

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



Official U. S. Navy Photograph

any time is **listening** time...

and **radio** goes everywhere!

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. And Radio keeps everyone at home company, too—delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturates markets profitably, economically and quickly.

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

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

THE PARTI-DAY TEST BEGINS IN WISCONSIN

Unique 26-week market study, which SPONSOR will report exclusively, starts with new grocery product facing distribution problems as daytime tv spot schedule gets under way

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Portrait of a non-Ivy League Timebuyer

Page 32

RADIO: is it being "short-changed" by the ad business?

Page 34

New instant tv rating service for Nielsen

Page 37

RECEIVED
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"Casey" Clark and the WNAX Lazy Ranch Boys, Bob Gibson, the Everly Brothers and Evelyn Harlene make with the music.



**Thousands came from all over Big Aggie Land
Hundreds of others had to be turned away**



The return of the WNAX Missouri Valley Barn Dance was a rip-roaring success!

The old-fashioned Saturday night entertainment habit in Big Aggie Land just had to come back. Too many people remembered the good times they had at the WNAX Missouri Valley Barn Dance. Live country music returned to these happy people last September 13. And what a success!

Nearly 5,000 people from all over Big Aggie Land got seats for the Barn Dance. Hundreds more had to be turned away. They came to see and hear their favorite daytime radio entertainers in person "Casey" Clark and the WNAX Lazy Ranch Boys with Evelyn Har-

lene, plus the nationally famous Everly Brothers, "Smiley" Burnett and Bob Gibson.

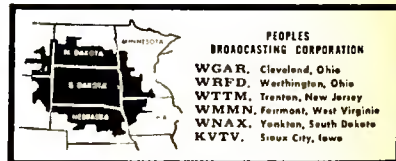
Hundreds of thousands of people in Big Aggie Land hear "Casey" and the gang every day over WNAX-570. And now these popular entertainers are going to meet their fans in person. They'll travel the length and breadth of Big Aggie Land to bring the Missouri Valley Barn Dance to a different town every Saturday night.

This is one of the ways WNAX-570 earns and holds one of the most loyal audiences in the country. The kind of listening loyalty that pays off for advertisers. See your Katz man.



WNAX-570 CBS RADIO

PROGRAMING FOR ADULTS OF ALL AGES
PEOPLES BROADCASTING CORPORATION
Yankton, South Dakota — Sioux City, Iowa



**PEOPLES
BROADCASTING CORPORATION**
WGAR, Cleveland, Ohio
WREF, Westington, Ohio
WTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yankton, South Dakota
KVTU, Sioux City, Iowa

**For Action
at
Lowest
Cost**

**86%* of CBS
Commercial
Time**

is ordered on

**WTHI-TV
TERRE HAUTE
INDIANA**

** Basis: 1958
Fall Schedule*

Channel



WTHI-TV

CBS • ABC

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

DIGEST OF ARTICLES

- The Parti-Day tv test begins**
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- What makes a timebuyer tick**
- 32** Villain or hero—the timebuyer is many things to many people depending on axes to grind. Here's McC-E's Sal Agovino: tough, fair, creative
- Is radio being shortchanged?**
- 34** SPONSOR survey indicates that radio is undermeasured, undersold and underrated. Here's what caused the problem and what can correct it
- Nielsen announces instant ratings**
- 37** Market research firm joins ARB in offering fast audience measurement. Nielsen Station Index to be expanded to another 14 markets by spring
- Why Butter-Nut couldn't afford to be serious**
- 40** Forty-percent sales increase in So. California was result of novel radio approach when this company marketed an instant coffee three years late
- Available: 18 nighttime shows**
- 41** At presstime, network tv has 18 evening shows on the market, either for complete or partial sponsorship. Latest listings of television basics
- SPONSOR ASKS: How is Negro radio faring in your market?**
- 55** With changes in Negro population, type of employment and purchasing power, three stations report the state of Negro radio in the South

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In Next Week's Issue

A wrap-up and summary of SPONSOR's six-part story on "What's new at the rating services: ARB, Pulse, Trendex, Videodex, Hooper, Nielsen"

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In Omaha...
if you want to
hit the nail right
on the head...

you want KOWH radio

... 9 years at or near the top—consistently!

Most recent Pulse: 6.2 all day average. Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Adam

Young can amplify. See him . . . or talk to KOWH General Manager Virgil Sharpe.

KOWH Omaha Represented by Adam Young Inc.



PROOF OF ACCEPTANCE *From Very Latest Nielsen*

WCCO Radio listeners than Minneapolis stations . . .

**THAT'S
NOT
ALL!**

Nielsen Station Index for July-August 1958 Also Shows:

*** During the Day . . .**

WCCO Radio has more listeners than all other Twin Cities stations combined! A 50.4% share of audience with 51,900 families for the average daytime quarter-hour.

(Station total, 6 AM — 6 PM, Mon.-Fri.)

*** Among Adults . . .**

WCCO Radio is the solid leader with a 56.9% share of the adult audience. Nearly one-third more than all other stations combined!

(Station total, 6 AM — Midnight, Mon.-Fri.)

*** In the Metro Area . . .**

WCCO Radio shows its overwhelming dominance with 391 quarter-hour wins. Four times more than all other stations combined!

(Metro area, 6 AM — Midnight, 7-day week)

**has more
the next five
St. Paul
combined!†**

**Nothing sells like acceptance . . .*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week.

36% MORE!

**daily or weekly--
by day or night--
KCEN-TV has
36% more viewers**

**Re: homes reached by KCEN-TV
NCS No. 3 reveals:**

**NIGHT—Weekly NCS circ. 99,060
KCEN-TV advantage—36.26%**

**NIGHT—daily NCS circ. 78,280
KCEN-TV advantage—36.30%**

**DAY—weekly NCS circ. 89,080
KCEN-TV advantage—37.49%**

**DAY—daily NCS circ. 62,550
KCEN-TV advantage—42.93%**

FT. WORTH. • DALLAS

WACO. ▲ KCEN-TV
TEMPLE •

• SAN ANTONIO

**To plant your brand
deep in the heart of Texas
cultivate the booming
Temple-Waco market***

*Temple leads state in retail sales gain for first 8 mos. of 1958 reports University of Texas Bureau of Business Research.

best
sold
by

KCEN-TV

NBC Channel 6
AFFILIATE

INTERCONNECTED

Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building. Ph. Plozo 6-0332. TWX: Eddy, Texas, 8486.



BLAIR TELEVISION ASSOCIATES
National Representatives

NEWSMAKER of the week

Last week, in Princeton, N. J., RCA demonstrated an AM-only stereophonic system to broadcast station executives. The new system, which uses a single AM transmitter within the regular AM broadcast band, can be received on a single AM radio set equipped with dual speakers. Until now, there has been no stereo system that operates entirely in the AM range.

The newsmaker: Dr. James Hillier, vice president, RCA Laboratories, whose announcement heightened the mounting interest among broadcasters, advertisers and agencies in stereo, broadcast techniques.

According to Hillier, the new AM-only system has definite advantages over other stereo methods. Until now, stereo broadcasting has used either FM only (multiplex) or an AM-FM combination of two radio, or one radio and one tv transmitters. RCA's new system uses a single AM transmitter, and is picked up by a single AM receiving set, equipped with a dual speaker system. Hillier points out that present combinations of AM and FM receivers are "usually unmatched and difficult to tune to the proper relationship for full stereo effect."

For the listener, the RCA AM-only system means stereophonic sound with only one receiver and one tuning adjustment, "as simple in operation as tuning present AM sets." For the broadcaster, it means the ability to transmit live recorded stereophonic programs within present operating AM frequencies.



Dr. James Hillier

Hillier believes that one of the most important uses for the new AM-only system will be in the field of automobile radios "for which FM systems are not practical." (Despite the RCA announcement, sponsor has learned that Philco and Motorola are planning to introduce FM auto receivers in the near future).

Among other significant points, the new RCA system is adapted to present broadcasting techniques, and can be introduced without causing obsolescence of present conventional receivers. Executives who saw the demonstration at the David Sarnoff Research Center at Princeton, also heard a regular AM-non-stereophonic broadcast from WRCA, New York, on the same receiver.

In describing how the RCA system works, Hillier pointed out that a standard AM frequency is made up of a carrier wave and two symmetrical sidebands of slightly higher and lower frequencies on either side of the carrier. In the stereo system, each of the stereo channels is carried by one of the side hands. The stereophonic AM receiver picks up these sidehands, separates them and feeds them to two speakers to reproduce the stereo effect picked up at the studio. ▀

NEWSMAKER STATION of the WEEK

WEEP applauds **EASTMAN**

WEEP

FASTEST GROWING STATION IN PITTSBURGH



robert e. eastman & CO., inc.

national representatives of radio stations

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

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

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

BUY THE STATION THAT HAS MADE THE BIGGEST NEWS IN PITTSBURGH

BOUGHT
BY STATIONS
AND ADVERTISERS
WHO WANT...

SMASH
RE-RUN
RATINGS

AND RESULTS!

Now, Economee offers these two timely, vital shows with proven audience appeal to win community praise for outstanding public service, to help you beat competition, build sales fast!

THRILLING TALES OF
ACTION! GALLANTRY! EXCITEMENT!

**"WEST
POINT"**

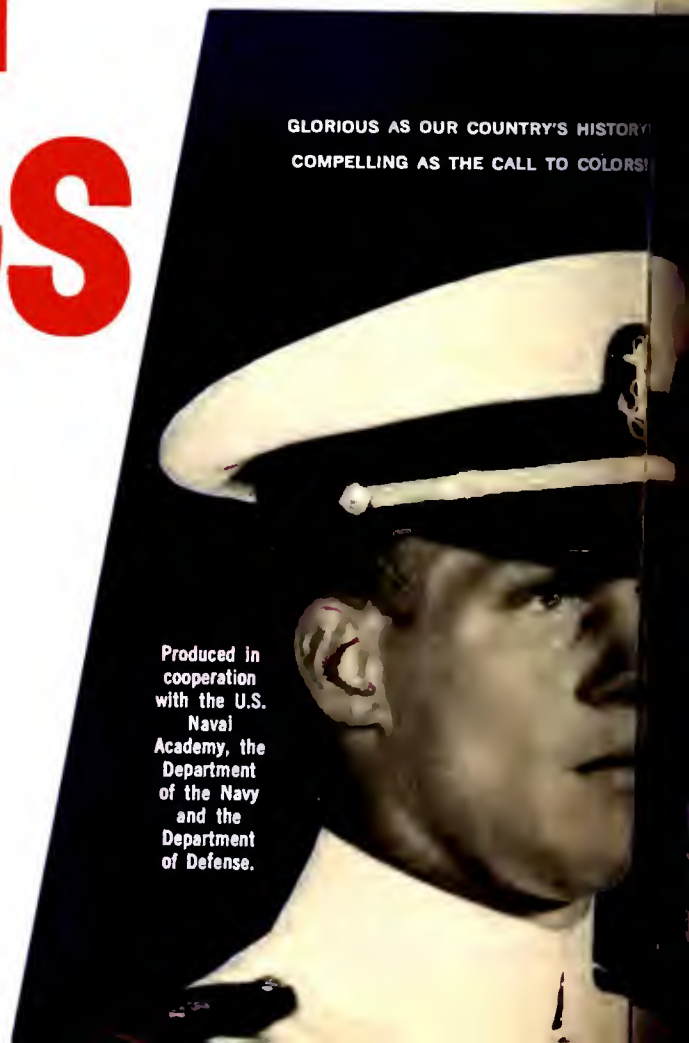
SCORING RE-RUN RATINGS LIKE THESE

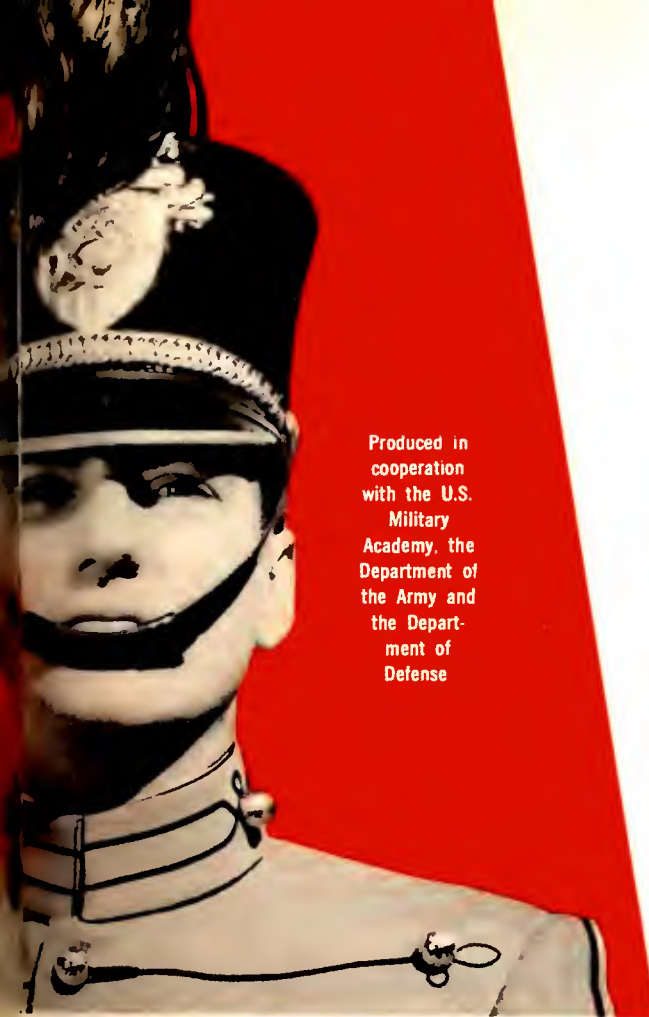
BOSTON	DAYTON	BATON ROUGE
33.2	33.0	34.8
PITTSBURGH	BUFFALO	ALTOONA
44.2	28.8	26.5

NOW! 2 POWER-PACKED PRESTIGE SHOWS

GLORIOUS AS OUR COUNTRY'S HISTORY
COMPELLING AS THE CALL TO COLOR!

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





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

UNLIMITED RATING OPPORTUNITIES. NEW! FROM . . .

ALL THE IMPACT OF A 21-GUN SALUTE!

"MEN OF Annapolis"

WITH SENSATIONAL RE-RUN RATINGS:

BALTIMORE	SEATTLE-TACOMA	BOISE
4.5	22.9	28.4
COLUMBIA, S.C.	LAS VEGAS	SALT LAKE CITY
39.1	26.5	34.7

Here are a few of the stations coast-to-coast who are **RUSHING TO SIGN!**

LOS ANGELES KABC-TV	DETROIT CKLW-TV
NEW YORK CITY WABC-TV	BUFFALO WGR-TV

RATING PROVED! ZIV PRODUCED!

Economee TV

ECONOMEETV TELEVISION PROGRAMS

488 MADISON AVENUE, NEW YORK 22, N. Y.

PHILADELPHIA WRCV-TV	SEATTLE KTNT-TV
--------------------------------	---------------------------

Both series are available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs. Act now to get details on profit-making opportunities in your market!

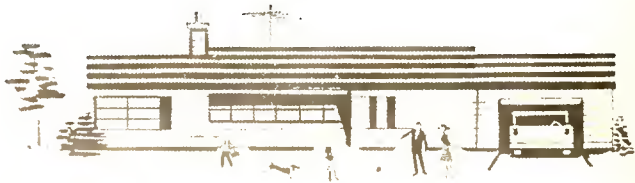
They buy as a family . . .



because they were sold as a family . . .



by their local Meredith station!



KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

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

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

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

Timebuyers at work

June Kirkpatrick, Honig, Cooper, Harrington & Miner, Los Angeles, is a strong advocate for spot radio, believing that "for the advertiser with a limited budget a number of well-placed radio spots frequently comprise a far better buy than a few tv spots for the same amount of money. Spot radio achieves greater results for such an advertiser since he gets better saturation, which is so important." On station merchandising, June doesn't believe in buying either radio or tv time to secure a good merchandising program. It is only a "plus," she says, and no matter how desirable the plan, it should be considered only as such. "Getting a good schedule should always come first in buying time." As to fm, June feels that these stations will have to come up with many more facts, especially set counts and ratings, before they will receive a larger share of the ad budget. "Agencies must sell their clients on fact, not figment, because we can't afford to gamble with the advertisers' money. A buyer must apply judgment and imagination to ratings and cost-per-1,000, of course, but he cannot buy blindly."



Howard Webb, media director, Ralph Allum Co., New York, points out that while print salesmen continue to complain that the way tv and print audiences are measured and compared is inaccurate and detrimental to print, they do nothing to correct it. "Recently, one of the top men of a large metropolitan paper explained that they have

a sure-fire formula for solving this problem—one that after being conducted would definitely show that media is more productive. To prove their point, however, they want an advertiser to cooperate in their experiments. If they are so sure of their findings, why don't they go ahead on their own?" One of their primary objections to broadcast measurement, Ralph says, is that rating figures do not prove the viewer has seen the commercial, and if he has, to what extent. They argue that the commercial is more heard than seen and that the viewer does not see what the product can do and why. "They may be right," Howard says. "But until they can show us facts, we will continue comparing print and tv as we are now. In short, they should put up, or shut up."



commercial, and if he has, to what extent. They argue that the commercial is more heard than seen and that the viewer does not see what the product can do and why. "They may be right," Howard says. "But until they can show us facts, we will continue comparing print and tv as we are now. In short, they should put up, or shut up."

SOMEONE SMART JUST BOUGHT COLOR RADIO



Now the smart buy in Los Angeles is even easier to make.

*HOOVER FOR AUGUST-
SEPTEMBER SHOWS KFWB
WITH MORE TOTAL
AUDIENCE THAN ALL FOUR
NETWORK STATIONS
COMBINED!*

Be smart. Don't buy by ear
or by "tradition".

Buy KFWB... first in Los Angeles
It's the thing to do!



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

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

Time Magazine
calls him GREAT!
Advertisers say he's
Selling DYNAMITE!

SOUPY SALES



Adults love him!
Kids worship him!

"BREAKFAST WITH SOUPY"

A happy morning show with an established audience ready to move from noon to morning with their favorite comic. The new time will mean more adults will be around, too . . . making Soupy a better buy than ever! When you buy Soupy you buy the comic who became the top-rated daytime show in Detroit—outrated network competition from the other two!

7:30-8:30 A.M. MONDAY thru
FRIDAY starting OCT. 13

For Availabilities contact

WXYZ-TV CHANNEL 7
DETROIT abc

or Blair-TV!

Sponsor backstage

Ad Alley: In or out of focus?

For some guys there is just not enough work involved in running a television station and being a television network vice president. Or in carrying the titles of executive vice president, chairman of the plans hoard and creative head of all media at Batten, Barton, Durstine & Osborn. So Sterling Quinlan and Robert L. Foreman each turned out a novel. Quinlan, who, as you may know, is an American Broadcasting Co. v.p. and runs the Chicago station for the network, wrote a story called "The Merger," obviously all about the take-over of the station by the network. And our old columning mate, Foreman did an opus called "The Hot Half Hour," which you could conceivably believe is the story of *The \$64,000 Question*.



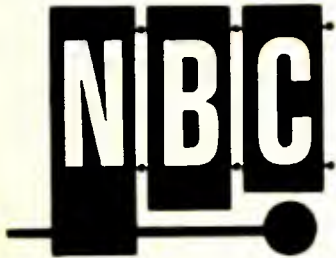
I enjoyed both books immensely. Red Quinlan and Bob Foreman are good story tellers, and obviously know their subject matter and their people inside out. It is questionable that Ernest Hemingway or Somerset Maugham will learn very much about delineating characters in depth or dimension from our confreres, hut to anyone engaged in the advertising and/or television business this shortcoming in the two novels couldn't be less important. If you've toiled in these vineyards more than a year or two, as I have, you'll know every one of the characters in each of the two books. Or somebody just like them. And you fill in your own character details.

Something left out of the picture

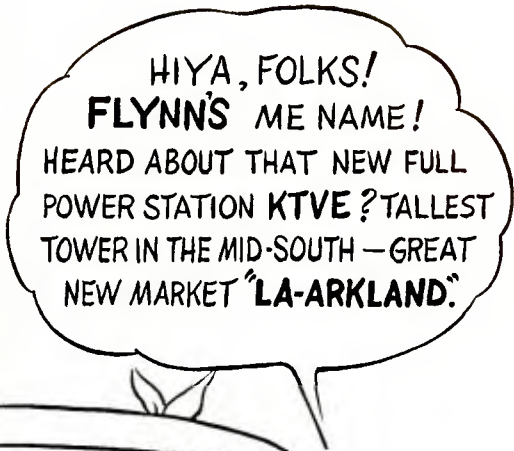
It is a sheer pleasure, for one thing, to read stories about the agency and television businesses in which the lead personages do not spend the bulk of their time leaping from one Simmons mattress to the next, like oversexed mountain goats. In Quinlan's tale the love story is a simple and honest one between the hero, who is program director of the station, and his lovely, understanding wife.

The great truth common to both books to me is a simple and slightly frightening one. It is that in the television and/or advertising business (possibly to a far greater degree than most other American industries) any job of the level of program director and up, or account executive and up, is a back-breaker, and quite conceivably a home-wrecker. I think both Quinlan's and Foreman's portrayals of what goes on—in the one instance, with the so-called merger of two broadcasting companies, and in the other, with the birth and gradual decline of a top 10 television program—are entirely authentic. Both of Quinlan's heroes work themselves very close to the edges of their respective graves, and while Foreman's boy is of hardier stuff, he surely blows his every chance for personal happiness because of the intensive pressure under which he toils each day. And Foreman, too, has the network president, who has survived three heart attacks, sitting through a meeting with the Partners who run the dress house which sponsors the Quiz Show—a meeting calculated to give sturdier men a stroke.

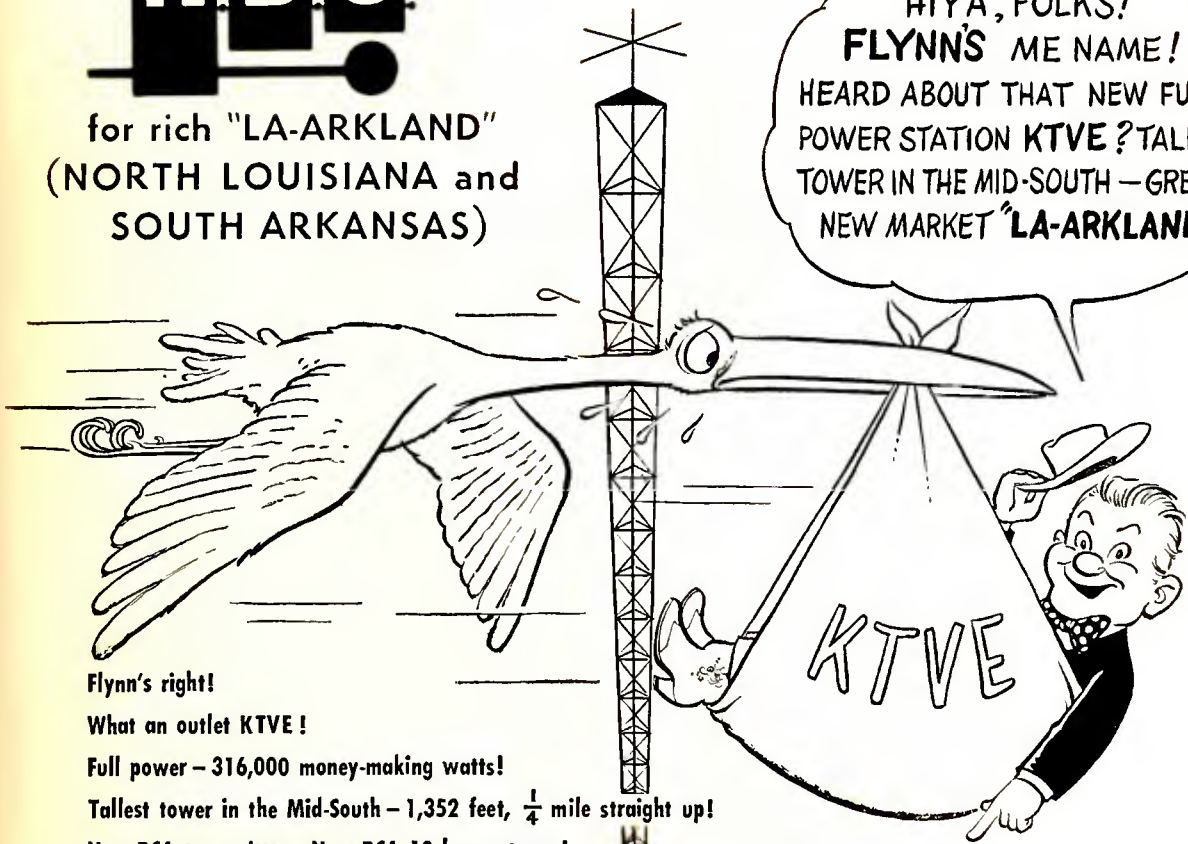
NOW!



for rich "LA-ARKLAND"
(NORTH LOUISIANA and
SOUTH ARKANSAS)



HIYA, FOLKS!
FLYNN'S ME NAME!
HEARD ABOUT THAT NEW FULL
POWER STATION **KTVE**? TALLEST
TOWER IN THE MID-SOUTH — GREAT
NEW MARKET "LA-ARKLAND".



Flynn's right!

What an outlet **KTVE**!

Full power — 316,000 money-making watts!

Tallest tower in the Mid-South — 1,352 feet, $\frac{1}{4}$ mile straight up!

New RCA transmitter — New RCA 18 bay antenna!

Remember — You're in like Flynn on Channel 10!

LA-ARKLAND



Centered in a prosperous
Oil and Timber belt.

KTVE

You're in like Flynn on Channel

10

Represented by: Weed Television Corp.



SHE'S
 dedicated to duty...
 and devoted to her
 favorite TV channel
 ...which in Portland
 and 30 surrounding
 Oregon and
 Washington counties
 is **KOIN-TV**.
 She buys nicely
 ...and frequently...
 and mostly what you
 suggest to her
 on **KOIN-TV**.
 The sporty
 gentlemen from CBS-TV
 Spot Sales know her
 secrets and will speak
 freely. Just try them.
 (And while you're
 at it, ask them
 about **NCS No. 3**.
 Wow!)



I do not know whether Foreman and Quinlan believe the people they write about to be exceptionally hard-working, hard-pressed, sometimes hard-headed, often hard-hearted, as people in the tv, radio (showbusiness in general) and/or advertising fields go. My own experience over 25 years is that they aren't exceptional at all. I see them, and have seen them by the scores, nay the hundreds, week in, week out, scratching, scrambling, fighting and biting sometimes to climb a little higher, often only to survive. I saw the best of them I ever knew, John G. Wilson, Joe to his friends, then executive vice president of the Radio Corporation of America, on his death bed, into which he had hurtled himself because he wanted to make RCA the biggest, best, richest, swingin'est company in the history of American business. He gave a damn lot toward that end, including, finally, his life.

That is the simple, and as I say, sometimes frightening truth about both Bob Foreman's and Red Quinlan's books. It depressed me a little for some reason I don't quite understand that neither Foreman nor Quinlan seem to be aware of this. Or if they are they didn't feel it merited a place in the summing up. While both the stories, as I said, are authentic and realistic the endings of each ring with all the truth of a half-dollar cut out of aluminum wrap.

Foreman comes up with a completely phony speech from the head of the agency to his tv department head, who has just lost the \$10,000,000 account.

“. . . We became all gimmick and finagle . . . the very same things those first great admen fought against are exactly the same things that tear down the business now. The sharp deal. The planted lie. The playing of one party against another. The fast talk. The loose language. . . .”

The good ones get used up fast

This by way of the boss' explanation of why and how they lost “The House of Karess” account, a firm run by a couple of people only a little less horrible than some who run firms who sponsor big money quiz shows right now. By never telling a lie, by using no angles whatsoever, implies the agency head, his dashing tv chieftain will find the true path to success in the agency business. I hope I am correct in believing that Bob Foreman doesn't really believe this, because I would hate to see it become necessary for BBD&O to come up with a new executive vice president, chairman of the plans board and creative head.

