

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

ON
APRIL
1ST

WITI-TV

CHANNEL 6

WILL
BE



IN
MILWAUKEE

Now you can combine the complete coverage of WITI-TV with powerful CBS programming to sell all of the Greater Milwaukee market. A Stocker management will assure the security of operation, and close identification with the community's interests.

COMMERCIALS MAKERS GET READY FOR TAPE

Expanding tv tape market sets off merger flurry among the producers of tv commercials

Page 31

1959 Baseball — air media's \$26 million catch

Page 34

ABC plays to win in television chess game

Page 38

The top 10 in spot television spending

Page 42

orner Television

WITI-TV WSPD-TV WISN-TV WAGA-TV WJW-TV
Milwaukee Toledo Detroit Atlanta Cleveland



Represented nationally by

BLAIR
TELEVISION ASSOCIATES

DIGEST ON PAGE 2

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

*delivers more
for the money*

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

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

**McClatchy
Broadcasting
Company**



SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

KOH • RENO
KFBK • SACRAMENTO
KBEE • MODESTO
KMJ • FRENCO
KERN • BAKERSFIELD

WHO
WINS...
YOU,
OR
THE
ICE
BOX?



“And now a word from our sponsor. . . .” All too often, this is the cue for the viewing public to get up and go out to the ice box. . . . If that happens to you, *you’re out in the cold* . . . no matter how big your star, or lush your audience rating. . . . To make those precious three minutes produce a *profit* is the main reason we’re in broadcasting. **N. W. AYER & SON, INC.**



The commercial is the payoff

DIGEST OF ARTICLES

Commercial makers mobilize for video tape

- 31** Merger flurry in tv commercial field has creative and financing people pooling assets to form new combinations meeting tape's special needs

Baseball's \$26 million grand slam

- 34** As costs level off, biggest sponsorship ever is attracted to baseball this season with new products, appeals aiming at diversified audience

How ABC plays winning tv chess

- 38** Is programing changing concept of "selling" tv? This is a question raised by ABC's remarkable rise, \$28 million net gain over 1957

The class sell in a mass medium

- 40** Hamilton Watch returns to radio after three years, slots commercials in 50 cities in spring, fall promotion cycles to hypo market share

Parti-Day goal reached

- 41** Dessert topping nears sales target of 10,000 cases half-way through second 13-week cycle. If sales trend continues, total will be 13,000

Spot tv's million dollar brands

- 42** The top 10 advertisers in the medium accounted for 39 of them in 1958, compared with 31 in 1957, says latest TvB data on gross time spending

Day, night net tv gain—billings equal

- 43** TvB's 1958 net tv wrap-up shows day and night tv billings increased at same rate. List of top 100 net elicits shown, plus latest tv Comparagraph

SPONSOR ASKS: Why the upsurge in local radio?

- 52** With local advertisers making up a substantial part of today's radio billings and national spot stagnant, five radio men analyze situation

FEATURES

- | | |
|--------------------------------|-----------------------------------|
| 70 Film-Scope | 17 Sponsor-Scope |
| 28 49th and Madison | 84 Sponsor Speaks |
| 74 News & Idea Wrap-Up | 58 Spot Buys |
| 6 Newsmaker of the Week | 84 Ten-Second Spots |
| 74 Picture Wrap-Up | 26 Timebuyers at Work |
| 10 Sponsor Backstage | 82 Tv and Radio Newsmakers |
| 72 Sponsor Hears | 69 Washington Week |

Editor and Publisher

Norman R. Glenn

Secretary-Treasurer

Elaine Couper Glenn

VP-Assistant Publisher

Bernard Platt

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin

News Editor

Ben Bodec

Special Projects Editor

Alfred J. Jaffe

Senior Editors

Jane Pinkerton

W. F. Miksch

Midwest Editor (Chicago)

Gwen Smart

Film Editor

Heyward Ehrlich

Associate Editors

Pete Rankin

Jack Lindrup

Gloria Florowitz

Contributing Editor

Joe Csida

Art Editor

Maury Kurtz

Production Editor

Florence B. Hamsher

Vikki Viskniski, Asst.

