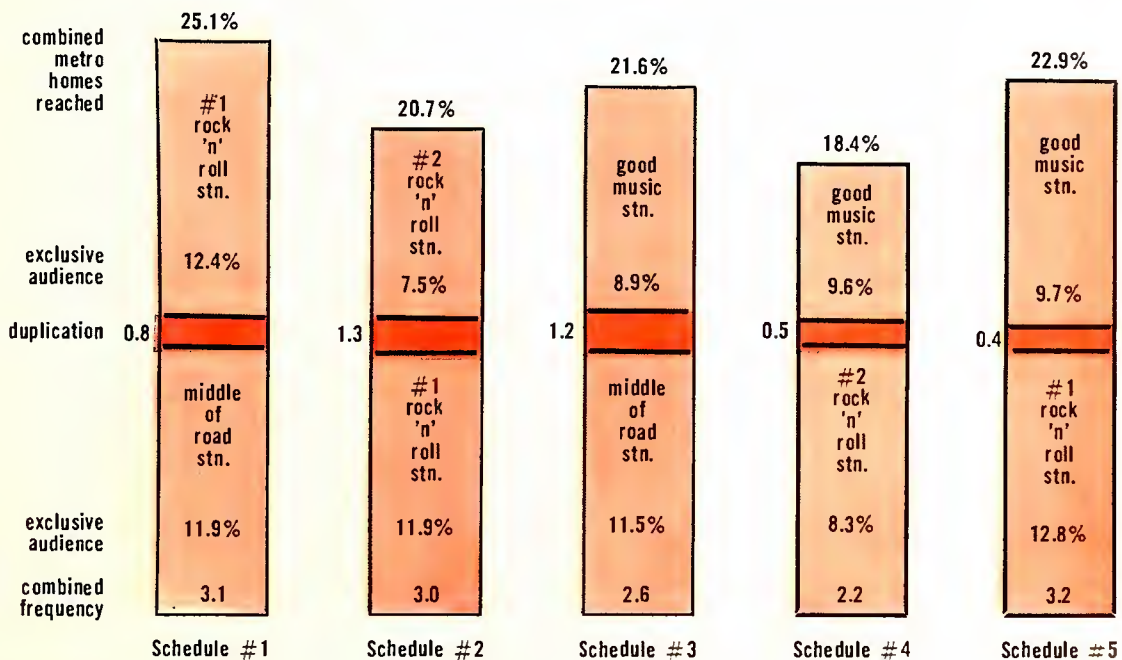
Details of the duplication as well

as the reach of each individual station are shown in the charts. Note that no one station reached more than 13.2% of the metro radio homes. While 15 announcements should not be expected to reach a station's full weekly audience, it should come fairly close on the theory that most people spend most of their radio listening time with one station. (See "Radio - Active Housewife," SPONSOR, 10 October 1959.)

The penetration level per station shown by the Nielsen study jibes nicely with the belief at Meeker that you can't make a real dent in a market with only one station. Just what a "real dent" means is debatable but there are probably few admen who would say that reaching less than 15% of the homes in a market is effective penetration. (To bring a con-

(Please turn to page 43)

FORMATS HIGHLIGHT SMALL AUDIENCE DUPLICATION





BIG BOOM

➤ New products in men's field create broader markets and tougher competition

➤ Here's how top contenders in 1960 will use air media to isolate male market

One of the biggest, toughest marketing battles of the past decade is boiling up in the field of men's toiletries.

The storm, due to break 1 January 1960, will be highlighted by savvy media buying and more creative copy appeals—both sharply pinpointed to men. Unlike past years, December will see less female-directed gift-set advertising manufacturers of men's toiletries.

Mennen, for example, has pulled gift-set advertising altogether this year, storing up for a frontal attack in January with a combination of spot radio and spot tv. Other advertisers confirm Mennen's view that the round-about approach to the man's market is as out-of-date as the barber's mug. The reasons they give:

- *It's an increasing market.* Marketing figures (see accompanying chart) show toiletries sales up 41.7% in the last five years alone. They have more than doubled from the \$126½ million of 1947.

- *It's an isolated market.* Deodorant increases alone show that men are buying products designed for them. This big step forward in dividing and increasing the market owes a big debt to media which can isolate mass audiences. For example, the recent \$1 million spot radio pushes this year by Mennen, Shulton and Bristol-Myers, are all due to continue.

- *Brand loyalty is high among men.* Marketing men have always

MARKETING SAVVY is a must in toiletries fight. Richard Lockman, MW&S v.p. on Revlon's Top Brass, checks progress of competition

BREWS UP TOILETRIES BATTLE

known that men are less fickle than women. They're harder to switch. But, once you've won them, you don't have to worry about seasonal promotions to keep them.

• *New products are broadening the market.* Virtually every cosmetic company has added a men's line.

A 19-year veteran in toiletries and drug advertising, who will be squarely in the middle of the battle, warns, however, that it would be a mistake to assume that it's a wide open market. Richard Lockman, senior v.p. and general manager of Mogul Williams & Saylor, rides herd on Revlon products at the agency (Top Brass, Satin Set, Aquamarine, Hi and Dri Deodorant). He points out that "In the field of hair dressings, an increase in retail sales is evident over the past five years, but the percentage of men using them has remained virtually static (from 63.7% in 1955 to 67.4% in 1958, unchanged in the last two years)."

The last two years have seen several contenders challenge the four established brands — Chesebrough-Pond's *Vaseline*, Colgate's *Wildroot*, Bristol-Myers' *Vitalis*, Harold Ritchie Co.'s *Brylcreem*.

Two newcomers stem from two of these companies: Wildroot's *Vam* and Vaseline's *Valcream*. Another is Alberto Culver's *Command*. But the runaway leader in this new product category is Revlon's Top Brass For Men, introduced largely via spot tv and radio in market by market tests in 1957 and '58, adding network tv when it went national in spring of 1958.

Says Lockman, "The male toiletries market will literally skyrocket when manufacturers think of men's toiletries as a completely separate animal—not an offspring of their feminine items. An example of this is the emphasis on practical considerations in the Top Brass copy claims, designed specifically to sell men: 'Keeps hair in place around the clock—fights dandruff hour after hour.' This became the key phrase of the jingle, which

was set to marching music to further highlight the masculine emphasis."

The matter of advertising to men is not a cut-and-dried affair. Lockman cautions. He recalls a classic example of this from the late '40's when he was advertising manager for Mennen:

"The big question mark in the

naturally carry more weight with them. However, a split run newspaper test of the two appeals gave us the *real* answer. Obviously, 'wows the ladies' attracted much more interest and attention since the response was two to one over 'heals razor nicks.' This variance between what men say

HOW SALES HAVE ZOOMED

	1953	1958	%
SHAVING PREPARATIONS*	\$ 89,000,000	\$121,750,000	+36.8%
<i>Shaving cream</i>	48,070,000	62,300,000	+29.6%
<i>Brushless</i>	(18,690,000)	(12,100,000)	-35.3%
<i>Aerosol</i>	(14,900,000)	(39,540,000)	+98.7%
<i>Lather</i>	(14,480,000)	(10,660,000)	+26.4%
<i>Shaving soaps</i>	9,420,000	7,550,000	-19.9%
<i>After-shave</i>	28,640,000	41,680,000	+45.5%
<i>Talcum</i>	2,040,000	2,430,000	+19.1%
<i>Styptics</i>	830,000	900,000	+ 8.4%
<i>Pre-shave products</i>	—	6,890,000	—
MEN'S TOILETRY SETS*	25,130,000	32,890,000	+30.9%
MEN'S HAIR TONICS*	47,270,000	66,520,000	+40.7%
MEN'S DEODORANTS†	18,809,500	33,447,500	+77.8%
MEN'S COLOGNE†	9,902,000	14,774,000	+49.2%
TOTAL	\$190,111,500	\$269,381,500	+41.7%

*Source: Retail Sales, Drug Topics
†SPONSOR estimates

planning of a 1916 Mennen Skin Bracer campaign was which copy appeal would attract more attention: 'The he-man aroma that wows the ladies,' or 'It heals tiny razor nicks!'"

"Via the interview technique, men smiled at the 'wows the ladies' approach but said the other one would

and what they think must be part of the creative attack on the problem of advertising grooming products to men."

The greatest difficulty in fusing these appeals, Lockman adds, lies in the deodorant market. Prior to 1949, deodorants men used came from jars



CREATIVE APPROACH is not cut and dried affair, Lockman says. Tv helps balance practical approach with subtler copy appeals

bought by their wives. Few men would risk purchasing a deodorant on their own, feeling it was too effeminate. Here's how the breakthrough came about:

"Although it is not generally known," says Lockman, "before Mennen's spray deodorant was launched in 1949, the company had test-marketed a cream deodorant for the whole family called *Halt*. This made no headway against the bold leaders in the field—Arrid, Muni, Veto. Then Mennen broke with a product exclusively aimed at men—in a masculine polyethylene container, and carefully named Mennen Deodorant for Men.

"Psychologically, the man could feel more comfortable asking for this product. The 'Mennen for Men' name on the package gave him license to ask for it without feeling he was a sissy. In order to reinforce the masculine image via advertising, we used local football and spot tv schedules in 1949 and 1950 when the product was first being introduced. Identification with national sports personalities was also used with great success."

It was that year that Lockman went to Bourjois-Chanel where he became v.p. in charge of advertising and marketing. One of the lines he brought out was Royale Crest Toiletries for Men. Experiments were

conducted with an improved men's deodorant which was limited to regional distribution.

It is interesting to note that Mennen Deodorant for Men sales made the company an important television sponsor. Subsequently, Mennen became sponsor of *Wednesday Night Fights* on ABC TV. A break with the male-directed emphasis came in 1958 when Mennen put 90% of its budget into *Pursuit* on CBS TV for a total-family reach. In summer of '59 the company decided to isolate the male audience again, seeking 35-40% prime time penetration of 102 markets, with special emphasis on morning hours (see SPONSOR, 17 and 31 October 1959). This campaign winds up 23 November. After a December hiatus, Mennen, as reported above, will return to a similar spot radio pattern with spot tv in some markets.

Bristol-Myers found a parallel problem in applying the total-family approach to a product that demands an isolated audience to build brand loyalty. When B-M parlayed its roll-on patent (perfected for Ban deodorant) into the men's field with Trig, it found that even tying it to a family member (Vitalis) on a network show wasn't as effective as going after the male audience during peak listening radio hours. B-M's formula for Trig called for 40-50% penetration per month (see SPONSOR, 18 July 1959) with 30 minutes per week in large markets, up to 20 in smaller markets. Indications are that B-M (through BBDO) will use a spot radio and print combination for Trig beginning in January.

Top Brass was tested in Atlanta, Denver and Cincinnati in 1957 with spot tv, spot radio, plus a limited number of newspaper insertions. A similar formula was applied in California in 1957-58. Top Brass went national on \$64,000 *Question* and \$64,000 *Challenge* in spring of 1958, with national magazine support. Spot tv and spot radio was also used in top markets. In 1959, Top Brass was featured on *Garry Moore*, *Andy Williams*, *The Big Party*. Baseball sponsorship on radio, tv spots and magazine insertions round out the media picture. A big point of sale push is planned for the Top Brass toiletry (Please turn to page 80)

TETLEY'S

▶ Tea company sticks to radio and gets real results with new creative approach

▶ Flexibility and penetration are two of the key points in the tea market coverage

This week, Tetley Tea and its agency, Ogilvy, Benson & Mather, are lining up some 50 northern and 10 southern markets for Tetley's winter push in spot radio.

Tetley's steadily increasing use of spot radio (80% of this year's \$1,400,000 budget according to SPONSOR estimate) is based on the medium's ability to meet four basic requirements, says Tetley president Edward C. Parker. They are:

- Deep penetration. Radio reaches all segments of the public, enabling Tetley to tell its story to seven out of 10 households in a week. The medium can achieve 38 million impressions per week in the product's marketing area (east of the Mississippi).

- High frequency. Radio can reach women several times a day, on crucial shopping days, enhancing memorability of the Tetley message.

- Broad physical coverage. Radio goes to every type of community—city, suburb, "exurb" and country—all of which house tea drinkers.

- Flexibility. Radio dosage can be easily heaved or lightened to accommodate the numerous fluctuations of market requirements. Furthermore, the coverage can be efficiently limited to Tetley's region.

There were uncertainties to be faced when, in 1956, Tetley joined forces with OBM and instituted almost total reliance on spot radio. "The results that first year were anything but heartening," says a.e. Matt Kane. "There was talk of a media change, but instead of abandoning radio we gave it more to work with."

Kane sees the outcome of that decision as a valuable lesson for any

TASTES BEST WITH SPOT RADIO

advertiser wavering over whether or not to stick with radio.

When OBM received the Tetley account, the product was squeezed in with its two closest competitors (Tenderleaf and Salada) in the race for second place to nationally distributed Lipton, which uses all media. An appraisal of the present day tea market, however, shows a much improved Tetley, firmly in possession of the runner-up slot.

A heartier spot radio blend was what did it. Hiking its 1957-58 budget 65% to approximately \$1,100,000, made available more markets, longer flights and greater spot frequency. In addition, there was a stem to stern revamp creatively.

The old jingle, based on "London Bridge Is Falling Down," was replaced by an original, Orientally instrumented melody coupled with catchy copy points, such as "tiny little tea leaves" and "specially for tea bags." As previously, the jingle served to open and close the 60-second commercials.

Substitute for the first year's straight selling message in the new Tetley lineup was a playlet format starring Albert Dimes, the Tetley Tea Taster, and his assistant, Edwards. Each playlet was amusing for high memorability, but this time emphasis was on "building the quality image," says copywriter George DeCoo.

Dimes and Edwards, actual Tetley

officials impersonated in the transcriptions, could usually be depended on to mention that their company insists on the tiny little tea leaves from the top of the plant, especially advantageous for tea bags, and includes a blend of these diminutive leaves from more than 22 plantations in every tea bag. They asserted that this makes for a more satisfying cup of tea which everyone would find invigorating.

That was how Tetley used radio in 1957-58, and the satisfying sales results described above gave virtually no need to change this approach, except in the direction of wider exposure. The same "tiny little tea leaves" jingle is in use, with fresh material

(Please turn to page 52)

COLLABORATING on upcoming Tetley spots are Tea Taster Albert Dimes (r), OBM copywriter George DeCoo. Above: Tetley's RAB plaque



Bank branches out with tv/radio

- ▶ National Bank of Detroit pre-conditions suburban markets with air schedules prior to branch openings
- ▶ Combination of newscasts, announcements, classical music boosts deposits for 64 established branches, too

Like any other community enterprise, the banking business has felt the impact of the population trek to the suburbs and has begun to re-gear its advertising to meet the demands of changing market patterns.

Latest to join the banks who have taken to the air with their advertising, is National Bank of Detroit (rated 13th in the U.S. with deposits of \$1.6 billion).

Together with its agency, Campbell-

Ewald, National set out not long ago to find a formula which would reach all areas with equal effectiveness.

What they needed, they felt, was a campaign that would establish the bank in a community even before a new branch was opened. The question was whether advertising keyed to long-range targets would work equally well on a day-to-day basis.

In analyzing the use of air media by banks in the Detroit area in 1957,

Campbell-Ewald uncovered plenty of evidence that spot schedules tied in with special or seasonal promotions would produce results. But now that they were faced with the growing coverage problem, both client and agency wanted to find out how much a combination of television and radio would accomplish on a sustained basis.

A schedule of minute announcements on three tv stations was added to a three-station radio schedule already in effect. Tv frequency was only four to five spots per week, all in prime time. Reaction at newly opened branches called for a doubling of frequency on one station. The goal, as Campbell-Ewald saw it, was to work out a formula that would enable radio and television to draw on each other's strength.

Next move in this direction was to chart the bank's course into the area of regular programing. Management favored the agency's recommendation for sponsorship of a "quality newscast," even though the right kind of news show might take some time to find.

Tv and radio stations both were invited to make presentations. It was many months and many presentations later before a Detroit tv station hit what agency and client were looking for.

"In essence," says an agency spokesman, "it was a newscast based on a 'play the news straight' format, reporting done by a solid-citizen-type newscaster—the kind of combination that would inspire confidence in a business that has to get personal to be successful."

The 15-minute show on WWJ-TV was slotted at 11 p.m. The bank soon discovered that Bob Maxwell, the announcer who did the commercials, was an unseen employee in every branch. Older people in particular were coming into the branches and asking for Mr. Maxwell, some firmly insisting that they were sure he must be there.

(Please turn to page 48)



EXPANSION STRATEGY is keyed to tv/radio coverage of Detroit area. Black bullets indicate branches, many opened with a ready market for bank's services due to air media schedule

Daytime viewing up 20% — Nielsen

Latest NTI shows daytime and early evening viewing ahead of last year, but nighttime just below 1958

Taking the month of September as a base, daytime and early evening tv viewing ran ahead of last year's comparable time, while nighttime viewing was just below the 1958 figures.

As shown by Nielsen's Tv Index, set usage during September was up every hour during the morning (beginning at 10 a.m.), afternoon and

early p.m., but from 7 p.m. to 11 p.m. the pendulum swung the other way.

According to the chart below (listing the percentage of homes using tv by the average minute), daytime viewing between 10 a.m. and 5 p.m. upped 20.1% over September '58— from 15.1% that month, to 18.5%.

The biggest gain in daytime view-

ing came during the 1 p.m. to 2 p.m. period, showing a 4.5 percentage points increase.

Nighttime, however, shows a slight dip in usage during every hour from 7 p.m. through 11 p.m.

The Comparagraph on the following pages indicates these changes on the daytime schedule:

CBS TV dropped *Top Dollar* and *The Big Payoff*; NBC TV cancelled *Tic Tac Dough*, and, trade talk is that in all likelihood, the network will also drop *Treasure Hunt*.