Quinlan doesn't quite have the nerve to include his “message” in his story. He uses the gimmick of a post-story dedication in which he says: “. . . here is my point . . . these are the people I am writing about (people in the television and advertising business). A restless, rootless tribe, they remain God's children all. They cast such lovely images. I think the book makes clear how I feel about them. They are good men. Men to be respected. Men of great pride and talent, who contribute so very much to our society. May God give us more men like the men in this book.”

The good ones, yes, please, God. Because they sure get used up mighty fast. But all? Come on, Red. You know that along with the good ones we have our full share of the incompetent politicians, and the phonies and the thieves and the bad ones. Who needs them? Except in a novel.

SLEEPER

Of course you know about "Divorce Hearing," the unrehearsed new show that's causing all the talk. It's authentic, startling, presenting every-day people at the crisis of their lives, exposing the raw facts of their love and hate.

Dr. Paul Popenoe is in charge and appears on each show. In 1930, he founded and now directs the American Institute of Family Relations. Dr. Popenoe is the author of eleven books on marriage and social biology. His regular feature in *The Ladies' Home Journal*, "Can This Marriage Be Saved?", is nationally known.

Not a re-enactment, "Divorce Hearing" is the *real thing*—tragic, comic, emotion-packed, and fascinating! Fascinating? Listen to the reviewers:

From *The New York Times*: "Divorce Hearing' . . . has a fascination about it. . . The participants were forceful personalities whose accounts have a tragicomic flavor. . ."

From *BIB Newsletter*, "Facts, Figures and Film": "Interstate has a sleeper in its 'Divorce Hearing' . . . the psychologist-star Dr. Paul Popenoe will be a national figure with plenty of demands for his time before the first series runs its 52 weeks. . . When series opened in New York (WNEW-TV, old WABD) the station was swamped with telephone calls asking 'Is he (Dr. Popenoe) in New York?' . . . a hot subject. . ."

From *The New York Herald Tribune*: ". . . a fascinating program . . . frank, unrehearsed . . . candid . . . The second couple made Ralph and Alice Kramden seem like Romeo and Juliet, and in spite of the seriousness of their situation turned out to be pathetically funny. 'He thinks he's Red Skelton,' the woman complained bitterly. He darned near was."

Electrify your programming! Get "Divorce Hearing" from INTERSTATE TELEVISION — and get it *now!*



Large audiences reduce per unit cost when the rate card is right.*

Top talent is harder come by, but it brings more salesmanship to that audience.**

Maximum buyership is produced by keeping a family audience listening.***

These are the costly extras that make the difference in product exposure — in product sales.****

*It is right on Bartell Family Radio.

**No finer talent in America than on Bartell Family Radio.

***Bartell audiences are kept alert, responsive by the wonderful games for family fun — a built-in result producer.

****Products which depend upon volume sales depend upon Bartell Family Radio.

REACH MORE PEOPLE AT LOWER COST ON BARTELL FAMILY RADIO



**BARTELL
FAMILY
RADIO**

COAST TO COAST

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

SPONSOR-SCOPE

1 NOVEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

DeSoto (BBDO, Detroit) this week put its 1959 model into the air with a four-week campaign in spot radio.

The buying is limited to **20 markets**, all of them selected by DeSoto dealers. Schedules will be split into **two flights**: 12-21 November and 3-12 December. The company apparently still is **undecided** as to what to do in tv.

Signs that Christmas business soon will be here:

- **General Electric**, through Y&R, is entering the gift market sweepstakes with its line of vacuum cleaners.

It's buying about **20 radio spots** a week for three weeks starting **24 November**.

- **Advertisers interested in cashing in** on some of the money youngsters get for Christmas may take a cue from what **Highland Sales**, of Minneapolis, is doing.

Highland, which makes **Shaper-Plastic Games**, is scheduling (via Mullen & Associates) a **spot tv campaign** which will start immediately after Christmas and run through 30 January as a test in three markets.

Highland's theory: The kids—fortified with new spending power—will **buy the things** they hoped to find under the Christmas tree but didn't.

What will obviously bring **distressing news** to national-rate defenders is the outcome of a **K&E query** among radio stations on whether they will allow **Lincoln-Mercury dealer groups** a local rate.

K&E, though still in the process this week of tabulating the questionnaires, feels that the majority of stations replied that the local rate would be **O.K.**

Reps have argued consistently with their stations that 1) all auto advertising should come under the national rate, and 2) that deviations from this policy would make it difficult to preserve the national rate in the auto field as a whole.

Fels (via Aitkin-Kynett) has stirred up something of a storm among radio stations by insisting they accept riders which guarantee various types of protection against competitive products.

The riders, which several leading reps have told the agency are unacceptable, require these separations:

- 1) **A minimum of two minutes** on either side of any kind of commercial, including I.D.'s and station promos. (Fels contends that promos should come under the heading of commercials.)

- 2) **A minimum of 30 minutes** from any advertiser in the household soap field, including bleaches.

- 3) **An hour** from any competitor using the same announcer or personality to deliver the commercial live.

Fels, now in **60 markets**, has been doing a lot of monitoring in recent months, and the position it's taking on the riders is: **conform or face cancellation.**

The agency says it's working on a similar rider for tv. About two-thirds of its radio schedules are for **52 weeks**; the remaining third, for **39 weeks.**

Radio sales managers for major rep firms still are hopeful that business will pour in during November and December in such profusion that 1958 will wind up with a flourish.

They expect a good bit of this new business to come from firms unloading some of their profits, or tax money.

These sales executives attribute the relatively slow pace of spot radio the past several months to such factors as:

- 1) The buying this season is running 5 to 8 weeks behind last year's pattern.
- 2) Heightened competition from the radio networks—an old story.
- 3) The shift of what might have been spot radio money to daytime tv, both spot and network.
- 4) The trend of tv rates, especially for packages, toward matching the rising costs of radio.
- 5) The air media being cyclical business, tv spot appears to have replaced radio for the nonce as the hot, or high-riding advertising choice.

Timebuyers now will be faced with an additional classification of spot radio time: AA.

WIND, Chicago, has so dubbed the peak auto traffic periods. They are from 6:30 to 9 a.m., and from 5 to 6:35 p.m.

International Shoe, St. Louis, is pooling the spot tv money for three of its divisions into a single kitty with this idea in mind:

It will be able to get 30-40% more tv advertising than would be possible by placing separate schedules for each of the divisions (Roberts, Johnson & Rand; Peters; and Friedman-Shelby).

With the combined purchasing power it will get "planned" buys—small tv spectaculars in 130 markets. Krupnick & Associates will mastermind the campaign.

P.S.: There will also be buys by local dealers out of co-op money.

In the opinion of some influential Madison Avenue media directors, the upping of rates on minute announcements could in the long run prove disadvantageous to tv stations.

They question the logic of increasing the price just because at the moment, as they view it, there's a greater demand for minutes than for 20 seconds and I.D.'s.

Says the media director of one of the most active sources of tv spot: "We're willing to buy minutes in marginal time and take a lower rating. If stations require more for minutes, we'll turn back to 20-seconds and benefit from the higher rating obtainable in chainbreaks. One set of values washes out the other."

Here's what prompted the comment:

Indications from reps that stations are contemplating a higher rate for minutes, traditionally priced the same as 20-second spots.

(For background on this article, see page 31, 25 October SPONSOR.)

If you're looking for evidence on how saturation radio can create a knowledge of and influence toward an advertiser, the results of a recent study of CIT Credit Corporation's campaign on NBC Radio's Monitor will come in handy.

The survey examined three areas of advertising influence: (1) awareness and knowledge about CIT and its services; (2) opinions about the company; and (3) preference for CIT's auto-financing plan.

Analysis of the queries' results—following a campaign of 70 announcements per weekend over four weekends in March-June—boiled down to this:

REACTION	PRE-CAMPAIGN	POST-CAMPAIGN	GAIN
Spontaneously named CIT	12%	28%	133%
Identified CIT slogan	7%	22%	214%
Would consider using auto finance co.	19%	25%	79%
Specifically CIT	19%	23%	21%

Acceptance of hard liquor advertising by a few radio stations already has started to stir up what you'd expect: Grumblings by church and temperance groups.

The break from an industry-imposed taboo shows signs of building into a sizzling controversy on a multitude of fronts—religious, public opinion, the distilling business, stations, and even the advertising field.

Right now three sectors—the big distillers, the NAB, and possibly the FCC—admit they've got a hot potato that they'd like to get rid of as quickly as possible.

As an example of the sort of thing the trio has consistently tried to avert: **The National Association of Evangelicals**, claiming to represent some 40 Protestant denominations and 10 million Protestants, this week asked the FCC to hold hearings on all license renewals of stations that accept distilled beverage advertising.

Noted **Howard Jones**, of the Distilled Spirits Institute, in commenting on the situation to SPONSOR-SCOPE: "Our members are as adamant as ever against the use of radio and tv by sellers of distilled beverages."

An incipiently haunting question meantime is: **Would air-media acceptance of liquor draw frowns from the beer sponsors?**

(See 8 November SPONSOR for full-dress exploration of liquor question.)

The toiletries market appears to be staging a comeback: John Breck is expanding its tv commitments with a series of Shirley Temple re-runs on ABC TV. The new money will run around \$925,000 in time and show cost.

Involved are 13 re-runs to be telecast on a hookup of 40 top markets, Monday 7:30-8:30 p.m. every third week.

The Edison Electric Institute is turning to daytime network tv to parry the thrusts that the gas producers have been making via Playhouse 90.

The Institute's appropriation for the campaign in '59: \$800,000.

In shopping among the networks for accommodations, Fuller & Smith & Ross, the agency on the account, is taking this precaution: It wants to avoid proximity to any appliance advertising. The Institute—comprised of electric utility companies—doesn't want to give the impression it's favoring any one appliance maker.

Alcoa is sweetening the air media pot with another \$3.5 million, making a total commitment of \$6 million for network tv.

Of the additional \$3.5 million appropriation, \$500,000 will go to network radio with the turn of the year.

At the same time, Alcoa will debut a supernatural series, **One Step Beyond**, in the Tuesday 10-10:30 p.m. slot on ABC TV. It's continuing with the alternate sponsorship of its anthology series on NBC TV Monday nights.

Alcoa's added budget raises the current annual rate of tv expenditure by heavy industries to \$51.5 million. (See 27 September SPONSOR-SCOPE.)

What may make an interesting point of comparison a month or two hence—when ABC TV's daytime programing will have been amply exposed—are these standings of NAA (national average audience) homes shown in Nielsen's second September, 1958 report:

RANK	NETWORK	PROGRAM	TOTAL NAA HOMES
1.	CBS TV	As the World Turns	3,613,000
2.	CBS TV	The Secret Storm	3,542,000
3.	CBS TV	Search for Tomorrow	3,350,000
4.	CBS TV	Guiding Light	3,306,000
5.	CBS TV	Edge of Night	3,185,000
6.	NBC TV	Price Is Right	3,148,000
7.	CBS TV	Brighter Day	3,132,000
8.	CBS TV	Verdict Is Yours	3,109,000
9.	CBS TV	The Big Payoff	2,958,000
10.	NBC TV	Concentration	2,929,000

RCA this week took a consent decree from the Justice Department in the long-standing anti-trust suits over alleged monopoly of radio-tv equipment patents.

Among the things RCA has agreed to do: (1) make its color tv patents available royalty-free, (2) refrain from acquiring tv-radio patents from outside its own organization, and (3) cease the practice of selling its licenses on a package basis.

ABC TV may go almost completely western Sunday nights—thereby taking a page from the old “grind” film theatres that programed three westerns in a row.

In the case of ABC, there would be four consecutive westerns: **Maverick, Lawman, Colt 45, and Tombstone**—from 7:30 to 10 p.m. EST.

Don't be surprised if NBC, in order to cash in on a lot of year-end money, tries to make available weekly minute buys a la CBS TV's Perry Mason and Pursuit.

Much of the year-end disbursements will come from drug companies already heavily involved in tv. Another anticipated source are the **cigarettes**.

Look to 1959 as the year when the term “media-oriented” will loom more importantly than ever in the competition for new business among ad agencies.

The implications of the term: A willingness to go all-out on newly-conceived media concepts and techniques, after proper documentation of the facts. Also, an alertness to newer ways of using established tools, such as spot tv and spot radio.

Generally recognized as shining lights among media-oriented agencies are **Bates, Benton & Bowles, Compton, Burnett, Y&R, F&S&R, and DFS**.

Likely to have quite an impact on advertising is the new mode of competitive thinking that's rapidly being adopted throughout the manufacturing world.

In the past, the manufacturer pegged his sales objective in terms of what he did the previous year. For instance, he'd move his goal up or down, say 10%.

Now the manufacturer thinks primarily in terms of the “task.” In other words, the goal becomes the share of the market, and his important yardstick is the cost of achieving this share.

Largely responsible for this switch in planning is the fact that the manufacturer has less and less influence on what his competitors are doing—one reason being the dynamic trend toward diversification. Who would have guessed a few years ago, for instance, that R. J. Reynolds would suddenly move into the drug-toiletries field via Warner-Lambert?

You can get an insight into how the advertising appropriation picture shapes up across the country by checking the availability of expert agency help.

A look-around this week by SPONSOR-SCOPE's correspondents indicates this area-by-area situation:

NEW YORK: Generally a marked pick-up in employment; there are actual shortages in some facets of the business (like the air media), but an oversupply for the older services.

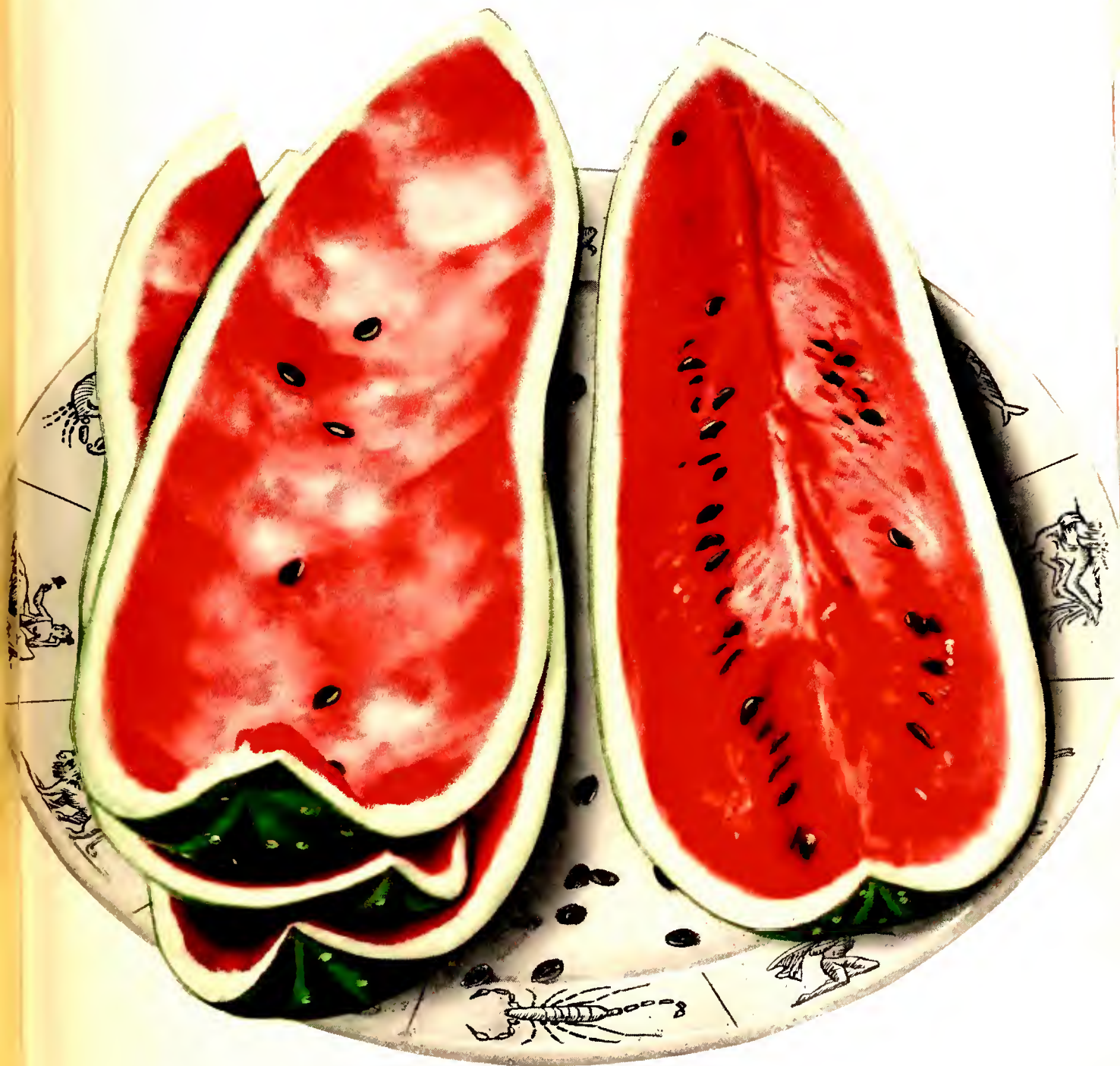
CHICAGO: Job-getting is still intensely competitive, with agencies taking a longer and more critical look at prospects. Some agencies say they're waiting to see what happens on 4 November, thereby suggesting the belief that election results will influence their clients' 1959 budgets. Percentage-wise, there are fewer radio-tv people on the market than in any other phase of the business.

SMALLER MIDWEST CITIES: Considerably less job-seeking than in metropolitan area, possibly because agencies exercise greater control over their clients' budgets.

WEST COAST: Employment seems to have firmed up strongly in the past few months.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 52; News and Idea Wrap-Up, page 64; Washington Week, page 59; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 78; and Film-Scope, page 57.

a good
quarter
is always
in season...



and we've had three great ones! WRCA-TV has stacked up quarterly records one after the other this year. The third quarter was the sweetest! WRCA-TV's share of audience was up a juicy 17% over last year... sales up a mighty 26%. It has been the biggest third quarter and the biggest first nine months in the station's history! Whatever your product, don't miss the record-breaking harvest of the last quarter... on the NBC leadership station in America's richest market.

WRCA-TV·4 NBC IN NEW YORK SOLD BY NBC SPOT SALES

SOURCE: NSI, JULY-SEPT., 1958 VS. 1957

The history of

ALASKA

in the 1890's—

the lawless days of the

Klondike Gold Rush!



Three years on the CBS Television Network—
Now available for the first time
to local and regional sponsors!

SERGEANT PRESTON of the YUKON

Nine years of consecutive sponsorship on
radio and television by The Quaker Oats Co.

**INDEPENDENT
TELEVISION CORPORATION**

488 Madison Avenue • New York 22, N. Y.
PLaza 5-2100

**ITC
TPA**





No question about results when you buy KJEO-TV. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your H-R man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

In Louisville

it's **WAVE-TV**

for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

49th and
Madison

SQ-1

To squelch my *complete* frustration. DO—by all means—include the answers to SQ-1! Plus future SQ's! You suggested 27 out of 30 as a reasonable translation . . . 22 is my limit. I might say that SQ-1 is slowly driving me mad.

Willy B. Dobson
CKCK Radio
Regina, Sask., Canada

● To keep W.B.D. of CKCK from complete frustration, SPONSOR has sent one tranquilizer package of SQ-1 answers in a special hands-across-the-border gesture.

I'm stumped on No. 5 (BOA) and I'm unsure about No. 18 (LNA-BAR). The latter I presume is Broadcast Advertisers Reports, and I suspect the first three letters refer to some other service that organization has.

But I decided not to even look up No. 5 and will count on you to let me know that you didn't just make a mistake, and it should have been BOAC!

Now what I really want to know is: Do MMM, GF, CP, and LOF continue using BMB to evaluate MBS or has NSI supplanted?

And how is your ESP tuning Nov. 1?

Don L. Kearney
Director of Sales
Corinthian Broadcasting Co.
New York

● Memo to D.L.K.: LNA equals Leading National Advertisers and you're 1/2 right. BOA may need BOAC if radio tv competition gets any tougher. Oh yes, BOA is the Bureau of Advertising of the ANPA.
In re MMM, GF, CP, and LOF we suggest you consult ANA. Incidentally, have you found that too much MR throws off your ESP?

Comment on a SPONSOR editorial

I have just seen the "Sponsor Speaks" of the October 4th issue, and I want to thank you so much for your kind comment about THE OPEN MIND.

I feel quite honored by your mention and by my association with CAMERA THREE and the other programs you list. You possibly have been following my OPEN MIND series on the impact of TV on American Life. At any rate, I am enclosing transcripts of these programs. I think you'll find that much of what appeared in "Sponsor



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

KOSI / 5000 Watts
 Denver is
 KOSI—land!

Give a "whistle" for your Petry Man

WGVM—Greenville, Miss.
 KOBV in San Francisco

Mid-America Broadcasting Co.

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
 CHICAGO, ILLINOIS

Speaks" came out directly or indirectly in this series.

Despite my academic background and my educational television orientation, I think that the *Times* editorial was for the birds!

Richard D. Heffner
director of programs
Metro. Educational Tv. Assn.
New York

The Merger

Thank you for the very nice pix and paragraph on the launching of my novel in your current issue.

This was most kind of you and I know it will undoubtedly help the sale of the book. Incidentally, you will be surprised and happy to hear that "The Merger" went into its *third* printing on publication day! This is most unusual for a first novel; even a second printing on or before publication date is unusual.

The book received great notices in Chicago and now I am keeping my fingers crossed to see what the notices are in the daily press in other cities around the nation.

Red Quinlan
vice-president, ABC
Chicago

BBDO marketing operation

Please send a reprint of "Marketing in the Modern Agency" from sponsor, 20 September 1958, pages 38 and 39. I am tremendously impressed by the outline: it is the best I have found including the many offered in textbooks.

Edith N. Gould
Batz-Hodgson-Neuwockner
St. Louis

I am currently engaged in two graduate research projects in the Department of Telecommunications, University of Southern California, and would appreciate your help.

Would you please send me reprints or lists of articles you have published on:

1. Animated Television Commercials
2. Automation

I am interested in all phases of both of these subjects, therefore all pertinent articles will be of help.

Joseph J. Sands
Los Angeles

• SPONSOR is glad to supply information to one of its many student readers.

Open Sesame To Sales In Memphis!

by
 Bert Ferguson
Exec. Vice-President,
 WDIA



The door is wide open for bigger sales and profits for you in Memphis! We've wrapped up 10% of the market—the Negroes in the Memphis market area!

First station in the area to program exclusively to Negroes . . . Memphis' only 50,000 watt station . . . *America's only 50,000 watt Negro station* . . . WDIA reaches 1,237,636 Negroes! Almost 10% of America's total Negro population!

This big buying audience earned \$616,294,100 last year! And they spent—on the average—30% of this income on consumer goods!

FIRST IN LISTENERSHIP

And before they buy, Memphis Negroes listen—to WDIA! In the March-April 1958 Nielsen Station Index, Sunday through Saturday, WDIA totaled up an overwhelming 52% more rating points than the next-ranking station:

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

WDIA's national advertisers include: FORD MOTOR CO. . . . GENERAL FOODS . . . GROVE LABORATORIES . . . KELLOGG COMPANY . . . KROGER STORES . . . PURE OIL . . . LEVER BROS.

We've got the market—and the medium! Why not drop us a line? We'd like to show you how WDIA can open the door to high volume sales and profits for you . . . in the sales responsive Memphis Negro market!

WDIA Is Represented Nationally
 By John E. Pearson Company

EGMONT SONDERLING, *President*
 ARCHIE S. GRINALDS, JR.,
Sales Manager



We love them both! *And no wonder! Both contenders for New York's Governorship elected TELESTUDIOS produce their television appeals with quality, with speed, with flexibility and low cost typical only of VIDEOTAPE. In return, this bi-partisan vote of confidence, the TELESTUDIOS' organization went into high gear and worked for both parties with equal fer*

This is not a paid political advertisement.



*TELESTUDIOS' top management took personal charge of each session, same kind of VIP treatment on which you can count when you go that live look you get with tape at TELESTUDIOS. So if you're producing commercials, pilots or programs . . . if you want the kind of caring care your productions rate—then get on the bandwagon—call on VIDEOTAPE, call on NTA'S **TELESTUDIOS, INC.***

1481 Broadway, New York, N. Y. 10019, ON 3-6333

*in
the air
everywhere
in
New York....*

WPAT

*is pleased
to announce the
appointment of the*

WEED RADIO CORPORATION
as exclusive national representatives

Effective November 1, 1958



The Parti-Day tv test is on its way

- ◆ Unique “in-depth” study of a new product’s marketing experiences opens in Green Bay, Wisconsin area
- ◆ SPONSOR exclusively will report role of daytime tv in food item’s debut; test is scheduled for six months

GREEN BAY, WIS.

This is the start of a case history such as you’ve never seen before—a living diary of a new product in a new market with a relatively new medium (daytime tv spots) to back it up.

PRODUCT: Parti-Day Topping, a new 49¢ topping for desserts, etc.

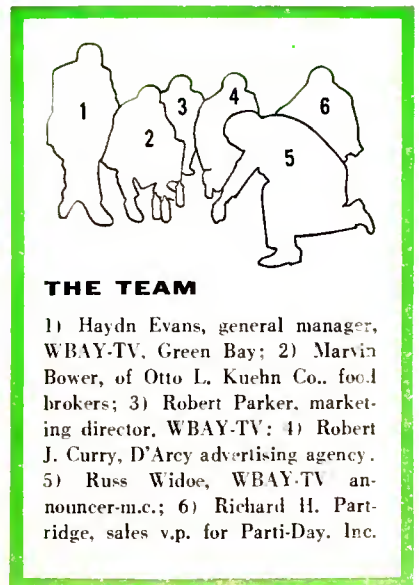
AGENCY: D’Arcy.

TEST AREA: Green Bay, Wis., and 80 miles around it.

STATION: WBAY-TV.

BUDGET: \$9,980 for live daytime tv spots.

Week by week, for 26 weeks, SPONSOR will give you exclusively an “in-depth” insight into the experiences of this new product as it struggles to get a firm foothold solely with the promotional aid of daytime tv. That tv will sell the merchandise is pretty much a foregone conclusion. But why tv can do that—why tv so specifically is a



THE TEAM

- 1) Haydn Evans, general manager, WBAY-TV, Green Bay;
- 2) Marvin Bower, of Otto L. Kuehn Co., food brokers;
- 3) Robert Parker, marketing director, WBAY-TV;
- 4) Robert J. Curry, D’Arcy advertising agency.
- 5) Russ Widoe, WBAY-TV announcer-m.c.;
- 6) Richard H. Partridge, sales v.p. for Parti-Day, Inc.



GREEN BAY AREA, as shown in NCS-3 coverage map for station WBAY-TV, includes 11 wholesale grocery distributor points and 395,330 tv homes out of 474,700 total homes

“new product medium”—and why its very speed and impact raise considerations that haven’t existed before—these are the heart of the continuing story which SPONSOR will relate.

Richard H. Partridge, Parti-Day v.p. for sales, and James B. Wilson, account supervisor at D’Arcy, neatly sum up what they—and you—can get out of the experience. This is how they put it:

“We expect Parti-Day to do well in the Green Bay territory. It’s a good ice cream area, and a good hot chocolate area, with a high dollar volume in grocery products.

“Even more important to us, however, is the test itself. If daytime tv in Green Bay does as well as we expect, *we’ll have definite answers on what we should do in other markets.* We look to the test to provide us with a *real marketing barometer.*”

I. Background of the Test

Behind Parti-Day’s Green Bay experiment, and SPONSOR’s full-scale coverage of the test, is some important advertising background.

Three years ago, in the spring of 1955, SPONSOR pioneered in providing complete, blow-by-blow accounts of tv tests, specifically involving B&M Peans.