Readers' Service

Barbara Wiggins

ADVERTISING DEPARTMENT

Sales Manager

James H. Fuller

Dorris Bowers, Administrative Mgr.

VP-Western Manager

Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

Eastern Manager

Robert Brokaw

Production Manager

Jane E. Perry

Sandra Lee Oncay, Asst.

CIRCULATION DEPARTMENT

Seymour Weber

Harry B. Fleischman

ADMINISTRATIVE DEPT.

Laura Oken, Office Mgr.

George Becker; Laura Datro; Priscilla Hoff man; Jessie Ritter

Member of Business Publications
Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC.

combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MUrray Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUperior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAirfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLlywood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$8 a year, Canada & other Western Hemisphere Countries \$9 a year. Other Foreign Countries \$11 per year. Single copies 40c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MUrray Hill 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1959 Sponsor Publications Inc.

**FORMIDABLE
FORMULA**

**THE NEW
WKTV
UTICA-ROME
CHANNEL 2**

Formula for the Rebirth of a TV Station:

Take an excellent established facility —
WKTV UTICA-ROME —
since 1949 the only station serving
Utica-Rome, the nation's 76th metropolitan
market. Tastefully blend in the
programming of all three networks.
Switch the frequency from channel 13
to channel 2. Place under vigorous,
experienced new ownership and management.

Then add the sales catalyst — announce the
appointment of **H-R TELEVISION, INC.**, as
national representatives, effective immediately.

The result? The rebirth of WKTV,
dedicated to giving advertisers unprecedented
sales results in the prosperous,
burgeoning Mohawk Valley.

H-R also represents WKAL, Rome-Utica.
Paul F. Harron, chairman
Gordon Gray, president & general manager



Famous on the local scene . . .



WIBG (First Place) — "PATRIOTIC CONTESTS"
WJW-TV AND RADIO — "JUNIOR OLYMPICS"
WJBK — "COLLEGE CAMPUS PROGRAM"



honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

WSPD-TV Toledo **WJW-TV** Cleveland **WJBK-TV** Detroit **WAGA-TV** Atlanta **WITI-TV** Milwaukee

WSPD Toledo **WJW** Cleveland **WJBK** Detroit **WIBG** Philadelphia **WWVA** Wheeling **WAGA** Atlanta **WGBS** Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Commercials are a Part of Our Programming . . .

Not an
Interruption
of It," says

Rick Stevens
Program Director
WPDQ
Jacksonville, Fla.



Each commercial on WPDQ is a vital, integral part of our programming. Through distinctive production techniques, tied closely to an original operating format, our commercials are spotlighted without being forced—emphasized without becoming objectionable. We consider well produced commercial content a strong contributing force to actual audience.

This commercial treatment together with entertaining but accurate weather reports, 5-minute hourly newscasts, frequent special reports, local remote news pick-ups, nation-wide live spot news coverage, and, above all, a balanced plan of music, give WPDQ's listeners a feeling of excitement—of being in tune with the town. It keeps our listeners alert and reluctant to tune away.

Here at WPDQ commercials are handled by mature, experienced announcer-producers who are citizens of stature—active in civic affairs. Most important—they are professionals who know commercials are an important part of their job. That's why, in the programming department we say—"Commercials are a part of our programming, not an interruption of it".

Rick Stevens

Represented by

Venard, Rintoul and McCannell
James S. Ayers, Southeast

5000 Watts

600 KC

WPDQ

Robert R. Feagin, Pres. & Gen'l. Mgr.
Where alert listeners tune by choice,
not by chance

NEWSMAKER of the week

Charges of mediocrity in television were met head-on by NAB convention keynoter Robert W. Sarnoff. The NBC board chairman called for an independent survey of public attitudes toward tv and urged broadcasters to use their own medium in creating a wider understanding of it.

The newsmaker: If a prize were given to the most vocal defender of tv in recent years Robert W. Sarnoff would come close to copping it. During the three years covering his tenure as president and, later, chairman of the board at NBC, Sarnoff has taken up the cudgels on at least a dozen specific occasions. This includes his well circulated and well received letters to tv editors.