Homes using tv during the average minute

DAYTIME			NIGHTTIME		
Time span	September 1959	September 1958	Time span	September 1959	September 1958
10-11 a.m.	13.2%	10.7%	5-6 p.m.	25.3%	23.3%
11-12 noon	17.3%	13.8%	6-7 p.m.	31.5%	29.9%
12-1 p.m.	21.0%	17.2%	7-8 p.m.	42.7%	43.4%
1-2 p.m.	20.7%	16.2%	8-9 p.m.	54.8%	57.9%
2-3 p.m.	18.5%	14.7%	9-10 p.m.	55.9%	58.5%
3-4 p.m.	17.6%	14.6%	10-11 p.m.	47.1%	47.5%
4-5 p.m.	21.3%	20.1%			
AVG. 10 a.m.-5 p.m.	18.5%	15.4%	AVG. 5-11 p.m.	42.9%	43.4%

1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 18 December

PROGRAM (NETWORK)*	COST	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)*	SPONSOR, AGENCY, DATE
AT&T Telephone Hr. (N)	\$275,000	AT&T, Ayer—12 6, 12/18	Once Upon A Xmas (N)	315,000 Longines, Bennett—12 9
H. Belafonte (C)	250,000	Revlon—12/10	Our American Heritage (N)	250,000 Equitable, FC&B—11 22
Bernstein-Philharmonic (C)	175,000	Ford, JWT—11 22	Peter & the Wolf (A)	90,000 Minnesota Mining, M,J&A—11 29
CBS Reports (C)	57,500	Goodrich, BBDO; Bell & Howell, McE—12/18	Philadelphia Story (N)	275,000 Gen Mills, BBDO; Westclox, BBDO—12 7
Art Carney (N)	225,000	AC/UMS, Camp-E—12 4	Pontiac Show (N)	275,000 Pontiac, M,J&A—11 21
Give Regards-Bdway (N)	230,000	Shaeffer, BBDO—12/6	Show of Month (C)	275,000 DuPont, BBDO—12 4
Golden Circle (A)	225,000	J. Oster Mfg., Brady—11/25	Frank Sinatra (A)	300,000 Timex, Ooner & P—12 13
Hall of Fame (N)	250,000	Hallmark, FC&B—12/13	S. Temple's Storybook (A)	75,000 Breck, Ayer—11 30
Bop Hope (N)	320,000	Buick, McE—12 11	Wizard of Oz (C)	200,000 Benrus, Grey; Whitman Choc., Ayer—12 13
Gene Kelly (N)	275,000	Pontiac, M,J&A—12 10	Xmas at Circus (C)	325,000 Rem Rand, Y&R—12 10
Miracle on 34th St. (N)	275,000	Westclox, BBDO—11 27		
NARAS Record Awards (N)	230,000	Swiss Watch, C&W—11/29		

* Networks: (A) ABC TV; (C) CBS TV; (N) NBC TV



2. NIGHTTIME

COMPARE

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00		Small World Olin-Mathieson (D'Arcy) D-F \$30,000 Wizard of Oz (6-8) ●	Meet The Press Manhattan Shirts (Daniel & Charles) L \$12,000 Hall of Fame (5-6:30) ●							
6:30		Twentieth Century Prudential (R-McC) D-F \$35,000	Saber of London Sterling (DFS) M-F \$28,000 Bell Science (6-7) ●		D Edwards Amer Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		No net service D. Edwards Equitable (FC&B) alt Am. Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††	
7:00	Colt .45 Nestle (Mc-E) alt Derby (Mc-E) W-F \$13,800	Lassie Campbell Soup (BBDO) A-F \$37,000	Riverboat (7-8) Corn Prod (L&N) alt hr. open A-F \$72,000	No net service John Daly News sust	D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	John Daly News sust	No net service D Edwards Equitable Am. Home (repeat feed)	News Texaco (repeat feed)	John Dal su
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Drackett (Y&R) W-F \$78,000	Dennis The Menace Kellogg (Burnett) Sc-F \$36,000	Riverboat	Cheyenne (7:30-8:30) Ralston (Gard.) Am. Chlele (Bates) Natl Carb (Esty) W-F \$82,500 Shirley Temple (7:30-8:30) ●	Masquerade Party Amer Home (Bates) Q-L \$18,000	Richard Diamond Pharma-Craft (JWT) alt Block (SSCB) M-F \$30,000	Bronco (alt wks 7:30-8:30) Am. Chlele, B-M Gidden, Mattel, Ritchie, Anahist, Corning W-F \$82,000	No net service	Laramie (7:30-8:30) L&M (Mc-E) Sunshine Biscuits (C&W) P&G (B&B) W-F \$65,000	Cour Last R su
8:00	Maverick	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	Sunday Showcase (8-9) various sponsors ●	Cheyenne Johnson & J (Y&R) Armour (FCB) Corning (Ayer) Mattel (C-R) P&G (B&B) W-F \$37,000	The Texan Brown & Wmsn (Bates) alt Pharmaceuticals (Parkson) W-F \$37,000	Love & Marriage Nozzema (SSC&R) Sc-F \$38,000	Sugarfoot (7:30-8:30) Am. Chlele, R. J. Reynolds, Whitehall, Carna- nation, Gen Mills, Ludens, Elgin, Phillips W-F \$82,000	Dennis O'Keefe Oldsmobile (Brother) Sc-F \$38,000	Laramie Warner-Lambert (Lam & Feasley) Anseo (B&B) Brls-MY (OEM) Colgate (Bates) Miles (Wade)	Char Weaver's Lob Mogen (E. V Q-L
8:30	Law Man R. J. Reynolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Sunday Showcase	Bourbon St. Beat (8:30-9:30) Lorillard (L&N) L-O-F (FSR) Anahist (Bates) A-F \$80,500	Father Knows Best Lever (JWT) alt Scott (JWT) Sc-F \$39,000	Wells Fargo Amer Tobacco (SSC&B) alt P&G (B&B) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Phillip Morris (Burnett) Sc-F \$37,000	Fibber McGee & Molly Singer (Y&R) alt Stan Brands (JWT) Sc-F \$38,000	Ozzie & Kodak alt Quaker (JWT)
9:00	The Rebel L&M(DFS) alt P&G (Y&R) W-F \$42,500 Frank Sinatra (8:30-9:30) ●	G. E. Theatre Gen Electric (RBDO) Dr-F \$51,000	The Chevy Show Dinah Shore (9-10) Chevrolet (Camp-E) V-L \$165,000	Bourbon St. Beat Van Heusen (Grey) Reynolds Metal (L&N) Int'l Latex (R-McC)	Danny Thomas Gen Foods (B&B) Sc-F \$47,500	Peter Gunn Bristol-Myers (DCS&S) alt R. J. Reynolds (Esty) M-F \$38,000	The Rifleman Miles Lab (Wade) P&G (B&B) Ralston (Gardner) W-F \$38,000	Tightrope Pharmaceuticals (Parkson) M-F \$39,000	Arthur Murray Lorillard (L&N) alt Sterling (DFS) V-L \$30,000	Hawaii (9:30- Carrier Whit (Ba My-F
9:30	The Alaskans (9:30-10:30) L&M, Corning Armour, Bulova A-F \$77,500	Hitchcock Presents Bristol-Myers (Y&R) M-F \$39,000	The Chevy Show	Adv. In Paradise (9:30-10:30) L&M (Mc-E) Armour (FCB) Bris-MY (Y&R) A-F \$80,000	Ann Southern Gen Foods (B&B) Sc-F \$40,000	Alcoa-Goodyear Theater Alcoa (FSR) alt Goodyear (Y&R) Dr-F \$39,000	Philip Marlowe Whitehall (Bates) Brown & Wmsn (Bates) M-F \$39,000	Red Skelton Pet Milk (Gardner) S. C. Johnson (NL&B) V-L \$52,000	Ford Startime (9:30-10:30) Ford (JWT) V-L \$230,000 (average)	Hawaii Am. (Ba Har T (K
10:00	The Alaskans Johnson & J. DuPont, Anahist, Luden's, 7-Up	Benny alt Gobel Lever (JWT) V-L \$47,000	Loretta Young Tonl (North) alt Phillip Morris (Burnett) Dr-F \$42,500	Adv. In Paradise Reynolds Metals (L&N) Luden's (Mathes) Int'l Latex (R. Mc) Bulova (Mc-E)	Hennessey Lorillard (L&N) alt Gen Foods (Y&R) Sc-F \$39,000	Steve Allen (10-11) Plymouth (Ayer) V-L \$125,000	Alcoa Presents Alcoa (FSR) Dr-F \$35,000	Garry Moore (10-11) Kellogg (Burnett) P-D-G (Mason) V-L \$109,000	Ford Startime	Wed Fig Brown & (Ba Miles (10-c Sp-L
10:30	World of Talent P. Lorillard (L&N) MuV-L \$46,000	What's My Line Kellogg (Burnett) alt Sunbeam (Perrin-Paus) Q-L \$32,000	No net service	Man With A Camera G.E. (Grey) A-F \$34,000	June Allyson DuPont (BBDO) Dr-F \$44,000	Steve Allen Philadelphia Story (9:30-11) ●	Keep Talking Mutual of Omaha (Bozell & J) Q-L \$18,000	Garry Moore Polaroid (DDB) S. C. Johnson (NL&B)	Briefing Session sust	Wed. Fig Golden (10-1

● Specials, see page 43.

*Color show, ††Cost is per segment. Prices do not include sustaining, participating or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission).

They do not include commercials or time charges. This chart covers period 21 Nov.-18 Dec. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

AGRA PH

21 NOV. - 18 DEC.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
NBC		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
wards (Bates) Foods (R)	News Texaco (C&W) N-L \$6,500†		D Edwards Whitehall (Bates) N-L \$9,500†	News Texaco (C&W) N-L \$6,500†		D Edwards Parliament (R&R) alt R. Rand (Compton) N-L \$6,500†	News Texaco (C&W) N-L \$6,500†			
service			No net service			No net service	No net service			
wards (R) (repeat feed)	News Texaco (repeat feed)	John Daly News suit	D Edwards Whitehall (repeat feed)	News Texaco (repeat feed)	John Daly News suit	D Edwards Parliament alt R. Rand (repeat feed)	News Texaco (repeat feed)			
ine-Up (8:30) Paul (FS) (OB&M) \$80,000	Wagon Train (7:30-8:30) Ford (JWT) National Biscuit (Mc-E) \$78,000	Gale Storm Warner-Lambert (Lam & F) Shullon (Wesley) Bristol-Myers (Y&R) \$30,000	To Tell The Truth Carter (Bates) alt Toni (North) Q-L \$22,000	Law of The Plainsman Anseo (R&R) Renault (Kudner) Sunshine Bks. (C&W) \$30,000	Walt Disney Presents (7:30-8:30) Mars (Knor-R) Hill (Ayer) A-L \$94,000	Rawhide (7:30-8:30) Lever (JWT) Parliament (B&B) Vick (Morse) \$80,000	People Are Funny Greyhound (Grey) Bulova (Mc-E) \$24,000	Dick Clark Show Beech-Nut Life Savers (Y&R) \$14,500	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) \$80,000	Bonanza (7:30-8:30) L&M (Mc-E) RCA (JWT) \$78,000
ine-Up (8:30) (C) (Wmson) (Bates)	Wagon Train R. J. Reynolds (Esty) alt 1/2 hr. Once Upon Xmas (7:30-8:30) ●	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) \$38,000	Betty Hutton Gen Foods (B&B) \$45,000 alt Xmas at Circus (7:30-8:30) ●	Bat Masterson Sealtest (Ayer) Hill Bros. (West Coast) \$38,000 alt Gene Kelly (8-9) ●	Walt Disney Presents Canada Dry (Mathes) Derby (Mc-E) Ward Baking	Rawhide Peter Paul (DFS) Pream (B&B) Nablsoo (Mc-E) Show of Month (7:30-9) ●	Trouble Shooters Phillip Morris (Burnett) H-A Co. (Scott) A-F \$39,500	John Gunther's High Road Ralston (GR&B) Dr-F \$31,000	Perry Mason Sterling (DFS) Gulf (Y&R) Hamm (C-M)	Bonanza eggs open
to Space (3:30) (BDO) (Engines) (Bett) \$38,000	Price Is Right Lever (OBM) alt Spedel (NC&K) Q-L \$21,500	The Real McCoy's P&G (Compton) Sc-F \$39,000	Johnny Ringo S. C. Johnson (NLB) alt P. Lorillard (L&N) \$36,000 alt H. Belafonte (8:30-9:30) ●	Johanny Staccato Bris. Myers (Y&R) alt R. J. Reynolds (Esty) A-F \$37,000	Man From Blackhawk Miles (Wade) alt R. J. Reynolds (Esty) \$38,000	Hotel D'Paree Kellogg (Burnett) alt L&M (Mc-E) \$43,000	Specials (8:30-9:30) various sponsors ●	Leave It To Beaver Ralston (GB&B) Anahst (Rates) Polaroid (DDB) Sc-F \$30,000	Wanted Dead or Alive Rtn & Wmson (Bates) alt Kimberly-Clark (FC&R) \$39,000	Man & Challenge it J Reynolds (Esty) alt Chemstrand (DDB) A-F \$36,000
Millionaire (Bates) (East) (Y&R) \$42,000	Perry Como (9-10) Kraft (JWT) \$125,000	Pat Boone Chevrolet (Camp-E) \$61,000	Zane Grey S. C. Johnson (NL&B) alt General Foods (B&B) \$45,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) \$42,000	77 Sunset Strip (9-10) Am. Chiclo (Bates) Whitehall (Baies) \$85,000	Desilu Playhouse (9-10) Westinhouse (Mc-E) \$90,000	Specials	Lawrence Welk (9-10) Dodge (Grant) \$45,000	Mr. Lucky Lever (JWT) alt Brn & Wmson (Bates) \$13,000	The Deputy Kellogg (Rumett) alt Gen Cigar (Y&R) \$49,000 alt Pontiac Show (8:30-9:30) ●
Got a pret (Esty) (13-Myers) (CSS) \$27,000	Perry Como	Untouchables (9:30-10:30) L&M (Mc-E) Armour (FCB) 7-Up (JWT) \$80,000	Playhouse 90 (9:30-11) Amer Gas (L&N) Dr-L&F \$110,000 (90 min.)	Ernie Ford Show Ford (JWT) CV-L \$42,000	77 Sunset Strip H. Ritchele (K&E) R. J. Reynolds (Esty) Carter (Rates) Elgin (JWT)	Desilu Playhouse	M Squad Am Tob (SSCB) alt Sterling (DFS) A-F \$31,000	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) \$40,000	Five Fingers Warner-Lamb. Midas, Sterling Corning Glass \$60,000
Steel Hr (10-11) (Steel) (BDO) \$80,000	This Is Your Life P&G (Burnett) I-L \$52,000	Untouchables Lewis Howe (Mc-E) Carnation (EWRB) Anahst (Bates) Bulova (Mc-E)	Playhouse 90 Allstate (Burnett) alt Reynolds (Esty)	You Bet Your Life Pharmaceuticals (Parkson) alt Lever (BBDO) Q-L \$53,000	Robert Taylor's Cap't of Detectives P&G (B&R) \$45,000	Twilight Zone Gen Food (Y&R) alt Kimberly-Clark (FCB) A-F \$36,000 CBS Sports (10-11) ●	Cavalcade of Sports Gillette (Maxon) (10-conel) Sp-L \$55,000	Jubilee, U.S.A. (10-11) Massey-Ferguson (NL&B) \$20,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) \$42,000	Five Fingers DuPont, P&G, Helene Curtis, Brn-Myers Brn & Wmson (Rates)
Theatre (10-11) (Strong) (BDO) \$80,000	Wichita Town P&G (B&R) W-F \$38,000	Take A Good Look Dutch Masters Cigars (EWRB) alt open Q-L \$36,000	Revlon Party (9:30-11 alt wks) Revlon (W&L) V-L \$175,000	Lawless Years Alberlo Culver (Wade) \$28,000	Black Saddle L&M (Mc-E) alt Alberto Culver (Wade) \$38,000	Person to Person Pharmaceuticals (Parkson) alt Warner-Lambert (I. & Feasley) \$40,000	Jackpot Bowling Rayuk (Werman & Schorr) Sp-L \$3,000	Jubilee, U.S.A. Wmson-Dickie (FSR) Nat'l Carbon (Esty)	Markham Schlitz (JWT) alt L&M (McAnn) \$39,000	It Could Be You Pharmaceuticals (Parkson) Q-L \$32,000

Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats.

L preceding date means last date on air. S following date means starting date for new show or sponsor in time slot.