SPONSOR’s on-the-spot stories gave the advertising industry its first conclusive, fully-documented evidence of tv’s power to promote a slow-selling grocery item. B&M sales rose more than 100% during a 26-week period, and SPONSOR provided complete, accurate details on how, why, where and in what types of outlets.

Today tv’s sales power is no longer in question. Everyone knows that the medium can sell the goods. However, marketing experts in agency and client organizations are now asking many pointed, in-depth questions about tv usage:

- Can tv alone do a satisfactory job in introducing a grocery product? Or is a combination of tv and another medium more efficient?
- What is the relative power of day vs. night tv spot?
- How much does tv help in building distribution?
- How can tv aid in defining a product’s sales potential?
- What can tv do to help establish a product’s true market? (Is it among women, children, teens?)
- How efficient are local live tv “personalities” in selling a new product? How do they compare with filmed commercials?

- What are the best copy themes to be used in a tv campaign?
- What are the best product “uses” to be promoted on tv?
- How can an advertiser, an agency, a food broker, and a broadcasting organization work together most efficiently in promoting a grocery item?

The answers to these, and many other questions of great interest to advertisers and agencies, will be reported by SPONSOR as they develop in Green Bay.

Full details of the Parti-Day operation will be explained with no attempt to hide problems, headaches, competitive activity, or negative consumer or retail reactions, if they occur.

II. Parti-Day Faces a Tough Job

No one at Parti-Day or D’Arcy expects the test to be a sales breeze or a walk-away. Parti-Day faces tough competition and stern distribution and consumer problems.

Here in Green Bay, as the test begins, Parti-Day is being carried in approximately 5% of the 1,500 retail outlets in the territory. Though it was introduced to the trade last spring, and has been in the hands of brokers and some wholesalers since April,

PARTI - DAY SALES

Parti-Day was introduced of only 3,145 cases. Dur.

City	Cases
MANITOWOC
OSHKOSH
APPLETON
GILLETT
GREEN BAY
MENOMINEE
FOND DU LAC
STEVENS POINT
WAUSAU
NORWAY
SHEBOYGAN
TOTALS

wholesale case shipments amounted to only 3,145 cases for the entire six-month period from 15 April to 15 October in the Green Bay territory (see below).

Moreover, Parti-Day is a new type of grocery product, or at least an old product sold in a new form and packaging. Used as a topping for ice cream, cakes, and other desserts, and for flavoring milk and making hot chocolate, Parti-Day is packaged in an aerosol container, and comes in four flavors—chocolate, fudge, butterscotch, and marshmallow. It faces competition here in Green Bay from Hershey, Smucker's, Topps, Floz and 12 other toppings, though none are marketed in exactly the same way (Hershey, for instance, sells only chocolate flavors; and Floz, also a chocolate topping, is the only topping sold in aerosol dispensers).

III. Parti-Day Business Background

Behind Parti-Day, however, stand more than 70 years of experience in the topping business. Parti-Day is manufactured by The Liquid Carbonic Corp., long-time supplier of carbonated beverages, syrups, and toppings to the drug store and soda fountain trade.

Liquid Carbonic, in fact, developed its topping line in order to strengthen its position in soda fountains. (At one time it also sold complete fountain equipment as well as syrups and beverages.)

In recent years, however, the rise in home freezer units has sharply cut into drug store and soda fountain sales of ice cream, and this prompted Liquid Carbonic to research new, direct-to-the-consumer products. Parti-Day, after many months of testing, was introduced to the trade last April.

Packaged in a 12-oz. aerosol dispenser, Parti-Day has certain unique consumer advantages. It needs no refrigeration. (Many toppings which come in jars or cans must be kept in the refrigerator and frequently cake or harden; it's estimated that they have a 20% wastage.)

In addition, Parti-Day is easy to use—just tip the can and press the spout. There is no spooning, no pouring, no messy drip or ring. And Parti-Day stays fresh indefinitely.

Despite these strong sales points, however, Parti-Day does need demonstration. Unlike shaving creams, toothpastes, and other products sold in aerosol dispensers, Parti-Day does not

foam and froth out of the tip of the container. The can must be shaken, then inverted to let the syrupy liquid run out. Unless this is done, pressure on the tip merely allows the gas to escape, and renders the container useless.

For these reasons, both Parti-Day and D'Arcy executives feel that education and demonstration must be part of all introductory Parti-Day advertising. Hence the importance of visual media, especially tv.

IV. Introducing the Marketing

Distribution for Parti-Day toppings is handled by Parti-Day Inc., a subsidiary of Liquid Carbonic, headed by Peter G. Holliday, president, with Richard H. Partridge, v.p. for sales.

At D'Arcy, the account is handled by Robert J. Curry, Jr., account executive, with James B. Wilson, account supervisor. D'Arcy designed the Parti-Day container and has worked out all details of Parti-Day's introductory and test market advertising.

So far, introductory campaigns for Parti-Day have been run in Boston, Milwaukee, Chicago, Phoenix, Louisville, and a few smaller markets. In
(Please turn to page 75)

THE GREEN BAY AREA BEFORE TV ADVERTISING GOT STARTED

Wholesale trade early in April. Between 15 April and 15 Oct., sales to wholesalers showed total case shipment figures for each month period there was no advertising, or consumer couponing, or sampling of Parti-Day in the Green Bay territory

	May 1-15	May 16-31	June 1-15	June 16-30	July 1-15	July 16-31	August 1-15	August 16-31	Sept. 1-15	Sept. 16-30	Oct. 1-15	Total
0	0	0	0	0	0	0	0	0	0	0	0	0
0	55	0	30	0	0	0	0	30	30	0	0	145
0	0	180	0	65	170	100	160	220	155	315	0	1,365
0	0	0	75	30	30	0	45	15	0	0	0	195
0	0	0	0	0	0	0	100	0	0	0	0	100
30	0	30	0	0	0	0	0	0	0	0	0	60
0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	45	45	60	0	60	50	75	15	0	0	350
0	0	0	0	0	0	0	0	0	0	0	0	0
50	0	75	90	0	0	0	50	35	30	0	0	330
0	0	0	0	0	0	0	0	0	200	400	0	600
30	55	330	240	155	200	160	405	375	430	715	0	3,145

MCCANN-ERICKSON

Portrait of a

◆ Villain or hero—a buyer is many things to many people

◆ Here's a profile of one—fair and tough and creative

As a small boy, Salvatore J. "Sal" Agovino helped his grandfather deliver bread on a bakery route through the family's neighborhood of South Brooklyn near New York's Coney Island.

Today, at age 28, Sal is back in the baking business again—this time, however, on a national scale. His job: timebuyer at McCann-Erickson for the National Biscuit Co. Account: sweet goods, and two brands of bread. He still lives near Coney Island in a seven-room apartment which he shares with his cousins and their family of five children (including two sets of twins; Sal is godfather of one set). This residence, however, is due to change after 11 April, the wedding date set when Sal became engaged this month to a girl from the Bronx, Yolanda Di Pinto, who works for the Lovable Brassiere Co. as a stenographer and model. "A model only for lady buyers now we're engaged," Sal adds.

Sal's average day begins about 6:30 a.m. when the kids jump into his sack and keep jumping until he gets up and pours them some milk. At 8, he is aboard the BMT subway or, if he is seeing his fiancé that night, driving his car to Manhattan. At about 9:05 he swings into the Mc-E building on Lexington Avenue, an adman ready for work but resembling somewhat more in build and manner a promising welterweight on his way to Stillman's Gym.

Indeed there are those in air media advertising, especially on the seller's side, who are apt to use ring terminology to describe Sal's timebuying. "He's tough hut fair," says one rep. "Sal knows what he wants in a market," says another, "and keeps hammering until he gets it." To others along Madison Avenue, the latter compliment

Five Years in air media has taught Sal Agovino much: The more you ask a rep, the more you get

Big-time buyer: Mc-E's Sal Agovino

becomes a clear-cut case of *Latino duro* ("Latin stubbornness").

Reaction of opinion to Sal Agovino is an interesting thing, since a time-buyer is all things to all people. To the station he buys, he may be a genius; to the station he doesn't, he may be a dope. To a Sal Agovino, it couldn't matter less—one way or the other.

"I've never known a more probing buyer," one rep says. "He calls the shots, and we try to comply. He's got to make a 'hero buy' in every market."

Up and down Madison Avenue, it would be hard to find a buyer with a greater feel for the "other side of the fence" than Sal Agovino. He will not hesitate to throw the whole burden of a buy on the seller, knowing that at that point the seller is honor-bound to come up with the greatest. An example is *Sky King*, half-hour kid show for Nabisco, which Sal now has running in 110 markets.

"I shudder to think of the ratings this guy is picking up with *Sky King* and the cost-per-1,000's he's averaging in his markets," one station man said. The client certainly isn't divulging these averages. But indicative of the success of Nabisco's target of small fry with this tv show is the fact that in the slightly more than two years of Sal's buying the markets have expanded from 70 to 110. In addition to *Sky*

King, Sal is buying both radio and tv for two National Biscuit regional breads—"Home Town" and "Millbrook" in 17 bakery market areas.

For Mc-E's media department Sal Agovino has just turned out a first draft of a standard procedure for broadcast buying which will be used in conjunction with the training of future buyers.

Reflected in it are many of Sal's own philosophies. "The buyer who best understands the seller is the one who does the greatest service for his client."

In making a buy, Sal asks himself (1) What's your product? (2) What are you trying to do? (3) How much money should you spend?

Luncheons are usually with client representatives, reps or station managers. With Sal, if a luncheon goes beyond an hour-and-a-half, it's got to be justified by concrete results. With a fiancé taking up most of his evenings, he likes to quit promptly at 5.

The basic honesty of a Sal Agovino may be to some naive, to most, refreshing. It may stem, in part, from the fact that, as one adman put it, "Here's a most un-Ivy League guy who never had a dream of becoming an advertising guy." A look at the years between the Coney Island bakery route and Nabisco bears this out. Sal was a pre-med student at University of Pennsyl-

vania, decided to cut out at the sight of his first cadaver, wound up with a B.A. in arts and sciences instead. After two-and-a-half years with the Marines, he found himself back in New York looking for a job. He answered a *Times* "bright young man" advertisement which never mentioned "advertising." It turned out to be a \$55-per-week job at Wm. Esty Co., and Sal grabbed it. For about a year he did only estimating, then bought for Ballantine under Frank Mahon. Then Esty's Jim Clinton (Colgate and Reynolds) moved to Dancer-Fitzgerald-Sample, and Sal helped take over on those accounts until he got a call from D-F-S. They offered Sal the timebuying job on Falstaff beer. September 1956 saw Sal move into Mc-E on Nabisco. He hadn't intended to get into advertising, but now that he's in it, he's going to play it hard by his own rules.

His rules are clearly defined in the first draft buying procedure he has written. Here are a few suggestions from it: (1) The buyer, by bringing pressure on the salesman, will often discover availabilities that even the representatives did not know existed. (2) If buyer feels that the times available do not represent a good buy, a second request for availabilities should be made. (3) Giving as much information to the reps as possible is important. ■

All in a day: Dorothy Kupper, Sal's estimator, checks out a proposed buy with him. Sal phones reception desk to bring in a rep; his door is

never closed to them because he feels a rep can do much to service his client. Impromptu chat with boss, broadcast supervisor Ted Kelly





RADIO: is it th

- ▶ **SPONSOR** survey of reps, agencies and advertisers indicates widespread belief that radio is undermeasured
- ▶ As a result, radio is too often undersold as well as undervalued, lacks the major stature it deserves

Radio the medium which only 20 years ago had advertisers and agency-men enchanted with its performance and potential—today is struggling against an overwhelming handicap: in its fight for the advertiser's dollar, radio is being grossly and unfairly short-changed.

In an age when research controls how and where advertising's \$11 billion are spent annually, it is ironic that research—once radio's best friend—is now the thorn in radio's side. But all the evidence points to the conclusion that radio is vastly undermeasured—and as a result, undersold and undervalued.

There is no better proof of radio's role as the total circulation medium than the 112,600,000 working radio sets in existence today—one for every American over the age of 12. Yet, strangely enough, it is precisely this vast number of sets—where they're dispersed and how they're listened to—that is the cause of radio getting less than its due.

One agency media director, a veteran of radio's golden days, explains the problem this way:

"Only a few years ago, when the average family gathered around the radio in the living room, measuring radio was no problem; the whole family was listening to the same thing. But when tv came along, radio relinquished the living room. It spread itself rapidly throughout the house, and into the garage, the barn, the automobile, even the tractor.

"After that, radio became harder and harder to measure. Listening to radio became such a personal thing that no research technique could be found to measure accurately how many members of the family were listening, to what stations and for how long. It was radio's sheer strength of numbers that led directly to its lack of adequate measurement."

A SPONSOR survey of reps, agencies and advertisers in New York and Chicago indicates widespread agreement that radio is sadly undermeasured. One rep charged that rating services measuring radio today use "Dark Age" techniques. Another rep—Frank Boehm, research director of Adam Young, Inc.—insists that "Of the three measurement services now surveying radio audiences, only one approaches some full measure of the medium and that is Pulse. Pulse alone provides a measurement of out-of-home listening by individual station. . . . Nielsen has apparently turned their backs on radio completely. They continue to use outdated material to provide up-to-date total audience data in their local surveys. They have not yet determined a means of reporting out-of-home listening on a per-station basis, but go so far as to suggest that an average percent bonus figure be applied to all stations. In at least one market I understand they actually add the percent, but are careful to put warnings in the footnotes as to the possible misuse of the data.

"What radio needs," continues Boehm, "is less footnotes and more accurate reporting of radio audiences in total homes, men, women, teens and children delivered by trading areas. Only then will the timebuyer feel that the data is accurate and easily applicable to today's buying pattern."

Reps are not the only ones who decry radio's lack of adequate measurement. The head timebuyer of a major air media agency admitted to SPONSOR that no other medium offers as inaccurate a yardstick. "If we could show an advertiser exactly how much he really gets when he buys radio," said this timebuyer, "we would have far less trouble getting a bigger budget for radio."

The three rating services measuring radio today—Pulse, Nielsen and Hoop-

er—all claim publicly that their radio surveys are accurate. But some will admit privately that they could be much more accurate but for two problems.

The first is that no one has yet found a way to measure radio listening by individual rather than by family or household. The average home today has three radios, and all three can be on at the same time listening to different stations. Too, almost 5½ million of the more than 15 million radio sets sold last year went into automobiles where accurate measurement of listening is extremely difficult.

But the second and more important reason is money. The executive of one radio rating service confided to SPONSOR that "We'd find a way to measure radio listening accurately if the money was there to finance it. The trouble is that the money today is being spent for promotion rather than research."

A spokesman for Schwerin Research Corp. hacks up the argument that not enough money is being spent for radio research. He explains that less than 2% of Schwerin's tests of commercials from 1956 through 1958 have been concerned with radio. The major reason: it costs just as much to run a proper study in radio as it does in tv. However, there is hope that radio's full dimensions—at least in one respect—will soon be made clearer for agencies and advertisers. Only last week, RAB announced plans for a major survey of radio sets (to be conducted later this month by ARF). The survey, the first study of its kind since NCS #2 in spring of 1956, will determine the number of radio homes, and the location of sets both in the home and in automobiles.

If radio is being undermeasured, it is certainly also being undersold. Trying to compete against the impact of television, armed with inadequate research, radio's salesmen are using ar-

Short-changed ad medium?

This is how radio is checked

1. *Pulse uses personal interview-aided recall, provides homes delivered, audience composition by station, and out-of-home*
2. *Nielsen uses Audimeter and Audilog-Recorder, provides homes delivered and cumulative audience on both national and local level*
3. *Hosper uses telephone coincidental, shows homes delivered, share of audience, and auto listening*
4. *RAB publishes figures on spot radio use by type of buy*

. . . but often underchecked

1. *No completely accurate national out-of-home audience figures*
2. *No reliable research on audience listening habits available*
3. *No reliable research available on audience, loyalty to radio*
4. *No reliable research on radio's impact or sales effectiveness*
5. *No measure of dollar investment by advertisers in network radio*

This is how radio is sold

1. *On low cost-per-1,000*
2. *On flexibility*
3. *On saturation*
4. *On package prices*
5. *On station's competitive strength based on ratings, market coverage, personality*

. . . but often undersold

1. *Radio becomes, in the mind of the buyer, the "bargain basement"*
2. *Radio is often bought to help solve special problems, rather than as basic part of ad campaign*
3. *Radio competes with itself for advertiser dollar more than with other media*

This is how radio is rated

1. *Many admen have "grown up" in the post-war tv area, don't realize radio's potential*
2. *Some advertisers and agencies regard radio as a secondary medium*
3. *Radio is often bought in markets only when tv coverage is inadequate or unavailable*

. . . but often underrated

1. *Radio is a far bigger medium than it was in the pre-tv era*
2. *No medium can match radio's density, nor top it for total circulation*
3. *For many products, radio should be the primary medium*

FIVE VITAL FACTS ABOUT RADIO'S GROWTH AS AN AD MEDIUM

Radio may be short changed in many ways, but it suffers most because of one thing: many advertisers and agencies don't recognize radio as a real growth medium. The truth is, radio is far bigger and more powerful in many respects than its pre-tv days.

Here, for example, are only five areas in which radio has grown and will continue to grow:

1. Radio set sales*

1949	1957
10,522,000	15,217,000

*SOURCE: Electronic Industries Assn.

2. Radio homes*

1950	1958
41,400,000	49,225,000

*SOURCE: A. C. Nielsen

3. Sets in use*

In many major markets, sets in use today are as high—or higher—during certain time periods than in 1948. These figures show the percentage of radio homes listening to radio during the morning hours in 1948 and in 1958:

	1948	1958
New York	17.1%	15.7%
Philadelphia	14.2%	15.4%
Boston	16.5%	17.5%
Cleveland	14.4%	12.3%
Dallas	16.0%	15.6%

*SOURCE: C. E. Hooper

4. TV's effect on radio listening hours*

Despite the hours which television viewing consumes, radio set use has actually climbed in tv homes since 1953:

1953	1958
1.69 hours per day	1.80 hours per day

*SOURCE: A. C. Nielsen

5. Advertiser expenditures in radio

Since 1949, advertiser expenditures in spot radio alone has increased by more than 70%:

1949*	1957†
\$108,314,507	\$183,987,000

*SOURCE: FCC

†SOURCE: SRA estimate

guments which tend to sell the medium short. The prime example is cost-per-1,000.

Radio has a clear lead over its competitors in economy; a Leo Burnett study of some years back shows radio with a cost-per-1,000 impressions of \$.97 for a 1-minute commercial on a ¼-hour daytime program. This compares very favorably with a 1-minute commercial on a ¼-hour daytime tv program of \$1.21 and ranges all the way up to \$10.31 for 1000 impressions via a one-page black and white newspaper ad.

Yet, the important question is whether radio *should* be sold on the basis of economy; more than one timebuyer admits that radio is considered the "bargain-basement" medium, primarily because it is sold in terms of low cost rather than on its sales performance and efficiency.

George E. Blechta, v.p. of A. C. Nielsen Co., points out that buying solely on a basis of cost-per-1,000 is not necessarily smart. "A low cost-per-1,000 schedule may be concentrating too many of its messages among a small group of homes to be efficient in a real sense." Any real cost-efficiency yardstick, Blechta adds, must be based on how many *different* homes are being reached with *effective* frequency and how much does *this* cost?

Another area in which radio under-sells itself is that it competes with itself for the advertiser's dollar, rather than with other media. Frank Stisser, president of C. E. Hooper, notes that "The objective of radio should be to sell itself *up* instead of down. In many major markets," Stisser continues, "the daily newspaper bills more in a month than all the local radio stations combined in a year. Yet one station fights another instead of joining together to fight the newspaper."

This competitive attitude of radio sometimes has a reverse effect, Stisser adds. "Today a great many reps and stations tape their competitors' programming, and bring the tapes into New York. They play the tapes for timebuyers, and then ask, 'Do you want your product sold with that kind of programming?' The emphasis is not on 'How good we are' but rather on 'how bad they are.' Ironically," Stisser continues, "sometimes the timebuyer hears the competitor's tape so often he becomes *more* familiar with the competi-

(Continued on page 74)

Big Nielsen news: instant tv ratings

➤ Giant firm will have instantaneous video audience system in commercial operation in New York by this winter

➤ In related expansion move, Nielsen aims for 75 NSI markets by April, with full quota of 100 by next fall

What Nielsen surveys: Tv and radio network audiences; tv and radio local audiences in 32 cities currently, 75 by April 1959; station circulation data for entire U.S.; auto radio listening.

Kinds of reports: Four kinds of reports cover network tv (NTI): (1) a bi-weekly report, (2) a bi-monthly (complete) report, (3) a multi-network report covering 23 competitive markets, (4) national audience composition reports every few months. The network radio reports (NRI) are bi-weekly, measure per-broadcast audiences and cumulative audiences for each sponsored segment;

a special auto report on network radio is also issued. NSI reports for tv and radio show metro ratings and full station audiences, include cume figures, audience composition. Radio NSI includes auto listening.

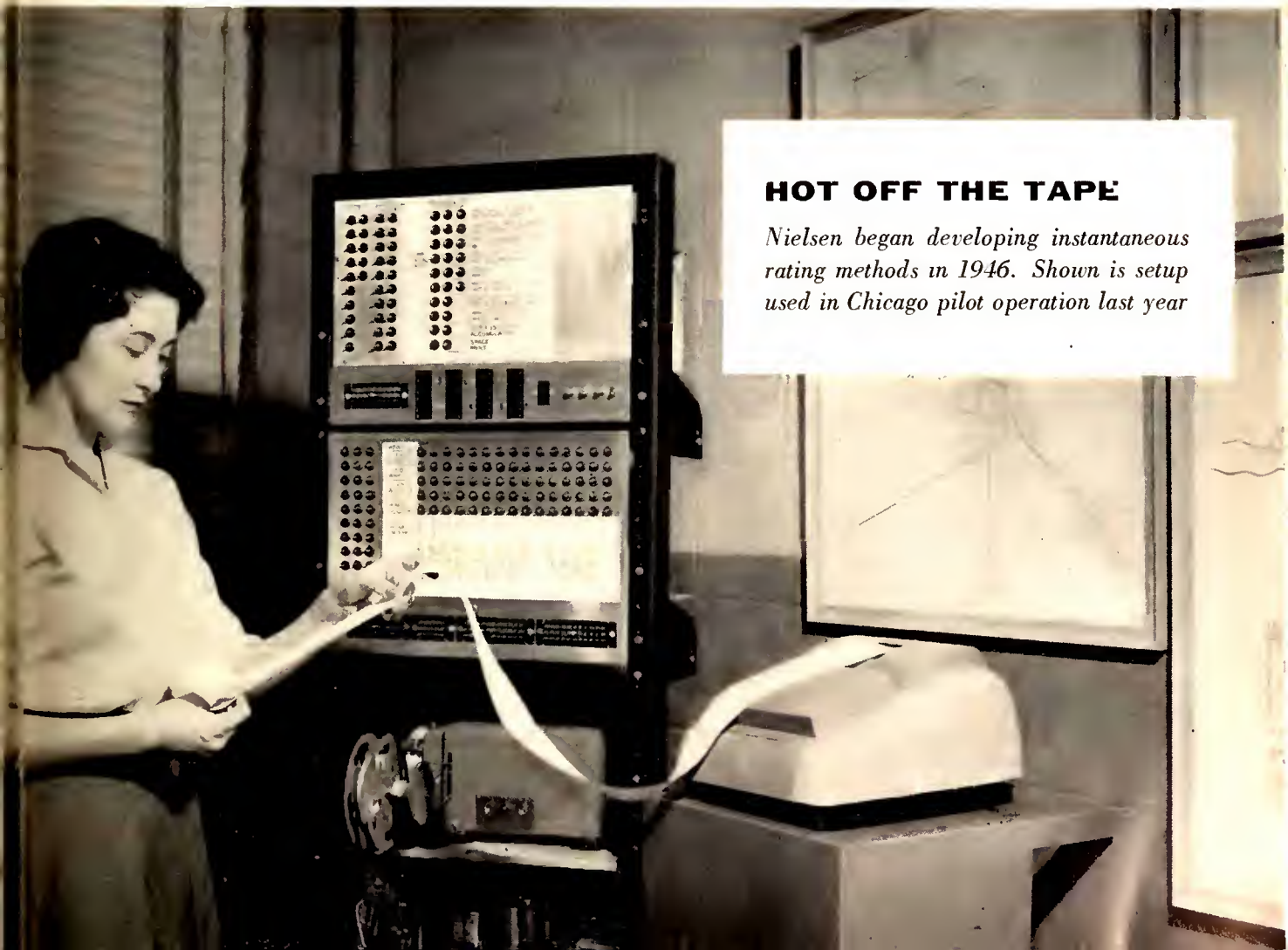
Technique: Audimeter for network tv and radio plus matched diary sample for tv audience composition. Recordimeter plus diary (Audiolog) for local tv and radio audience data and national and local auto radio listening.

Extras: Special analyses of tv and radio audience data. Detailed presentations to NTI and NRI clients.

Nielsen is going into the instant tv ratings business.

The giant marketing organization, long a user and proponent of electronic audience measurement in broadcasting, will have its new instantaneous audience system in commercial operation in New York by winter. No other markets were specified but Chicago and Los Angeles may be added shortly afterwards.

Announcement of the move by the Nielsen firm caps 12 years of developmental work on various types of instantaneous audience methods and follows a year and a half of pilot operations in Chicago. It also follows—and not accidentally, either—the recent launching of Arbitron, ARB's instant ratings setup, on a full-scale basis in New York City. The Arbitron system was first announced last year.



HOT OFF THE TAPE

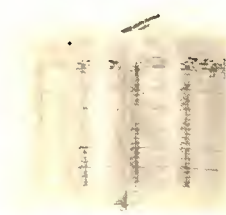
Nielsen began developing instantaneous rating methods in 1946. Shown is setup used in Chicago pilot operation last year

HOW NIELSEN METERS AND DIARY MEASURE AIR AUDIENCES

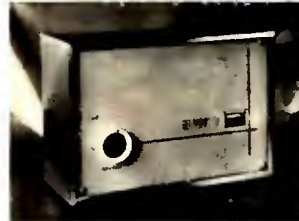
1. Audimeter



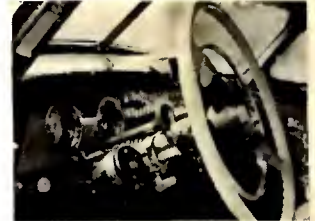
2. Audilog



3. Recordimeter



4. Auto Recordimeter



Nielsen Tv Index: Audimeter is used to measure network program audiences. Device records minute-by-minute tuning in 1,050 homes, also shows channel tuned in. Because Audimeter does not show how many people are watching set, Nielsen also uses matched sample with diary in which respondent enters audience composition. Diary (Audilog) permits breakdown of audience into four groups

Nielsen Radio Index: Here, too, Audimeter is used to measure network audiences. One Audimeter can record tuning on four radio and or tv sets and, occasionally, two Audimeters are installed in home. Sample consists of 1,200 households. National auto radio figures are gathered by Audilog in auto plus auto Recordimeter in a fractional part of the sample as a check against entries in Audilog

Nielsen Station Index: All four methods above are used. Basic methods are the Audilog plus the Recordimeter (which does not show station tuned but measures amount of tuning) to check diary entries. Audimeters are used when NII-NRI homes are in NSI area. Radio NSI uses Audilog in auto plus auto Recordimeter as a check against entries in Audilog. Auto data doesn't show station tuned

Details on NIA's market coverage and the way it will measure network programming were lacking. But it is fairly safe to assume that, like Arbitron, NIA will operate at least in New York, Chicago and Los Angeles.

As for instant network ratings, it is understood that one of the problems Nielsen executives are wrestling with before offering them to the industry was whether to (1) measure markets with full network competition to get a "popularity" index or (2) pick a "cross-section" market group which would be more indicative of total U.S. listening for each show.