Though Sarnoff is voluble on the subject, his listeners or readers leave with the impression of a man of logic. His NAB speech was no exception. Though he pulled no punches in declaring the attack of the intellectuals on tv was no more than a personal bias against public taste by a small minority, he declined to engage in a spirited riposte directed at the egghead.

Instead, Sarnoff came up with three new proposals—and even here “without presuming to suggest methods or mechanics.”

First, Sarnoff said, broadcasters should consider commissioning an “independent” survey of public attitudes toward tv. Second, they should consider “the most effective methods of using our own facilities to create wider understanding of our medium.” Third, he called for an organization to guide this information campaign.

Sarnoff suggested this group might operate within the NAB framework but independently financed and staffed so as to attract financial support from all those with a stake in the medium. “Among them are talent agencies, film producers and syndicators—since they, too, are being pinned with the donkey's tail of mediocrity.”

A five-point credo earlier in the speech offered broadcasters some points to unite on without presuming to tell the proposed information group what to say.

The five points: (1) Broadcasting serves the public interest best through satisfying the majority. (2) Programming for minority tastes is secondary, though it offers the majority “continuing opportunity to absorb new interests.” (3) By thus serving the public interest, broadcasting also serves the advertiser. (4) Broadcasting can do its job best through competition and without government regulation. (5) The air media are entitled “to the standing and privileges of other free communication media.”



Robert W. Sarnoff

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. — Blair-TV
John Blair & Co.


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



pause for network identification

*NTI, October 1958—February I, 1959

**February I, 1959



The current television season is now at a point where the long-term achievements of the networks can be objectively measured and clearly identified.

In terms of the criteria that are most meaningful to advertisers and their agencies—size of audience and cost per thousand—this* is the CBS Television Network in March 1959:

It has the **largest average nighttime audience** of any network. *(14% bigger than the second network, 27% bigger than the third)*

It has the largest average **daytime** audience of any network. *(8% bigger than the second, 97% bigger than the third)*

It has as many of the **top ten programs** and as many of the **top forty** programs as the other two networks combined. *(5 of the top 10, 20 of the top 40)*

It has the largest audiences in more **nighttime half-hour** periods than the other two networks combined.

It has the largest audiences in more **daytime quarter-hour** periods than any other network.

It has the **lowest average cost** per thousand for all **nighttime** programs. *(3% lower than the next network)*

It has the lowest average cost per thousand for all **daytime** programs. *(12% lower than the next network)*

It is also significant that the latest Nielsen report** continues to identify the CBS Television Network with the largest average audiences, day and night, in all television.

This kind of identification perhaps explains why so many advertisers are crystallizing their program decisions earlier than ever before and are turning again to the world's largest single advertising medium. **THE CBS TELEVISION NETWORK**

Sponsor backstage

Tv's new faces, new formats for fall

For lo, these many years I've sat in this figurative radio/tv press box, and in a manner most unbecoming to a professional newspaper man, have rooted like a high school youth for the success of virtually every new program and batch of programs introduced each semester. I've panned some, sure. But always with regrets. There was, and always is, far more joy in writing the raves about the good ones.



I still root. I root right now for the success of Louis Cowan's brave new try with the hour-long CBS TV daytime series called *Woman!* This one starts in mid-May with an expensive and serious production dealing with the big and steady increase in teen-age marriages.

I root, too, for the new ABC TV fall lineup, as it was announced last week at the Waldorf. Some of these look like cinch winners. I don't see, for example, how Dick Clark's new *World of Talent* panel show can miss. Clark has long since proved himself one of the most personable artists in the medium, as well as one of its all-time great salesmen.

I think he'll prove his power to work to and with grown-up audiences, once and for all, with this new stanza. Keenan Wynn in *The Troubleshooters* series should do well, too, as should *The Alaskans*, Robert Taylor's *The Detectives*, Robert Middleton's *The Fat Man* and the New Orleans crime series *Bourbon Street Beat*.

Give the local boys a hand, too!