3. DAYTIME

COMPARISON

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00		Lamp Unto My Feet sust		Hudson's Thanksgiving Day Parade Chrysler (Burnett) (10-11:11:22)	Red Rowe sust	Dough Re Mi sust		Red Rowe sust	Dough Re Mi sust	
10:15										
10:30		Look Up & Live sust			On The Go sust	Treasure Hunt Ponds P&G alt Lever		On The Go sust	Treasure Hunt Culver alt Gold Seal Frigidaire alt Kleiner	
10:45										
11:00		UN in Action sust			I Love Lucy Menthol alt sust Lever	Price Is Right Lever alt Ponds Sterling alt Whitehall		I Love Lucy sust alt Gen. Mills sust	Price Is Right Lever alt Nabisco sust	
11:15										
11:30		Camera Three sust			December Bride sust	Concentration Culver alt Lever Ponds alt Lever		December Bride Colgate Vick alt sust	Concentration Frigidaire Lever alt Alberto Culver	
11:45										
12N										
12:15	Johns Hopkins File 7 sust	TBA		Restless Gun Structo Mfg. Dristan Windex	Love of Life sust Amer Home Prod alt Nabisco	Truth or Consequences Ponds alt Miles P&G	Restless Gun Dusharme	Love of Life Gen. Mills Amer Home	Truth or Consequences Standard Brands P&G	Restless Structo Bl
12:30										
12:45	Bishop Pike sust	Face the Nation sust		Love That Bob Ex-Lax Johnson & J. Nucoa, Toni	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall alt Ben Gay Ponds alt P&G	Love That Bob Gen. Foods Beech-Nut Toastmaster Block	Search for Tomorrow P&G Guiding Light P&G	Al. Culver alt Miles Gen. Mills alt P&G	Love Th Alberto Drae Channe Dri
1:00										
1:15	College News Conference sust			Music Bingo sust	No net service News (1:25-1:30) sust	No net service	Music Bingo sust	No net service News (1:25-1:30) sust	No net service	Music Dush Toastr
1:30										
1:45		Football Kickoff Gen. Mills alt Carter	Frontiers of Faith sust		World Turns P&G Nabisco alt Carnation	No net service		World Turns P&G Sterling alt Menthol	No net service	
2:00										
2:15		Professional Football various times various sponsors	NBA Pro Basketball Anheuser-Busch ¼ regional	Day In Court Durkee Toni Best Foods	For Better Or For Worse sust	Queen for a Day sust	Day In Court Listerine Johnson & J., S. C. Johnson	For Better Or For Worse Gen. Mills alt sust Vick alt sust	Queen for a Day sust Alberto Culver alt Gold Seal	Day In Str Pr Toastr
2:30										
2:45			NBA	Gale Storm Sterling, Armour Structo	Art Linkletter Lever sust alt Van Camp	The Thin Man sust	Gale Storm Listerine, Block Beech-Nut,	Art Linkletter Scott alt Toni Kellogg	The Thin Man sust	Gale Le TV A S. C.
3:00										
3:15	Open Hearing sust		NBA	Beat The Clock Ex-Lax, Coty, Durkee Toni	Millionaire Colgate	Young Dr. Malone sust	Beat The Clock Toastmaster Lever S. C. Johnson	Millionaire sust	Young Dr. Malone sust	Beat Th John John Beech Str
3:30										
3:45	Championship Bridge No. Amer. Van Lines		NBA	Who You Trust? Toastmaster Armour Johnson & Johnson	Verdict Is Yours sust Amer Home alt Lever	From These Roots sust sust	Who Do You Trust? Block, Lever, Ex-Lax	Verdict Is Yours Mentholum alt Lever Scott alt Toni	From These Roots sust sust	Who Tre Beech Gen. Rey
4:00										
4:15	Paul Winchell Hartz Mountain Louis Marx		NBA	American Bandstand Brylcreem Best Foods, Gen. Mills, Armour	Brighter Day P&G Secret Storm Amer Home Prod	The House on High Street Sterling sust	American Bandstand Mennen, 7-Up Clearasil DuPont	Brighter Day P&G Secret Storm Gen Mills alt Scott	The House on High Street sust sust	Ame Band Coty, Hollywo
4:30										
4:45	Broken Arrow Mars Candy Lionel	Harry Reasoner News sust	World Series of Golf Bayuk alt Am. Safety Razor Sp-F \$50,000	American Bandstand Wisk Speldel, Vicks, Luden's	Edge of Night P&G Menthol Quaker Oats	Split Personality Standard Brands Sterling alt Lever	American Bandstand Keepsake, Toni	Edge of Night P&G Sterling alt Vick	Split Personality Borden alt Helene Curtis Standard Brands sust alt	Ame Band Nucoa, Northan
5:00										
5:15	Matty's Funday Martel Peter & Wolf (5-6) ●	Conquest Monsanto alt sust	World Series of Golf	American Bandstand co-op			American Bandstand co-op			Ame Band co
5:30										
5:45	Lone Ranger Gen Mills Lionel Corp. Sweets	College Bowl Gen. Electric L. Bernstein (5-6) ●	Time-Present Kemper Ins. Hall of Fame (5-6:30) ●	Rin Tin Tin Sweets Louis Marx Gen. Mills			Rin Tin Tin Gen Mills Sweets			My Fil Gen L Crack

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (44, 45) includes regularly scheduled programming 21 November to 18 December, inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-

A G R A P H

21 NOV. - 18 DEC.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
BS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Rowe alt	Dough Re Mi sust		Red Rowe sust	Dough Re Mi Congoleum Nabisco		Red Rowe sust	Dough Re Mi sust		Heckle & Jekle Gen. Mills alt sust	Howdy Doody Marx alt Nabisco
Goalt	Treasure Hunt Miles alt sust P&G, alt Gen Mills		Thanksgiving Parade (10-11:30; 11/26) On The Go sust	Treasure Hunt Nabisco alt Frigidaire P&G alt Helms		On The Go sust	Treasure Hunt Supp Hlase alt Borden Whitehall alt Scallion		Mighty Mouse Gen Foods alt sust	Ruff & Reddy Borden Gen Foods
Lucy alt her alt	Price Is Right Frigidaire alt Sterling Heinz alt EEI		I Love Lucy Lever Scott alt U. S. Steel	Price Is Right Culver alt Lever Miles alt Lever		I Love Lucy Lever alt Gen Mills Gerber alt H. Eastman	Price Is Right Lever alt Corn Prod Stand Brands Gen Mills		I Love Lucy sust	Fury Borden Gen Foods
Bride alt	Concentration Heinz alt Miles Nabisco alt Brillo		December Bride Colgate sust	Concentration Nestle alt Lever Heinz alt Whitehall		December Bride Colgate sust	Concentration Ponds alt Bauer & Black Lever alt Bm & Wmsn		Lone Ranger Gen Mills alt sust Gen Mills alt sust	Circus Boy Miles alt sust
Life alt me Prod	Truth or Consequences Heinz P&G	Restless Gun Drackett Gen. Foods	Love of Life Quaker alt Lever Amer Home	Truth or Consequences Heinz P&G	Restless Gun Channel Master Drackett, Structo Nucoa, Toni	Love of Life Lever alt Gen Mills alt sust	Truth or Consequences Borden alt P&G sust	Lunch With Soupy Sales Gen Foods	Sky King Nabisco	True Story sust Sterling Drug
Forrow & G	Could Be You Whitehall alt Nestle	Love That Bob Lever, Dusharm Paper Novelty Phillip's Milk	Search for Tomorrow P&G	It Could Be You Miles alt Nabisco P&G	Love That Bob S. C. Johnson Bayer, Structo Durkee	Search for Tomorrow P&G	Could Be You Stand Brands alt Congoleum			Detective Diary Sterling Drug sust
Light	Corn Prod alt Brillo		Guiding Light P&G			Guiding Light P&G				
service	No net service	Music Bingo Block	No net service	Macy's Thanksgiving Parade Ideal, Lionel (Grey) (11-12; 11/26)	Music Bingo sust	No net service	No net service			Mr. Wizard sust
Turns alt	No net service		As the World Turns P&G Pillsbury	No net service		World Turns P&G Quaker alt Gen Mills	No net service			
ter Or	Queen for a Day Ben-Gay sust	Day In Court Drackett, Whitehall	For Better Or For Worse Scott alt sust alt Lever sust	Queen-Day Congoleum sust alt Reddi-Wip alt sust	Day In Court Armour Nucoa	For Better Or For Worse Lever alt sust sust	Queen for a Day Ponds alt sust Nabisco alt sust			NCAA Football Arrow Shirts Chick, Esso, Humble Oil Road Oil Ltd
Linkletter Bros alt	The Thin Man sust	Gale Storm Durkee Lever Johnson & J.	Art Linkletter Kellogg Pillsbury	The Thin Man sust	Gale Storm Ex-Lax Reynolds, Coty	Art Linkletter Lever Bros Armstrong alt Staley	The Thin Man sust			Bayuk, Gen Petrol. Sp-L \$98,000 (1/2 hr. time & talent)
naire alt	Young Dr. Malone sust	Beat The Clock White Rain Drackett Block, Armour	Millionaire sust Quaker Oats sust alt	Young Dr. Malone Supp Hlase, Miles Borden Helms, Curtis	Beat The Clock Reynolds Listerine Gen. Foods	Millionaire Colgate	Young Dr. Malone sust			
Is Yours alt	From These Roots sust Nester	Who Do You Trust? Toni, Johnson & Johnson	Verdict Is Yours Sterling alt sust Van Camp alt Scott	From These Roots sust Standard Brands	Who Do You Trust? Structo Windex	Verdict Is Yours sust Gen Mills alt Lever	From These Roots sust			
Day alt	The House on High Street sust	American Bandstand H. Riltzle Philco Lever	Brighter Day P&G Secret Storm Amer Home	The House on High Street sust Culver, P&G	American Bandstand Structo Old London Foods	Brighter Day P&G Secret Storm Amer Home Pr	The House on High Street sust P&G, Ponds			
Night alt	Split Personality Frigidaire alt sust Heinz alt Scallion	American Bandstand S. C. Johnson Ex-Lax	Edge of Night P&G Pillsbury	Split Personality Heinz alt Gen Mills Lever alt Miles	American Bandstand Sterling Silver Institute, Welch Bulk Millar	Edge of Night P&G Amer Home alt Sterling	Split Personality E.E.I. alt Whitehall Lever alt Gold Seal			
nan		American Bandstand 00-00			American Bandstand 00-00			All Star Golf Miller Brewing Reynolds Metal		NBA Basketball (5-7) Anheuser-Busch (1/4 Reg.) Bayuk (1/2 Net)
		Rocky and His Friends Gen Mills Lou's Marx Sweets			Rin Tin Tin Gen Mills Crackerjack Louis Marx			All Star Golf		

uled programs appearing during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News*

Special, CBS, Sunday, 11-11:15 p.m.: *Today*, NBC, 7-9 a.m., Monday-Friday, participating; *News* CBS, 7:45-8 a.m. and 3:15-9 a.m., Monday-Friday. All time periods are Eastern Standard.

AUDIENCE DUPLICATION

(Continued from page 37)

troversial note into the matter. It could be pointed out that Pulse came data generally show higher station penetration figures than Nielsen data do.)

The heart of the Meeker study was the overlap shown in the five schedules. In terms of the combined audience for each schedule, the range of overlap went from 1.7% to 6.3%—the latter being the figure for the two rock 'n' roll stations. In terms of total homes in the metro area, the duplication ran from 0.4% to 1.3%.

With duplication being low, the frequency with which each home is reached by two stations naturally doesn't increase much over the figure per station. The average (unweighted) frequency for each station's schedule comes to 2.6; for the five combination schedules, it comes to 2.8.

The sticky problem of costs and cost-per-1,000 was also tackled in the study. Using rate card costs and without taking into account audiences outside the metro area, the study pointed up what admen have often found out in practice: there is often

no clear relationship between the size of the audience and the size of the invoice. For example, the range in total home impressions for the five schedules was on the order of two-to-one, but the range in costs was three-to-one. (Meeker carried this comparison a step further in comparing costs-per-1,000 for individual stations by adjusting costs so that they reflected only the metro audience. This frank, competitive pitch revealed cost-per-1,000 metro impressions ran from \$1.16 to \$3.21.)

Broad cost comparisons are, of course, only part of the picture, a statement with which Meeker's von Zelowitz would heartily concur. The costs referred to above don't take into account audience composition by sex, age, socio-economic status or whatever breakdown an advertiser uses to pinpoint his particular market. In the final analysis, it is prospects the advertiser is interested in reaching.

The Meeker study doesn't go into the finer breakdowns for a number of reasons, one of which is that the study is aimed at a variety of advertisers. But it makes a telling point about one of the basic problems of radio buying.

NAT'L BANK OF DETROIT

(Continued from page 42)

Obviously, the bigness of the bank was not getting in the way of its "personality." A common denominator—community feeling—was building. After three months, National's sponsorship was increased from three to six nights per week. Next step was to get broader representation in broadcast media, primarily to build a franchise for further expansion.

In quick succession, Campbell-Ewald lined up most of the radio schedules now in effect, with the most recent move adding a three-day-a-week am radio newscast.

Here's how air media schedules line up to get the broadest possible coverage for its quality pitch:

- *Tv newscast.* 52-week, 15-minute news show on WWJ-TV, six nights a week at 11 p.m.

- *Radio newscast.* 52-week, 15-minute news show on WJR, three times a week (Monday, Wednesday, Friday) at 9 a.m.

- *Am Classical Music.* A *Summer Symphony Hour* uses two am radio stations (WJR, WWJ) on an alternate basis throughout the summer, 9-

KFMB-TV

Selling the fast-growing San Diego market



10 a.m. Tuesday and Thursday.

• *Fm Classical Music.* A *Sunday Afternoon Symphony Hour*, 39 times a year, WLDM, 2-3 p.m.

• *Radio spot schedule.* 52-week schedule of 12 announcements per week on two stations (five on WWJ, seven on WXYZ).

• *Ethnic programing.* Only air schedule directed to an ethnic group participates minutes in Polish broadcasts on WJLB, Hamtramck, Mich.

As a result of this schedule, National is assured of a pre-conditioned market when it opens a new location. Says Campbell-Ewald, "Pre-conditioning public opinion and banking attitudes prior to the opening of new bank branches is only one reason why we have taken National Bank of Detroit so heavily into air media."

Another long-range reason for the medium, according to the agency: to limber young people for their approaching business and family lives.

The agency points out that the nearly five million population of Greater Metropolitan Detroit in 1965 is projected largely on the basis of growth in communities outside the city limits (principally Wayne, Macomb and Oakland counties), but

well within National Bank of Detroit's area of marketing influence.

The bank does not actually seek a branch location until the population and business development has taken place, but considers its tv and radio schedules an important "advance man." A certain amount of waste circulation is involved, as state banking laws limit establishment of branches to a 25-mile perimeter of its main office. But even though the National Bank of Detroit cannot hope to do business in some of the area covered by its broadcast range, it feels the coverage within the 25-mile area more than makes up for this.

Here, specifically, is what National Bank of Detroit tries to accomplish in its commercials:

- Pre-conditioning public opinions prior to new branch openings
- Making better known the bank's interest in serving young people
- Creating greater awareness of new services to present and prospective customers
- Establishing greater loyalty among present customers
- Strengthening the bank's community relations activities
- Educating more people to the

advantages of banking


• Pointing to methods and procedures and flexibility in meeting new banking service demands.

Here are examples of how Campbell-Ewald wraps up these requirements:

Tv commercials are balanced between institutional and straight sell, while radio commercials emphasize straight sell primarily.

One tv commercial in the news show, for example, was virtually a history and geography lesson of Detroit (with map card, full screen outline map, slides, limbo set). Not till the very end did the announcer move to the area with the bank's logo to briefly tie things up. Another institutional tv commercial dealt with the "history of money."

Straight sell commercials include pitches for installment loans ("instal-loans"), special checking accounts ("econ-o-checks"), savings and other services.

In a straight sell tv commercial home improvement "instal-loans," model houses and cars are used with rain and snow falling on them. Film inserts are also used in some commercials. All are fully produced. 

SERVING AMERICA'S "MORE" MARKET, KFMB-TV sends more people away from home (to buy) than anything else in San Diego.

There's a decade of service to back up that statement. From 1949 when KFMB-TV was San Diego's only television station right to this moment, Channel 8 is still first—in ratings and importance.

Your Petry television man has the solid facts to show how KFMB-TV continues to grow with San Diego... America's fastest-growing major market.

CBS • CHANNEL 8 • SAN DIEGO



What was your reaction to the BPA convention?

Ten station men at Broadcast Promotion Association's convention in Philadelphia tell SPONSOR what they feel was accomplished

Mike Schaffer, *director of promotion & publicity, WAVY-AM-TV, Norfolk, Va.*

The question to me is not what did I get out of the BPA Convention, but what I will continue to get out of the Broadcasters Promotion Assn. throughout the year. Of course, the speeches, the sessions, the personal contacts constituted the greatest array of talent and experience I have been exposed to at any one time. It doesn't



Important ideas come out of everyone working together

stop there. As the Convention closed its doors, I began to look forward to another year of stimulating association through the pages of the monthly bulletin and through letter exchanges with other promotion directors throughout the country. This, I believe, is the basis of the Broadcasters Promotion Assn.: A group of professional men and women working together to better their stations and broadcasting promotion in general.

This year over others, I am even more seriously contemplating my efforts towards the BPA, for as you know, you only get out of something what you put into it. To make the Broadcasters Promotion Assn. an even greater organization than it is, we must work for it. Having been elected to the board of directors this year, I will work even harder than ever towards the goal of continued growth and a continued flow of information for promotion directors.

Rupe Werling, *program & promotion mgr., WMAL, Washington, D. C.*

I got one new listener for WMAL-Radio 63, and answers that should get me a quarter of a million more.

I got the answers from experts, America's top promotion people, in skull-sessions that forced a man to think, to come up with new ideas, as well as remember old ones that could be polished up for re-use. With men like Bob Freeland, Jack Williams, Heber Darton and Kirt Harriss, and a gal with a name even more unusual than my own, one Montez Tjaden, loading the guns and pointing at the targets, all the rest of us in those round-table sessions had to do was shoot—off our mouths. We did. We became sounding boards for each other's ideas on audience and sales promotion, trade paper advertising, merchandising, publicity and exploitation.

We talked contests and gimmicks, ads and ad composition, station images and station reps, stories and how to get them into print, all kinds of presentations. We were both builder-uppers and iconoclasts. I know I came out of those meetings anxious to rush back home to get to work with all those new ideas.



Conceived many new promotion slants, polished up old ones

What did I get from BPA Seminar?

Summed up—a big, beautiful, freshly minted, bright and shiny hunk of tomorrow!

Douglas Holcomb, *promotion dir., WGBI-WDAU-TV, Scranton, Pa.*

The big buzz during the initial stages of the Convention concerned quiz probes and their effect locally—

top man was Louis Hausman of TIO, who as Convention keynote speaker, laid it on the line saying . . . "Admit when things are wrong; correct them,



Big buzz in early stages of convention on effect of quiz probe

inform all the public; and defend our contributions actively."

One of the high points of the convention was the talented array of speakers addressing the record group—Wilson, WGN; Kimble, Grey Advertising; Schofield, People Broadcasting; Embry, WITH; Petersmeyer, Corinthian; Hausman, TIO; Buck, WRCA-TV; Emil Mogul and many others.

This was my fourth convention and I can sincerely say that each year I have returned home with a considerable degree of first-hand knowledge on broadcast promotion, which I felt has improved my over-all effectiveness to my company. As my friend Jackie once said . . . this was the greatest.

David Witherspoon, *public & promotion director, WRAL-TV, Raleigh, North Carolina*

When over 200 promotion-minded men get together with a singleness of purpose, the sparks are bound to fly. Ideas, plans and tried and tested schemes filled the atmosphere at the recent BPA Convention. All one had to do was observe and absorb.

I was particularly interested in the trade paper, station image and merchandising talks and discussions. While one seldom arrives at a clear-cut decision as a result of such meetings, the perspective gained from the viewpoints of others is helpful in deciding the best course for your particular station and its problems.