The new service will not replace NSI, but is designed as a supplementary operation to provide fast ratings. It will be "fully integrated," the announcement said, with present NSI and NII services.

Nielsen's entry into instantaneous audience measurement comes during a year of feverish activity. Expansion of the Nielsen Station Index is going forward rapidly. The NSI market list,

now 32, will be enlarged by another 43 by early spring 1959. During this month alone, six markets will be added. By next fall, NSI will be operating in 100 markets, making it fully competitive on the local tv ratings scene.

Nielsen's third coverage study, NCS No. 3, was undertaken in the spring and is now in the hands of subscribers, the speediest delivery of data since NCS started (though the lack of radio station measurement helped accelerate things a bit).

THE RATINGS SERIES

This article completes a series on the rating services. Others were:

The Pulse	20 Sept.
ARB	27 Sept.
Trendex	4 Oct.
Videodex	11 Oct.
C. E. Hooper	18 Oct.

A notable departure in the sale of NCS data was the recent decision to offer agencies and stations circulation figures by individual markets. Previously, agencies had to buy complete state reports. The state reports will still be necessary, however, if the agency wants audience breakdowns by counties.

The expansion of NSI markets and the move into instantaneous ratings are related strategic moves in a Nielsen effort to achieve No. 1 status in the local tv ratings field. One factor here is the pricing structure ARB set up to sell its local tv service and Arbitron as a package. Though a number of developments (technical and otherwise) determined the launching date of Nielsen's instantaneous ratings and the speed of NSI growth, the competitive element is undoubtedly an important one.

Big and complex: The A. C. Nielsen Co. (commonly referred to as ACNCO in intra-company memos)



Arthur C. Nielsen, Sr., board chmn. of A. C. Nielsen Co., founded firm 35 years ago, went into broadcast audience measure in 1942 after spending six years developing meter invented at M.I.T.

awes most people who came in contact with it—and that includes many of its own employees. Without doubt the company can unreel an impressive list of facts about itself.

In the year ending 31 August 1958, Nielsen sales totaled \$24 million, of which 22% was accounted for by its broadcast division. This may be small potatoes compared to, say, General Motors but the Nielsen Co. is—by far—the world's largest marketing research organization.

It has 3,500 full-time employees working in 17 offices in 11 countries. They gather five billion facts per year and perform 50 billion statistical operations on 20,000 automatic machines. (The Nielsen Tv Index alone uses 1,300 machines.)

Nielsen sank a total of \$12 million into its meter-based services and has only recently begun to get it back. Food and Drug Index profits carried the radio-tv operations for years. The firm is reported to have done very well, however, with NCS No. 3.

From his present peak of accomplishment, Arthur C. Nielsen, Sr., founder and board chairman of ACNCO, can look back on a decade of difficulties and financial losses before the 35-year-old firm got off the ground. It was in 1933 that the method now used to measure the flow of hundreds of brands through retail outlets was finally developed. The hefty roster of clients now using the food, drug and other indexes are a testimony to its accuracy since manufacturers can, over

the long-term, validate a considerable part of the published figures by comparing them with their own sales data.

Nielsen's venture into broadcast audience measure dates from 1936, when a number of clients called his attention to an interesting invention at M.I.T. The invention was the forerunner of the present-day Audimeter, the device which automatically records minute-by-minute tuning on home tv and radio sets. It took another six years before the meter method was commercially practical. It was applied to network

radio in 1942 and network tv in 1950.

The Nielsen Station Index, which measures local market audiences, was put into operation four years after the Nielsen Tv Index was launched. It uses a simplified meter to measure amount of tuning (but not the actual station tuned) as a control against possible inaccuracies in the Nielsen Audilog, a diary method.

The accent on electronic devices in the Nielsen operation (the firm has one of the largest IBM installations in the world) is partly due to the fact that Nielsen himself had an electrical engineering background. And it is probably no accident that Henry Rahmel, general manager of the broadcast division, is also an engineer. Rahmel was graduated from M.I.T., where he also majored in business administration. No stranger to the ad business, Rahmel worked for a time at that Chicago soap opera factory, Blackett-Sample-Hummert. He has been general manager two years, and is a vice president of ACNCO.

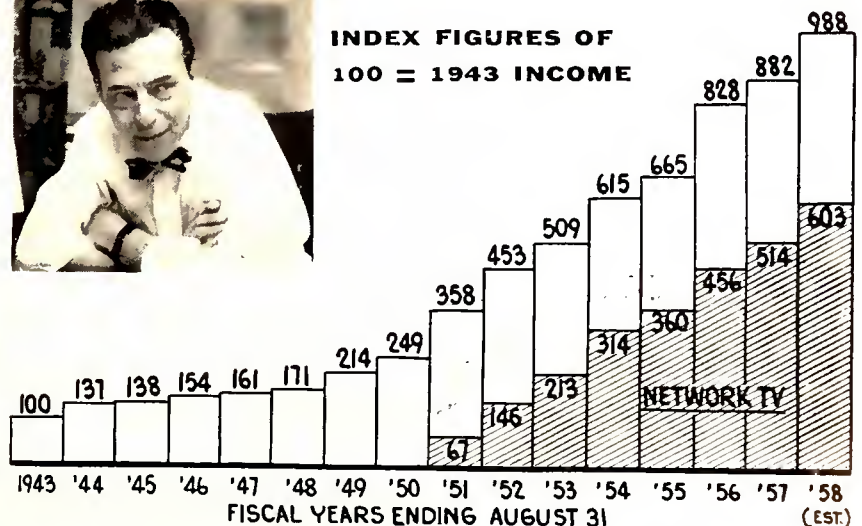
Rahmel has three departments under him: field and engineering, sales and service and report production. The first is handled by Bob Freeman, the last by Bill Swigart. The fraternity is more familiar with John Churchill and Chat Shaw, who head up and share the sales and service chores. Churchill's responsibility is NSI and NCS; Shaw

(Please turn to page 76)

NIELSEN RADIO-TV INCOME, 1943-58



INDEX FIGURES OF
100 = 1943 INCOME





Planners: Bob Savage, Buchanan-Thomas; ad chief D. R. Keough, Keough agency; Stan Freberg; Harding's John Chapman, Jack Hultgren

Butter-Nut thrives on offbeat humor

- ▶ One-minute "musical comedy" radio spots for Omaha roaster sell million jars of coffee in four weeks
- ▶ Humorous treatments bring 40% increase for regular grind, big gains for new instant Butter-Nut on Coast

What prompts a sponsor to use offbeat commercials? How does he pick an offbeat theme? And once he's used it, does he repeat in a similar vein or does he discard it as a short-lived novelty?

If you ask Butter-Nut Coffee of Omaha those questions, they'll tell you emphatically that the offbeat commercial can be a howling success if:

- 1) There is some sane purpose in devising it, and
- 2) You develop an audience expectancy for this type of approach.

Right now, Butter-Nut is pushing its relatively new instant brand in Southern California via spot radio saturation on four Los Angeles stations. The one-minute commercials are "musical comedies" with lots of spoofing. They even spoofingly alibi Butter-Nut's belated entry into the instant-coffee field with a flip "Five years isn't exactly an instant, but that's how long it took . . . to make Instant Butter-Nut Coffee."

Butter-Nut feels sure there's success down this avenue, because it's traveled

the route profitably several times before.

It all began when Butter-Nut introduced its instant coffee in the Midwest.

"We had to appeal to the imagination," says Charles Harding II, account executive at Buchanan-Thomas, Omaha, "in order to make people care that our Instant was around." Butter-

Weathercasts, tv backbone, stress humor and commercial integration. In Omaha, KMTV's Peddie gives product tie-in with B-Nee Bird



Nut knew it would take some doing, even with 60% consumer preference for their Regular grind in the Nebraska market, 28% in Minnesota and 20% in Milwaukee.

Stan Freberg's 60-second "musical comedies" spoofing Butter-Nut's late entry into the Instant field were placed on 50 radio stations in the Midwest. Twenty-five tv stations used weathercasts and film spots with a magician making a comparative solubility demonstration.

The promotion began 27 January 1958. By March, *Food Topics* and *Food Field Reporter* noted that in every area of Butter-Nut distribution that these magazines surveyed, over one million jars of Instant Butter-Nut were sold in the first four weeks. In fact, excessive demand created an allocation problem, according to Donald R. Keough, Butter-Nut ad director. But it was estimated that by fall of '58, the Instant could be introduced in Southern California. First, however, something had to be done about the Regular.

Butter-Nut, in spite of high consumer acceptance in the Midwest, had tried for five years to dent the Southern California market. But it could not better the 4% consumer preference it achieved six months after its introduction there in 1953.

The new plan: apply the same bu-
(Please turn to page 74)

Available: 18 nighttime tv shows

- Network tv, at presstime, had 18 evening shows on the market, either for complete or partial sponsorship
- New business by Mennen, for *Pursuit* (CBS); Brown & Williamson, *Fights* (ABC); Pillsbury, *Buckskin* (NBC)

With the fall network season well underway, 18 nighttime shows, at presstime remained in whole or in part available to advertisers.

ABC TV and NBC TV tie with seven sustaining shows each. CBS TV follows with four.

Among the availabilities are three westerns, three dramas, two music shows, an adventure hour, some 15-minute newscasts, a panel show and a situation comedy.

Here's the picture, by networks:

- ABC TV's Sunday line-up is bare

for *Encounter* (against *Hitchcock* and *Dinah Shore*.) Monday night also has its holes, beginning with its newscast available across the board (from 7:15-7:30) followed by an hour that is yet to be scheduled, and closing with the sustaining *This Is Music* which is pitted against NBC TV's *Arthur Murray Party* and CBS TV's *Desilu Playhouse*. Also available, *Confession* and *Stars of Jazz*.

- CBS TV is seeking a co-sponsor for Nestle on the *Gale Storm Show*, and still has 15 minutes available on

Playhouse 90. Also available, *Keep Talking*.

NBC TV's hour-long *Cimarron City* (against *Have Gun Will Travel* and *Gunsmoke* on CBS TV and *Lawrence Welk* and *Sammy Kaye* on ABC TV) remains unsold. Other available westerns include *Jefferson Drum* and an alternate half-hour for *Wagon Train*. RCA is minus a co-sponsor for the *Further Adventures of Ellery Queen*.

Some of the new clients this month include: Mennen, for CBS TV's *Pursuit* (Mennen dropped *Wednesday Night Fights* on ABC TV, replaced Brown & Williamson); Pharmaceuticals, replacing the ousted *Twenty-One* with *Concentration* and sharing *Arthur Murray* with Lorillard, both shows on NBC TV; and Whitehall and Beech-Nut on *Colt. 45* via ABC TV.

1. THIS MONTH IN TELEVISION

Network Sales Status Week Ending 25 October

Daytime				Nighttime			
SPONSORED HOURS				SPONSORED HOURS			
%				%			
83.0	ABC†	25.9		39.7	ABC†	18.3	
97.0	CBS†	26.0		46.3	CBS†	23.2	
95.0	NBC	25.0		56.6	CBS		26.8

† Excluding participation shows.

AVERAGE COST OF NETWORK SPONSORED PROGRAMING

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Half-hour comedy-var.		Half-hour drama		Situation comedy		Hour music-variety	
\$52,600	5	\$41,400	5	\$40,066	15	\$111,875	4
Half-hour music-var.		Half-hour adventure		Quiz		Half-hour western	
\$36,500	4	\$34,333	9	\$30,705	11	\$39,450	14

Averages are as of October. All programs are once weekly and all are nighttime shows.

2. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Alcoa-Goodyear Theater: Dr-F	39,000	Alcoa, FSR; alt Goodyear, Y&R	Zane Gray: W-F	45,000	S. C. Johnson, NC&B; General Foods B&B
*Steve Allen Show: V-L	108,000	Greyhound, Grey; DuPont, BBDO; Polaroid, DDB; U. S. Time, Peck; Norelco, LaRoche; Zenith, FC&B	Peter Gunn: My-F	38,000	Bristol-Myers, DCS&S
Anybody Can Play: Q-L	21,000	R. J. Reynolds, Esty	Gunsmoke: W-F	40,000	L&M, DFS; Sperry Rand (1 wk in Y&R)
Armstrong Circle Theatre: Dr-L	48,000 (alt wkst)	Armstrong Cork, BBDO	Have Gun, Will Travel: W-F	38,000	Whitehall, Bates; alt Lever, JWT
Bachelor Father: Sc-F	42,000	Amer Tobacco, Gumbinner	Hitchcock Presents: My-F	39,000	Bristol-Myers, Y&R
Alt Jack Benny: C-F	65,000	Amer Tobacco, BBDO	I Love Lucy: Sc-F	25,000	Pillsbury, Burnett, Clairol, FC&B
Behind Closed Doors: A-F	38,000	L&M, Mc-E; Whitehall, Bates	I've Got a Secret: Q-L	27,000	R. J. Reynolds, Esty
Bold Journey: A-F	9,500	Ralston Purina, GBB	Jubilee U.S.A.: Mu-L	12,500	Williamson-Dickie, Evans & Assn Hill Bros., Ayer
Brains and Brawn: Q-L	45,000	L&M, Mc-E	Lassie: A-F	37,000	Campbell Soup, BBDO
Milton Berle: C-L	50,000	Kraft, JWT	Law Man: W-F	41,000	R. J. Reynolds, Esty
Pat Boone: Mu-V-L	45,000	Chevrolet, Camp-Ewald	Leave It To Beaver: Sc-F	36,000	Miles Lab, Wade; Ralston, Gardner
George Burns Show: Sc-F	40,000	Colgate, Bates	Line-Up: My-F	34,000	P&G, Y&R
Bockskin: W-F	24,000	Pillsbury, Burnett	M Squad: My-F	31,000	Amer Tobacco, SSC&B; alt Bul-Mc-E
The Californians: W-F	37,500	Singer Sewing, Y&R; Lipton, Y&R	Man With A Camera: A-F	26,000	General Electric, BBDO
Steve Canyon: A-F	44,000	L&M, Mc-E	Perry Mason: My-F	25,700 (20 min.)	Van Heusen, Grey; Mutual of Om; Bozell & Jacobs; Colgate, Ba Sterling, DFS
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Bat Masterson: W-F	38,000	Kraft, Sealtest; JWT
Cheyenne: W-F	78,000	Harold Ritchie, Atherton & C.; Johnson & Johnson, Y&R	Maverick: W-F	70,000 (1 hour)	Kaiser Companies, Y&R; Drack
Dick Clark: Mu-L	14,500	Beech-Nut Lifesavers, Y&R	Meet the Press: I-L	7,500	Pan American Airways, JWT
Colt 45: W-F	13,800	Whitehall, Bates; Beech-Nut, Y&R	Millionaire: Dr-F	37,000	Colgate, Bates
*Perry Como: V-L	120,000 (1 hour)	Kimberly-Clark, FCB; Noxzema, SS C&B; RCA & Whirlpool, K&E; Sunbeam, Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Garry Moore: V-L	59,000 ½ hour	Revlon, LaRoche; Kellogg, Burn Pittsburgh Plate, Maxon
Concentration: Q-L	26,000	Pharmaceuticals, Parkson	Arthur Murray: V-L	30,000	P. Lorillard, L&N; Pharmaceutic Parkson
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty	Music from Manhattan: Mu-L	17,000	Manhattan Shirts, Peck
John Daly—News	6,000	Whitehall, Bates; Lorillard, L&N	Naked City: My-F	37,000	Brown & Wmson, Quaker Oats, V
December Bride: Sc-F	32,000	General Foods, B&B	Name that Tune: Q-L	23,000	Amer. Home, Bates; Kellogg, Bur
Derringer: W-F	38,000	S. C. Johnson, NL&B	Northwest Passage: A-F	48,000	RCA, K&E; R. J. Reynolds, Esty
Desilu Playhouse: Dr-F	82,000 (Average)	Westinghouse, Mc-E	Ozzie & Harriet: Sc-F	48,000	Kodak, JWT; Quaker Oats
Walt Disney Presents: M-F	57,000 (½ hr.)	Hill Bros., Ayer; Kellogg, Burnett; Reynolds Metals, Buchanan; Frank	Patti Page: Mu-V-L	40,000	Oldsmobile, Brother
Dragnet: My-F	35,000	L&M, DFS; Schick, B&B	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North
Wyatt Earp: W-F	38,000	Gen Mills, DFS; P&G, Compton	Person to Person: I-L	38,000	P. Lorillard, L&N
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Ford, JWT; Benson & Hedges, DDB; Carter, Bates; Amer. Home, Bates	Playhouse: Dr-F	38,000	Schlitz, JWT; Lux, JWT
Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Bros, JWT	Playhouse 90: Dr-L&F	45,000 ½ hr.	Amer Gas, L&N; Kimberly-C FC&B; Allstate, Burnett; Fl JWT; Nat'l Carbon, Mathes
Fight Beat	3,000	Bristol-Myers, DCS&S	Plymouth Show (Lawrence Welk): Mu-L	24,000	Plymouth, Grant
*Eddie Fisher: V-L	98,000	L&M, Mc-E	The Real McCoys: Sc-F	36,000	Sylvania, JWT
Ford Show: CV-L	38,000	Ford, JWT	Donna Reed Show: Sc-F	53,000†	Campbell Soup, BBDO; Shulton, V-l
Further Adventures of Ellery Queen: My-F	27,500 (½ hour)	RCA, K&E; alt open	Restless Gun: W-F	37,500	Sterling, DFS, alt P&G, Compton
G.E. Theatre: Dr-F	51,000	Gen Elect, BBDO	Rifeman: N-F	36,000	Miles, Wade; Ralston Purina, Gardner P&G
Jackie Gleason: C-L	58,000	Pharmaceuticals, Parkson; Lever	Pursuit: Dr-F	45,000	Mennen, Grey
*George Gobel: CV-L	98,000	RCA & Whirlpool, K&E			
Arthur Godfrey: V-L	31,000	Toni, North; Pharmaceuticals, Parkson			

*Color show, ††Cost is per segment. List does not include sustaining, participating or co-op programs—see chart. 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 list covers period 25 Oct.-21 Nov. Program

types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr) Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz, (S) Serial, (Sc) Situation Comedy (Sp) Sports, (V) Variety, (W) Western.

Listing continues on page 44

FARM GALS EYE NEW PASTURES!

But they've been warned, by their Mothers, to stay off Madison Avenue!

Seriously, this picture is merely to show that our farm families of today, here in the Land of Milk and Money, look and act just like their City Cousins . . . except the farmer, of course, has more money.

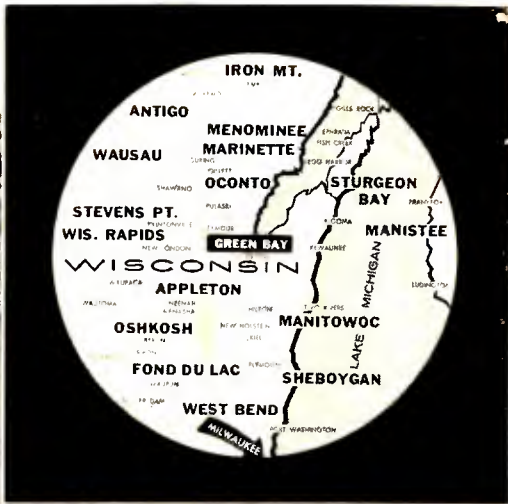
Eye our market: 42% rural and 58% urban . . . more than 1,350,000 folks spending \$1,750,000,000 in retail sales yearly . . . over 400,000 families enjoying Channel 2-CBS Television.

Makes a pretty picture, doesn't it?



HAYDN R. EVANS, GEN. MGR.

REP. WEEB



**THE LAND
OF MILK
AND ^M~~X~~ONEY
WBAY ch. 2
GREEN BAY**

3. NIGHTTIME

COMP A

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00									
6:15		Small World Renault Motors O. Mathieson	Meet The Press sust						
6:30									
6:45		Twentieth Century Prudential	Outlook sust		D Edwards Amer Home	News sust		No net service D Edwards Benson & Hedges	News sust alt Carter
7:00									
7:15	You Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Mark Saber Sterling Drug	ABC News sust	No net service D Edwards Amer Home (repeat feed)	News sust (repeat feed)	ABC News sust	No net service D Edwards Benson & Hedges (repeat feed)	News (repeat feed)
7:30									
7:45	Maverick Kaiser Companies Drackett (7:30-8:30)	Bachelor Father alt Jack Benny Am Tob	Northwest Passage RCA alt R. J. Reynolds	TBA	Name That Tune Amer Home alt Kellogg	Tic Tac Dough P&G	Cheyenne Harold Ritchie Johnson & Johnson alt wka 7:30-8:30	Stars in Action sust Show of Month DuPont (7:30-9; 10/28)	Dragnet Bulova
8:00									
8:15	Maverick	Ed Sullivan (8-9) Mercury alt Kodak	Steve Allen (8-9) Greyhound DuPont Polaroid Norelco, Zenith	TBA	The Texan Brown & Wmson	Restless Gun Sterling Drug alt P&G	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Luden's	Keep Talking sust	Eddie Fisher L&M (alt weeks; 8-9) George Gobel RCA and Whirlpool
8:30									
8:45	Law Man R. J. Reynolds	Ed Sullivan	Steve Allen	Bold Journey Ralston-Purina	Father Knows Best Lever alt Scott	Wells Fargo Amer Tobacco alt Bulck	Wyatt Earp Gen Mills alt P&G	To Tell The Truth Carter alt Marlboro	Fisher alt Gobel
9:00									
9:15	Colt .45 Whitehall alt Beech-Nut	G. E. Theatre Gen Electric	Dinah Shore Chevy Show (9-10) Chevrolet	Voice of Firestone Firestone	Danny Thomas Gen Foods	Peter Gunn Bristol-Myers Shirley Temple Nat'l Dairy, Hill Bros., Brock (8-9; 10/27)	The Rifleman Miles Lab. P&G Ralston Purina	Arthur Godfrey Toni alt Pharmaceuticals	George Burns Show Colgate Hall of Fame Hallmark (8-10; 11/20)
9:30									
9:45	Encounter (9:30-10:30) sust	Hitchcock Theatre Bristol-Myers	Dinah Shore Chevy Show	Anybody Can Play R. J. Reynolds	Ann Southern Gen Foods	Alcoa-Goodyear Theater Alcoa alt Goodyear	Naked City Brown & Wmson alt Quaker Oats	Red Skelton Pet Milk alt S. C. Johnson	Bob Cummings Reynolds
10:00									
10:15	Encounter	\$64,000 Question Revlon alt P. Lorillard	Loretta Young P&G	This Is Music sust	Desilu Playhouse (10-11) Westinghouse	Arthur Murray Party P. Lorillard alt Pharmaceuticals	Confession sust Election Returns (10-concl.; 11/4)	Garry Moore Show (10-11) Revlon	The Californians Singer alt Lipton
10:30									
10:45	No net service	What's My Line Kellogg alt H. Curtin	No net service	John Daly News Whitehall, Lorillard	All Star Jazz Show Timex (10-11; 11/10)	No net service	John Daly News Lorillard, Whitehall	Garry Moore Kellogg alt Pittsburgh Plate	Election Returns (9-concl.; 11/4) A-S-R alt Bausch & Lomb

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

Index continued ... Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Mark Saber: A-F		Sterling Drug, DFS	Ed Sullivan Show: V-L	79,500 (1 hour)	Mercury, KGE; alt Kodak WT
Rin Tin Tin: A-F	36,000	Nabisco, KGE	Sunday News Special: N-L	9,500	Whitehall, Bates; alt (for ucts, Bates
Rough Riders: W-F	47,000†	P. Lorillard, LGN	Tales of Wells Fargo: W-F	43,800	Amer Tobacco, SSCB; alt Mc-E
77 Sunset Strip: My-F	72,000 (1 hour)	Amer Chicle, Bates; Carter, Bates; Whitehall, Bates; Ritchie, Atherton & Co.	The Price is Right: Q-L	21,500	Lever, JWT; Speidel, SSC
*Dinah Shore: V-L	150,000	Chevrolet, Camp-Ewald	The Texan: W-F	37,000	Brown & Wmson, Bates
Phil Silvers Show: Sc-F	42,000	Schick, B&B; R. J. Reynolds, Esty	The Thin Man: My-F	40,000	Colgate-Palmolive, Bates
\$64,000 Question: Q-L	36,000	P. Lorillard, LGN; Revlon, Warwick & L	This Is Your Life: D-L	52,000	P&G, B&B
*Red Skelton: C-F	52,000	Pet Milk, Gardner; alt S. C. Johnson, NLGB	Danny Thomas: Sc-F	47,500	General Foods, B&B
Small World: D-F	28,000	Renault Motors, NLGB; Olin Mathie- son, D'Arcy	*Tic Tac Dough: Q-L	23,500	P&G
Ann Southern: Sc-F	40,000	Gen Foods, B&B	To Tell The Truth: Q-L	22,000	Carter, Bates; Marlboro
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; alt open	Trackdown: A-F	33,500	Amer Tobacco, BBDO; alt Mobil Oil, Compton
Sugarfoot: W-F	78,000	Amer Chicle, Bates; Luden's, Mathes	Twentieth Century: D-F	45,000	Prudential, Reach-McClintock

†No charge for repeats.

SERVICE	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		
Service												
News	News sust		D Edwards Whitehall	News sust		D Edwards Ford	News sust					
Service			No net service			No net service	No net service					
News	News sust (repeat feed)	ABC News sust	D Edwards Whitehall	News sust (repeat feed)	ABC News sust	D Edwards Ford (repeat feed)	News (repeat feed)					
Wagon Train	Wagon Train (7:30-8:30) Ford (alt hour) National Biscuit (alt 1/2 hr.)	Leave It To Beaver Miles Lab Halston	I Love Lucy Pillsbury alt Clairrol	Jefferson Drum sust	Rin Tin Tin Nahlseo	Your Hit Parade Amer Tobacco	Buckskin Pillsbury	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:30-8:30) Van Heusen Colgate	People Are Funny Toni alt R. J. Reynol		
Shirley Temple's Storybook	Shirley Temple's Storybook Nat'l Dairy, Hill Bros., Breck 7:30-8:30; 11/12)	Zorro AC Spark, 7-Up	December Bride General Foods	Ed Wynn Show L&M alt Bulova	Walt Disney Presents (8-9)	Trackdown Am Tobas alt Soony	Further Advent. of Ellery Queen (8-9) RCA alt sust	Jubilee, U.S.A. (8-9) Williamson-Dickie Hill Bros.	Perry Mason Mutual of Omaha Sterling Drug	Perry Come (8-9) Kimberley-Cl Kimberley-Cl RCA & Whirlig		
Price Is Right	Price Is Right Lever, Spedel	The Real McCoys Sylvania	Derringer S. C. Johnson	Concentration Pharmaceuticals	Hill Bros. Kellogg Reynolds Metal	Jackie Gleason Lever alt Pharmaceuticals	Ellery Queen	Jubilee, U.S.A.	Wanted Dead or Alive Rrn. & Wmson	Sunbeam, Nozze Amer Dairy Knowark		
Milton Berle Kraft	Milton Berle Kraft	Pat Boone Chevy Showroom Chevrolet	Zane Gray S. C. Johnson alt General Foods	Behind Closed Doors L&M alt Whitehall	Man With A Camera General Elec.	Phil Silvers R. J. Reynolds Schlek	M Squad Amer. Tobac. alt Bulova	Lawrence Welk Dodge (9-10)	Gale Storm Nestle alt sust Victor Borge Show Pontiac (9-10; 11/29)	Steve Canyo L&M		
Bat Masterson Kraft, Sealtest	Bat Masterson Kraft, Sealtest	Rough Riders P. Lorillard	Playhouse 90 (8:30-11) Amer Gas alt sust	Ford Show Ford	77 Sunset Strip (8:30-10:30) Amer. Chicle	Playhouse Lux alt Schilitz	The Thin Man Colgate Bob Hope Show Bulck (8-9; 11/21)	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Cimarron Cl (9:30-10:30) sust		
This Is Your Life P&G	This Is Your Life P&G	Stars of Jazz sust	Playhouse 90 Kimb-Clark, Allstate Nat'l Carbon, Ford	You Bet Your Life Toni, Lever	77 Sunset Strip Carter Prod. Whitehall Harold Ritchie	The Line Up P&G	Cavalcade of Sports Gillette (10-concl)	Music From Manhattan Manhattan Shlirt	Gunsmoke L&M alt Sherry-Rand	Cimarron Cl		
No Net Service	No Net Service	John Daly News Whitehall, Lorillard	Show of Month DuPont (9:30-11; 11/13)	No net service	John Daly News P. Lorillard, Whitehall	Person to Person P. Lorillard	Fight Beat Bristol-Myers			Brains & Bra L&M		

PROGRAM	COST	SPONSORS AND AGENCIES
U.S. Steel Hour: Dr-L	60,000 (alt weeks)	U.S. Steel, BBDO
Price of Firestone: Mu-L	32,000	Firestone, Sweeney & James
Wagon Train: W-F	35,500 (1/2 hr.)	Ford, JWT; National Biscuit, Mc-E
Mike Wallace: I-L	15,000	Philip Morris, Ayer
Wanted-Dead or Alive: W-F	39,000	Brown & Wmson, Bates
Wednesday Fights: Sp-L	45,000	Brown & Wmson, Bates; Miles, Wade
Lawrence Welk: Mu-L	17,500	Dodge, Grant
That's My Line: Q-L	32,000	Helene Curtis, Ludgin; Kellogg, Burnett
Ed Wynn: Sc-F	46,000	L&M; Bulova, Mc-E
Who Asked For It: M-F	24,000	Skippy Peanut Butter, GBB
You Bet Your Life: Q-L	51,750	Lever, JWT; Toni, North
Betty Young: Dr-F	42,500	P&G, B&B

PROGRAM	COST	SPONSORS AND AGENCIES
Your Hit Parade: Mu-L	42,500	Amer Tobacco, BBDO
Zorro: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT

Specials and Spectaculars†

PROGRAM	COST	SPONSORS AND AGENCIES
All Star Jazz Show: Mu-L	\$200,000	Timex, Peck—11/10
Victor Borge Show: V-L	290,000	Pontiac, MacM, J & A—11/29
DuPont Show of the Month: Dr-L	275,000	DuPont, BBDO—10/28, 11/13
*Hallmark Hall of Fame: Dr-L	275,000	Hallmark, F,C&B—11/20
Bob Hope Show: C-L	320,000	Buick, McC-E—11/21
Shirley Temple's Storybook: Dr-F	170,000	Nat'l Dairy, Ayer; Hill Bros., Ayer; J. H. Breck, Ayer—10/27, 11/12

†NOTE: figures cover talent, production, rights, etc., but not time. Cost figures in 27 Sept. Index on specials covered time also.