ABC TV is introducing a relatively new performer who is already one of my favorites: Frank Gifford of the New York Football Giants. If he does half as well in his new Saturday show, *The War Against Crime* as he always did on the gridiron, he'll be one of the hottest new performers in video. And judging from the fine job he did with those ginger ale commercials last season, I believe he can do it.

I'm rooting, too, as I always have, for the local tries, as well as the networks' efforts. Right now, I'm rooting very hard for the new WNTA-TV, New York "personality parade." Having met with some success with its *Open End* show, starring David Susskind from 10:30 p.m. to early morning Sundays, the station has lined up and built shows around six more talkers of widely diverse hue. These are Bishop Fulton Sheen, Gypsy Rose Lee, Mike Wallace, Alexander King, Martin Gabel and Henry Morgan.

WNTA-TV, I believe, needs my rooting—and the all-out support of one and all—more than most. Two of the above talkers, of course, have had solid cracks at the network scene, and indeed, achieved spectacular, though temporary successes on the webs. That would be the most reverend Bishop and Mike Wallace. Two others have enchanted Jack Paar's NBC TV audiences quite regularly recently,

be
in
touch
with
12
BILLION
CSI*
in

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

JACKSON
MISSISSIPPI

WJTV 12
Katz

WLTB 3
Hollingbery

* Consumer Spendable Income

this is
growth

THE TAFT STATIONS . . . in only ten years, have experienced tremendous growth. At present, nine Taft Radio and television stations are reaching over 8,000,000 people in rich Mid-West and Southern markets. This growth is a result of community acceptance gained through integrity of programming and management . . . through gainful results produced for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

TAFT
the **TAFT** radio and television stations



Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

TOP GUN

IN THE RICH OKLAHOMA MARKET

THE TOP TEN SHOWS on Channel Five each represent over one-third of the audience in this three-station market.

- RIFLEMAN 54%
- MAVERICK 50%
- WYATT EARP 46%
- SUGARFOOT 44%
- POPEYE THEATRE 44%
- THE REAL McCOYS 42%
- WALT DISNEY PRESENTS 39%
- LAWMAN 38%
- 77 SUNSET STRIP 37%
- RIN TIN TIN 33%

Source: NIELSEN: December, 1958.

KOCO TV has the audience . . . and delivers the largest unduplicated coverage in Oklahoma.

abc CHANNEL 5

KOCO-TV

Charles Keys, General Manager

BLAIR TELEVISION ASSOCIATES
National Program Service

though they have other achievements to their credit. They would be Gypsy and Alexander King. Martin Gabel, to my knowledge, has had no previous sustained tv experience except for a few shots on *What's My Line*, etc. He is, of course, a very fine actor, erstwhile producer-director, currently doing Stephen Douglas, opposite Richard Boone's Lincoln in *The Rivalry* on Broadway, and he is married to Arlene Francis. Wallace and Morgan have already started and are doing their old familiar bits.

I fret for the success of this lineup of talkers because Monday night at 11 p.m. David Susskind had them on a special show, designed obviously as a trailer for their upcoming regular series. And they revealed two things: (1) A truly horrifying lack of preparation for the shows they planned to start very shortly, and (2) a failure to appreciate that there is great artistry, which may come only from long experience plus a native talent, in conducting talk shows.

At the risk of sounding sacrilegious, which I mean not at all to be, I must say that Bishop Sheen's filmed contribution to the Monday night meeting, seemed to me long-winded and of very little content though admittedly it was quite eloquent. I felt it beneath the Bishop to make the vague comparison he did between the "divine word" and the new Channel 13 Talk Show schedule. Nor did I find it tolerant of him to say that you could watch Channel 13 without fear of getting powder burns. A much too snide and uncalled for crack at the Westerns.

Alexander King came on via videotape, too, and clearly demonstrated, I believe, that without a Jack Paar to react to his ramblings, without Paar to keep the audience sold on King's charming eccentricity, King will have trouble. In truth he talks at vast length, with an obvious relish for the colorful phrases he turns and the sound of his own voice, but when he is finished his large conversation has generally made a most minute point, if any.