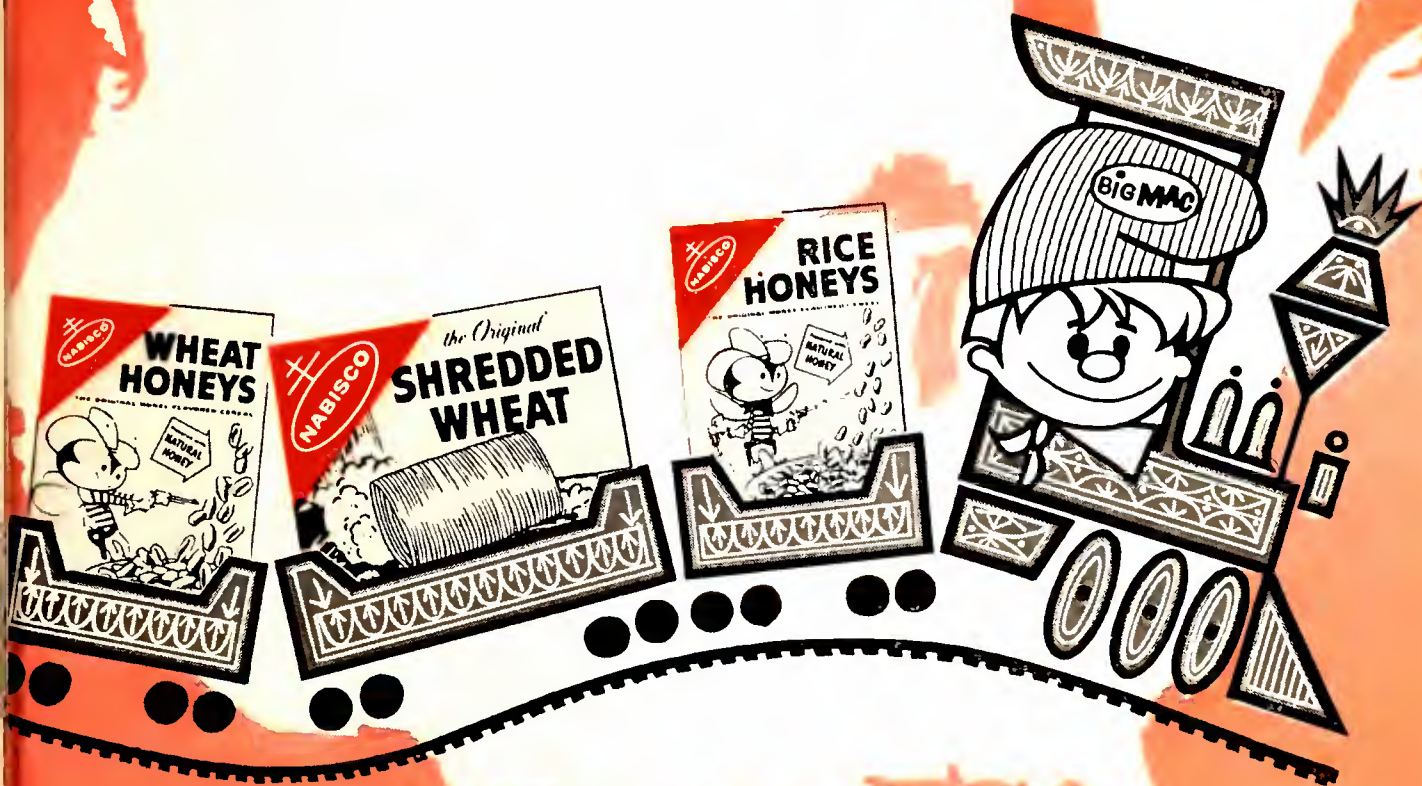
(Please turn to page 74)

NABISCO

CEREALS

JOIN BIG MAC

ON A 26-WEEK RIDE IN ALL MARKETS



GET COMPLETE DETAILS FROM:

U.A.A.
UNITED ARTISTS ASSOCIATED, INC.

National Biscuit Company has such faith in the new BIG MAC AND HIS MAGIC RAIN show it is sponsoring one half hour a week for twenty-six weeks throughout all fifty states and Canada.

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

ANA MEETING

(Continued from page 33)

who was responsible for the wording of the ANA statement and for the formula "Would we be willing for the public to be fully apprised of all facts and circumstances" indicated to SPONSOR that there is a sizeable opportunity for close and constructive cooperation between ANA and NAB.

The passionate interest of blue-chip national advertisers in the tv medium was also evidenced at the panel discussion on tv programing, which saw Howard Eaton, Lever Bros. media director acting as moderator.

Members of the panel were Don Durgin, v.p. NBC TV, Rodney Erickson v.p. Warner Bros., John Crosby, syndicated radio, tv columnist, *N. Y. Herald Tribune*, and Alfred Hollender, exec. v.p. Grey Advertising.

Comments from these panelists covered a wide range of attitudes toward tv program problems, and evoked bitter arguments and disagreements from audience members.

Crosby, in particular, drew sharp criticism for his views that the U. S.

needs the British system of television under which the advertiser has no hand in or control of programs.

Ebel of General Foods, Fred Wartenburg of DuPont and J. R. Barlow of Chrysler were among those who tried to reason with the New York columnist and were met with a blunt: "I just don't like the American system, and that's all there is to it."


Erickson of Warner Bros. advocated a system of pay tv, and predicted that "Warner Bros. would make more money." His views were also challenged but it was apparent that this former P&G and Y&R executive was having a hilarious good time in his new found role of lecturing clients. and his remarks aroused no such resentment as did Crosby's.

Both Al Hollender of Grey and Don Durgin of NBC TV came out against removing client influence from tv, and Hollender presented a clear picture of why "advertiser involvement" was a necessary and healthy part of television.

While the ANA was meeting at the Homestead, copies of a well-known

advertising trade journal arrived at Hot Springs. Splashed across its editorial page was a passionate plea for advertisers to "get out of show business."

Judging by the reactions from ANA members, the trade journal never has made a more serious editorial mistake. Automotive advertisers were particularly incensed with the idea that they should withdraw from all participation in programing. "Are those guys anti-tv?" was one comment SPONSOR heard in a cocktail conversation at the Homestead Club.

To sum up ANA sentiment as expressed at the 50th fall meeting; 1) Leading national advertisers are completely sold on the power and importance of tv; 2) they are genuinely concerned with maintaining the medium stature and prestige with the public; 3) they recognize and accept their own responsibilities in programing and commercials; 4) they are planning serious checkups on their own tv practices; 5) will not accept any suggestion that they become less involved with the medium. 

BALTIMORE? TULSA? DALLAS?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV

Channel 8
Monroe, Louisiana

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

Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."

TETLEY TEA

(Continued from page 41)

periodically provided for the Dimes-Edwards conversations. There are usually five playlets to shuffle with during each spot flight.

One new copy point has been injected this year which is "aimed at bringing more young people into the Tetley camp without alienating the older folks," as George DeCoo puts it. Reference is made to active people, young and old, enjoying the product's benefits.

A playlet now on the air:
(Jingle)

Edwards: Mr. Dimes, as the Tetley Tea Taster, here's an article you'll be glad to read.

Dimes: What's that, Edwards?

Edwards: It says that prize fighters train on tea. And that champion tennis players, mountain climbers and explorers drink tea for a rejuvenating lift.

Dimes: Edwards, tea is not a sissy drink. All active people drink tea. Our job is to give Tetley Tea a more satisfying flavor.

Edwards: That's why you insist on using tiny tea leaves from more than 22 plantations in every Tetley Tea Bag, right Mr. Dimes?

(Please turn to page 66)

in
CLEVELAND...



**MOVIE
MINUTES
ARE THE
MOST
ON
WJW-TV**

And just one of these movie minutes is all you need to reach the most movie audience.

33% more audience on movies than any other station.

Feature films from Paramount, Warner Brothers, Twentieth Century, and United Artists.

Excellent availabilities to give you just the audience you want when you want it. "Watch and Win," "Afternoon Movie," "Big Show," "Nite Movie."

**You know where
you're going with
WJW-TV**

Call KATZ

a **STORER** station

National Sales Offices:

625 Madison Avenue, New York 22

230 N. Michigan Avenue, Chicago 1

**YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV**



TALLEST!

our 833 ft. tower
absolutely dwarfs
anybody else's in the
Central Texas area!



*National and regional buys
in work now or recently completed*

SPOT BUYS

TV BUYS

Pepperidge Farm, Inc., Norwalk: A campaign gets off in top markets 30 November for its bakery products. Schedules are for six weeks using day and night minutes and 20's. Buyer: Henry Cleeff. Agency: Ogilvy. Benson & Mather, New York.

Anso Div., General Aniline & Film Corp., Binghamton, N. Y.: Schedules are being lined up in about 26 markets for its Anso Christmas promotion. Night minutes are being used, 1-23 December. Buyer: Howard Gerber. Agency: Benton & Bowles, New York.

Procter & Gamble Co., Cincinnati: Adding schedules this month in various markets for Duncan Hines Deluxe cake mix, to run through the P&G contract year. Placements are for day and night minutes, chainbreaks and I.D.'s Buyer: Tim Tully. Agency: Compton Advertising, New York.

Anheuser-Busch, Inc., St. Louis: Buying Christmas schedules to supplement its U. S. Marshal syndicated film sponsorship. Commercial's "Party Pair—two six packs" theme will be supported by heavy merchandising, using the same model in point-of-sale displays as in commercial. Agency: D'Arcy Adv. Co., St. Louis.

Prince Matchabelli, Inc., Div. of Chesebrough-Pond's, New York. Eight-day holiday schedule for its perfumes starts in the top markets 16 December. Prime and late night minutes and 20's are being placed, frequencies depending on market. Buyer: Marie Barbato. Agency: J. Walter Thompson Co., New York.

Coty, Inc., New York: Christmas campaign for its cosmetic line starts 10 December for two weeks. Minutes and I.D.'s, about six per week per market, are being purchased in roughly the top 20 markets. Buyers: Bob Wilson. Agency: BBDO, New York.

RADIO BUYS

E. I. Du Pont De Nemours & Co., Wilmington: Completing its Christmas buy to promote hosiery made from Du Pont nylon. Schedule: daytime minutes, about 20 per week per market, to start 9 December for two weeks. Buyer: Trow Elliman. Agency: BBDO, New York.

American Tobacco Co., New York: Kicking off schedules this month in the top 15 markets for Half & Half Tobacco. Morning traffic minutes are being set for four weeks; 20 per week in New York, 10 in all other markets. Buyer: Don bridge. Agency: SSCB, New York.

Shulton, Inc., New York: Adding about 25 markets to its current 48-market schedule, 14 December for seven days, for its men's and women's toiletry gift sets. Schedules of minutes average about 30 per week per market; all times till 7 p.m. Buyer: Joe Knapp. Agency: Wesley Associates, New York.

The Media Surveys You Use Show Conclusively . . .

WTVJ

Is South Florida's **LARGEST** Daily Circulation Medium



Only **WTVJ** — with unduplicated network signal — delivers **TOTAL COVERAGE** of South Florida!

Authoritative current circulation criteria verify that WTVJ is first . . . in daily penetration of America's fastest-growing area market, in daily circulation among South Florida's buy-conscious permanent residents.

Within South Florida's fabulous Gold Coast alone, WTVJ is viewed *daily* in 27% more homes than the area's principal newspaper is read. Complete details are available from your PGW Colonel or WTVJ Sales.

WTVJ South Florida



Represented Nationally by: Peters, Griffin, Woodward, Inc.

KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's *only* 50,000-watt station. It's Kansas City's *only* radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.



Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron

KCMO~Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE
PHOENIX
OMAHA
TULSA

WHEN
KPHO
WOW
KRMG

WHEN-TV
KPHO-TV
WOW-TV

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

E. K. HARTENBOWER, Vice-President
and General Manager
R. W. EVANS, Station Manager

Represented nationally by Katz Agency.
Meredith stations are affiliated with
BETTER HOMES AND GARDENS and
SUCCESSFUL FARMING magazines.



PICTURE WRAP-UP



INFORMATION, PLEASE! More than 100 advertising agency executives and timebuyers attended a KGO-TV, San Francisco meeting to learn about "rating reliability" from John Blair's vice president-dir. of research Ward Dorrell



FIXED GAME. Believed to be first of its type ever employed in college football, WIIC's field tv monitor televises on tape all U. of Pittsburgh home and away games. Here, asst. coaches on field report to head coach Johnny Michelosen after viewing action over monitor



TRUE-BLUE BEARDS! On a shave strike until Wheeling, W. Va. Community Chest Drive reaches goal, are WOMP d.j.'s (l-r) Jay Dee, Len Carl, Bob Reeves, who kicked off the drive with an all-day broadcast. WOMP's continuity writer Connie Hughes lends her own talent



TALKING MIKE, a 9-foot high microphone with built-in repeater, was used by KOL, Seattle, in city's recent Northwest Winter Sports and Travel Show; informed spectators walking through of "ski week" for two prize if they guessed number passing mike. Electric eye kept accurate count

HOOPLA FOR HOOPER. Florence Ludwig, WINS, N. Y., launches mailing of 1,000 hula hoops to agencies, media directors and timebuyers to promote news that station rated No. 1, with 15.3 share of audience, in the New York Hooper Radio Audience Index for months of Sept.-Oct. 1959



REPORT TO THE INDUSTRY

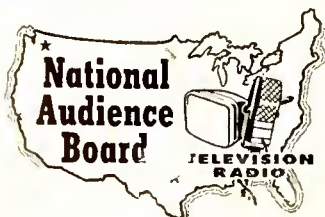
THE National Audience Board is pleased to present a progress report of its services to the industry on the occasion of its fifth anniversary. The Board evaluates public reaction to television programming on a non-profit basis and acts as a liaison between the public and the industry.

At the invitation of the United States Department of State, two NAB delegates attended the recent UNESCO Denver conference devoted to cultural relations between the U.S.A. and South America. In addition, the Board recently announced the appointment of Hajime Ishii as its representative in Japan.

MORE than 1000 civic leaders voted on 260 programs presented during children's viewing hours, resulting in a report highly favorable to the industry but containing constructive criticism of value to the public.

OUR Newsletter has carried articles by the United States Information Agency and the Federal Trade Commission, as well as feature stories devoted to RCA color and the news departments of CBS and ABC. Such outstanding sponsors as Chrysler Corporation and Chevrolet have asked the Board to evaluate their programs.

WE have also previewed pilot films of well known independent producers. To defray expenses, the Board charges a nominal fee of \$100 per city for previews. Rates for national and regional surveys will be quoted on request.



New York Headquarters
152 East End Ave., New York 28
Los Angeles Headquarters
190 N. Canon Dr., Beverly Hills, Cal.

AGENCIES

Speaking before the opening RTES Timehuying & Selling Seminar in New York this week, McCann-Erickson's C. Terence Clyne said that the tv and advertising industries were fully capable of putting their own houses in order.

He was referring, of course, to the quiz exposes and the scheduled Washington probes into dubious commercial practices.

Without discounting the black eye that tv has suffered, Clyne said that tv and its sponsors should point out the good that has been done and assure the public that the bad will be corrected.

As for tv's critics wanting advertisers to get out of programing, Clyne stated: "We have a very strong opposite view. To kick out the sponsor would be to deprive the public of some of tv's best programing"—especially in the areas of specials and expensive public affairs programs.

(For more on Clyne's talks see SPONSOR-SCOPE, page 16.)

Campbell-Mithun this week transferred all of the Hamms Beer West Coast buying from its Minneapolis office, to the coast.

This is the second big loss for Minneapolis—the first being the Mars candy account (see below, and SPONSOR HEARS).

Agency appointments: Mars, Inc., billing \$3 million, from Knox-Reeves, Minneapolis, to **Needham, Louis & Brorhy**, Chicago . . . **Libby, McNeill & Libby's Canned Meat Division**, billing \$650,000, from JWT, to **Tatham-Laird**, Chicago. JWT still represents Libby's other canned food divisions and BBDO continues to handle the frozen food line . . . The 1960 presidential campaign for the **Democratic party**, to bill about \$3 million, to **Guild, Bacom & Bonfigli**, San Francisco . . . **Miluot**, producer of milk compounds billing \$300,000, from McCann-Erickson, to **D'Arcy Advertising**, St. Louis . . . National Dairy Products' Sugar Creek Creamery division, to **N. W. Ayer's** Chicago office . . . **Leader Cleaners**, with 135 stores in the Chicago area, to **M. M. Fisher Associates** of the same city . . . The National Federa-

tion of Coffee Growers of Colombia, with plans for a tv campaign to break in 1960, to **Doyle Dane Bernbach**.

Doyle Dane Bernbach's latest study, released this week, analyzes the competition which most manufacturers of national brands must be prepared to meet from the rapidly spreading store-controlled brand.

The basic premise of this study, dubbed "The Coming Battle With Distributors' Advertised Brands," is that the battle of the brands really involves:

- 1) The large manufacturer promoting advertised brands, and
- 2) The giant retailer and giant retail groups promoting their own controlled and advertised brands.
- 3) The so-called private or unknown brand, being squeezed, it is pointed out, by the manufacturer's known brand on the one hand, and the giant retailer's known brand, on the other.

Admen on the move: John McCullough, elected president of Reach. **McClinton & Humphrey**, the Boston division of R. M . . . **William Breen**, to Lennen & Newell as a senior v.p. and management account supervisor . . . **Grant Tinker**, to v.p. and director of tv programing at B&B . . . **Robert Rohh**, to executive v.p. and general manager of Reach, **McClinton . . . Arthur Strauss**, advertising manager of the Manhattan Shirt Co., to Daniel & Charles Advertising as a v.p. . . . **Hunter Lynde**, elected chairman and **William Scheu**, president, of Newman, Lynde & Associates, Jacksonville, Fla.

ADVERTISERS

Campaigns:

- **Life Cigarettes** (Ted Bates) is taking over all of Raleigh's spot tv minutes, beginning immediately. Reason: Raleigh (KM&J) has established such good minute locations, that Brown & Williamson feels Life will gain impetus from the spots. Life is a hot contender in the filter war, whereas Raleigh is merely emphasizing coupons.

- **Pillsbury's Best** is starting a 26-week spot tv campaign next week in scattered southern and southeast markets. Agency: Campbell-Mithun.