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

MR. SPREADTHINLY

... whose national advertising was spread so thinly that it frequently disappeared where the people got deep. And so did his sales.

When he tried Spot Television, however, he learned that *big potential* is a stepping stone to *bigger sales*, and that was what he wanted.

Let us send you a copy of "A LOCAL AFFAIR" which will show you how powerful Spot Television is on the local scene, where your sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST

KBOI-TV	Boise	2	CBS
KBTX	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WOBX-TV	Roanoke	7	CBS



PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

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

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00									
10:15		Lamp Unto My Feet sust			For Love or Money sust	Dough Re Mi sust		For Love or Money sust	Dough Re Mi sust
10:30									
10:45		Look Up & Live sust			Play Your Hunch sust	Treasure Hunt Ponds alt Lever P&G alt Mentholatum		Play Your Hunch sust	Treasure Hunt Al. Culver alt Dow Frigidaire alt sust
11:00									
11:15		The U.N. in Action sust		Day In Court Minn. Mining	Arthur Godfrey Standard Brands Standard Brands	Price Is Right Lever Bros alt Ponds Sterling alt Whitehall	Day In Court Beech-Nut, Life Savers, Gillette	Arthur Godfrey Pharmaceuticals alt sust Libby alt Ronson	Price Is Right Lever alt Sunshine Stand Brands
11:30									
11:45	Bishop Pike sust	Camera Three sust		Peter Lind Hayes Gillette Co.	Top Dollar Colgate	Concentration Armour alt Lever sust	Peter Lind Hayes Amana Refrig.	Top Dollar Colgate	Concentration Frigidaire alt sust Lever alt Alberto Culver
12N									
12:15	College News Conference sust			Peter Lind Hayes Gen Foods Shulton, Lever	Love of Life sust Amer. Home Prod alt sust	Tic Tac Dough Ponds alt Dow P&G	Peter Lind Hayes Shulton Armour & Co. General Foods	Love of Life Quaker alt Libby Amer Home alt sust	Tic Tac Dough Stand Brands P&G
12:30									
12:45	Johns Hopkins File 7 sust	Face the Nation sust		Mother's Day Minn. Mining Johnson & Johnson	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall alt Menthol Ponds alt P&G	Mother's Day Beech-Nut Lever Seenan Bros.	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Al. Culver alt sust Armour alt P&G
1:00									
1:15	Open Hearing sust	Football Preview (15 min. prior game) Carter		Liberace Armour & Co. Gen Foods	No net service News (1:25-1:30) sust	Close-Up co-op	Liberace Armour & Co. Minn. Mining	No net service News (1:25-1:30) sust	Close-Up co-op
1:30									
1:45		Pro Football co-sponsorship	Catholic Hour sust Eternal Light sust	TBA	As the World Turns P&G Sterling alt Carnation	Howard Miller co-op	TBA	As the World Turns P&G Sterling alt Miles	Howard Miller co-op
2:00									
2:15			Mr. Wizard sust	Chance For Romance Gen Foods Amer Home	Jimmy Dean Show sust	Truth or Consequences sust	Chance For Romance Cheesbrough-Ponds Bristol-Myers	Jimmy Dean Show Libby alt sust Miles alt sust	Truth or Consequences sust
2:30									
2:45					Art Linkletter Stand Brands alt Lever Standard Brands Van Camp	Haggis Baggis sust Menthol alt sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust Al. Culver alt sust
3:00									
3:15				Beat The Clock Gen Foods Lever	Big Payoff Colgate	Today Is Ours sust Sterling alt sust	Beat The Clock Beech-Nut Cheesbrough-Ponds	Big Payoff sust	Today Is Ours P&G alt Nabisco sust
3:30									
3:45	Roller Derby sust			Who Do You Trust? General Foods	Verdict Is Yours Stand Brands Bristol-Myers	From These Roots P&G sust	Who Do You Trust? Johnson & Johnson	Verdict Is Yours Gen Mills alt Carnation Swift alt Toni	From These Roots P&G sust
4:00									
4:15	Roller Derby			American Bandstand Bantec, Lever	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Ponds alt sust P&G	American Bandstand Welsh Lever, Vick	Brighter Day P&G Secret Storm Gen Mills alt Quaker	Queen for a Day Standard Brands P&G
4:30									
4:45	Bowling Stars Amer Machine			American Bandstand	Edge of Night P&G	County Fair sust Sterling alt Lever	American Bandstand	Edge of Night P&G Sterling alt Miles	County Fair Dow alt sust sust alt Lever
5:00		Network News sust							
5:15	Paul Winchell Hartz Mtn. Prod. General Mills	Great Game of Politics sust	Omnibus (5-6 alt wks) Aluminum Ltd.	American Bandstand co-op			American Bandstand		
5:30									
5:45	Lone Ranger Gen Mills Cracker Jack Smith Bros.	Original Amateur Hour Pharmaceuticals	NBC Kaleidoscope (5-6 alt wks) sust	Mickey Mouse Club Sweets, Bristol-Myers			Walt Disney's Adventure Time P&G, Mars Mattel		

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

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (44, 45) includes regularly scheduled programming 25 Oct. to 21 Nov., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

GRAPH

25 OCT. - 21 NOV

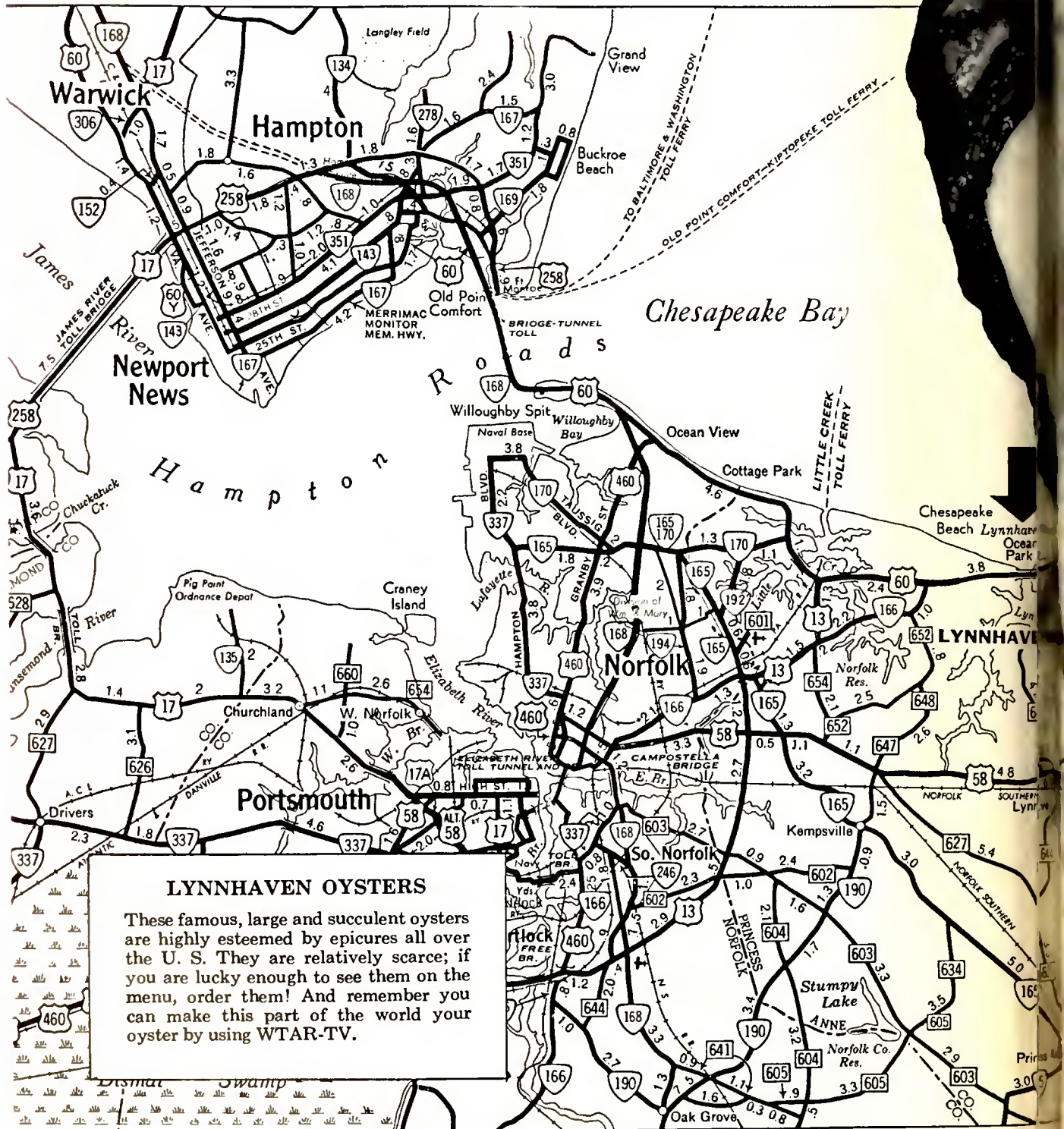
WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
NBC		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
	Dough Re Mi sust		For Love or Money sust	Dough Re Mi sust Mentholatum		For Love or Money Lever alt sust	Dough Re Mi sust Armour		Captain Kangaroo Partic Schwinn	Howdy Dood Continental Baking
	Treasure Hunt Heinz alt Brillo Corn Prod alt P&O		Play Your Hunch sust Scott alt sust	Treasure Hunt Pillsbury alt Frigidaire P&O alt Heinz		Play Your Hunch Swift alt sust Lever alt Gerber	Treasure Hunt Gen Foods alt Ponds Whitehall alt Sterling		Mighty Mouse Gen Foods alt Colgate	Ruff & Redd Oen Foods alt Mara
	Price Is Right Frigidaire Sterling Sandura alt Pillsbury	Day In Court Amer Home Gen Mills	Arthur Godfrey sust alt Pharmaceuticals Stand Brands	Price Is Right Al. Culver alt Lever Bros Miles alt Menthol	Day In Court Bristol-Myers Amer Home	Arthur Godfrey U.S. Steel alt sust Gen Mills alt Bonson	Price Is Right Lever alt Corn Prod Stand Brands alt Gen Mills	Uncle Al Show (11-12) National Biscuit	Heckle & Jeckle Swift alt sust sust	Fury Borden alt sust
	Concentration Heinz alt Miles Sabisco alt Armour	Peter Lind Hayes Nestle Chesebrough-Ponds	Top Dollar Colgate	Concentration Pillsbury alt Lever Heinz alt sust	Peter Lind Hayes Minn. Mining Gillette	Top Dollar Colgate	Concentration Dow alt Ponds Lever	Uncle Al Show	Adventures of Robin Hood sust	Circus Boy Mars alt sust
	Tic Tac Dough Heinz alt Pillsbury P&O	Peter Lind Hayes Amer Home Gen Foods	Love of Life Scott Amer Home	Tic Tac Dough Al. Culver alt Heinz P&O	Peter Lind Hayes Gen Foods Beech-Nut	Love of Life Atlantia alt sust Lever alt sust	Tic Tac Dough Gen Mills alt Sunshine P&O			True Story sust Sterling Drug
	It Could Be You Whitehall alt sust Corn Prod alt Brillo	Mother's Day Armour Reynolds Metals	Search for Tomorrow P&O Guiding Light P&G	It Could Be You Miles alt Pillsbury P&G alt sust	Mother's Day Gen Mills Nestle Bristol-Myers	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Stand Brands alt Ponds P&O alt Corn Prod			Detective Diar Sterling Drug sust
	Close-Up co-op	Liberace Reynolds Metals Gen Foods	No net service News (1:25-1:30) sust	Close-Up co-op	Liberace Beech-Nut Gen Foods Armour	No net service News (1:25-1:30) sust	Close-Up co-op			No net service
	Howard Miller co-op	TBA	As the World Turns P&O Pillsbury	Howard Miller co-op	TBA	As the World Turns P&O Swift alt Sterling	Howard Miller co-op		Pro-Football co-ownership	No net service
	Truth or Consequences sust sust	Chance For Romance Johnson & Johnson Nestle	Jimmy Dean Show Lever alt Van Camp Johnson & Johnson alt Lever	Truth or Consequences sust Alberto Culver alt sust	Chance For Romance Gen Foods	Jimmy Dean Show Kodak alt sust Gerber alt sust	Truth or Consequences sust			No net service
	Haggis Baggis sust Brillo alt sust		Art Linkletter Kellogg Pillsbury	Haggis Baggis sust		Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis Lever alt sust sust			
	Today Is Ours P&O Heinz alt Sterling	Beat The Clock Gen Foods Armour	Big Payoff sust	Today Is Ours P&G alt Armour sust alt Heinz	Beat The Clock Gen Foods Seeman Bros.	Big Payoff Colgate	Today Is Ours P&G Sterling alt sust			NCAA Football Games Beyuk Cigara
	From These Roots P&O alt sust Frigidaire alt sust	Who Do You Trust? Amara Refrig.	Verdict Is Yours Sterling alt Scott Libby alt Scott	From These Roots P&O sust	Who Do You Trust? Gen Foods	Verdict Is Yours Gen Mills alt Atlantia Oen Mills alt Lever	From These Roots P&G alt sust sust			(1/4 sponsorship) various times various dates
	Queen for a Day Corn Prod alt Pillsbury P&G	American Bandstand Welch Grape Juice	Brighter Day P&O Secret Storm Scott alt Amer Home	Queen for a Day Al. Culver alt Miles P&O	American Bandstand Oen. Mills 5th Ave. Candy	Brighter Day P&O Secret Storm Amer Home Prod alt Gen Mills	Queen for a Day Whitehall alt Corn Prod. P&G			
	County Fair Frigidaire alt Gen Mills sust alt Sterling	American Bandstand General Mills 5th Ave. Candy	Edge of Night P&O Pillsbury	County Fair Nabisco alt sust Sandura alt Lever	American Bandstand	Edge of Night P&O Amer Home alt Sterling	County Fair Sterling alt sust Lever alt sust			
		Tales of the Texas Rangers Sweets Co.			American Bandstand co-op			All-Star Golf Miller Brew Reynolds Metal		
		Walt Disney's Adventure Time Mers. Miles			Mickey Mouse Club Gen Mills Sweets, P&G.			All-Star Golf	Lone Ranger Nestle alt Gen Mills	

grams not listed are: *Tonight*, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; *Sunday News Special*, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7:00-9:00 a.m., Monday-Friday, participating; *News* CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

All times are Eastern Standard. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 42.

Let Our Big Lynnhaven



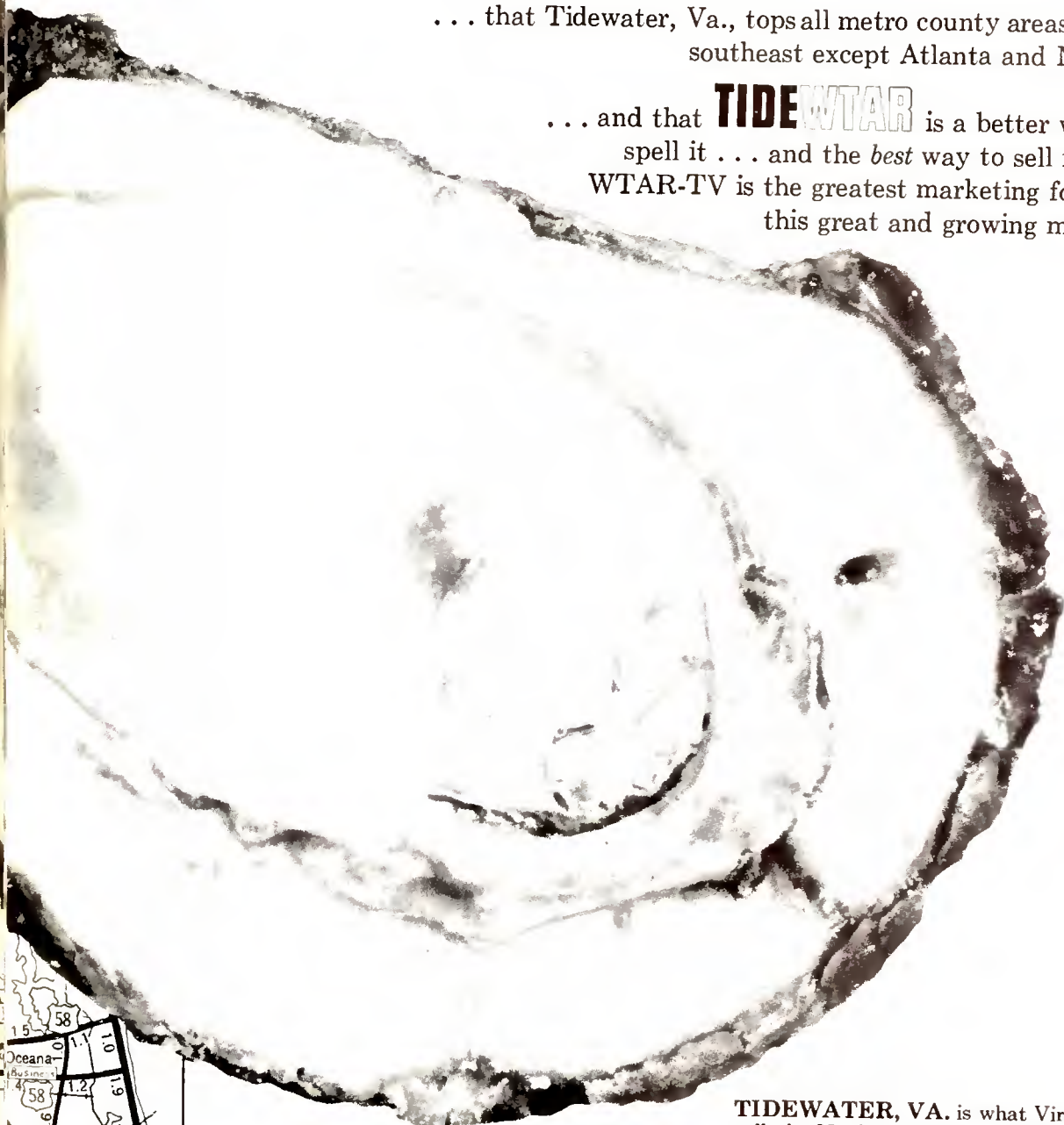
LYNNHAVEN OYSTERS

These famous, large and succulent oysters are highly esteemed by epicures all over the U. S. They are relatively scarce; if you are lucky enough to see them on the menu, order them! And remember you can make this part of the world your oyster by using WTAR-TV.

Oysters Remind You:

... that Tidewater, Va., tops all metro county areas in the southeast except Atlanta and Miami.

... and that **TIDEWATER** is a better way to spell it ... and the *best* way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market.



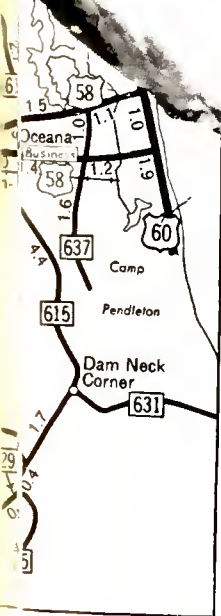
TIDEWATER, VA. is what Virginians call the Norfolk-Newport News market. Listing by the Government as separate metro county areas obscures true size. Actually, this is one continuous urban area ... larger than Louisville in population, and richer than Richmond plus Roanoke plus Lynchburg in retail sales!



WTAR-TV CHANNEL 3 • NORFOLK
Greatest Marketing Force in Virginia's Greatest Market

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer

Represented by Edward Petry & Company, Inc.



MORE
radio homes at the
LOWEST
cost per home
of any station in the
Heart of Florida

NCS 2



24-hour service to the Suncoast

WSUN Radio
St. Petersburg-Tampa

Represented by VENARD, RINTOUL &
McCONNELL

Southeastern: JAMES S. AYERS

In the leadership spotlight



**Top-drawer advertisers
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

General Mills, Inc., Minneapolis, is initiating a campaign in scattered markets to promote its Coco Puffs. The schedules start this month for five weeks. Minutes during daytime slots are being scheduled. Frequency depends upon the market. The buyer is Roy Terzi; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Salada-Shirriff-Horsey, Salada Div., Boston, is preparing a campaign for major markets for its Salada Tea. The schedules start this month, run for eight weeks. Minutes and I.D.'s during both daytime and nighttime segments are being used; frequency varies from market to market. The buyer is Fred Spruytenburg; the agency is Sullivan, Stauffer, Colwell & Bayles, New York.

J. A. Folger & Co., Kansas City, is going into top markets for its Folger's Coffee. The campaign runs for six weeks; day and nighttime chainbreaks and nighttime I.D.'s are being scheduled. Frequencies vary from market to market. The buyer is Al Randall; the agency is Cunningham & Walsh, Inc., New York.

The Procter & Gamble Co., Cincinnati, is entering various markets with Ivory Liquid detergent. The schedules start this month, run through the P&G contract year. Day and night minutes and night chainbreaks are being slotted; frequency varies from market to market. The buyer is Chez Craster; the agency is Compton Advertising, Inc., New York.

RADIO BUYS

General Cigar Co., New York, is placing announcements in top markets throughout the country for its White Owl Cigars. The campaign starts this month, runs for six weeks. Minutes and chainbreaks during daytime segments are being scheduled; frequency depends upon the market. The buyer is Tom Viscardi; the agency is Young & Rubicam, Inc., New York.

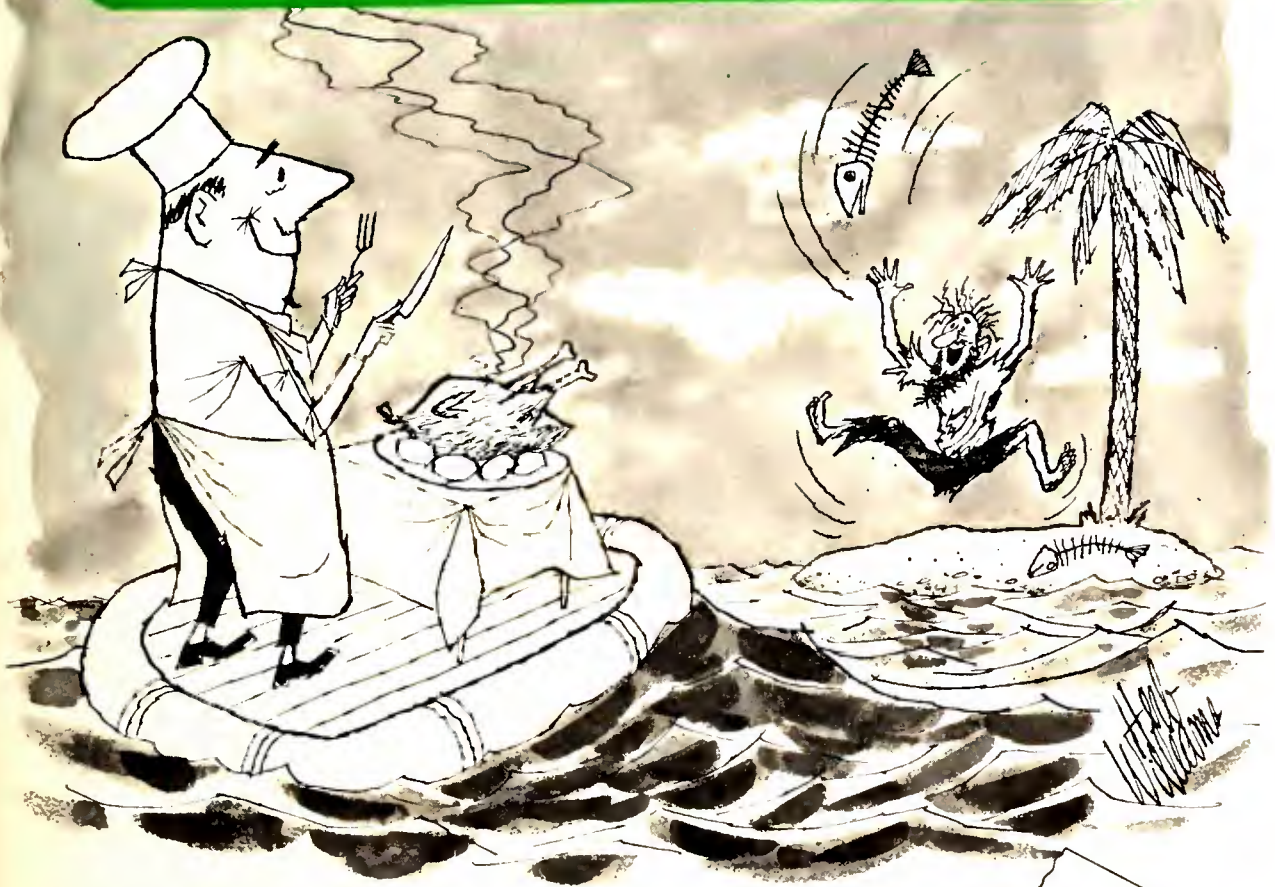
Chesebrough-Pond's, Inc., New York, is entering various markets to promote its Vaseline hair tonic. The campaign runs for six weeks; minutes during daytime and nighttime periods are being aired. Frequencies vary from market to market. The buyer is Enid Cohen; the agency is McCann-Erickson, Inc., New York.