It's harder than it looks

Gabel and Gypsy both admitted quite frankly that they hadn't thought about their formats yet. Both seemed partial to having a pianist on with them, and Gabel even said he wanted to use Joey Bushkin. Gabel also said he wanted to call his show *The Boys in the Back Room*. Both shows are slated to start shortly, and obviously will require some work and planning. Gypsy, as a matter of fact, seemed to be the only one aware of this. She pointed out that to run a successful talk show, like Paar's for example, is not as easy a matter as it appears. She indicated it takes the skill and background of a man like Jack, plus a well-organized and efficient staff of assistants in all departments.

Gypsy's so right, and I hope she and Gabel and King and the Bishop and Mike Wallace and Henry Morgan all develop such staffs. They'll need a good man to line up guests especially, since they're all (with the possible exception of Bishop Sheen) going to be seeking interesting visitors. Susskind wondered what would happen when the scramble for guests started. I do, too. Susskind, commenting on the possibility of "this kind of show" going network (as though talk shows hadn't been, and weren't carried network now), said: "... I think they will. I think there's a great thirst out there among the television audience for shows like these."

I hope so. And I'm rooting.



MORE NEWS... and Miami knows it!

The millions of south Floridians—and the millions more of their visitors — have learned to recognize this area's *authoritative news source*... Radio Miami WGBS! Consistent, dramatic news scoops have captured the interest and attention of Miami's most able-to-buy audience.

Complete local coverage, coupled with the world-wide CBS news staff, is *one* important reason why your best buy is Radio Miami WGBS, Florida's most quoted station. Represented by the KATZ Agency

"Famous on the local scene"



RADIO MIAMI • 50,000 WATTS

Storer Radio 

WGBS Miami WAGA Atlanta WWVA Wheeling WIBG Philadelphia WSPD Toledo WJW Cleveland WJBK Detroit



Go

Of all the new programs on all the networks, only one broke into Nielsen's Top Ten—ABC's *Rifleman*.

right to the TOP ...go **A**BC-TV

No. 1 in the Niensens—that's ABC! ABC has 5 programs in the Top Ten—as many as the other two networks combined! And ABC is the No. 1 network 4 out of 7 nights a week—*more* than the other two combined! Which helps explain why ABC's nighttime audience is up 1,200,000 homes over this time last year.*

No. 1 for the money—that's ABC! ABC delivers its whole walloping audience more efficiently than either of the other two! Average cost per minute for 1,000 homes on ABC is \$2.78. The other two—\$3.13 and \$3.43. ABC has the most efficient Western, the most efficient situation comedy, the most efficient variety show. In fact, ABC-TV has 5 of the 10 most efficient shows in all categories—and 9 of the top 20!**

ABC TELEVISION

National Nielsen February 1 Report, Average Audience Per Minute.

*Sunday-Saturday 7:30-10:30 PM all sponsored evening programs.

**Nielsen Special Analysis, Nov.-Dec., 1958, Evening Once-A-Week Programs—CPM CM Delivered based on average audience ratings, estimated time costs and published talent figures.

The Modern American Family

ONE OF THE SPECIES:

The Apron Stringed

Home Runner



A domesticated creature devoted to Bartell Family Radio for entertainment, information, shopping news. Responds quickly to attractive overtures. Sings jingles while roaming super markets, drug and department stores. She is in the 84% group of adults who comprise the dominant audience of Bartell Family Radio in five major markets.

Bartell Family Radio Reaches More Different Kinds Of People



Bartell it . . . and sell it. Sold Nationally by ADAM YOUNG INC.

SPONSOR-SCOPE

21 MARCH 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

Evidence continues to mount that commercial time sales in tv for at least the first half of the 1959-60 season will reach record highs.

Taking it from the network side: (1) With the exception of some 7:30-8 periods, CBS TV soon could be in a nighttime sell-out position if it wanted to act on the pile of orders it has on hand; it prefers to wait for some pilots in the making and see the other networks' fall schedules. (2) An inkling of what's in store for ABC TV is the fact that Liggett & Myers and other bluechippers are throwing the weight of their tv budgets in that direction.