World's Tallest Man-made Structure Covering the Portland and Southern Maine Market Began Full Power, Full Time Operation October 30



84% Increase . . .
Grade A TV Homes
68% Increase . . .
Grade B TV Homes
70% of the TV Homes in Maine . . . plus many additional in New Hampshire and Vermont




WGAN-TV
CHANNEL 13
The Guy Gannett
Broadcasting
Services



AVERY-KNODEL
Incorporated
Exclusive
National
Representatives



• Liggett & Myers revised its distribution schedule for **Duke** — advancing the target date for complete national distribution to 30 November. Duke will continue with heavy advertising in local media, including saturation spot schedules on both radio and tv, as national distribution nears completion. In addition to spot, Duke will be highlighted on L&M's network shows beginning next week. These include *Laramie*, NBC TV; *Markham*, CBS TV; *Gunsmoke*, CBS TV; *Hotel De Paree*, CBS TV; *The Untouchables*, ABC TV; *Black Saddle*, ABC TV; *Adventures in Paradise*, ABC TV; and *The Alaskans*, ABC TV.

On the contest front: **Listerine** (out of Lambert & Feasley) is asking radio and tv editors to "show us how commercials should be done." The antiseptic company is offering top prizes of \$750, \$500 and \$250 for the best three, one-minute Listerine tv commercials.

Thisa 'n' data: **Best Foods** is testing a new margarine, **Cornette**, in six markets . . . **Dr. Pepper Co.** reports syrup sales for the month of October rose to an all-time high, running more than 8% ahead of last year's volume for the same period . . . **The Scholl Mfg. Co.** broke ground, last week, for a \$1 million addition to its Chicago headquarters . . . **Gaines Dog Research Center** is predicting a big Christmas season for dogs, estimating that Americans will spend \$40 million on dogs or for dogs during the holidays.

Personal note: **W. G. Power** will retire as the national advertising manager of Chevrolet 1 January. Succeeding him: **Jack Izard**, currently zone manager for the company at Peoria, Ill.

FILM

The experience of syndicators continues to prove the maxim that something unusual can sell itself.

A unique situation in syndication has been created by *Tombstone Territory*. It is the only show with network exposure to continue making new episodes for syndication.

Ziv reports the series is already

sold in 96 markets, with food and brewery advertisers leading all other types.

Latest sponsor sales are Pepsi-Cola in Waco, Texas, and Kennecott Copper in Phoenix. Others are Grant Furniture and Walco Builders on WPTV, West Palm Beach; Riverside Bedding and Sing Oil on WALB-TV, Albany, and Sheehon Buick on WPST-TV, Miami.

Recent station buyers include KALB-TV, Alexandria; KPLC-TV, Lake Charles; KTEN-TV, Ada; KHOU-TV, Houston, and KMID-TV, Midland.

Video-tape sports: Another proof that the unusual finds a buyer is presented by the case of Max Cooper's *Winter Tv Baseball*. This series presents games currently being played during the winter in Cuba, with teams that are up to 50% Americans from major league clubs. The games have never been seen in the U. S. before, the producer points out, nor have they been widely reported on in the U. S. press. The 90-minute show has been used as a replacement for feature film series on several stations. It has been bought by WBKB-TV, Chicago; WISN-TV, Milwaukee; WOR-TV, New York; KTTV, Los Angeles; KRON-TV, San Francisco; KDKA, Pittsburgh; KHOU-TV, Houston; WWJ-TV, Detroit; and KBTV, Denver. A special feature of the series is that its 26 episodes make up a television tournament with bonuses and prizes.

Commercials: **Normal Collins** of British commercial tv a guest of RTES . . . The **Art Directors Club** discussed "Responsibility for Raising the Taste Level of Tv Commercials"; panel members were **William Duffy**, senior tv art director, McCann-Erickson; **John Lanigan**, v.p. and general manager of Videotape Productions; **Ray Lind**, v.p. in charge of Benton & Bowles tv production; **Georg Olden**, graphic arts director of CBS TV; **Jack Sidebotham**, head of Young & Rubicam tv art department, and **Dorothy Zimmer**, N. W. Ayer supervisor of tv commercials. Moderator was **Bert Littman**. Panel stressed importance of art director to participate actively in the commercial as early as possible.

Sales: Dan-Dee Pretzel and Potato

Chip Co. of Cleveland renewed Ziv's *Cisco Kid* for a second 52-week period in its marketing areas within Ohio, Pennsylvania and West Virginia, through Gregory & House & Jansen; another renewal of *Cisco Kid*, this one for its ninth year, was by Miss Georgia Dairies in Atlanta and other markets, through Bearden-Thompson-Frankel & Eastman, Scott of Atlanta.

Video-tape coverage: Ampex reports that 15 of the nation's multiple-station tv markets are now completely equipped with their Videotape recorders. These markets, covering 21,781,900 homes, are: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, Cleveland, San Francisco, Pittsburgh, St. Louis, Providence, Kansas City, Houston, Roanoke and Des Moines. Ampex also reported shipping VR-1000B recorders to: WTVT, Tampa; KTLA, Los Angeles; WBRZ-TV, Baton Rouge; WEHN-TV, Durham; WSPD-TV, Toledo; WPIX, New York; KFJZ-TV, Fort Worth and KCTS, Seattle; also, two machines to WNAC-TV, Boston, and four to Rank Cintel, London. Of these shipments, KTLA's was its fourth, and those at WTVT, WPIX and KFJZ-TV were each the second.

Strictly personnel: **Samuel Feinberg** named account executive in the Philadelphia area for Ziv . . . **Mildred Gusse** is new associate casting director at Screen Gems . . . **Herbert W. Hobler** appointed sales manager of Videotape Productions.

INTERNATIONAL

J. Walter Thompson covers the Australian market in the latest of its "World Market Series" studies.

The brochure provides current marketing data as well as the broader economic information for one of the fastest growing markets in the world.

Some of the statistics:

- More than **900 American firms** have subsidiaries, branches or affiliates in Australia and their total investment is approaching \$1 billion.

- The **population** of the continent is more than **10 million**, and is growing at the rate of 225,000 a year.

- More than half the Australians are **active adults between the ages**



Everyone in Chicago knows this man!

Warren Culbertson knows how to make his weather reports *exciting*. On his "Weather by Radar" telecasts he shows viewers a *living picture* of weather conditions at that instant. He has added a new dimension to weather forecasting...new excitement to TV viewing.

Excitement—that's why Chicagoans watch WBKB's exclusive "Weather by Radar." As a matter of fact, folks

here automatically tune in channel 7 for TV excitement. This is where Chicago saw exclusive coverage of the Pan American Games, the Illinois High School Basketball tourney, the special program on the eve of Queen Elizabeth's U. S. visit and other exciting programs.

Got an exciting product? Tell the folks about it on WBKB...the *excitement* station!

WBKB the *excitement* station, channel **7**

owned and operated by the American Broadcasting Company

of 20 and 59. The children and adolescents comprise 37% of the total while the senior citizens account for the remaining 12%.

• As of 31 December, 1958, the number of licensed radio homes was 2,209,517; the total number of licensed tv homes was 454,696.

And, still on the Australian front: Canny, Paramor & Canny, in Sydney, and Briggs & James of Melbourne, will merge 1 January to form The Briggs, Canny, James & Paramor agency.

Tv report from Thailand: If tv's growth is to be speeded-up in Southeast Asia, there must be more trained technicians and the outmoded electrical systems must be modernized, according to Pichai Varnasong, tv director and producer from Thailand.

Varnasong, in New York as a guest of ABC TV, had this to report:

"With just two tv sets in Thailand (both in Bangkok) and a total of 35,000 sets in a population area of nine million, tv is still the country's greatest advertising medium, getting approximately 50% of the country's advertising budgets. By the end of '60, Thailand will have three tv stations, covering 80% of the nation's 23 million people."

NETWORKS

Longines (Victor Bennett) has assumed full sponsorship of a Christmas special on NBC TV, 9 December, which had originally been planned for by Benrus.

Reason for the switch: A change in top echelon at Benrus resulted in a revamped advertising schedule.

(For more news on network specials and regular schedule changes, see page 43, this issue.)

NBC president Robert Kintner, at the network's annual affiliates meeting in New York, set forth this four-point creed for NBC:

"1) We intend to continue a diversified program schedule and not abdicate any phase of proper programming. We propose to root out those who have been deceitful, but do not propose to abandon an important area of programming temporarily affected by wrongdoing.

2) We take complete responsibility for what goes on the NBC air.

3) We propose to buy from all fields of creative forces the best programming we can and we propose to continue to produce within NBC a substantial amount of our schedule.

4) We propose to push color because we believe we have only scratched the surface of its potential for home entertainment."

Financial report: Consolidated net sales of CBS, Inc., reached a new nine months' high of \$318,291,438 during the 39-week period ended 3 October.

This is a 5.8% increase over the \$300,738,926 reported for the first 10 weeks of 1958.

This 'n' data: Regional meetings with Pacific Coast and Midwest affiliates of Mutual have been set for the second week in December . . . Programming note: George Christy, magazine writer and teen expert, presides as "Mayor" of *Teen Town*, a new five-a-week nighttime program on ABC Radio geared to the tastes of teenagers . . . Arthur Godfrey will be guest of honor at the Academy of Tv Arts & Sciences' "Close-Up 1960" dinner in New York 8 January . . . NBC TV's *Hallmark Hall of Fame* is distributing special study programs to schools as aids in English and drama classes in connection with two of its telecasts . . . Twenty-six new members were inducted into the CBS 20-Year Club in special ceremonies held in New York this week.

Strictly personnel: John Cowden, to v.p., information services at CBS TV; Thomas Means succeeds him as supervisor of advertising and sales promotion for CBS TV Stations Division . . . Morriss Wattenberg, appointed director of sales development and research for ABC Radio . . . Sven Karlen, elected controller of CBS, Inc.

REPRESENTATIVES

The old and new generation of rep firm ownerships become associated in the transfer of ownership in Rambeau, Vance, Hopple, Inc.

The deal: 31-year-old Carl Schule, who owns Broadcast Time Sales, is buying the holdings of Bob Vance and Edward Hopple and installing Bill Rambeau, one of the first reps in the business, as board chairman of the firm he founded.

Schule will continue to operate BTS, which represents the Better Music and Thoms stations, as a separate entity.

Rep appointments: The Forward Group (KGLO-AM-TV, Mason City, Ia.; WTAD & KHQA-TV, Hannibal, Mo.-Quincy, Ill.; and WMTV, Madison, Wis.), to The Branham Co. . . . WHHM, Memphis and WDOT, Burlington, Vt., to Richard O'Connell, Inc.

New addresses: The Chicago office of Daren F. McGavren, to larger quarters at 35 East Wacker Drive . . . Good Music Broadcasters, to new quarters at 355 Lexington Avenue, New York.

Rep appointments — personnel: Sam Hill, Jr., to manager of the Los Angeles office of CBS TV Spot Sales . . . Bob Williams, to the New York sales staff of Daren F. McGavren . . . Edgar White, Jr., account executive for the George P. Hollingbery Co. . . . Richard Beesmyer, to New York account executive for CBS TV Spot Sales . . . John Del Greco, to account executive at Venard, Rintoul & McConnell.

RADIO STATIONS

New program service: Informacast, a monthly library of capsule program material featuring one-minute bulletins on various categories or topics, sold on a subscription basis.

Each franchise includes: exclusive use of Informacasts in station's primary area; a basic library of 250 bulletins; and a minimum of 50 new Informacasts each month including timely material to cover holidays and special occasions.

Subscribing stations, to date: WNEW, New York; WITH, Baltimore; WLEE, Richmond; KFMB, San Diego; and WGR, Buffalo.

Informacasts are produced and issued by the Program Development and Research Corp., New York.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE[®] RADIO

*delivers more
for the money*

The lure of the West continues. Throughout Inland California, population figures climb steadily to make it one of the fastest growing areas in the nation. For example, Sacramento county's population is up 63% since 1950 while retail sales in 1958 were 92.5% higher than in 1950. Impressive gains were also scored in other Beeline areas. All over this booming area, purchasers of homes, furniture, autos, appliances and all the necessities of life are listening by the hundreds of thousands to Beeline radio.

As a group The Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(SR&D & Nielsen)

McClatchy Broadcasting Company



SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

KOH ◦ RENO
KFBK ◦ SACRAMENTO
KBEE ◦ MODESTO
KMJ ◦ FRESNO
KERN ◦ BAKERSFIELD

New home construction in Sacramento county. The valuation of construction in Sacramento county in '58 was 98.7% more than in 1950.

No payola here: WPAC, Pat-chogue, N. Y., will include in its ratecard structure, the price for spinning a record for any company, singer, etc., desirous of promoting that record on air.

This new **Record Ping Rate**, according to the station, "is a result of the recent investigation disclosing a lack of inclusion in ratecard structure for this type of promotion."

A p.s. from WPAC: "In the more than eight years that we've been on the air, no member has received so much as a cup of coffee in return for playing any record."

Ideas at work:

• **To the rescue:** When Penn State alumni plans for a closed-circuit telecast of the Penn State-Syracuse game fell through, WCAU, Philadelphia, without charge, arranged to have a closed-circuit broadcast of the game piped into two of their studios direct from the football field—attracting some 300 people to station's studios to hear the game.

• **Stop, Look, Identify:** WZIP, Cincinnati, set up a giant "Good Music Cake," at the Food Show at the Cincinnati Gardens this past month, containing the picture of a recording star. Everyone visiting the booth was asked to register and identify the star for prizes. Each day names were drawn and read on the air for free albums if they called the station. Response: more than 100,000 people registered, with an average of three out of five people hearing their names and phoning the station.

• **Cooking school sessions:** The preparation of a company dinner in an hour and the baking of an orange roll held the attention of some 8,000 women attending a recent cooking session in Sioux City, co-sponsored by KVTU and WNAX, the IGA and Super-Saver Stores and D. K. Baxter Co. Wynn Speece, of WNAX, was the featured instructor.

• **On the prowl front:** WHK, Cleveland, and 17 Greater Cleveland area newspapers are jointly sponsoring a contest to find "Miss Suburbia." The winner, who must live in the area and who cannot be a professional model, will receive, among her prizes, a mink coat.

• **On the fowl front:** Stations throughout the country are now beginning their Thanksgiving cam-

paings. For instance, KOIL, Omaha, will give 100 turkey dinners to needy families. Listeners are being asked to send in information concerning families they feel should receive a turkey dinner.

Station sale: WCLG, Morgantown, W. Va., to William Freed of Reading, Pa., former owner of WDOV, Dover, Del., for \$67,000. Broker: Blackburn & Co.

Boston radio stations revised their program schedules for the duration of the newspaper strike.

For instance, WEEL aired supplemental news, reported by Boston newspaper men; WCRB carried such newspaper services as obituaries, and even comics; WNAC added 128 extra newscasts and distributed "Dinergrams" to news-minded luncheon guests at hotels.

Thisa 'n' data: More than 300 leading business executives attended the dedication ceremonies of the new building for KMOX, St. Louis. Featured speaker: Dr. Frank Stanton, CBS president . . . RAB expanded its activities north of the border last week by offering several of its services to Canadian stations.

New York Spanish market: A survey by Pulse for WHOM and *El Diario de Nueva York* shows that there are some 925,000 Spanish-speaking people in New York spending over \$240 million on food.

Kudos: Benedict Gimble, Jr., president of WIP, Philadelphia, will be honored at testimonial dinner next week by the B'Nai Brith Adelpi Lodge for outstanding service to youth through radio . . . KNUZ, Houston, awarded special honors by the Texas Association of Broadcasters for outstanding traffic safety promotion . . . Respective winners of **Mennen's** station merchandising contest: WHDH, Boston; WELI, New Haven; WMBR, Jacksonville; KGBT, Harlingen; and WWVA, Wheeling.

Station staffers: Dick Shireman, to general manager of KISN, Portland, Ore. . . . Alfred Spokes, to general manager of WCAX, Burlington, Vt. . . . Richard Quaas, named

sales manager of KDWB, Minneapolis-St. Paul . . . Larry Monroe, to station manager and program director of KIOA, Des Moines . . . Thomas Weisskopf, to president and Stephen Trivers, station manager, of the Harvard Radio Broadcasting Co. (WHRB-FM, Cambridge) . . . Art Grunewald, to station manager, WCTT, Corbin, Ky. . . Charles Stanley, commercial manager, KXEN, St. Louis . . . Bill Hitchcock, to the staff of KMGM, Albuquerque . . . Thomas Johnson, to the newly-created post of promotion and merchandising director for WKMH, Dearborn, Mich. . . . Joseph Klass, account executive, KEWB, San Francisco-Oakland . . . Dennis Holt, to the sales staff, KEZY, Los Angeles . . . Edward Hessel, Jr., to the promotion department at WHAS, Louisville.

TV STATIONS

TvB's Norman Cash reviewed the industry's growth and discussed tv's future at a membership meeting in Chicago this week.

His predictions: tv revenues in 1959 will exceed \$1.5 billion—an increase of 12% over 1958. Network billings will total some \$773 million in '59 and national and regional spot tv expenditures will hit \$464 million (net time and talent)—an increase of 17% over '58.

Ideas at work:

• **Name that Town and Flash-A-Feature:** These are two contests currently airing on KETV, Omaha. The one: viewers are asked to identify towns, within station's coverage, from aerial photographs flashed on the screen. The other: identify 22 jumbled movie titles selected from the station's film library. Titles appear at various angles and arrangements, some with large lettering, some with small. Within a 30-second promotion announcement, the titles appear twice only briefly. Both contests are continuing, changing only the towns and movies when identified.

• **Fun in the studio:** WKRC-TV, Cincinnati, held a "High Class Koffee Klotch" in its studios last week for Bromo Quinine distributors, dealers and chain store buyers in the area. Reason: station was selected for



“You Time Buyers Are All Alike.”

Always looking for a good buy for your client. Always knocking yourself out studying availabilities. Always trying to get a better adjacency. Always digging into figures, interpreting data, sifting ratings, coming up with solid recommendations. Always making impossible deadlines. Always doing a good job.

Before you get carried away with all this praise, let us interject one small word of let's call it advice. Some of you (not *you*, or *you*, or *you*, but *him*) have been known upon occasion (rare,

to be sure, but still . . .) to concentrate on “top 50” markets. Ours is the 65th tv market in the nation; there are 448,001 tv homes in our 58-county coverage area, full of folks just as product-hungry as those top 50 characters. Blair Television Associates will paint their picture.