Ward Baking Co., New York, is starting schedules in various markets for its Tip-Top breads and cakes. The four-week campaign starts this month. Minutes and chainbreaks during daytime slots are being slotted. Frequency depends upon the market. The buyers are Arthur Karlan and Mario Kircher; the agency is J. Walter Thompson Co., New York.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE[®] RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

**McClatchy
Broadcasting
Company**

Sacramento, California
Paul H. Raymer Co.,
National Representative



How is Negro radio faring in yo

With changes in Negro population, employment and purchasing power, three stations report the status of Negro radio in the South.

Dick Miller, president, KXLW, St. Louis

First of all I would like to make it clear that in such progressive, high-income areas as St. Louis, the term "Negro market" is becoming more and more of a misnomer every year. Years ago the Negro people may have had customs, ideas, attitudes which were apart



National advertisers are learning what it can do

and perhaps more provincial than that of the white people but this is scarcely true any longer. Today, more and more Negroes are able to secure skilled, highly paid jobs. They are less segregated. They mix with white people in their jobs and in public places. And they are exposed every day to cosmopolitan national culture and beliefs via radio, television and motion pictures.

The Negro market is expanding in two directions. Negro population and households are growing at a faster rate than the rest of the nation. So is per capita income. The rise in Negro well-being is truly astounding. Per capita income has tripled since before the war.

And this is true particularly in St. Louis. Our market is highly unionized. Wages are high, and Negro workers are paid on par. As a result, the standard of living is extremely high.

KXLW's programming reflects the sophistication, educational level and social advancement of the St. Louis Negro people. Wild, raucous rock and roll is not a staple of our programming diet. Instead, we favor such artists as Sarah Vaughn, Billy Eckstein and entertainers of any race who perform in this tradition.

But beyond any doubt, Negro radio

in St. Louis is by far and away the best means to reach the high buying power Negro consumer. The Negro, sophisticated as he has become, can still be reached by media, especially radio, which caters to his tastes and interests. And KXLW does just this.

KXLW constantly has public service projects specifically aimed at benefiting the Negro community. It makes constant effort to give St. Louis Negroes the kind of high class entertainment they want. And we have three highly-knowledgeable Negro d.j.s who not only know how to sell their own personalities, but their clients' products with ability and understanding.

One of the features of old-time Negro radio we never want to drop is that, traditionally, Negro d.j.s maintain closer rapport with their listeners. Our people look upon them as personal friends. Through public appearances, stories, record hops and the like they have won affection and loyalty. Their listeners buy everything they sell.

And, astute national advertisers are learning this more and more each year.

Gene Tibbett, exec. vice pres. & gen. mgr., WRMA, Montgomery

Negro radio in Montgomery, and more specifically WRMA, is very good. Our business and our ratings are up. This, of course, didn't just happen. It has been a constant process of educating the public on this type of operation. The listeners and the national ad-



Very well when based on good solid programming

vertisers (who generally buy tv ratings) caught on early. The local advertisers took longer.

Our national business has jumped, not only because national advertisers were aware of the large audience WRMA delivers, but because they real-

ized the intense loyalty of this audience in buying sponsors' products. Our local business is up over last year, particularly due to the fact that we have educated Montgomery advertisers on how to use Negro radio.

We have gradually elevated the appeal of WRMA to a mass audience medium. In addition to segments of religious music, rhythm and blues and pop, we carry programs especially designed for the housewife. We have kiddie programs and fairy tales. For the first time in the history of the state, we are carrying the complete play-by-play football schedule of Alabama State College, both home and away. (This is a Montgomery Negro College.) This entire series is sponsored by one of the market's leading furniture stores, and the response has been terrific.

WRMA is promoted extensively via taxi signs, theatre announcements, newspaper stories, and perhaps above all, the personal appearances of our deejays through the coverage area. In addition WRMA sponsors a softball team that bears its name, plus a boxing team and a basketball five.

In short, Negro radio is faring very well in Montgomery. Business is up, ratings are up for WRMA, mainly because we are not content to sit back and rely on gimmicks and the novelty of the station, but on good, solid programming.

Stan Raymond, president, WAOK, Atlanta

From what I hear, radio is faring well; and Negro radio, as far as WAOK is concerned, is doing extremely well. Negro radio in general is doing very well, too.

There are good and numerous reasons for this. Negroes have more money to spend than ever before. Their intense desires for the material things they have always longed for are now becoming a reality with this added purchasing power. Many, many clients (including blue-chip national advertisers) have realized this and have in-

market?

cluded coverage to reach this vast Negro market in their regular advertising budget. Locally, many retail outlets have actually said that they cannot do without advertising on Negro stations. More than 85% of our first year's advertisers are still with us with increased schedules.



Bound to have bright future

Many national advertisers seem to feel that they are reaching Negroes effectively through general purpose media. Admittedly such advertisers do reach some Negroes, particularly among the minority of Negroes in the middle and upper strata. But such circulation is of minor importance in the Negro market as a whole. National advertisers must remember that Negro radio is a mass medium unto itself. It is selective only in the sense that it pinpoints a large and identifiable market segment. The mass market advertiser who overlooks Negro radio is missing some very obvious potential. To put it bluntly, he is missing a very important marketing boat.

Business on WAOK is faring very well because we take an active interest in our listeners. The Negro has a justified faith in the people on the station and a loyalty not found in other media. Many national accounts have recognized this in recent years, and with every passing day another account finds its way to Negro radio.

The future is bright; brighter than ever for Negro program stations, for more and more agencies and clients themselves realize they must reach the whole market of a metropolitan city. They have come to understand that the product that is advertised to the Negro has a definite advantage in the increasing competition for sales and supermarket shelf space.

SEPTEMBER, 1958, PULSE SAYS:

KLZ-RADIO HAS AS MANY FIRST-RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

ALL WEEK LONG!

*The secret is showmanship —
and KLZ showmanship
means salesmanship for
your products.*

CALL YOUR KATZ MAN OR LEE FONDREN, DENVER

DENVER'S
PERSONALITY
STATION

KLZ

RADIO
560 Kc

CBS for the Rocky Mountain Area

*It was Boot Hill for Paladin
and Marshal Matt Dillon
the night of September 27*



It takes pretty rugged programming to drop those two fellahs in their tracks, but that's exactly what WOOD-TV did on the night of September 27, 1958. WOOD-TV scheduled MGM's "Boom Town". Gable, with able support of Tracy and Colbert, upstaged the gunslingers but good.

WOOD-TV has glommed onto the Paramount, Warner Bros. and the Lion's share of the MGM package. And to celebrate, we ran a humdinger of a film festival on September 27 — "Boom Town", "Road To Morocco" and "To Have And Have Not"

from 9 P.M. until everyone just plumb dropped in their tracks.

Coincidental checking* from 9:00 to 10:30 P.M. awarded "Boom Town" 48% of the audience — a higher share than any other station in the area — including the one carrying the usually top-audience oaters.

Features from Warner Bros., MGM and Paramount are scheduled on a daily basis for WOOD-TV's Channel 8 Theatre (10:45 P.M. Monday thru Friday; 11:15 P.M. Saturday and Sunday) and on Channel 8 Matinee (1:00 P.M. Monday thru Friday).

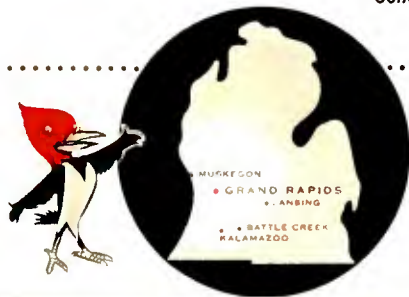
Put your spot minutes in Western Michigan on the only station that has the top features — the only station that delivers top audience on its movies 52 weeks of the year.

Katz will sell you a schedule right now that will satisfy you — call them.

WOOD-TV is first — morning, noon, night Monday through Sunday — May '58 Area Grand Rapids

WOOD-AM is first — morning, noon, night Monday through Sunday — April '58 Pullman Grand Rapids

*Conducted by Western Union in Grand Rapids, Kalamazoo, Battle Creek and Lansing, 9:00 to 10:30 P.M.
Result — WOOD-TV, 48% share, WKZO-TV, 41% share, WJIM-TV, 11% share.



WOOD **AM**
TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

FILM-SCOPE

1 NOVEMBER 1958
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SPONSOR PUBLICATIONS INC.

A spree of v.p. elections and top level hirings and promotions among syndicators are pointing up the industry's biggest boom in years.

The formation of ITC, in addition to waving former TPA and ITC men ahead, also resulted in raids on competitors and stations for experienced men. (For story of Arrow Productions, see FILM WRAP-UP, page 68.)

Screen Gems has a new syndication sales v.p., two new programing posts and has upped its advertising and publicity chiefs.

Smaller syndicators—movie companies like UA and MGM and independents such as Gross-Krasne-Sillerman—are flurrying with the most aggressive and optimistic activity in years.

There'll undoubtedly be a second wave of appointments and promotions in coming weeks as the open desks are refilled.

There's quite a difference in the tax implications of the sales to stations of the MGM and Paramount product.

MGM sold its negatives to stations, which can amortize payments over several years, giving MGM a capital gains position on taxes.

MCA rented the features to stations and with its \$50 million obligation to Paramount, will, it is estimated, have to gross \$70 million just to break even over bank costs, prints, selling and servicing. Then MCA will probably have to pay as high as 50% of what it makes to the government.

Look for literary names to come in next as hosts of dramatic series, instead of the actors that now do the job.

Several famous literary figures are already being courted by a producer preparing a package of "prize" stories.

The ratings success of Conoco's re-runs of Whirlybirds resulted in an unusual third year renewal pact calling for production of only 13 new episodes.

In its 58 markets, the regional oil sponsor found that re-runs scored an over-all average of 24.8—which was actually 11% ahead of 22.2 earned by first runs a few months before.

Here are the average ratings of Whirlybirds first runs and re-runs in Conoco's 17 markets among the top thirty cities:

City	Average ARB Rating		City	Average ARB Rating	
	Re-run	First Run		Re-run	First Run
Atlanta	15.5	22.7	Miami	23.0	24.6
Boston	26.1	18.4	Milwaukee	33.9	21.6
Buffalo	26.8	18.2	New Orleans	25.0	26.6
Cleveland	8.2	10.8	Philadelphia	13.9	11.8
Chicago	10.0	10.1	Pittsburgh	31.2	27.6
Dallas-Ft. Worth	11.5	9.8	San Francisco	17.3	15.0
Denver	32.9	29.9	Seattle	22.3	23.0
Detroit	9.1	8.2	Washington	7.1	5.3
Los Angeles	13.6	11.3			

(For other film developments see FILM WRAP-UP, page 68.)

MARKETING WEEK

1 NOVEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

How many radio sets are there in public places? Nobody really knows.

One effort to find out will be made by RAB shortly. The promotion group will make a test study in one market to get some general ideas on set circulation in public places. The study will also test ways and means of getting such information economically and with maximum accuracy.

Most common figure currently used for public place sets is 10 million. This figure has been in use unchanged for years. It was originally an educated guess and is certainly outdated now.

There is no continuing measurement of listening to radio in public places but the Hooper people do occasional studies.

Telephone coincidental surveys taken last spring in Dallas and Philadelphia shows the following:

- Of the sample of stores taken from the yellow pages, 64% had radios in the Dallas market and 78% had radios in Philadelphia.
- Daytime sets-in-use (9 a.m. to 5 p.m.) average 38.5% in Dallas, 44.1% in Philadelphia.

The next great marketing advance will be marked by the contributions of creative mathematics.

So predicts Edwin T. Gibson, board chairman of Market Research Corp. of America. Gibson spoke 28 October before the National-American Wholesale Grocers Assn. executive conference in Williamsburg, Va.

The MRCA head made the traditional disclaimer that formulas will not usurp management functions. But he also made clear that he was talking of more than mere extension of current applications for statistics or computers.

"Mathematics," Gibson said, "can be profitably applied in almost every stage of operations. In the logistics of warehousing, for example; in competitive pricing; in finding the optimum level of promotional expenditures, based on competitive activity; and in determining how to allocate marketing efforts most profitably among a company's various lines and divisions."

MRCA's Gibson gave the wholesale grocers the first glimpse of results from the massive National Household Menu Study, which his firm conducted in cooperation with General Foods, General Mills, Pillsbury and Campbell.

Here are some of the findings:

- About 28% of housewives spend less than half an hour preparing evening meals, 35% spend between half an hour and an hour and 37% spend more than an hour.
- Nearly 90% of U.S. families serve snacks during a two-week period.
- The average housewife exhausts about 45% of her menu repertory in a week, about 60% in two weeks.
- The 300 servings made during a two-week period represent about 60 different dishes. "And probably fewer than 10 of these dishes may account for more than half of the 300 servings."

Are advertisers overlooking love? A Schwerin study covering a representative group of 350 commercials showed only 6% with clear-cut romantic situations.

The study also showed that commercials with romantic situations scored better than average in Schwerin's effectiveness measure.

WASHINGTON WEEK

1 NOVEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

The broadcasting industry can hardly escape past next year without deep changes in its operating methods. The changes, in all likelihood, will be dictated by the FCC.

A case now in the Supreme Court could conceivably remove some of the pressure against the industry. This is the Justice Department suit against RCA-NBC involving the Cleveland-Philadelphia station sale-trade with Westinghouse.

Main point involved in this case is whether FCC approval insulates a broadcaster from Justice Department suits. The FCC and Justice contended that Justice and not FCC is the expert agency on antitrust matters. NBC-RCA argued that the sale-trade had been approved by the FCC and therefore could not be challenged by Justice. The Philadelphia court ruled in favor of that position.

Justice appealed to the Supreme Court, and the ruling may do much to clarify the situation. If the Supreme Court upholds the lower court, then **Justice will be reduced to an advisory body to the FCC in such cases.**

This is of tremendous importance in the overall picture. The FCC is currently considering the sweeping Barrow Report recommendations covering a long list of TV practices. Justice has conducted extensive probes on the same matters and is only waiting FCC disposition before deciding whether to sue on antitrust grounds.

If the Supreme Court decision gives the FCC full sway in the field, many of the **Justice guns would be spiked.** In addition, the FCC's own decisions need not be influenced by over-the-shoulder looks at what Justice might do later on the same matters. If the decision goes the other way, the dikes are gone and run for the hills.

Justice is ready to move on such diverse matters as network option time, must-buy, alleged talent monopolies, and even considers moves against network production of programs. Affiliation and program distribution practices would eventually come under the microscope. All of this if Justice gets the green light from the Supreme Court.

The possibility that the Supreme Court may take the Justice Department wholly or partially out of the picture may not be relied upon to cure all headaches.

Meanwhile, the Supreme Court slaps a second tv case back at the FCC, for reconsideration in light of allegations before the Harris House Commerce Legislative Oversight subcommittee. This time, the Orlando, Fla., channel 9 case.

The FCC had already announced it was reconsidering on this one.

This makes four such cases returned to the FCC by courts. It adds up to the fact that the FCC will be reconsidering a great number of its deintermixture actions, as well as awards of some of the most valuable tv channels. This will not make for stability in the industry.

In still another area, upheaval will be felt: That is, programing.

Some time ago, the FCC held up renewal of licenses of Atlanta independent radio stations. It designated for hearing renewal for a Newport News, Va., radio station.

The commissioners haven't made up their minds as to their powers to interfere in the field of programing, or whether they really want to do it. But there are **heavy pressures** on them to take action.

One Commissioner told SPONSOR that it would be **unnecessary to cancel licenses.** The FCC need merely entertain new applications, and thereafter weigh the promises of the new applicants against the actual performance of the old.

SPONSOR HEARS

1 NOVEMBER 1958
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SPONSOR PUBLICATIONS INC.

Madison Avenue showmen feel sure that the quiz will remain a staple item in tv, despite the uproar over some of the big giveaways.

But they see this change: **Less emphasis on the loot and more on formats which invigorate the fun of rivalry.**

One reason Whitehall has such exceptional flexibility in moving in and out of tv is the fact that its ad budget is pegged to a monthly sales figure.

Hence its ability to take advantage of buying opportunities—such as this week's move for partial sponsorship of election returns and two-thirds of Colt 45 alternate weeks on ABC TV.

CBS TV is having a tough time clearing stations for the weekly participation that Texaco would like on the Doug Edwards show.

The reason is obvious: Many of the affiliates have news shows preceding Edwards which are sponsored by gasolines—Esso, for instance—on a year-in-and-year-out basis, and they guard these blue-chips like gold.

Veteran agency publicists note a marked change this season in newspaper tv reviews across the country.

Timidity about what the advertiser might think has been abandoned, and network programs are roasted with all the relish of a guy who no longer has to keep one eye cocked on the business office.

ABC TV is girding itself to go after a bigger share of the \$50 million that's being spent for sports in network tv.

First step in this direction:

Hiring a sports consultant (Ed Shurick) to snag events that have escaped ABC TV's competitors.

Second step: Landing the rights to the Blue Grass and Aluminum Bowl games.

NBC TV's bitter flareup at ABC TV over the competitive use of Trendex's October ratings recalled to trade veterans a time and clime when the networks went after each other in a mood more satiric than vitriolic.

A classic example:

The ad CBS ran back in the '30s kidding NBC about mixing its "red and blue shirttails"—a reference to NBC's switch of some of its billings on the Blue to the Red Network so that the latter's monthly totals would come out slightly ahead of CBS.

The buying shenanigans of a media executive for one of the soap giants is beginning to rile the reps.

For instance, this week he inquired about Alaskan markets with this warning: "We're not going to take them at card rate."

When the rep wined, the media man retorted: "If I can cook up a deal, you can't blame me for doing it."

**Kellogg's
covers the
Pacific
Northwest**

Kellogg's knows kidults—and where to reach them. All of Kellogg's national spot programs are being seen exclusively on the Crown Stations in the Pacific Northwest. It's good business to look to the Crown Stations. Most Pacific Northwest viewers do.



THE CROWN STATIONS *of the Pacific Northwest*

TV RESULTS

AUTOMOBILES

SPONSOR: Murray Vout

AGENCY: Direct

Capsule case history: Murray Vout, a local auto dealer in Salinas, California had not been using television for quite some time. In 1957 the firm, in business for over 30 years, switched its grant to English Fords and Studebakers and its budget to television. The car dealer purchased full sponsorship of two sports programs on KSBW-TV, Salinas-Monterey, Calif., immediately following *Wednesday Night Fights* on ABC TV and Friday night fights on NBC TV. In the following 12 months Vout registered a 27% gain in business, despite a supposed general recession. With 95% of his advertising budget devoted to television, Vout decided he could not afford both sports programs he was sponsoring. He cut his tv budget to accommodate just one sports program and spread his budget among other media. One month later Vout returned to KSBW-TV, unhappy with the results. With renewed sponsorship of both programs, he said: "I didn't fully appreciate the impact of tv until I used other media again. Then I realized it was the key to my success."

KSBW-TV, Salinas-Monterey

Programs

JEWELRY

SPONSOR: Zale's Jewelers

AGENCY: Direct

Capsule case history: Zale's Jewelers of Norfolk, Va., were not widely recognized in the Tidewater area, although they are one of America's largest jewelers offering quality merchandisc at low prices. In early fall of this year they bought a schedule of tv announcements to advertise their diamond watches and diamonds. This is the only advertising Zale's used. The filmed announcements were alternated each week. After six one-minute messages, Zale's informed WAVY-TV that they had sold \$2,885 worth of watches. Since this was the only advertising done in behalf of watches, it was easy to trace the source of the sale directly to WAVY-TV. The jewelers have had similar increases in jewel sales from other spots on WAVY-TV. "This success is proof to us that regular advertising on your station is the way to bring our wonderful values to the public," said Bruce Fink of Zale's. "Your station will be our first consideration in any future ad campaign planned by Zale's Jewelers," he continued.

WAVY-TV, Norfolk

Announcements

BUILDING SUPPLIES & LUMBER

SPONSOR: Flanders Lumber & Building
Supply, Inc.

AGENCY: Direct

Capsule case history: Television has brought prosperity to Flanders Lumber & Building Supply, Inc., Essex Junction, Vt. Using a single late-night announcement, Tuesdays, 11:00 p.m., on WCAX-TV, Burlington, Flanders registered the best January to May in the company's history, 25% more than its best year. The company began its first television campaign in May, 1957. The commercial used was a live presentation by a local announcer that emphasized a complete line of building service, including everything from building plans to a single piece of lumber. By the end of the summer, the once-weekly announcement was producing such good results that Flanders placed 80% of its weekly ad budget in television. Response to the increased schedule changed the economics of the entire operation: in a year, the company has added five hundred and forty square feet of storage space for retail products and is now constructing 2,600 additional square feet. "It was WCAX-TV," said W. D. Flanders, pres., "that made this success possible."

WCAX-TV, Burlington, Vt.

Announcements

DAIRY PRODUCTS

SPONSOR: Gustafson's Dairy

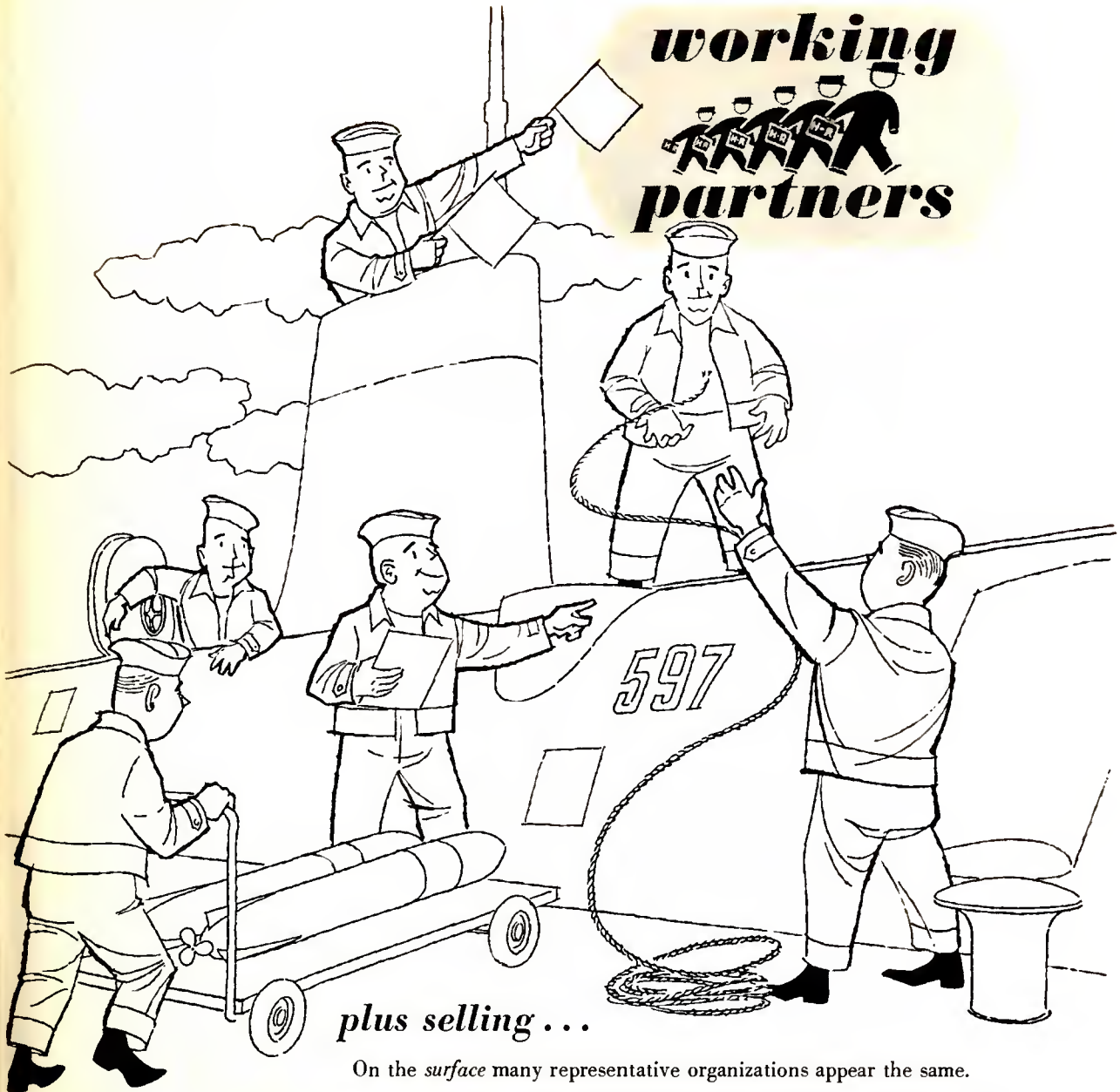
AGENCY: Direct

Capsule case history: Gustafson's Dairy of Green Cove Springs, Fla., milk producers and distributors, made their first tv buy on WJXT-TV, Jacksonville, in February, 1952, as a sponsor of a local live hunting-fishing program. Brothers Ed and Noel Gustafson wanted to see if tv could build their business at a faster pace. Switching all their advertising to tv, they studied the results carefully: over a six-year period, steadily increasing their tv advertising as they went along, the brothers increased their territory from five to 20 counties. Despite heavy competition from other distributors, sales growth exceeded many times the population growth of Jacksonville, Orlando and surrounding counties. Thoroughly convinced of the power of tv, they now sponsor on alternate weeks the syndicated films *State Trooper* on WJXT-TV and *26 Men* on WDBO-TV in Orlando, plus a hunting-fishing show. Ed Gustafson says: "We don't want to be without television. It's responsible for our success."

WJXT-TV, Jacksonville

Programs

working partners



plus selling . . .

On the *surface* many representative organizations appear the same.

It is when you go deep down within the structure of a firm that you find the *special power* that enables an organization to consistently come up with extra sales.

Here this plus selling factor consists of the group of *Working Partners* who started H-R, and who are still *charting the course* of this firm, and a carefully selected *crew* of sales-seasoned veterans who know how to *navigate the channels* in which purchases of time are being made. It is this *extra depth* of presentation experience and background that gives us the *power to emerge* with extra orders for our stations even when the going is rough.

FRANK HEADLEY, President
 DWIGHT REED, Vice-President
 FRANK PELLEGRIN, Vice-President
 PAUL WEEKS, Vice-President

"We always send a man to do a man's job"



NEW YORK
 CHICAGO
 HOLLYWOOD

SAN FRANCISCO
 DALLAS
 DETROIT

ATLANTA
 HOUSTON
 NEW ORLEANS

ADVERTISERS

Shulton is spending more money than ever for a pre-Christmas promotion on air media.

Via spot radio, a heavy campaign has been scheduled for 80 stations in 48 markets throughout the country. Network-wise, its Old Spice will be featured on Arthur Godfrey's weekday morning show (CBS).

Via network tv, Shulton's schedule includes these ABC TV shows: *Donna Reed*, *Peter Lind Hayes—Mary Healy*, and Dick Clark's *American Bandstand*.

Agency: Wesley Associates.

Campaigns:

- Eureka Williams Corp., of

Bloomington, Ill., has switched from door-to-door demonstrations of its vacuum cleaners to 30-second and two-minute tv spots. They will be shown on a test market basis in Grand Rapids and Kansas City. Agency: Earle Ludgin & Co., Chicago.

- **Carnation Evaporated Milk's** "Can't Fail—5-minute Fudge" will be backed by a full promotion, including tv spots on the *Art Linkletter Show* (CBS TV) and syndicated shows in special markets. Radio support includes the Linkletter show (CBS), *Carnation Milk Time*, on the Keystone network, and regional programs.

- **Alliance Manufacturing Co.** of Ohio plans a heavy tv saturation campaign for four of its products via two NBC TV shows—*Tonight* and *Today*.

The campaign will last through Christmas. Agency: Dancer-Fitzgerald-Sample.

- **The Dumas Milner Corp.**, for its line of Pine-Sol, Perma Starch, White Wave and Mystic Foam products has appropriated \$1 million for its tv campaign via the NTA network. Dumas Milner will sponsor three and one-half hours of programming a week on 115 NTA stations. Agency: Gordon Best, Chicago.