One thing that the agencies with giant durable accounts can count on for at least the next two years: There'll be big money available for tv if somebody comes up with a program concept that will smack 'em between the eyes audience- and merchandising-wise.

If you want some bearing out of the above thesis, look what's happening with Ford's 1959-60 network tv plans. Ford, bent on outspending Chevrolet, will appropriate \$15 million for an hour dramatic series (Tv's *Finest Hour*) on CBS TV Friday night for 39 weeks at \$350,000 per broadcast, in addition to the *Tennessee Ernie and Wagon Train* programs which add up to another \$12 million.

The Friday night record expenditure for a single series was pitched by the Norman Strouse and Danny Seymour team at J. Walter Thompson.

National spot tv gives every evidence, a cross-check of reps this week shows, of ending up March with the biggest quarter in history.

Incidentally, the week's activities included Colgate's Vel (NCK), Polident (Grey), and Pepto-Bismol (B&B).

Petry's urging that his stations—in fact, the industry as a whole—adopt a single rate for all advertisers is drawing plaudits from Madison Avenue media directors.

The consensus among media people, as garnered by SPONSOR-SCOPE, is this:

By openly recognizing that the differential rate—national vs. local—militates against a healthy buyer-seller relationship, Petry deserves a lot of credit. It was a statesman-like move. National advertisers and their agencies say they hope that the air media generally will adopt a single rate by 1 July—as Petry has asked his own stations to do.

National spot radio can look at least to the gasoline distributors for strong support this summer.

The activities from this quarter already include:

SINCLAIR: Supplementing its Mutual buy with schedules on 100 stations in 200 cities via Geyer, Morey, Madden & Ballard.

TEXACO: Spreading over 100 markets in heavy flights through Cunningham & Walsh.

PHILLIPS: Using radio in 55 of its 89 markets via Lambert & Feasly while it mulls its air media strategy for next season.

SHELL: Expanding its schedules wherever deemed necessary. (Incidentally, this account is spending \$7-8 million a year in spot via JWT.)

As often happens, the **sideshows at the NAB convention in Chicago this week generated more excitement than the main tent.**

What created a lot of empathy on the convention floor was **NBC Robert Sarnoff's keynote speech.** He urged that the tv industry, in concert, **counteract its detractors by projecting a true image of itself,** telling viewers of its attitude, its methods, problems, achievements, and outlook.

Among the events and attitudes outside the convention hall:

- The **SRA** took the occasion to show what it has been doing by presentation and deed to **fire up advertisers and agencies on the new values to be found in spot radio.** Radio stations were urged to take a leaf out of SRA's book and spread the good word about how the medium can be used among wholesalers, jobbers, brokers, factory representatives, retailers, etc.—**with the emphasis not on a particular station but radio itself.**

- In the exhibition area, **RCA's tv-tape machines (competitive with Ampex) drew hordes of station and agency people.** The basic price of the RCA tape recorder is \$49,500, plus \$13,500 for color. The first order: **WBTV, Charlotte.**

- **The newly-named Fm Assn. of Broadcasters held its first meeting** and the first order of business was to agree to go after membership and **gather success material for an organized selling job of the medium.**

- **The reps appeared quite happy** about their isolated position at this convention. It gave them ample time to maintain open house and talk business, but the **film syndicators were patently miffed** by their inability to participate in the exhibits.

Summer spot radio is in for at least one big haul: Lucky Strike will pour \$500,000 into the medium on a 15-week campaign, starting in June.

The melon will be split up among **150 stations in 40 markets,** via BBDO.

If there's any one product that's given radio consistent play this year it's cigarettes. Among the brands currently active in spot radio are Chesterfield, Oasis, L&M, the perennial Camels and Old Gold.

The how's-my-commercial-doing kettle is really beginning to boil.

Mounting interest among advertisers in measuring the effect of the tv sales message has **prompted two research firms within a week to announce specialized services designed to make something out of the quest:**

- 1) **Trendex** (see item below) described its new commercial operation as **"a continuing copy research program"** that will be available on a syndicated basis, with Y&R and McCann already committed for a "substantial investment as full-charter members."