WSLS-TV

Channel 10 • NBC Television

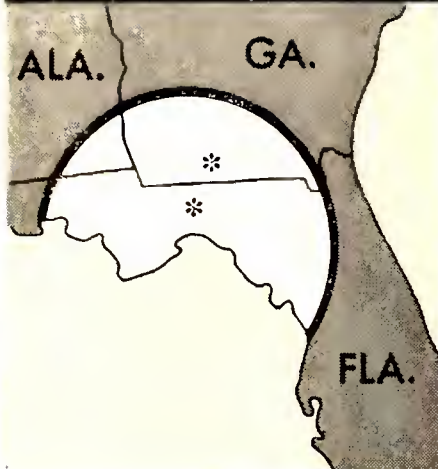
Mail Address: Roanoke, Va.

A broadcast service (with WSLR Radio)
of Shenandoah Life Insurance Company

BRIGHT

SPOT FOR BUSINESS!

TALLAHASSEE
THOMASVILLE



*brighter than ever
because WCTV is now
CBS-Television*

TOP STATION

With the great CBS programs, plus top ABC-TV shows, WCTV provides standout service to a most responsive market. In the entire U.S., Tallahassee stands fifth in retail sales per household.*

KEY MARKET

For many leading brands, the Tallahassee - Thomasville Market deserves and gets strong spot schedules. A sizable market - over 225,000 families - 52 counties - effectively covered by WCTV. Get the complete picture from Blair Television Associates.

*Annual Survey of Buying Power, 1959.

WCTV

TALLAHASSEE CHANNEL 6 THOMASVILLE
a John H. Phipps
Broadcasting Station

BLAIR TELEVISION ASSOCIATES
National Representatives

Grove Lahs' first appearance on tv with Bromo Quinine.

• To understand news: WSB-TV, Atlanta, hosted a group of 150 high school newspaper editors at its News Broadcasting Conference in the station's studios. Offering a creative contest with a year's tuition scholarship as first prize, the conference was sponsored by the station and the Henry W. Grady School of Journalism. Its purpose: to further education in the communications field.

This 'n' data: WTAE, Pittsburgh, has installed two regulation bowling lanes in its studios and is now carrying local live bowling programs . . . Increasing their coverage: KBAK-TV, Bakersfield, has received authorization to increase its power and change its transmitter location to Mt. Breckenridge . . . WKRC-TV, Cincinnati, has a new mobile station wagon equipped with record player and tape recorder, and sending out a steady stream of promotional material throughout the day . . . WABC-TV, New York, in behalf of *Major League Baseball Presents*, is launching an extensive foreign language newspaper ad campaign . . . Kudos to KDKA-TV, Pittsburgh, from Gov. Lawrence for its recent editorial urging passing of the Horse Racing Referendum . . . Storer Broadcasting declared a quarterly dividend of 45¢ per share on its Common Stock payable 15 December to stockholders of record 27 November.

On the personnel front: Lewis Avery, president of Avery-Knodel, elected to TvB's board of directors . . . Mel Wheeler, named assistant to the president and Milton De Reyna, Jr., general manager of WEAR-TV, Pensacola-Mobile . . . William Klumb, to national sales manager for WTMJ-TV, Milwaukee . . . George Ramos, named district sales manager of WNEM-TV, Flint-Saginaw-Bay City-Midland . . . Angelo Molinaro, named film editor at WTAE, Pittsburgh . . . Russ Howard, to national sales service representative for WSTV, Steubenville . . . Nort Frykman, to Colorado Springs sales manager for KKTU, Colorado Springs-Pueblo . . . Lyle Koch, to audience promotion coordinator and Walter Rhoads, sales promotion coordinator for WTVT, Tampa-St. Petersburg.

TETLEY TEA

(Continued from page 52)

Dimes: Yes, Edwards, and don't forget Tetley Tea is specially blended for tea bags. But Edwards, you've had 12 cups already.

Edwards: I know, but I'm bowling with my aunt tonight and she drinks Tetley, too!

(Jingle tag)

Though sales expansion is of course foremost, Tetley and its agency also have been pleased with certain fringe benefits stemming from their radio commercials. Recognition of their merit has come from the industry in the form of a Radio Advertising Bureau Gold Record in 1958, and selection in both '58 and '59 as one of the top 10 in the Spot Radio Commercial Survey, sponsored semi-annually by John Blair & Co.

Further proof comes from Tetley salesmen, who are enthusiastic about this widespread commercial recall they find among the trade.

The media strategy for Tetley's radio commercials is so full of variations with season, section and individual market characteristics, that a full description would assume encyclopedic proportions. A rough sketch is in order, however, to point up the intricacies of what Tetley needs and how spot radio fills the bill.

The field of operations is almost entirely east of the Mississippi. There are three flights per year above the Mason-Dixon line, and two below.

Hot tea is promoted in the North during the fall and winter months. Anywhere from 10 to 90 spots per week may be dealt to each market in a lineup numbering from 35 to 50. The North also is on the receiving end of a spring-into-summer iced tea pitch, though on a smaller scale.

Tetley's efforts on the southern front are at their peak during the iced tea season. As many as 40 markets are reached at a rate varying from 15 to 65 spots per week. In the course of Dixie's moderate winter hot tea season, Tetley keeps things simmering in a handful of markets.

Dollar volume determines the budget for a particular Tetley sales office area. Then each market therein is examined separately to determine its share. Among the considerations: Is it a good hot tea area; is it a good iced tea area; is it a winter resort, is it a summer resort.

(Please turn to page 74)

How to keep your head when all about you . . .

"As recently as 1927, drivers who exceeded the speed limit in Peiping, China, were executed and their heads exhibited as a warning to others."

This fact was reported in Borg-Warner's well known advertising series—to ask Americans, who knew less stringent laws, to keep their heads—and drive carefully.

It is one of hundreds of facts Borg-Warner has run in support of Advertising Council campaigns in the public interest.

Not confused by facts.

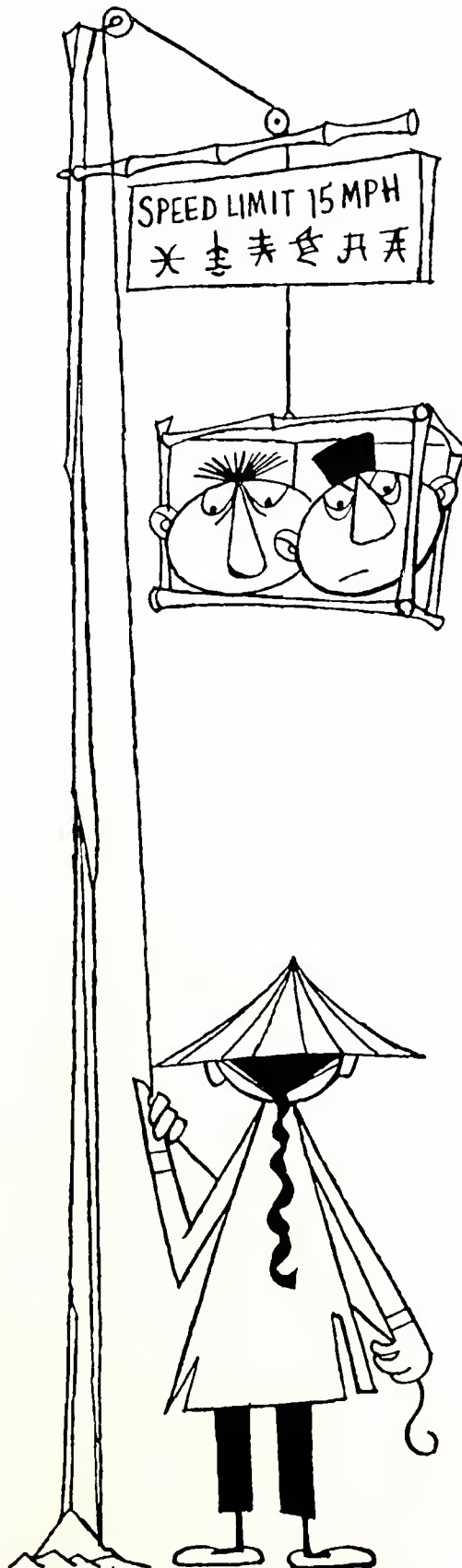
A recent independent depth survey, conducted to determine what "meaningful thoughts" readers derived from these spreads, showed 86% of all persons interviewed considered Borg-Warner "sincerely concerned with the public welfare."

The climate's good.

The survey elicited many voluntary comments to confirm the belief that public-service advertising helps maintain a favorable climate for business. Some of the comments were: "Borg-Warner has done a lot for our country"; "they are serving mankind"; and, "Borg-Warner is tied in with the family and the community."

A billion readers.

Each advertisement since 1952 has carried an Advertising Council message. This is the longest, continuous magazine support given Council projects by any national advertiser. Totals: 216 messages and an estimated billion and a quarter readers.



You, too, can benefit.

You can better your business climate as Borg-Warner has. Use Ad Council campaign slogans on your point-of-sale materials, on your direct mail or business letters, in house magazines or annual reports . . . and in radio, television and print advertising.

Here are current campaigns:

- Aid to Higher Education*
- Better Mental Health*
- Better Schools*
- Crusade for Freedom**
- Forest Fire Prevention*
- Red Cross**
- Register, Contribute, Vote**
- Religion in American Life*
- Religious Overseas Aid*
- Stop Accidents*
- United Nations**
- United Fund Campaigns**
- U. S. Savings Bonds*

*Not year-round campaigns

Free information, posters, reproduction proofs, electros for magazines and other advertising materials—yours for the asking. Send the coupon today, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles, and Washington, D. C.

THE ADVERTISING COUNCIL, INC.
25 West 45th Street
New York 36, New York

Please tell me how I can tie in with the Council . . . and "keep ahead".



NAME _____

COMPANY _____

ADDRESS _____

"WRC Radio has been making friends and customers for Peoples Drug Stores for over a decade. The 'Sound of Quality' has furthered our reputation for dependable values and friendly service."-Clayton R. Sanders, Advertising Director, Peoples Drug Stores Inc. Another testimonial for the results derived through regular use of the "Sound of Quality" on 980 in Washington, D.C. Sold by NBC Spot Sales

WRC • NBC Owned



WASHINGTON WEEK

21 NOVEMBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

The two-year old allegations of unethical activities as between the FCC and the industry it regulates came to life again this week, but the quiz show mess continues to dominate the Washington scene.

As the dust begins to settle—in preparation only for new windstorms on “paloya”—it appears that the advertising fraternity and the independent programers may get hit as hard or harder than broadcasters. That is, by the quiz show revelations.

The FCC has set Dec. 7 as the date it will hear in public session suggestions about whether it has the legal power to do anything about programing, and as to whether it should use such power if it has it.

It is rather startling that the emphasis on advertising in the new FCC inquiry has been completely overlooked. As a matter of cold, hard fact in the five questions which the FCC says it wants answered, programing is mentioned three times. Twice “and advertising” follows. The third time it is “and other material.”

Madison Avenue has already been hit as a direct result of the quiz show hearings by a new FTC crusade against false and misleading commercials. Some members of the House Commerce Legislative Oversight subcommittee have indicated that ad agencies and sponsors should be kept clear of decisions as to what goes out over the air.

Members of the FCC, from inside reports, are weighing what can be done under present law to loosen advertiser control over programing. There is a very definite possibility that the final responsibility of the individual broadcaster for what he broadcasts may be re-stressed in terms of keeping the sponsor out of program decisions.

Effects of the quiz show business on independent program packagers continue to spread, and continue to look more serious for the independents.

The FCC's network study staff probe into possible network monopoly in the field of programing has been thrown pretty well off the track. Justice Department secret inquiries and consideration of possible antitrust action against the webs on programing grounds has been stalled, at least temporarily.

The present trend is toward the opposite pole, less freedom for the independent producer and more supervision when his programs are used.

However, it must be noted (1) the FCC doesn't want to dictate programing policy to broadcasters and (2) it will be extremely difficult and perhaps impossible to get a law through Congress forcing such FCC dictation.

It is the Carroll (D., Colo.) Senate Judiciary subcommittee which has gotten back to legislation aimed at making illegal unethical approaches to FCC commissioners and people in other regulatory agencies.

Somehow, this one has paled in the public eye beside the quiz show and “payola” proceedings. But, unlike the current Harris probes, the Carroll proceedings—coupled with earlier Harris efforts—are sure to result in some form of “ethics” legislation to cover the regulatory bodies.

FILM-SCOPE

21 NOVEMBER 1959

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SPONSOR
PUBLICATIONS INC.

L&M's new brand, Duke, is shopping for syndication in up to a dozen markets via McCann-Erickson.

The appearance of a cascade of these new cigarette brands is heartening to syndication men, because of the fresh blood they may bring to film buying.

Right now there are **three successful formulas** being used by the established cigarette brands, and buying patterns of new cigarettes will likely capitalize on this experience.

Here are the three formulas:

1. The Lucky Strike approach of alternate week sponsorships in a single show over a wide area to get both circulation and identification.
2. The Camels pattern of buying syndication from stations as nighttime minutes at efficient cost, employing a variety of approved shows.
3. The Raleigh formula of full sponsorship of one show in specified markets for strong impact and identification.

Westinghouse may turn its Civil War series over to an established syndicator to handle wide station distribution.

Understood to be dickering for the show are MCA, NTA and Trans-Lux.

Look for an increase in syndication buying tempo in December.

This year both October and November have been sluggish months, in between the fall starts already fixed, and action on January options are still undecided.

MCA, as one of the first companies to go into syndication, has served as a training ground for executives that in subsequent years went on to other syndicators, to commercials producers and to stations.

(Even before the MCA syndication unit was hatched, Hal Hackett and Bobby Sanford had gone on to form Official Films.)

Here is a list of some MCA syndication alumni and their present affiliations:

NAME	WHERE THEY ARE NOW
Dave Abbott	WHDH-TV, Boston
Carroll Bagley	Screen Gems
Howard Berk	CBS stations division
Aaron Beckwith	BBDO
Gordon Crowe	Transfilm
Mickey Dubin	Filmways
Len Hammer	AAP
Marvin Korman	Screen Gems
Pierre Marquis	Screen Gems
John Newman	WMGM, New York
John Rohrs	NTA
Tom Schull	Storer Broadcasting
Karl von Schallern	Crosby/Brown
Kirk Torney	ITC

Syndicators are convinced that the interest in Westerns is far from over, and are continuing to program them as part of a steady film diet.

Two syndicators now bringing out Westerns are:

- CNP: Pony Express series.
- Ziv: Luke and the Tenderfoot. Despite a reportedly mixed reaction to this pilot, Ziv has so much confidence in the Western type that it invested in a second episode for audition purposes.

The interest of NT&T in Desilu probably hinges more on an opportunity to invest in facilities rather than the purchase of any tv properties.

Desilu has played a much larger role in recent seasons as a facility than as an investor in or owner of shows

NT&T's position, following its acquisition of NTA, has been one of making up its mind on how and where to invest: Gerald Canton, NT&T board chairman, recently liquidated outside interests and is now on the prowl for a long-range financial commitment within tv.

Yet another angle to a NT&T-NTA-Desilu marriage would be the fact that NTA is in a unique position as a syndicator: It has no network to back it, no Hollywood production force supporting it, no past as a radio syndicator.

NTA pioneered with new ideas for syndication; an interest in Desilu would give it the prestige of having facilities of its own.

COMMERCIALS

A period of re-evaluation of tape's functions in commercials is in progress as tape enters its third year.

Here are two views that were expressed last week to FILM-SCOPE:

1. One agency producer called the networks the chief obstacle to tape progress because of high facilities charges for airing.
2. An independent film producer accused agencies of imprudently recommending tape to clients because it would give agency men added prestige through more control of production.

A psychologist has described the "visual squeeze" commercial as one ideally suited for delivering impact.

Irving Taylor, writing in Art Direction magazine, called the flash and compression commercial one that breaks down impressions in the same way they are analyzed in normal mental physiology.

Transfilm-Caravel, a producer closely associated with the process, reports it has already turned out close to 100 spots of this type to date.

French Canada is taking on a new role as a testing ground for major new U. S. commercials and products.

Because of the area's lesser exposure to tv, its fresh impressions come closer to test-tube conditions than other regions.

The so-called "phony commercial" charges have drawn responses to initial protestations of innocence on several sides.

Said one producer: "Sure, we use all the tricks of the trade, but don't blame us. We're only giving agencies and clients what they want."

In turn, an agency man pointed out that both he and his client are bound in their efforts by what the public will accept and what it hopes to see.

SPONSOR HEARS

21 NOVEMBER 1959

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SPONSOR
PUBLICATIONS INC.

New Orleans Jackson Brewing (around \$2 million) looks as though it will swing from Fitzgerald to either Cunningham & Walsh or Ayer.

The report also goes that Aubrey Williams, NO native, will head the local office of whichever agency gets the nod as account executive.

One of the reasons why reps no longer have any qualms about setting their New York offices in sumptuous trappings:

It's the hired management that does the visiting from their stations, whereas formerly the ownership came a-calling frequently and there was the niggling thought that the commission-payers might look with askance at the share going into luxury.

As for the management boys, they get a kick out of the plush and chromium.

That \$3-million (all tv) Mars account actually came to NL&B out of the blue. It had made a pitch for the business back in '55 and in the interim did nothing.

As a result of the Mars loss Knox Reeves has shut down its Chicago office and let out 22 people from its Minneapolis shop.

ABC TV has definitely decided that the weekly fights—if they are retained—won't remain on the same night—Wednesday—next season.

The alternative that the network is pointing to: Saturday night, same time.

ABC's main motive: strengthening the Wednesday lineup competitively.

Those who attend regional and state broadcaster meetings hear more and more about the need for radio of a good public relations office of its own, a la the TIO.

The apparent difficulty: getting radio station operators of widely divergent views and interests to agree on what radio's image should be.

As George Armstrong, of WHB, KC, remarked at the NAB's Fort Worth meet: smart and continuing public relations would help recruit talented young people into radio.

Freelance tv film producers don't have to look to banks or other moneylenders for pilot money: Hollywood names with corporate setups have become the major source of such investments.

The reason: They've been advised by their taxmen that to justify the corporation they should show tv activity in addition to programs in which they appear.

Now that Schenley Industries, Inc., has departed from the shop BBDO reveals that there were quite a number of radio stations in both Pennsylvania and Ohio that were willing to accept the Friendly Schenley P.A. jingle.

What froze the project: Schenley's qualms about going through with it.

YOURS FREE

AS A SPONSOR SUBSCRIBER



Our apologies to
Atlanta, St. Louis, Boston,
Dallas and some other cities!