Strictly personnel: **Harold F. Driscoll** has been appointed advertising manager of Zenith Radio Corp. He was formerly with Bell & Howell in Chicago . . . **George P. Butler**, named general sales administrator of the Pabst Brewing Co. . . . **Charles Owen, Jr.**, to the sales promotion department and **Robert Swanson**, to the advertising department of the Ohio Oil Company.

WRAP-UP

NEWS & IDEAS

PICTURES



Down payment on \$3 million: when the three stars of new NTA Film Network series, *How To Marry a Millionaire*, hit Detroit on their nation-wide promotion tour, most natural reception was, of course, money. Aiding girls in their quest for coin are J. E. Campeau, president CKLW-AM and TV and Art Gloster, public relations director. The girls, out for first million, are Lori Nelson, Merry Anders and Barbara Eden. Series is produced by 20th Century Fox



Broadcasting is bullish in Kansas, especially for KTVH asst. gen. mgr. Dale Larsen. Each year he buys a bull at Wichita Junior Livestock Auction. 1958 price: \$34.50/cwt.

Rivals unite for United Fund. WCSH-TV and WGAN-TV join forces in Portland, Me. to get local United Fund campaign under way to a "spectacular" start in Congress Square



AGENCIES

The latest Schwerin study shows that tv commercials don't take sufficient advantage of the romantic approach.

The research firm studied some 350 representative commercials which showed:

- Almost three-fourths of them contained no well-defined personal or social relationships.

- Only 6% of the entire group featured a clear-cut romantic situation.

- **Commercials with romantic situations stood well above average**, whereas those using other types of personal or social relationships fell below average (with the average effectiveness set at 100).

Merger: Long, Skoll & Shireman, a new corporation in Milwaukee, with **Impact Advertising Agency**. Officers: R. R. Long (formerly head of

Klau-Van Pietersom-Dunlap's radio/tv and film department), president; Richard Shireman, executive v.p. and Marceline Skoll, secretary-treasurer.

Agency appointments: Benrus Watch Co., to **Grey Advertising** . . . Brown & Williamson's du Maurier cigarettes, from EWR&R to **Ted Bates** . . . Chun-Wong, Inc., frozen foods, to **Compton**, Los Angeles . . . W. F. Schrafft & Sons Corp., candies and chocolates, to **Richard K. Manoff, Inc.** . . . McGough Bakeries, makers of Holsum Bread, to **Robert Luckie & Co.**, Birmingham . . . Terry Foods, Inc., frozen meat products, to **Olian and Bronner, Inc.**, Chicago . . . Pfister Associated Growers, of Aurora, Ill., to **Aubrey, Finlay, Marley & Hodgson, Inc.**, Chicago . . . The Cadie Chemical Co. to **Wunderman, Ricotta & Kline, Inc.**

Thisa and Data: **Clark M. Agnew**, president of the agency in his name,

and **Neil O'Brien**, of JWT have collaborated to dispell the distorted image movies and popular novels give to tv advertising in their soon to be published book *Tv Advertising* (McGraw-Hill).

Kudos: The International Advertising Film Festival in Venice has presented **Gardner Advertising** with awards for two of its tv commercials—Purina Dog Chow and Duncan Hines Blueberry Pancake Mix.

Gardner, in St. Louis, has realigned its tv-radio department, bringing these changes: **Beatrice Adams**, v.p. and tv-radio creative director, assigned to special broadcast projects, including experimental work on all accounts; **Dean Pennington**, v.p., becomes director of tv-radio commercial department; **Ralph Pasek**, assistant director and commercial production manager; **John Gunter**, to program director and business manager, tv-radio department.

What well dressed newsman will wear . . . WSM-TV in Nashville, Tenn. has found an attractive and utilitarian uniform for its newsmen: blue blazer with gold buttons and easy-to-notice official station emblem



Their first commercial: When station WJRT went on the air for the first time on 12 October, the honor of presenting the first commercial went to Yankee Stores as sponsor and Earl Baldwin as announcer. The live commercial was aired both before and after Detroit Lions game



Miami Beach Strato-Sound is the promotional theme of WKAT, and demonstrating the point at the Food-O-Rama show is June Gordon as Miss Strato-Sound. In addition, WKAT scheduled six hours of remote broadcasts daily direct from the food show



More personnel news: Richard W. Tully, v.p. and general manager of Foote, Cone & Belding's Chicago office, named to the newly created post of chairman of the national operations committee, headquartered in New York . . . Norman Gladney, to Calkins & Holden as director of tv-radio and member of the plans board . . . Francis L. Bria, v.p. and general manager of the Carl Lawson Advertising Co.'s new Arizona office . . . Lucian R. Bloom, to Ted Bates as assistant media supervisor . . . Sheila Sabbath, media director, Irving J. Rosenbloom

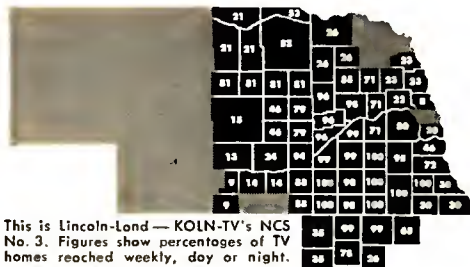
& Associates, Chicago . . . Frank Chizzini, with NBC for 24 years, joins TPI Ratings, Inc. (M. A. Wallach, president) in charge of sales . . . Earl Collings and John Wilson, to group copy supervisors at Tatham-Laird, Chicago . . . Mira Berman, p.r. director at Levenson Bureau of Advertising . . . Les Miller, to the staff of Broggi Advertising Agency . . . Marie Kachinski, media director at Silton Brothers, Callaway, Inc., Boston . . . Lois Siefert, assistant to radio-tv director, Feigenbaum & Werman Advertising, Philadelphia.

Robert L. Garrison, a v.p. at MacManus, John & Adams, elected to the board of directors . . . Austin D'Alton, to the account service staff of McCann-Erickson, Chicago . . . Robert Bruno and John Curran, time-buyers at Reach, McClinton . . . Gordon Swartzfager, named as public relations account executive in the Philadelphia office of EWR&R . . . Robert Conroy, account executive for the Plymouth division, Grant . . . Harry Alleva, radio/tv production editor at William Warren, Jackson & Delaney Advertising, New York . . . Barry Loughrane, account executive at the Rockmore Co., New York.

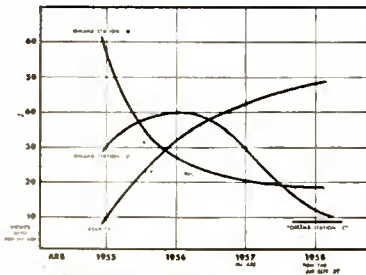


YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



NO OMAHA STATION COVERS LINCOLN!



Let's face it. To do a TV job in Nebraska, you start with an Omaha station. After that, the only logical choice is KOLN-TV.

NCS No. 3 shows that Lincoln-Land is a whopping big area. Even if you throw out everything except those counties where KOLN-TV is the DOMINANT station, KOLN-TV gives you almost as much buying power as all of Nebraska west of the area—\$592 million as against \$624 million!

So, Nebraska's "other big market" is Lincoln-Land! Ask Avery-Kaodel for the facts on KOLN-TV—the Official CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Kaodel, Inc., Exclusive National Representatives

ASSOCIATIONS

Following closely on the heels of McCann-Erickson's Buick research report, TvB sent members, this week, a new sales pitch for going after more automobile ad dollars in tv.

It's a factual graph, in the form of a "calculating wheel," dubbed "TvB Power Steering Wheel," designed to convince dealers and manufacturers why tv is basic to their purposes through research founded questions and answers.

This wheel gives the answers for three groups—dealers, car shoppers, and the general public—about the advertising impact and effectiveness of tv.

Here's an example Q. and A.:

Q. Which advertising made you most interested in buying a new car?

A. Tv, 64%; Magazines, 6%; and Newspapers, 20%.

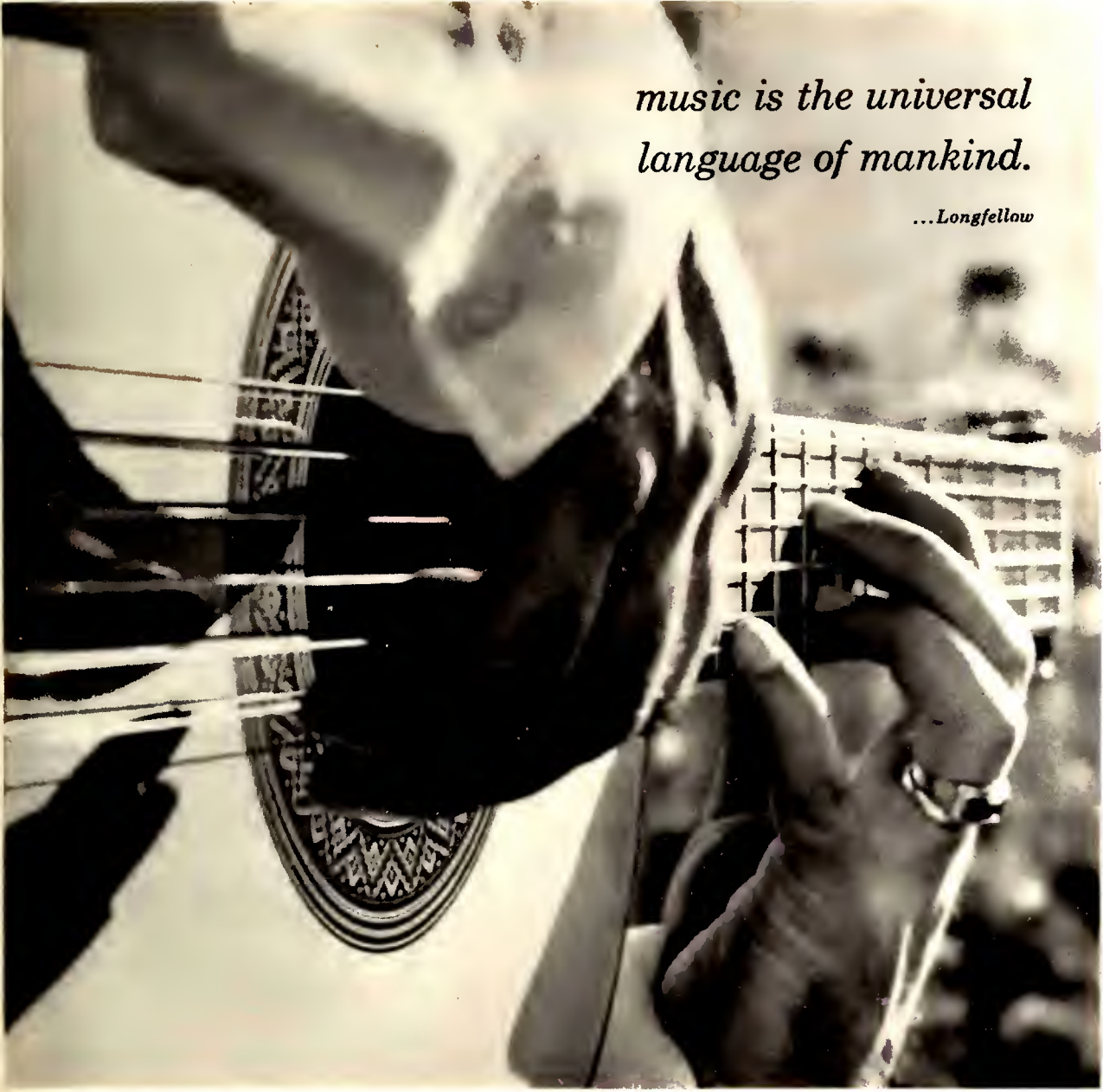
Expanding: Seven new stations joined the Broadcasters' Promotion Association during September. They include: WSB & WSB-TV, Atlanta; WAVY & WAVY-TV, Portsmouth, Va.; KIDO, Boise; WTAQ, La Grange, Ill.; WIBC, Indianapolis; North Dakota Broadcasting Co.; and WXEX-TV, Richmond, Va.

This brings BPA's total membership to 250.

Add to broadcaster's meet calendar: Arizona Broadcasters Association, Friday, 21 November, at the Pioneer Hotel, Tucson.

They were elected:

Officers of the Columbus Radio-Tv Executives Club: president,



*music is the universal
language of mankind.*

...Longfellow

GOOD MUSIC IS GOOD BUSINESS

In the Los Angeles market, KFAC delivers one of the largest audiences, and one of the least duplicated. KFAC advertisers discovered long ago* that worth-while music produces worth-while audiences *at the lowest cost per thousand of any Los Angeles radio station.*

Twenty-four hours a day KFAC's distinctive and

varied musical format carries a full commercial schedule to AM and FM homes simultaneously, at one low cost.

To learn more about the selling ability of the two KFACs in the rich Southern California market, ask your Bolling Company man today.

**42 advertisers are in their second to eighteenth continuous year of successful selling on KFAC.*



24 HOURS DAILY • FROM PRUDENTIAL SQUARE • LOS ANGELES

John Metzger, of Byer and Bowman Advertising; 1st v.p., **Dr. Richard Mall**, Peoples Broadcasting Corp.; 2nd v.p., **Harry Mohr**, WTVN-TV; secretary and 3rd v.p., **Betty Dixon**, WBNS-TV; and treasurer, **Jerry Kaye Kretchmar**, Don M. Casto Shopping Center Promotion Agency.

Officers of the **Four A's Western region**: chairman, **Norton W. Mogge**, of Atherton Mogge Privett, Inc., Los Angeles; vice-chairman, **John Hoefler**, Hoefler, Dieterich & Brown, San Francisco; secretary-treasurer, **Robert Temple**, of Raymond R. Morgan Co., Hollywood.

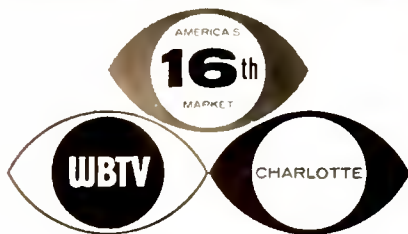
Officers of the **Minnesota Broadcasters Association**: president, **Jack Thayer**, of WDGY, Minneapolis-St. Paul; 1st v.p., **Bob DeHaven**, KYSM, Mankato; 2nd v.p., **Jim Hambacker**, KBUN, Brainerd; secretary-treasurer, **Sherm Headley**, WCCO-TV, Minneapolis-St. Paul.

FILM

The new place of ITC among the top four syndicators became clear this week with the formation of

SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

Arrow Productions to handle reruns only.

Alvin E. Unger is administrative manager and Stanley Levey is sales manager. Area representatives are Larry Stewart in southeast, Perry Walters in east, Coleman Scott in mid-west, Spence Fennell in southwest and Lon Boutin in the Pacific zone.

Although AAP passed into the control of UA's **United Artists Associated** arm through a \$30 million stock purchase, it's not regarded likely that any administrative changes will occur at once. The transfer involves 800 Warner Brothers pictures, three cartoon packages and some 1,400 other film shorts.

Expansion moves: NTA has opened an office in Brussels at 262 Rue Royale, headed by **Leo Lax** . . . **Bernard Schubert** has been elected president of Telestar Films . . . Entertainment Plus, Inc. of Chicago enters the production field with *Jerry Tales*, a series of 65 minute programs.

Sales: CBS Films' *Colonel Flack* sold to Pacific Gas and Electric Company in San Francisco and six other California markets . . . Ziv's *Sea Hunt* has been renewed in 63 markets. Pacts include Standard Oil of California, Bristol-Myers, Sun Oil, O'Keefe Brewing, Carling Brewing, Des Moines Savings and Loan Assn. and People's Gas of Johnstown . . . NTA's *Dream Package* has been sold to 23 additional stations, including KMSP-TV, Minneapolis; WBAL-TV, Baltimore; WISN-TV, Milwaukee; WTOL-TV, Toledo; KOLN-TV, Lincoln; WISC-TV, Madison; WBMD-TV, Peoria; WHYN-TV, Springfield; WWTW, Cadillac; KGUL-TV, Galveston; WKZO-TV, Kalamazoo, and KCRA-TV, Sacramento.

Network and international business: ABC Films and Joseph Schenck Enterprises closed with Aluminum Company of America to program *Alcoa Theatre* over ABC TV starting (See SPONSOR-SCOPE, page 19) . . . Official Films' *Invisible Man* will debut 4 November on CBS TV . . . Fremantle International, Inc. reports September a record all time sales month with contracts for *Hopalong Cassidy* in European countries, *You Are There* and *Terrytoons* in Italy, *Abbott and Costello* in Japan, *Have Gun, Will Travel*

in Latin America and other series in Australia.

Programming notes: MCA-TV's *Mike Hammer* show to go into second year production and the *Rosemary Clooney* series on the way back into syndication.

Strictly personnel: ITC has appointed **John W. Kiermaier** as assistant to president Walter Kingsley . . . NTA Pictures named **Robert L. Friedman** as mid-Atlantic division manager. NTA's Telestudios, Inc. affiliate appointed **Robert D. B. Carlisle** and **Isabel Redman** to the production staff. NTA foreign sales representative **Samuel Gang** leaves 1 November for tour of Japan, Australia and the Philippines . . . **Ralph M. Cohn**, president of Screen Gems, will serve on the U. S. television delegation to the Soviet Union . . . **Jerry Franken** to Gross-Krasne-Sillerman as publicity director.

Film Services: **Francis Lee** joins Animatic Productions, Inc., which has absorbed Mr. Lee's former organization . . . **Elliot Schiek** joins the Chicago branch of Filmack Studios as director of television and industrial films . . . Coronet Instructional Films has appointed the Public Relations Board as council.

NETWORKS

TvB reports the trend on network tv program viewers continues upwards for the first nine months of 1958.

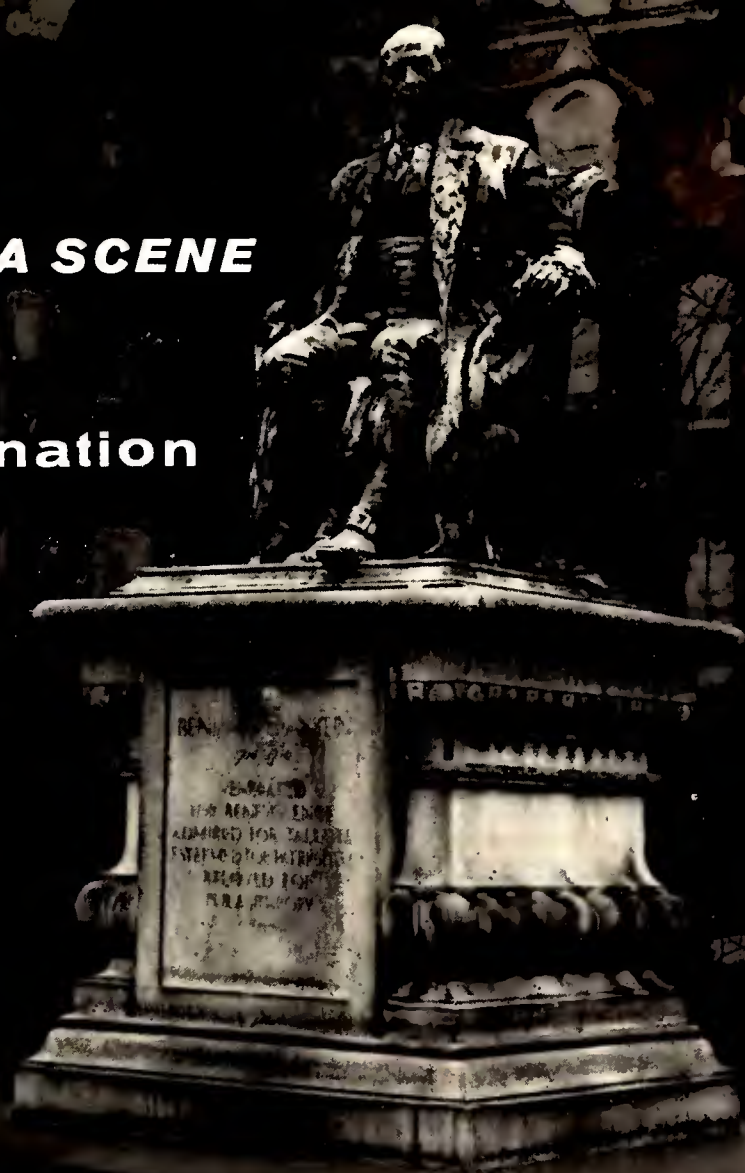
Here's the January-September picture, based on Nielsen total audience figures:

AVERAGE EVENING PROGRAM	RATING (PSB)	HOMES REACHED (ADD 000)
1955 (133)	20.6%	5747
1956 (131)	21.2	6757
1957 (121)	21.9	8077
1958 (123)	21.6	8730 (+8%)
AVERAGE WEEKDAY DAYTIME PROGRAM		
1955 (46)	7.9%	2184
1956 (49)	8.3	2650
1957 (53)	8.1	2920
1958 (58)	8.3	3292 (+13%)

NBC's chairman **Robert Sarnoff**, told the network's tv affiliates that the future of tv depends on how well "we jointly withstand" the constant stresses

**FIRST ON THE
PHILADELPHIA SCENE**

**...yet known
throughout the nation**



WIBG • RADIO 99

COMING UP TO 50,000 WATTS

Philadelphia...1779: Benjamin Franklin founded the nation's FIRST designated University—the University of Pennsylvania!

Philadelphia...1958: WIBG-RADIO 99 is FIRST in total rated time periods, Monday through Saturday, and LOWEST in cost per thousand, too—according to Professor PULSE (July-August, 1958)!

... Add to this leadership the believability provided by responsible Storer Radio management and you have a selling effectiveness that can't be matched in this market.

Call Joe Conway or your nearby KATZ man for the profit-making facts.



Storer Radio

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

from divergent interests that pull a network and its affiliates in opposite directions.

Sarnoff spoke before more than 300 tv affiliate executives and press at the Plaza Hotel in New York for NBC TV's 12th annual affiliate meeting.

Time, Inc., has bought the rights to the title, *Listen*, from CBS for the purpose of putting out a radio guide.

Listen was once used by CBS Radio as a promotion organ.

Moving to a hotel: The **Mutual Broadcasting System** moves its offices this week to the Sheraton Park Hotel, in New York to "facilitate its expanded news broadcasting activities."

Network affiliations: WABL, Bangor, Me., to CBS Radio . . . KGW & KGW-TV, Portland, Ore., to NBC.

Network sales: A-S-R Products (K&E) and Bayuk Cigars (Feigenbaum & Wermen), to co-sponsor NBC TV's *Election Night Special* (4 November) . . . **Daytime sales at NBC TV** amounting to \$2.3 million marks a complete **sell-out** for its weekday 10:30 a.m. to 1:00 p.m. block. New clients

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

include: P&G, Lever Bros. and Whitehall Labs.

Sports notes: ABC TV's *All Star Golf*, with Miller Brewing Co. and Reynolds Metals signed for 26 weeks, currently seen in more than 129 markets . . . NBC TV begins its Saturday afternoon college basketball *Game of the Week* show 13 December, to run for 11 weeks.

Financial report: RCA sales for the third quarter, 1958—\$292,199,000—compared to \$288,677,000 for the third quarter, 1957. **RCA earnings** for the July-September quarter this year amounted to \$6,254,000 compared to \$8,009,000 for the same period last year.

RADIO STATIONS

The Tim Elliott stations in Providence (WICE) and Akron (WCUE) have taken the latest bold step in editorializing by endorsing candidates in the current political campaign.

In Providence it named as favorites six Democrats and three Republicans. After coming out for the re-election of Senator John O. Pastore, the station got a statement from his opponent, Bayard Ewing, to this effect:

WICE was exercising a public responsibility in the field of politics and as such it had every right to make a choice. He was sorry it picked Pastore but he hoped the next time he ran the nod would be in his favor.

A radio-station — WWDC, Washington—last week crusaded against gyp tv set repairers.

In a series of editorials the station unleashed documented cases showing how these frauds are perpetuated and urging that repairmen do something about policing their tribe.

NBC Radio's **Joe Culligan**, will be the star speaker from the broadcasting industry at the Country and Western disk jockey festival in Nashville 21-22 November.

WSM is sponsoring the event.

Twenty-two stations have signed contracts for *Stranger Than Fiction*, a new G. A. Ruben production.

It's a syndicated radio series of documented adventure stories, starring

Frank Edwards and based on his book *Strangest of All*.

Joseph M. McMahon, Jr., director of advertising for Schlitz and William Elhart, in the same capacity for National Airlines are among the speakers listed for **RAB's National Radio Advertising Clinic**, 18-19 November.

Their subject: How breweries and airlines are using radio.

The veteran ad executives will speak to some 700 marketing, sales, advertising and media specialists expected to attend the RAB-sponsored event at the Waldorf-Astoria, in New York.

Back to live radio: The kick-off results of WNAX, Yankton's live programming experiment has led to a completely sold out format. Its Saturday night show—*Barn Dance*—attracted a crowd of 5,000, and sponsors Armour & Co. and Oelwein Chemical Co.

Unusual, says WINS, New York, for radio today: Martinson's Coffee, through Al Paul Lefton, is in for full sponsorship of the station's half-hour *Voice In The Night* program.

Station sale: KWRC, Pendleton, Ore., to Fred W. Stevens, an auto dealer in Medford, for \$37,500. (Brokered by Allen Kander & Co.)

Ideas at work:

- **KDKA, Pittsburgh**, is going in for a brick throwing contest. The station mailed to advertisers and agency people a "Cordic & Co. Living Room Practice Brick" to be used for improving the arm. KDKA is also seeking "Miss Brick Thrower—1959" to be chosen 8 Nov.

- **K-ACE, Riverside, Cal.**, is publishing a regular monthly magazine to be sent to the homes in its coverage area. The magazine, dubbed *K-ACE Impact*, contains editorial features, advertising of all its air accounts and a \$1,000 give-away quiz contest.

- Twelve heads are better than one: **WAQE, Baltimore**, will have its staff decide on how the station should be run. The staff will gather once-a-month to plan the activities and operations of the station, with each member having an equal vote on all suggestions.

- The winner, Dietrich: **WCKR, Miami**, has its d.j.'s conducting a "Battle of the Voices" contest, as a tie-in while promoting NBC's *Monitor*. They asked listeners to decide which gal adds the most sizzle to *Monitor*—

Marlene Dietrich or Miss Monitor. Outcome: Miami prefers Marlene, two to one.

They received awards: The news department at **WJR, Detroit**, for "Outstanding Radio News Operation" from the Radio-TV News Directors Association . . . **Heather Woodward**, public service director of **WQAM, Miami**, for "Outstanding Woman in Radio and Tv" from the Dade Business and Professional Women's Club.

How they celebrated their anniversaries: **KNOE, Monroe**, parachuted some 2,000 paper plate flying saucers, all redeemable for prizes, for its 14th year celebration . . . **WEPP, Pittsburgh**, started its second year by awarding a layette to the first baby born on the station's birthday, and holding a party for all those born on that date last year.

Changes: The re-alignment and enlarging of three departments at Bartell's **KYA, San Francisco**; **Ronald Kahn**, named director of sales; **William Jones**, program director; **Mark Adams**, director of news; **Robert Anderson**, director of merchandising, promotion and publicity.

More on station staffers: **Carl E. Lee** upped to executive v.p. and general manager of Fetzer Broadcasting Co. . . . **Harry Olson**, v.p. in charge of public relations at **WDRC, Hartford** . . . **Raymond Mercier**, manager, **WPOR, Portland, Me.** . . . **Frank Reynolds**, promotion and advertising director for **KFSD, Inc., San Diego** . . . **Bob Bingham**, news and special events director, **WYDE, Birmingham** . . . **Bob Flournoy**, radio news director, **WKY, Oklahoma City** . . . **Joe Mayer**, program manager, **WCUE, Akron** . . . **Perry Steckbeck**, director of special events, **WOWO, Ft. Wayne**.

REPRESENTATIVES

You all must be dynamic to match the changes in broadcasting going on around you, warned **Adam Young** at a conference of the **AWRT** in **Eric** last week.