The new 5-City Directory, just off the press, contains more than 1900 listings, and 36 pages.

It's the recognized tv/radio guide to 5 cities where 93% of all national spot business is bought.

The 1960 directory is substantially bigger than any of its predecessors. You will find it more useful, and we hope you will forgive us if your city is not included.

If you're a SPONSOR subscriber drop us a note and we'll send you a 5-City Directory with our compliments.

If not, the price is 50¢ each . . . 40¢ in quantities of 5 to 10 . . . 30¢ for 10 or more.

If you're not a subscriber, enter your subscription now by using the form shown on this page. We'll send you, as a bonus, not only the 5-City Directory but also the 220 page 1959-60 Air Media Basics including Radio Basics, Tv Basics, Timebuying Basics, and much more.



Sponsor Publications Inc.
40 East 49th St., New York 17, N. Y.

Send me _____ copies of Sponsor's 5-city directory.
 Enter my subscription to Sponsor for one year at \$8.00 and send me FREE the 5-CITY DIRECTORY & AIR MEDIA BASICS.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

TETLEY TEA

(Continued from page 66)

Similarly, in selecting stations, numerous individual and local factors are weighed. Ratings are important, but so are audience profile and merchandising potential. Regarding merchandising assistance, media supervisor Cliff Botway says, "Tetley can use a great deal, and because for radio Tetley is very big, this help is usually forthcoming."

Most Tetley radio spots are aired Wednesday through Friday, considered the most active grocery shopping days. The "housewife hours" (9 a.m.-3 p.m.) are allotted the bulk of the spots, with the remainder aimed at working women during "traffic time" (6-9 a.m. and 4-6 p.m.).

Additional supporting media used by Tetley are spot tv and print. Over the Crosley stations in Cincinnati, Dayton, Columbus and Indianapolis, tv personality Ruth Lyons speaks for Tetley twice a week throughout the year. There also are periodic ads in the *New York Times Sunday Magazine* and *Ebony* magazine, usually featuring a picture of Mr. Dimes going about his duties in exotic climes.

SPONSOR ASKS

(Continued from page 50)

The speakers, all of top caliber, had a story to tell and did it well. Of considerable interest were the ad lib panel discussions on audience promo-



Discussions on stage image were especially significant

tion, trade paper advertising, and other phases of sales and station promotion.

As is the usual case in the matter of conventions, a lot of information is gleaned between sessions and in off-the-cuff "bull sessions." In these informal get-togethers you could go into more detail on certain projects that had been tried in other markets. This convention was no exception.

Summing up, the conference was most stimulating. I made many acquaintances—men who are top people in their trade. The meeting gave me a new awareness of the responsi-

bility of a promotion man in the ever-changing world of television.

Jack Lightner, director of prom., WREX-TV, Rockford, Ill.

The BPA Convention in Philadelphia offered for me an experience that I believe was well worth the money WREX-TV invested. I am comparatively new in tv and did a lot more listening than talking.

I feel that everyone concerned benefits greatly when a group of specialists, in any field, can get together and project ideas and sound methods that will improve the efficiency and production of a department.

I was very much impressed with the words of wisdom from Mr. Arthur C. Schofield. In my opinion he covered, in a general way, the correct



The approach to promotion reached its highest professional level

mental outlook a promotion manager should have.

I am looking forward to next year's session as I feel this get-together represents the most informative and constructive meeting I will attend in this progressing business.

Steve Fayer, promotion dir., WTOL-TV, Toledo, Ohio

"Why so quiet, fellows?"

Chalk up BPA Convention No. 4: my first. In Philadelphia, I discovered a very brisk trade in valuable, usable broadcast promotion ideas. However, while we promotion men vociferously battled among ourselves about subjects ranging from trade paper technique to merchandising, we presented a generally united and close-mouthed front when confronted with the excellent and provocative lineup of experts on the rostrum. I felt, at least, that there was a marked reluctance to tangle call letters with the guest speakers. In many sessions, no one even agreed above a whisper.

Promotion men, as they find themselves influencing station policies more and more at the management level, should not forget to holler once

(Please turn to page 76)



**Miss Fran from
KWTV
OKLAHOMA CITY
thrills youngsters
throughout
the KWTV
Community**

**BUY the
TOWER with
SALESpower
in Oklahoma!**

Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTV Community, submit names. Miss Fran is a big plus in KWTV's *Community Coverage* . . . especially in the hearts of busy mothers!



See your PETRYman

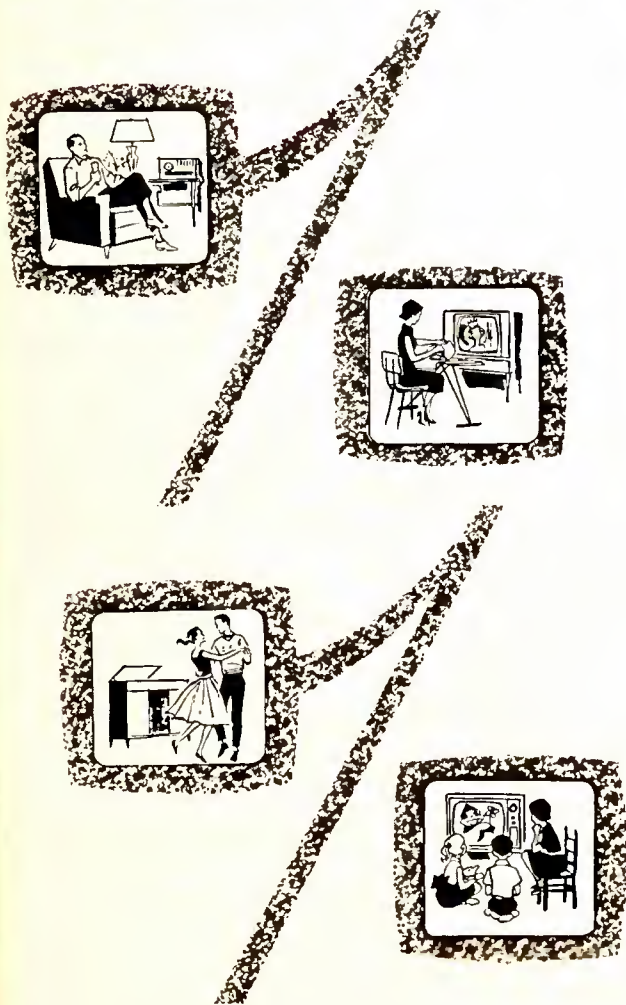


who listens... when?

Knowledge of Audience Composition is imperative if advertising dollars are to be spent effectively. Those interested in cigars and shot guns are not good prospects for lingerie and cake mixes. Automobiles are not effectively sold against a background of fairy tales.

Nielsen Station Index Reports show you at a glance the composition of the audience for each station for each 15-minute period . . . from 6 in the morning to 12 at night . . . for the entire week.

Here, in easy-to-use figures you learn total audiences and their composition by men, women, teenagers, and children.



TIME	STATION	PROGRAM	% HOMES REACHED PER 15 MINUTE PERIOD			AUDIENCE COMPOSITION PER 1/2 HOUR					
			Metro area		Station total	View per Home	Distribution by age and sex				
			Rating	Share	Homes		M	W	T	C	
9:00	HOMES USING TV		2	2	00	Mo	2	J	J	2	2
	WAAA CLIMAX		64.9	100		2.1	37	46	11	6	
	WBBB PEOPLES CHOICE		29.3	45	690	2.0	39	54	5	2	
	WCCC PAT BOONE		19.6	30	467	2.2	35	40	15	10	
	WAAA CLIMAX		12.8	20	283	2.3	31	42	17	10	
9:15	HOMES USING TV		64.2	100		2.1	37	47	11	5	
	WAAA CLIMAX		30.6	48	714	2.0	39	55			

For television. NSI reports Audience Composition data for every market in the U.S. with competitive tv programming. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports composition of radio audiences for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

And a lot more. Audience Composition, important as it is, is only one of the measurements reported by Nielsen Station Index. You also find the percent of homes reached by each station during each 15-minute time period in each of the 146 Metro or Central Areas . . . and the total number of homes reached, regardless of their location.

Send for sample NSI Report. See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.



Nielsen Station Index

a service of A. C. Nielsen Company

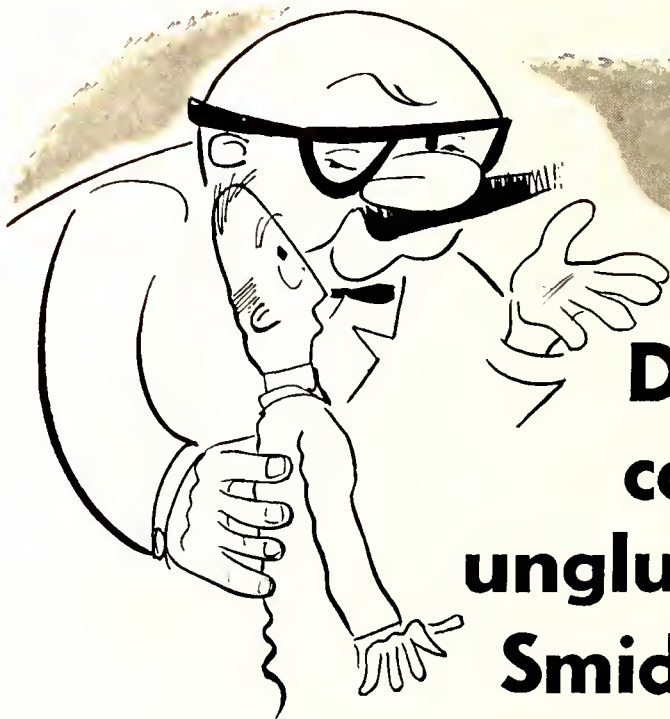
2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

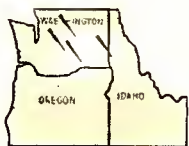
NEW YORK 22, NEW YORK
575 Lexington Ave., MURray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAVenport 5-0021



Don't come unglued, Smidley!

Other timebuyers must have your problem. You've just got to look at this Cascade market a little differently. Sure, it takes a four-station network to do it, but the Cascade's market has more population than Kansas City or Denver. More retail sales than Salt Lake City or Worcester. And don't forget this, Smidley, it's like a giant single station buy. Cascade is the only television serving the whole area.



CASCADE TELEVISION

KIMA-TV YAKIMA, WASH.

KEPR-TV PASCO, RICHLAND,
KENNEWICK, WASH.

KBAS-TV EPHRATA,
MOSES LAKE, WASH.

KLEW-TV LEWISTON, IDA.

For Facts and Figures:

National Representatives: **GEORGE P. HOLLINGBERY Company**
Pacific Northwest: **MOORE & ASSOCIATES**

SPONSOR ASKS

(Continued from page 74)

in a while—whether it be good, intelligent interrogation at BPA, or good, old-fashioned ballyhoo on the home front.

Unfortunately, I was as guilty as the next man. Discretion seems to be



Many promotion men were afraid to take loud stand on anything

getting the edge on valor as we and the industry grow older.

It was a good convention. We could have made it a better one—reticence is not our most important product.

Ron Scott, promotion supvr., *WOI-TV*,
Des Moines, Iowa

I feel that the Convention was especially profitable for me because of the fact that I'm relatively new to the promotion side of the broadcasting industry. The many talks delivered by men with years of experience in broadcasting gave me a better idea of what promotion *is* and exactly what promotion *can do*.

I was particularly interested in the round-table discussions dealing with the many hats that the promotion



Sessions not only defined what promotion is but exactly what it can do

man must wear. The aggressive promotion-minded men who led these discussions did an outstanding job of pointing out the importance of the various types of promotion, advertising and publicity. I returned to my station with new ideas for this many-faceted operation called promotion.

It is evident that the Broadcasters' Promotion Assn. is doing an excellent job of making "promotion" a more important word in the industry.

(Please turn to page 78)

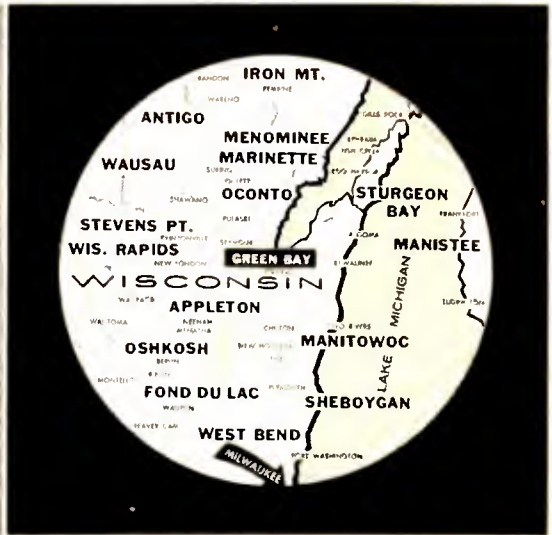
FARM BOY TAKES BUGGY-RIDE!

Today's definition of that word "Buggy" is a sporty Convertible. Our farmers, here in the Land of Milk and Money, are identified chiefly by their fat billfolds.

Here's a rich market of small cities and thousands of big dairy farms . . . 42% rural and 58% urban . . . where 1,350,000 folks spend \$1,750,000,000 in retail sales . . . more than 400,000 families enjoying Channel 2-CBS Television.



JAYDN R. EVANS, GEN. MGR.



THE LAND
OF MILK
AND ^MONEY
WBAY ch. 2
GREEN BAY

SPONSOR ASKS

(Continued from page 76)

Ruth Schlanger, promotion director, WFTJ, Utica-Rome, N. Y.

Out of thousands of words spoken during the BPA seminars in Philadelphia, seven, I think, wrapped up concisely and most effectively the purpose of a promotion department. The words, "viewers must be constantly sold on viewing," speak volumes in explaining why promotion, to be successful, must be a steady, day-by-day endeavor, and not an occasional thing.

They tell why smart promotion men (and women) dig constantly into the promotional bag of tricks hoping to come forth with that something new, something different, to keep their viewers "sold" on viewing.

The same seven words also package neatly all the reasons why an alert promotion department is essential to the present-day television station. Too often, alas, station owners relegate a promotion department to an incidental place in the operations. Or, worse, unthinkingly staff it with personnel not qualified to cope with the

myriad and challenging duties involved. A station without a "working" promotion department is as void



It emphasized viewers must be constantly sold on viewing

of congruity as a woman colorfully adorned who sits in the dark.

All told, many words were employed to better the efforts of promotion men, veteran or novice, at the BPA sessions. To me, however, these seven tell the promotion story best.

William Scruggs, promotion manager, WSOB-TV, Charlotte, N. C.

Having been a radio/tv sales representative for three and a half years, I marked my first anniversary as a station promotion manager by attending the Philadelphia BPA Convention. It affords an ideal opportunity to take stock of what my stations are doing promotion-wise, what we are not doing, and in short, gives access to a clearing house of worthwhile information.

I returned reassured that I am privileged to belong to this alert and



Convention gave us access to a clearing house of worthwhile information

progressive group. Because of BPA. I am certain that every individual promotion manager will be able to do a better job for his respective station and that we as a group, will continue to see our role in station management grow in importance.

Leonard G. Anderson, promotion mgr., WKBH-WKBT, La Crosse, Wis.

"The Round Table" in Good Arthur's day, I'm told.

Was peopled by knights, quiet heroes of old;

And each courteous guest, in his galvanized vest.

Only hinted in whispers of ventures so bold.

(Please turn to page 80)

10th anniversary WOC-TV Ch. 6

**Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market**

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!



THE QUINT CITIES

DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL.
MOLINE }
EAST MOLINE }

Col. B. J. Palmer
President

Ernest C. Sanders
Resident Manager

Pax Shaffer
Sales Manager

Peters, Griffin, Woodward,
Inc., Exclusive National
Representatives



WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.



BIG

FOURTH ANNIVERSARY

Shreveport's Channel 3's fourth anniversary is BIGGER than ever . . . BIGGER shows . . . BIGGER stars . . . BIGGER entertainment . . . BIGGER coverage.

When you specify KTBS-TV, the BIG station in Shreveport, you cover a market over four times BIGGER than Shreveport's metropolitan area in population and income according to every Nielsen survey.

Get the full story on this market of 1,318,600 people with \$1,661,784,000 to spend from your Petry man. You'll see why KTBS-TV is Shreveport's BIG station where things are done in a BIG way!

NBC-ABC

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

KTBS-TV

CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr.

BEST SELLER IN HOUSTON . . .

USE-TESTED BY LEADING TIME BUYERS
Kay-News
K-NUZ
 Radio Center
 Houston's 24-Hour
 Music and News
 SOLD ON THE NO. 1 RADIO STATION

American Airlines
 American Lamb Council
 Armour Company
 Arthur Murray
 Baker's Hair Tonic
 Ben-Gay
 B.C.
 Blackberry Julep Quicktail
 Blue Cross
 Barden's Evaporated Milk
 Bromo-Seltzer
 Busch Bavarian Beer
 Cadillac
 Camel Cigarettes
 Champion Spark Plugs
 Chevrolet
 Cook Book Bread
 Cream of Wheat
 Dash Dag Food
 Ecanomics Labs
 Eveready Batteries
 Falstaff Brewing
 Feenamint and Chaz
 Falger's Coffee

Ford Cars
 Ford Trucks
 Gillette Safety Razor
 Harmel Packing Co.
 Hastess Danuts
 Janes Blair Paints
 Kuhn Paint Company
 Ladies Home Journal
 Lane Star Beer
 Mercury
 Mexsana Powder
 Mrs. Baird's Bread
 My-T-Fine
 National Airlines
 Na-Daz
 Oak Farms Dairies
 Odarano
 Pacquins Hand Cream
 Pall Mall
 Peacemaker Flour
 Pearl Beer
 Pall Parrat Shaes
 Prestane Anti-freeze

Q-Tips
 Ralston Carn Chex
 Rayco
 R.C. Cola
 Red Heart Dag Food
 Riviera Cigarettes
 St. Joseph Aspirin
 Schlitz Beer
 Seven-Eleven
 Shulton Desert Flower
 Hand and Body Lotion
 Silk 'N Satin
 Sinclair Oil
 Southwestern Bell Telephone
 Stanback
 Swell
 Swifts Meats
 Tampa Nugget Cigars
 Tennessee Life Insurance
 Texas State Optical
 Trans-Texas Airways
 Trig
 Winston Cigarettes
 Wrigleys

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS Jackson 3-2581

SPONSOR ASKS

(Continued from page 78)

Not so today at BPA—
 Round Tables resound with raucous
 noise,
 Each speaker's thought meets oppos-
 ing voice:



Exciting,
 worthwhile,
 was
 "Round Table"
 day

"This we do!" "This we don't!"
 "That might sell your station,
 But I'm certain it won't!"
 Conviction sincere makes that angry
 sound:
 And, in counter claims, more truth
 is found—
 So, I learned much good for my sta-
 tion's sake
 During all the spirited "give and
 take"!
 Exciting, worthwhile, was "Round
 Table Day."