For the women programers and personalities in radio, **Young** noted: "The important thing to do is to discuss with management the placement of your show so that it is on the

air at a time of the day when adjacent programs are compatible to yours.

"Never — if possible — go from a straight d.j. program into a household show or fashion program, and then back into another music program. Research shows that over an extended period of time, talk programs next to talk programs builds an audience that likes to be talked to."

Station Representatives Associa-

tion has completed plans for selecting the "Silver Nail" timebuyer of the year.

The award was created by **SRA** in honor of **Frank Silvernail**, who retired from **BBDO** in April of this year.

How the winner will be chosen: Sales personnel from member firms will select the timebuyer by **SRA** member, via ballots shortly after the beginning of 1959. The winner will be announced in April.



*Good News
1945 to 1958*

Obviously it's good news coverage that has kept Chet Long the top-rated newscaster in Central Ohio — and the same sponsor — for more than a decade. Chet works both sides of the microphone for outstanding public service and in the past 10 years has made more than 4852 appearances for civic and philanthropic groups. Continued service to the community is an operating philosophy of WBNS Radio and Chet Long.

ask John Blair

WBNS RADIO
CBS in COLUMBUS, OHIO

There'll also be "Gold Medal" award to an adman with at least 15 years' experience for "outstanding service" to the radio-tv advertising business.

Rep appointments: KHOW, formerly KVOD, Detroit, back to PGW . . . KSAN, San Francisco, to Ted McCoy, as its exclusive rep in Los Angeles.

Strictly personnel: Edward R. Eadeh, appointed director of sales development, promotion and research for the George P. Hollingbery Co. . . . Marvin Roslin, named research assistant to Frank Boehm, v.p.—research and promotion at Adam Young, Inc.

TV STATIONS

P&G's Jif will be using a heavy schedule of spot tv in various markets.

The saturation includes nighttime 20's and minutes in about 85 markets, with the number of spots varying in each.

Note: Jif's spot tv history has followed almost parallel the pattern big spot radio advertisers are now using; an in-and-out schedule, but when they do go in, they go in with pretty heavy saturation.

Agency: Leo Burnett.

Sports note: Bob Ingham's *Sportsviews*, on KSD-TV, St. Louis, has been renewed for another 52 weeks by Standard Oil Co., marking the program's seventh consecutive year with the same sponsor . . . *Top Pro Golf*, on WOR-TV, New York, to Travis Fabrics, Inc., for half-sponsorship.

Ideas at work:

• KIMA-TV, Yakima, Wash., promoted its fall schedule via a "Fall Line-up" half-hour show. Ten girls in bathing suits appeared one by one and were questioned by a "detective" as to time, date, and theme of the show each of them depicted.

• Omaha is in the midst of a baby boom, reports KETV after receiving hundreds of nominations for its "3:55 Baby" contest. Last week, KETV signed on at 3:55 a.m. for the first time, and to promote the event, they offered a six-months' supply of baby needs to the baby born nearest the new sign-on time.

• Tv viewers to the rescue: A plea

by WRCA-TV commentator Leon Pearson, for New Yorkers to help the plight of the Transit Authority employee who had to make good the loss of money stolen from her hooth while she was helping an elderly woman at the turnstile, led to letters, and donations adding to the amount she needed—\$188 while the rest went to charity.

• KPIX, San Francisco, promoted its Fabulous Features movies by choosing a "Miss Fabulous Features." Dressed in a costume, she walked about the downtown area, delivering gifts of the sponsors' products to Bay Area columnists.

This and data: KDKA-TV, Pittsburgh, threw a party for the Ford Dealers of Alleghany County to celebrate its sixth straight year of sponsoring KDKA-TV's *Ford News* . . . WNTA-TV, New York, will sign on one hour earlier beginning this week . . . WMBR-TV, Jacksonville, has changed its call letters to WJXT.

Kudos: KOTV, Tulsa, recipient of a special service award from the U.S. Air Force . . . WFGA-TV, Jacksonville, cited by the Radio-TV News Directors Association for "Outstanding News Operation."

YOUR BUSINESS WILL BE UP if you read SPONSOR's 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts

Reprints of popular BASICS charts sections:

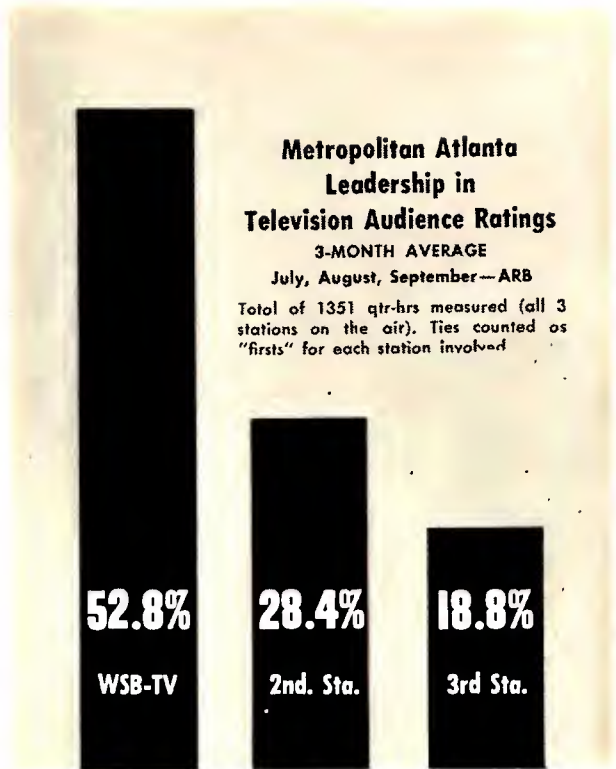
16 pages on Marketing	}	1 to 9	35 cents each
16 pages on Radio		10 to 49	25 cents each
24 pages on Tv and Film		50 to 99	20 cents each
		100 to 499	15 cents each
		500 to 999	12½ cents each
		1,000 or more	10 cents each

Prices include postage

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.
Please send me the following reprints:
Check or cash enclosed Bill me

Section	Quantity desired	Unit price	Total amount
Marketing
Radio
Television-Film
Full copy of Fall Facts BASICS—\$1			
Name		Company
Address			

Here's how WSB-TV dominates television in Atlanta



WHEN YOU WEIGH the three Atlanta television outlets preparatory to placing a schedule remember this: Your choice of stations can make a sizeable difference in the sales your advertising produces.

One station in Atlanta, WSB-TV, is viewed by the most people 52.8% of the time. A viewer, *and buyer*, preference greater than that of the other two stations combined! Chart shown here is a 3-month average. It reflects viewing habits which hold steady month after month in Atlanta.

Superior local programming, news service which devastates competition and a deep public interest responsibility have built this massive preference for WSB-TV. Certainly your advertising belongs on WSB-TV.

WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution.
NBC affiliate. Represented by Edward Petry & Company

BUTTER-NUT

(Cont'd from page 40)

morous spoof to Butter-Nut's Southern California copy slant which played on the nostalgia of transplanted Midwesterners. Instead of seriously reminding them about the Midwest and Butter-Nut, as heretofore, another series of Freberg "musical comedies" would kid the same subjects.

Only trouble: Freberg's "Omaha!—with the Original Cast" turned out to be six minutes, 23 seconds long. In spite of its length, KMPC agreed to run it 15 minutes after the Dodger games on Sunday. Three one-minute commercials, lifted from the long version, ran through the summer—40 a week on KMPC, 40 on KFWB.

Nostalgia by indirection paid off. Within a month, practically anyone in Los Angeles could tell you that the one thing they had in Omaha was coffee. The man on the street is apt to ask any Omahan: "What have they got back there besides Butter-Nut Coffee?"

Just as meaningful to the company as its 40% sales rise in Southern California is a sign in a Los Angeles restaurant: "Steaks from Omaha—home of Butter-Nut Coffee."

This explains why Butter-Nut is rushing introduction of its Instant in Southern California. A spot saturation for the Instant has begun on KNX, KMPC, KFWB and KHJ. The announcements are the Freberg "musical comedies" used in the Midwest, and Butter-Nut confidently expects a repeat of the Midwest success pattern.

The Midwest, in turn, began seeing the new tv commercials for Butter-Nut last week. Also prepared by Freberg, they are evidence that Butter-Nut has no intention of getting serious.

Just as "Omaha" spoofed "original cast" radio recordings, the first tv commercial has a go at "subliminal" advertising. An animated character announces that he will deliver a subliminal commercial without, of course, mentioning the product—unaware that behind him fireworks are exploding the product name and elephants are parading it.

Weathercasts remain the backbone of Butter-Nut's tv advertising. The company purchased its first weather program on KMTV, Omaha, in 1950. Its success set the pattern for other buys: 10-10:05 p.m. on key Midwest market tv stations, a humorous personality, integration of the commercial. ■

RADIO

(Cont'd from page 36)

tion in the market, and sometimes his buying reacts accordingly."

There is also evidence that, even with the research they have, radio salesmen are not selling radio's strength. Westinghouse Radio's sales v.p. A. W. Dannenbaum and national radio sales manager Perry B. Bascom admit that there is "some validity in the position that radio is not as fully measured as it might be." Yet both add that the sellers and buyers of radio are not making maximum use of all the facts the national research organizations give them.

"For example," Dannenbaum and Bascom told SPONSOR, "radio has not been sufficiently aggressive in using statistical proof to convince advertisers and their agencies that nighttime radio offers audience composition comparable with the much-sought-after traffic hours, at equal or better cost-per-1,000. Though research has supplied the facts, the industry as a whole hasn't created the emotional climate to make nighttime radio 'stylish.' Hard-selling efforts in this area would be fruitful for radio, and in turn for advertisers reaching this mature, buying audience."

Finally, radio is undersold because, in some cases, the rate card is still little more than a piece of paper. Competitive pressure which forced rates down to rock bottom also wiped out much of radio's deserved prestige.

Obviously, the natural outgrowth of radio's being both undermeasured and undersold is that—in the minds of agency men and advertisers—the medium became undervalued. As Nielsen's Blechta once said, "To be a primary medium, radio must be sold as one." And radio today is sold—and bought—all too often as a secondary and supplementary medium.

Jim English, associated media director of Y&R, insists that no Y&R media buyer would "short-change" radio on the basis of its inadequate measurement. Yet, English adds, "It's true that in many cases radio is considered secondary and supplementary, although some advertisers do use it as a primary medium." Y&R, incidentally, is currently conducting a re-evaluation study of radio to determine 1) the effect of "over-commercialization" in prime radio time, and 2) the effect of Top 40 programming on the product image.

What can persuade more advertisers

that radio should be a primary medium for certain products, that radio is actually bigger than in its pre-tv days, that radio is the only real "total circulation" medium?

Two possible solutions were proposed by many of the reps, agencies and advertisers polled by SPONSOR. The first is a whole new approach to radio research, based—for example—on the social impact of radio. Once advertisers and agencies understand the real total impact of radio on its audience and on society, say many men in the field, they will begin to see it in its real light.

Finally, radio itself must re-examine its attitudes and practices, and decide whether it wants to sell from strength or from weakness. One rep expressed it this way:

"When some agencyman or advertiser with guts gets up and tells stations, 'If you're going to be a total circulation medium, sell total circulation; get your minds out of the bargain-basement,' then radio may snap out of it. It will wake up some morning and find that it's no longer being short-changed." ■

PARTI-DAY TV TEST

(Cont'd from page 31)

general, the campaign pattern has been to (1) open with announcement advertising in newspapers, using fairly substantial space (1,200 and 1,000 lines in two colors, plus one or two 200 line ads) and (2) then follow after a two-week interval with a five-a-week schedule of tv spots.

All Parti-Day spots (except those now tested in the Green Bay area) are on film, and most are of 20-second length, though minutes have been used occasionally in some markets. The schedules include both day and night.

V. Structure of the Test

The whole structure of the Green Bay test contrasts sharply with the test patterns used by Parti-Day in other markets. Comparisons with those markets should therefore show up significant information. In the Green Bay area:

1. No newspaper advertising is being scheduled.
2. Only daytime tv spots are being used.
3. All spots are being delivered live by a local station "personality."
4. All spots are a full minute.

5. Ten spots per week are being scheduled.
6. Complete and *intensive co-ordination* of advertiser, agency, broker, wholesaler, and station activities is under way.

Parti-Day distribution in the state of Wisconsin is handled by Otto L. Kuehn Co. of Milwaukee, one of the largest food brokers in the Midwest. Marvin W. Bower, merchandising director at Kuehn is directing the wholesale and retail team which is pushing Parti-Day in the Green Bay area, working closely with executives of WBAY-TV.

Haydn Evans, general manager, and Robert Parker, WBAY-TV's marketing director have been conducting preliminary retail studies of the topping market in the Green Bay area, and will cooperate with D'Arcy in special consumer research as the campaign progresses.

This week Parker briefed the six Kuehn detail men who will be promoting Parti-Day at a special dinner meeting. Each was given full details of the station's schedule and plans for use in their retail and wholesale calls. Each is providing the station with daily information on sales progress.

Parti-Day's daytime tv schedule on WBAY-TV calls for spots on three children's programs (*Cheerup Time*—7-8 a.m.; *Popeye Theatre*—5-6 p.m.; and *Cartoon Time*—Sat. 11:30-noon), one home and farm program (*Noon Show*—12-1 p.m.), and one woman's service program (*What's New Today*—1:30-2 p.m.).

All announcements in the Green Bay test will be delivered live by Russ Widoe, an established local personality, who will vary his sales talks and commercial treatments as the campaign progresses. For his opening week announcements, Widoe used a straight demonstration technique, showing (and eating) Parti-Day topping on a dish of ice cream. As colder weather sets in (Green Bay currently is enjoying mild Indian Summer weather) a considerable push will be made on hot chocolate with Parti-Day chocolate and marshmallow as ingredients.

VI. Facts and Figures

Parti-Day wholesales at \$4.75 a case (12 units) and sells at retail for 49¢ per can. This is somewhat higher than most competitive toppings, which run from 25¢ to 35¢ per unit (in Green Bay). But the Parti-Day dispenser

does undeniably look like a much larger package.

Budget for the Green Bay test is \$9,980 for the 26-week period.

Since the Green Bay marketing area, as estimated by NCS-3, contains just slightly less than 1% of the total tv homes in the U. S. (395,330 out of 42,000,000), Parti-Day's Green Bay expenditure is roughly equivalent to a million dollar national campaign.

Wholesale distribution in the Green Bay area is handled by 14 wholesalers, located in 10 cities, and by A&P and National Tea (see box, page 30, 31). First check on retail availability shows that though Parti-Day is now carried in a relatively small number of outlets (approximately 75 out of 1,000); it is making some headway in getting into chains and large supermarkets which do 80% of the volume in this area.


VII. "Unfolding" Test Operation

For SPONSOR readers, especially food advertisers and agencies handling quick-consumption accounts, the unusual and important feature of the Green Bay experiment is that it is an "unfolding" test operation. Not one, but a whole series of distribution, mar-

keting, and advertising problems will be reported as they develop. SPONSOR will provide on-the-spot coverage of each phase of the test.

According to present plans at Parti-Day and D'Arcy, an exceptionally close check will be kept on wholesale and retail movements in Milwaukee, and in Toledo, for careful comparison with the Green Bay results. Milwaukee will be studied because it represents another Wisconsin area, and Toledo because it is of comparable size to the Green Bay market.

Finally, SPONSOR will report many "local color" sidelights on the Green Bay operation, not usually available in formal marketing studies. These will include retail and consumer reactions, store demonstrations and displays "companion product" experiments such as tie-ins with ice-cream, dairy, and bakery products, as well as verbatim comments and interviews with housewives, grocers and children.

All in all, SPONSOR's comprehensive 26-week should form the most complete, concurrent record ever made of a marketing test. Right now the big question, of course, is—how will Parti-Day do in Green Bay? 

Nielsen Shows

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

NIELSEN

(Cont'd from page 39)

oversees the NTL and NRI activities.

Churchill was a well-known figure in the broadcast research business before he came to Nielsen. He worked for CBS for 12 years, eventually becoming research director. He had the same title on the ill-fated Broadcast Measurement Bureau, which turned out two station circulation studies during the late 10's, and was present at its burial. Churchill began work for Nielsen in 1952, the date of NCS No. 1. Shaw is a long-time Nielsen employee, having originally worked on the Food and Drug Index.

The quintet above effectively run the broadcast division. Nielsen, Sr., has been spending much of his recent time with overseas subsidiaries, including the British setup, which, up to now, is the only foreign operation served by Nielsen meter-based methods. Arthur C. Nielsen, Jr., who took over the presidency from his father a few years ago, has been concentrating his attention on the Nielsen Coupon Clearing House, and general administrative and policy problems.

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

The method: The heart of the Nielsen measurement system is the meter. Advantages of the Audimeter were outlined by Nielsen, Sr., in his testimony before the Senate Commerce Committee hearings on tv ratings last June.

The advantages given are (1) accuracy is checkable since there is a film record of tuning, (2) the record can be inspected and rejected if defective, (3) there is a record of every minute, 24 hours a day, (4) it can cover all tv receivers in the home, (5) there is no reliance on human memory, (6) it facilitates representative sampling—rural as well as urban and non-phone as well as phone homes, (7) it permits a fixed sample, which provides cumulative audience and trend data.

The Audimeter measures a national probability sample of 1,200 radio homes, of which 1,050 are also tv homes. The use of the same sample for radio and tv permits all kinds of useful information to be broken out, such as what percent of those who listen to an advertiser's network tv show are reached by his network radio show. A continuous minute-by-minute record of set tuning, including the station tuned, is provided by the Audimeter.

For NSI, Nielsen uses a simplified meter (Recordimeter) combined with a diary (Audilog) in each home. The Recordimeter measures the amount of tune-in but not the station. The latter information is recorded in the Audilog by those in the sample home. The Audilog is also used by a national sample matched to the Audimeter sample for tv network audience composition.

Finally, to measure auto listening both locally and nationally, car Audiologs are employed for the full sample plus car Recordimeters in a portion of the sample as a verification of the diary entries.

Reports: A bewildering variety of reports are provided by Nielsen in its syndicated audience services.

NTI: The national tv reports (Nielsen Tv Index) come in four basic forms. The bi-weekly reports (commonly called the "pocket piece") come out 24 times a year. They provide percent and number of homes reached for network shows, average minute and total audience, percent of tv homes covered, audience shares.

The Complete Report, a summary of the bi-weekly reports with additional

material added, is published every two months. It shows the client minute-by-minute audiences, program viewing by regions of the U.S., by county size, by age of housewife, by size of family, cost per-1,000, cume audiences.

The Multi-Network Audience report (MNA) covers network programming in 23 cities where all nets have affiliates. This comes out monthly.

The National Audience Composition reports (NAC) come out every few months, break down viewing four ways: men over 18, women over 18, teenagers 12 to 17 inclusive, children between 4 and 11 inclusive.

NRI: The national radio reports (Nielsen Radio Index) measure network audiences for each show and also provide for each network sponsor cumulative audiences for each segment bought over one and four weeks. In addition to bi-weekly reports 24 times a year, Nielsen provides Auto-Plus network figures, which measures auto listening as a percent of in-home listening.

Nielsen Station Index: For tv, there are monthly reports and a complete report every eight weeks. The monthlies show metro area ratings plus total homes reached by each station. The complete report provides per-broadcast and four-week cumulative audiences for metro areas and for stations' complete audience, and audience composition.

For radio, there are bi-monthly reports and a per-broadcast ratings supplement every eight weeks. The supplement offers metro ratings and total audiences. The bi-monthly reports give weekly and four-week cumulative audiences in the metro area and for the stations' full audience. Also provided are audience composition and auto radio audience figures. Like the network figures, the auto audience data does not include any program breakdown but just total autos using radio in the time period measured. Cumulative audience figures are also shown for each station by three-hour blocks in the metro area and for the stations' full audience.

Nielsen Coverage Service: The third circulation study this past spring covered tv but not radio, unlike NCS Nos. 1 and 2. The reports shows daily, weekly and monthly audiences for stations by county. In addition to special reports for the networks, there are special reports for buyers and sellers. ▀

WHAS-TV
LOUISVILLE

IF IT IS **BIG**
AND **IMPORTANT,**
IT'S ON **WHAS-TV**

**KENTUCKIANA'S
MOST HONORED STATION!**



As a member of society, WHAS-TV pulls out all the stops. Viewers have learned to expect the **BIG** effort from WHAS-TV.

Twelve national awards have been won by "Operation Cancer," "Inside Our Schools," "Crusade for Children" and the "Good Living-Maternity Series." A WHAS-TV cervical cancer series won McCall's top 1957 Award.

Special series on the state legislature,

highway safety, atomic attack and local air power; weekly programs such as "According to the Law," "Let's Look It Over," "Lure of the Library" and "What's Your Question?"; documentaries on cancer, slum clearance, heart, blood and obesity . . . have convinced Louisville area viewers that if it is **BIG** and **IMPOR-TANT**, it's on WHAS-TV!

**Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!**



WHAS-TV
Fisbie
**Foremost In Service
Best In Entertainment**



**WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.**

In the leadership spotlight



**Top-drawer advertisers
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

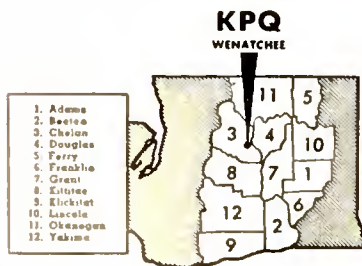
WGN-RADIO
CHICAGO, ILLINOIS

**12 COUNTY
INLAND WASHINGTON**

POPULATION: 439,000*
**EFFECTIVE BUYING
INCOME: \$748,540,000***

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.
INLAND WASHINGTON

*Source: Sales Management, May 10
Survey of Buying Power



Not! Reps.
Farjee & Co.

Seattle & Portland
Art Moore & Assoc.
Phone NO 3-5121 Wenatchee

Not! Sales
Pat O'Halloran

**KPO WENATCHEE
WASHINGTON
5000 W - 560 KC**

**Tv and radio
NEWSMAKERS**



J. Glen Taylor, former vice-president of RKO Teleradio Pictures, has been elected president and principal executive officer of Tidewater Teleradio, Inc. (WAVY, WAVY-TV, Portsmouth, Va.). His varied background in the communications field includes a long association with the General Tire and Rubber Co., vice-president and director of RKO Teleradio Pictures, vice-president of the Mutual Broadcasting System, and, since last November, executive consultant at Tidewater Teleradio. As president, Taylor succeeds Hunter C. Phelan, who becomes chairman of the board. Carl J. Burkland continues as executive vice-president of the corporation. Taylor was also elected to serve on the board of directors and on the executive committee of Tidewater Teleradio, Inc.

Fred Klein will head the new Chicago office of Doyle Dane Bernbach, Inc. For the past two and one-half years, he has been vice-president and account supervisor at Earle Ludgin & Co. Previously, for eight years, Klein was advertising and brand supervisor of new product development at the Toni Co. From 1941-48, he was in the radio department of Dancer-Fitzgerald-Sample, as timebuyer, and prior to that, he was with both NBC and ABC in the sales promotion departments. DDB is opening its Chicago office because, according to Maxwell Dane, v.p. and gen. mgr., the city represents "a fertile field. There may be accounts in the Midwest interested in the types of advertising we've done throughout the country." DDB Chicago hqs. is at 20 N. Wacker Drive.



Frank Stewart, veteran Texas broadcaster, has been appointed manager of KPRC, Houston. He began his career in broadcasting in 1934, in El Paso. Then later he joined a San Antonio station. In 1944, Stewart went to Houston to join Wilhelm, Laughlin and Wilson Agency, where he was responsible for its broadcast activities. In 1947, he left WL&W to start his own advertising agency, and in 1955 Stewart returned to broadcasting as co-owner and manager of KTXN, Austin, Tex. He later became associated with KEPO, El Paso, in the same capacities. "With the appointment of Stewart, a man of broad experience in all aspects of radio, particularly programing," said Jack Harris, v.p. and general manager of KPRC & KPRC-TV, "we expect to enlarge and emphasize our radio activities particularly programing." Jack Mc-Grew continues as manager of KPRC-TV.



THERE ARE TWO KINDS OF
"RABBIT EARS" IN TEXAS

—one you associate with hasenpfeffer, the other to ring cash registers. And in WFAA-TV LAND what a merry tune those registers ring with some 638,360 TV homes in Channel-8's coverage area, based on NCS #3. As for those green-backs, you'll find the nation's 12th MARKET in terms of retail sales within a 30-mile radius of WFAA-TV's big stick!

Call Your PETRYMAN For The Complete Story

WFAA
BASIC ABC STATION **TV**

CHANNEL 8, DALLAS

A Television service of the Dallas Morning News, Edward Petry and Co., National Representatives

SPONSOR SPEAKS

Why taboos exist on the air

There is nothing in governmental licensing or regulatory machinery that prohibits the advertising of hard liquor on the air. Nor is there anything that prohibits the advertising of a number of medicinals, personal items, "men in white" who simulate MD's, and many other products and practices that are acceptable by other media but are taboo on the air.

That such taboos exist is self regulation in action—regulation by the broadcast industry itself in the form of the NAB Radio Standards of Practice, directed by v.p. John Meagher, and the NAB TV Code, directed by Edward H. Brouson.

Recently we had occasion to watch self-regulation at work. Friendly, tough-fibered, Harold E. Fellows, president of NAB since 1951, had caught wind of feelers by two radio stations to broadcast hard liquor commercials. He promptly lashed out with a release which said, "In this free nation the radio and tv broadcasters have voluntarily elected not to accept hard liquor advertising. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. As far as I know there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

The broadcasting advertising industry has learned that it can count on Hal Fellows and his associates to vigorously resist products and practices not in tune with the prestige of the air media.

Advertisers thus gain another big plus via their tv and radio advertising—the appreciation of millions of viewers and listeners for the safeguards that an alert broadcast advertising industry guarantees.

Admittedly, the temptation to stray from the paths of prestige and self-discipline are great—both on the part of a few stations (who find it hard to resist such easy money) and on the part of a few distillers (who see an answer to their competitive problems in the potency of the air media).

For our part, we suggest it isn't worth the hangover.



THIS WE FIGHT FOR: *A prestige image for the radio industry. Radio is being short-changed in many quarters (see page 34). Continued pressure is needed to build for radio the quality image to which the facts entitle it.*

10-SECOND SPOTS

British cousins: Sometimes it seems the English surpass us in interesting firm names. Here are just a few of the accounts handled by the London ad agency of Charles F. Higham Ltd.: Home of Rest for Horses. British Basic Slag. Lion Stamping Company. Safety Automatic Fire Escapes. Order of The Road.

More English: Further proof of British ingenuity in nomenclature is the Girling Ltd. of Birmingham; they specialize in "chassis engineering."

Opticals: A New York City optometrist catering to tv actors has the phone number PL 7-2020. *How's that for vision?*

Whoa: Hear about the cowboy in the tv Western whose horse suddenly stopped? *Injun trouble.*

30-second spot: Joe Dougherty, sales manager of Baltimore's WJZ-TV, sent live chickens to the Madison Avenue agencies as a promotion stunt. The following letter was received by Jack Mohler of Blair TV, reps for WJZ-TV:

WEISS AND GELLER, INC.

October 8, 1958

Dear Mr. Jack Mohler:

I should like to advise you it is now past 5 p.m. and the ASPCA has not yet arrived, and the reason they have not as yet arrived is that they have been kept busy picking up live chickens all the way up and down Madison Ave.

That . . . bird has made herself or is it himself completely at home and is running all over the place and if our office boy hadn't been too embarrassed about carrying it across the street, you and all your personnel would be stuck with the problem of what to do with it.

Do you know there is a charge for picking up these little items?

Next time send money.

Very sincerely,

Frances Rosen

P.S. What's the name of that station in Baltimore again?

Headline: From *N. Y. Times*—

TV LENS CAN WITHSTAND
HEAT OF 2,000 DEGREES

It's a little late; would have been great when the heat was on quiz shows.

Definition: Overheard on Madison Ave. bus: "He's a *sadist*; he always looks at the sad side of things."



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