Let's have more at BPA!

MEN'S TOILETRIES

(Continued from page 40)

gift set in a Christmas promotion.
 The only full-scale men's toiletries
 advertising campaign planned for
 Christmas by any of the big com-
 panies is a 10-day push by Shulton
 (for its Old Spice line) beginning 14
 December. Shulton told SPONSOR that
 it in no sense represents the tradi-
 tional "gift set" promotions of past
 years. In fact, it features the first
 full-scale effort for its women's line.

Shulton, which concentrates in the
 men's field, was another toiletries
 firm which used spot radio to reach
 men earlier this year (see SPONSOR,
 20 June 1959). Shulton describes its
 proposed network radio schedule
 (running 17-19 Dec.) the heaviest in
 its history, with participations on 15
 nighttime and daytime shows on 200
 CBS stations and 199 NBC stations.
 Shulton will use multiple participa-
 tions on 14 evening and daytime tv
 shows on ABC, CBS, NBC. Other
 plans: Spot tv in 50 markets, spot ra-
 dio in 85, a double page in *Life*, full
 pages in eleven other magazines and
 supplements.

(Please turn to page 82)



One TV station is unique



Only with **KVOS TV** can you dominate* these two major markets



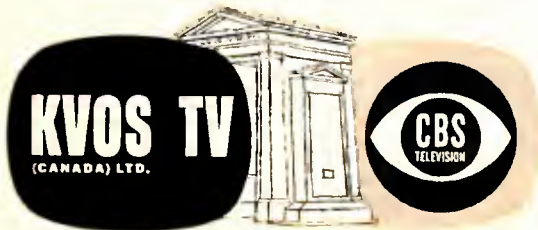
VANCOUVER



VICTORIA

* KVOS TV now covers with a class "A" contour
100% of Greater Vancouver and Greater Victoria

plus the Fraser Valley and
most of Vancouver Island.



VANCOUVER OFFICES—1687 West Broadway, REgent 8-5141
STOVIN-BYLES LIMITED—Montreal, Toronto, Winnipeg
FORJOE TV INC.—New York, Chicago, Los Angeles, San Francisco
ART MOORE and ASSOCIATES—Seattle, Portland

V3406-1

Drug Research Corp. is breaking into the touchy "skin tone" field with a product called Man Tan. A schedule of tv announcements now running in top markets reveals a completely masculine approach to selling a product comparable to a foundation cream or lotion for women. However, copy does not overlook the female influence in getting it into the home; final 15 seconds of the 60-second spots shows its use as a leg coloring for women.

Another product category not on the scene a few years ago is pre-shave lotions. Colgate and Pharmaceuticals (for its Letric Shave), each, have allotted over a \$1.4 million of their network tv budgets on these products so far this year.

Aerosols new gets heaviest play among shave creams. According to TvB, Colgate spent \$646,590 in spot tv and \$551,292 in network tv for its Rapid Shave.

TvB figures show total 1958 gross time billings in spot tv for men's toiletries (excluding electric shavers) was \$5,231,120. Network expenditures: \$12,114,275. The breakdown appears on this page.

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.



TOILETRIES SPENDING IN TV

Account	Spot	Net
ALBERTO CULVER		
<i>Command</i>	\$14,500
AMER. HOME PDCTS.		
<i>Aero Shave</i>	24,150	\$74,487
BRISTOL-MYERS		
<i>Trig</i>	55,370	786,571
<i>Vitalis</i>	39,840	2,121,557
CARTER		
<i>Rise Shave</i>	509,740	738,746
CHARLES ANTELL		
<i>Formula 9</i>	835,620
CHESEBROUGH-POND'S		
<i>Vaseline</i>	352,190	953,182
COLGATE-PALMOLIVE		
<i>Rapid Shave</i>	646,590	554,292
<i>Shave Cream</i>	161,700	171,582
<i>Wildroot</i>	513,450	1,509,171
<i>Cream Oil</i>	333,590	1,022,234
<i>Hair Tonic</i>	100,040
<i>Vam</i>	79,820	486,937
GILLETTE		
<i>Foamy Shave</i>	580,565
HAROLD RITCHIE		
<i>Brylcreem</i>	1,470,000	303,350
HELENE CURTIS		
<i>Suave</i>	314,440
<i>King's Men</i>	25,710
MENNEN		
<i>After Shave</i>	220,415
<i>Foam Shave</i>	10,630	349,521
<i>Shave Cream</i>	214,045
<i>Skin Bracer</i>	510,255
<i>Spray Deod.</i>	27,060	212,757
<i>Stick Deod.</i>	278,535
<i>Spray & Stick</i>	167,561
REVLON		
<i>Top Brass</i>	71,110	637,192
SHULTON		
<i>Old Spice line</i>	31,000	360,873
WARNER LAMBERT		
<i>Sportsman line</i>	101,400
PHARMACEUTICALS		
<i>Aqua Velva</i>	15,960	610,151
<i>Letric Shave</i>	245,427
<i>Williams (shave)</i>	514,040
<i>Kreml</i>	10,660
Source: TVB 1958 gross time billings		\$5,231,120 \$12,114,275

WAVE RADIO and TV SCORE MAGNIFICENT "FIRST"

Commission, Produce, Broadcast Full-Length Opera
To Dedicate New Studio Building



On Friday evening October 23, Channel 3 in Louisville carried a breath-taking broadcast which brought rave notices in the press—was covered by top national magazines—created astonishing *listener-response* in the form of telephone calls and letters from the entire coverage area.

The following excerpts from a story by William Mootz, Music Editor, in next morning's *Courier-Journal* capsule the event:

"With a handsome production of Lee Hoiby's three-act opera 'Beatrice,' WAVE christened its new radio and television center last night.

"WAVE's commissioning of Hoiby's opera was a unique gesture, a magnificent expression of faith in

Louisville as a cultural center. That the gesture should culminate in the lavish premiere seen last night must be a source of great pride. . . .

"Last night's show was the result of impeccable teamwork between artists and technicians. And a beautiful show it was!

"'Beatrice' boomed on Channel 3 last night as an opera of unflinching lyricism, written by a young man who has mastered the tools of his trade. Every aspect of the work is shaped with professional skill.

"George Tuell's settings can bear comparison favorably with the most expensive shows the networks have to offer, and Burt Blackwell's fluid direction was a triumph of skill and invention.

"Between acts, Robert Sarnoff, president of N.B.C., saluted WAVE in a congratulatory message.

"Sarnoff called the television center one of the nation's outstanding broadcast headquarters. . . .

"Pity Mr. Sarnoff wasn't here to see for himself. . . . 'Beatrice' was a fine and honorable interlude."



RADIO AND TELEVISION
725 South Floyd Street
LOUISVILLE 3 • NBC
NBC Spot Sales, National Representatives

Tv and radio NEWSMAKERS



Gene Godt, sales promotion and advertising manager of KYW-TV, Cleveland, has been elected president of BPA. He has been a charter member of the group serving on the board of directors for the past three years, and was elected a first v.p. last year. Godt began his career at KOLT, Scotts-bluff, Neb. He then joined WHO, Des Moines as a news staffer, moved on to

WCCO-TV, Minneapolis as director of advertising, promotion, public relations. Last August, he assumed his present post at KYW-TV.

Stephens Dietz has been elected group v.p. in charge of the revamped media, merchandising, research and tv/radio departments at Kenyon & Eckhardt. He joined the agency as a v.p. and account supervisor in 1955, was named head of the marketing committee the following year, and became director of the merchandising department in 1957. Dietz came to K&E from Ogilvy, Benson & Mather where he had been v.p. in charge of marketing for two years. He was with Ted Bates the previous five years.



Harvey L. Hudson has been elected a v.p. and director of Lee Broadcasting Corp. (owners and operators of WLEE, Richmond, Va.). Hudson joined the station as a d.j. in 1946. A year later he became program director of WLEE, in 1949 operations manager, in 1952 assistant manager, in 1955 station manager, and in the fall of 1956 he was promoted to general manager

in charge of operations and national and local sales for the station. Hudson, 38 years old, started his broadcasting career in 1938.

Alvin E. Unger is the new v.p. in charge of syndication for Independent Tv Corp. (ITC). Unger will continue in his present capacity of supervising ITC's Arrow Productions and the "Jeff's Collie" division. Before joining ITC in October, 1958, Unger was with Ziv Tv as v.p. in charge of the Chicago office. He was with Ziv for 19 years. Prior to his Chicago post, Unger was v.p. in charge of sales for Ziv's radio syndication division. Hardie Frieberg continues as ITC general manager of syndication.



Coverage doesn't come this way yet!

Just ask your time-buyer! He'll tell you coverage isn't just had for the asking. But—with your 30-minute show or 30-second station break on film—getting the coverage you want and need is not only possible but economical and practical.

Goes without saying that film also gives you control of your message.

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

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

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

or

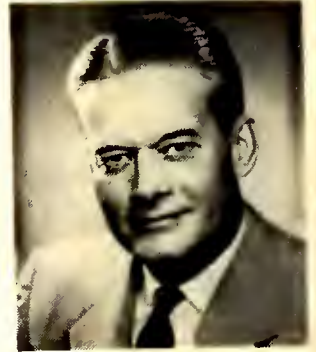
W. J. German, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture Film
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.

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



The seller's viewpoint

In this pungent "letter to an agency guy named Bill," C. L. "Chet" Thomas of KXOK, St. Louis warns that too many agency men are judging radio on personal opinions, or those of friends in the "five- or six-figure earning class." Thomas suggests that a better rule is "If the old man doesn't like it, it is bound to be a success." Here is a lively, thought-provoking comment on radio today that is bound to interest time buyers and advertisers. If you too are a seller who has some straight talk you'd like to give your clients, set it down in 500 well-chosen words and have it circulated via the pages of SPONSOR.



BEWARE OF WHAT THE BOSS LIKES

Dear Bill:

As you know, I've spent all of my working years in this business of radio. It's always been a fascinating way to make a better than average living, but these past five years have been even more interesting. Radio has blossomed tremendously and more people listen to it today than ever before in its history. I recall those days of the "big" shows all over the schedule and the hundreds of remotes. No station was respectable unless it had at least one pickup from a local hotel or dance hall. Those were the so-called "good old days" but like so many "good" things of yesteryear, they have been supplanted by a more dynamic kind of radio. I often wonder what would have happened in the good old days if some enterprising radio station had programed as the independents are doing today. You probably would say that the audience was not ready for today's radio. I'm not at all sure of that.

I have given a lot of thought to what is going on in radio today and am aware that there is not complete agreement among you agency guys and gals that all that has happened is good either for radio or your clients. Bill, be assured that when an industry as big as radio really flexes its muscles, you must believe in it or some enterprising agency is going to take some of your accounts away from you. Do not make the mistake ever of judging this industry completely on your own opinion, that of your family or your friends. You travel in some pretty fast company and most of your friends are in the five, and some six, figure earnings class. Believe me, if your agency had to depend upon this class to buy the products of your clients, you and the client would go broke in a hurry. The simple reason for that is there are just not enough people in the high earning group. You must reach the masses and the masses are reached most effectively and economically by radio.

I'm always amused when some agency exec tells me that he is buying a network affiliated station because of its "high class" programing. First of all, high class programing has limited appeal and second, check what these network stations are programing in non-network time. Chances are they are working like mad to duplicate the programing of independent stations whenever they can. Now don't get me wrong, I like network programing, but I can afford an opera or symphony now and then.

There's a saying going on around our shop which goes something like this: "If the old man doesn't like it, it is bound to be a success." A little salty, but, doggone it, they are right. I'm getting so that I first expose myself to a brand of music to make sure that I don't like it, then tell the program department to adopt it. Kind of reverse psychology. After all, radio is in business to please the greatest number of people and according to all the experts who count noses, it is independent programing most of the people like. This kind of station does a whale of a public service job, too. Our "thank you" file is bulging. Many more organizations are being promoted than back in the "good old days" simply because we saturate the air with appeals for blood donors, United Fund, Goodwill Industries, etc. A couple of years ago we would have "created" a 30 or 15-minute show with fancy script, staff orchestra and staff singers and we all would wear our halo at a jaunty angle because our public interest responsibility had been discharged. Not so today, thank heavens, and everybody benefits.

Incidentally Bill, thanks for that fat order you sent the other day. Glad to know we upped sales 40% for your pet account. Now how about giving us a crack at a few more?

Sincerely,
CHET

COVERED

... place something over, to include, to bring or hold within a range. Case in point: WSAU-TELEVISION covers the viewers in Wisconsin's central 24 counties (over 1/3 of the total). Example*: AVERAGE daily daytime circulation is 35% of total homes and circulation hits 50% of all homes in an AVERAGE evening.

WSAU-TELEVISION's high caliber penetration and reasonable rates makes it a sure shot for your commercial message. Ask WSAU-TV's close-at-hand representatives.

* AREA ARB REPORT,
March 1959.



WAUSAU WISCONSIN • WSAU-TV • WAUSAU WISCONSIN

Represented by THE MEEKER CO., INC. and HARRY HYETT (Mpls.)

SPONSOR SPEAKS

Where young agency men are weakest

One of the great tragedies of our business (and this is particularly true in New York and along Madison Ave.) is that so many young agency men have never had any practical experience in selling by radio.

They have come into advertising when attention has been focused on the "visual" presentation and they have never known first hand the miracles that can and have been accomplished in selling through the ear alone.

The rise of tv was accompanied by a great spate of talk about the virtues of visualizing a sales pitch, and younger men in the agency field tend to think of the importance of visualization when they consider tv, magazine and newspaper schedules.

What they don't know, because they never lived through it, is that radio in pre-tv days, proved many times over that it could outsell visual advertising for such savvy clients as P&G, General Foods, Standard Brands, American Home, and dozens of others.

Without color, and without pictures, Jack Benny's "six delicious flavors" pitch had millions of mouths watering for Jello. P&G, when it concentrated in radio, demonstrated conclusively that every kind of advertising—product, premium offers, deals, even complicated contests—can be promoted with overwhelming success by appealing to the ear.

Sterling Drug and American Home Products were smashing sales records with radio, long before it was thought necessary to "visualize" the workings of headache, cold, and stomach remedies with elaborate diagrams.

Visual advertising is fine, and we don't mean to knock it. But it is not the whole story, and many companies can still find even more potent salespower in the non-visual medium of radio, and frequently at less cost.

We suggest that the radio industry, and this includes stations, representatives, trade associations and networks, concentrate on educating young agency men in radio selling.

THIS WE FIGHT FOR: *More creativeness in radio and tv commercials, and more attention by agency creative departments to the development of young, bright talents who know how to sell through both eye and ear appeals.*



10-SECOND SPOTS

Definition: According to Herb Oscar Anderson, WMCA, N.Y.C., "Middle age is that time of life when you'll be feeling better in no time."

Confused trivia dept.: Both these items appeared in the same edition of the *New York Post* (9 Nov.) but in different columns—

From Leonard Lyons' column—"Jackie Gleason watched his *Small World* telecast, with Brendan Behan, at his Peekskill home, sipping drink-for-drink with Behan on the screen." From Earl Wilson's column—"Jackie Gleason was pouring at a party at his Peekskill Round House (for Milton Berle, Buddy Hackett, and others) and didn't watch himself and Brendan Behan on *Small World* . . ."

It's nice the way press agents get together on their stories.

No faith: A thief broke into the garage of Jim Saxon, account exec at WCAE, Pittsburgh, and stole his snow tires. Just in case the winter proves too tough for the tires, he also stole Saxon's pick and shovel.

Names we like: A package delivery service has the intriguing name—Wheel & Wing Express Co.

Blooper: Synopsis of tv movie in N. Y. edition of *TV Guide*—"Maisie." (1939) A small-time showgirl is strangled in a Wyoming cow-town and soon becomes involved in a murder. *Sooner than that.*

Potables: Some time ago, we gave the ingredients of a "Tomato Mary Cocktail" and this prompted a station rep to pass along two other popular Madvertising Ave. concoctions—

(1) Geritol and vodka: a Tired Bloody Mary.

(2) Preparation H and Vodka: a Piledriver.

Continuity: Fred Fiske, WWDC, Washington, radio personality, briefly ad-libbed about the pregnancy of vocalist Edye Gorme (Mrs. Steve Lawrence), then settled back as his engineer (to whom he had directed a request to substitute a shorter disk than the one scheduled) played "Taking a Chance on Love."

SEATTLE SWITCH:

Prior to the end of September, the ABC-TV affiliate, KING-TV was the first station in the market. KOMO-TV, an NBC affiliate, was second.

Then, the two affiliates switched networks.

Now the first station in Seattle is KOMO-TV, the new ABC-TV affiliate.

1. KOMO-TV (ABC)	40.5*
2. KING-TV (NBC)	33.4
3. KIRO-TV (CBS)	22.3

As ABC-TV goes... so goes the audience.

"More Moments of Good Music"

MEAN
MORE PEOPLE
... WITH MORE
PURCHASING POWER
LISTEN TO



W D O K *

5,000 Fulltime Watts IN THE **HEART** OF *Cleveland Radio*

1100 1220 **1260** 1300 1420

Clevelanders get more listening pleasure when they dial 1260 on their radios, WDOK, Cleveland's good music station.

The explanation is simple: Listeners hear quality programming designed to uplift, enrich and enlarge their cultural well being. Complemented with concise and timely newscasts, WDOK goes beyond ordinary programming standards by playing now even more good music, day or night, with the matchless ability to please both the mature listener and the sales-minded sponsor.

THE CIVIC BROADCASTERS, INC., 1515 EUCLID AVENUE, CLEVELAND 15, OHIO
Frederick Wolf, General Manager

* No. 2 in Cleveland (Nielsen)