- 2) **The Psychological Corp. offered to do phone interviews on commercials,** using 15 different items per call. Among them: (1) the **psychological effort** the viewer expends in retaining the commercial, (2) **relevance** of the commercial to the viewer's interest, and (3) **"emotional reactions and actions endorsing the product or company."**

Here are the **highlights of the continuing commercials researching program which Trendex will put into effect** for the April-May and October-November periods:

- It will be a **24-hour aided recall,** with cues from material monitored the night before wired to Trendex people in the field.

- The sample will cover every **nighttime commercial for a solid week plus the commercials of the alternate sponsor in the succeeding week,** representing 75% of all the programing.

- The service will produce **300 to 400 reports** during the two weeks.

- **Fees** are both on a per-commercial and a wholesale rate.

Note: Both **NBC and TvB are concerned that these reports may be used in intermediate comparisons.**

But Trendex feels that in due time they'll have more of an intra-medium value: for night vs. daytime comparisons and placement of the commercial for maximum effect.

Nielsen tv index subscribers will be getting their reports within about two weeks this fall—as contrasted to the present three weeks or more.

The speed-up necessitates re-routing of the field work and rescheduling of the processing operations in Evanston.

Jack Benny's emergence as a salesman for Lux (Lever) this fall will be marked, if only in the archives of air media, by the passing of one of the longest-lived program titles: the Lux Theatre.

The Lux Radio Theatre made its debut as a network show in July 1935. It actually had started years before as a local show over WGN, Chicago.

Here's a bra-girdle manufacturer—Perma-lift—who's not only passing up tv barter but going network radio.

Perma-lift's buy on NBC Monitor is for four weekends this spring and entails 35% of its budget. The network spots will have live dealer tie-ins in 75% of the markets.

(Playtex and Exquisite Form are linked heavily with barter.)

An amazing thing about specials is that they're still sponsored pretty much on faith. Little money has been spent on researching them within the home.

Agencies with a yen for pitching them to clients have almost no real information available to them on such angles as remembrance factors, identification quotient, numbers viewing per home—in other words, how the pattern here may be different from the pattern of regular network programs.

Most of the researching that has been done on specials has had this objective: making it look good to the client after the telecast.

For the first time since December 1957, the sponsored time for the three tv networks this March exceeds the previous year's level.

Here's the comparison, using 2-8 March as index:

NETWORK	1959	1958	% INCREASE
ABC TV	45 hrs., 10 mins.	28 hrs., 35 mins.	58%
CBS TV	56 hrs., 33 mins.	55 hrs., 45 mins.	1.4
NBC TV	51 hrs., 55 mins.	48 hrs., 23 mins.	7.3
Total	153 hrs., 38 mins.	132 hrs., 43 mins.	15.9

NBC TV, obviously, is patterning its fall lineup so as to be in a position to give ABC TV a stiff battle for its western and general action-type audience.

The tentative NBC fall schedule, as revealed this week to agencies, shows a total of 6½ hrs. of westerns and 4 hrs. of action and mystery per week.

The hour westerns: Trace Hunter, Bat Masterson, Bonanza, Wagon Train, and Laramie. The half-hour counterparts: Wichita Town, Whispering Smith, Wells Fargo.

The action-mystery newcomers: Philip Marlow, Black Cat, River Boat.

New situation comedies: Love and Marriage, Fibber McGee & Molly.

Other notes about the lineup:

- All the hour and action westerns start at 7:30.
- The live 90-minute show, Premiere, is slotted at 9:30 p.m. Monday.
- Action-slanted Riverboat is followed by the Barbara Stanwyck anthology at 8:30 Saturday.

Another interesting sidelight:

All the westerns come early in the evening; the crime-mystery shows are spotted at 9 and thereafter.

(For complete tentative lineup, see NETWORK WRAP-UP, page 74.)

If you're inclined to buy your show types according to batting-averages, you'll find this three-year comparison, based on November Niensens, a handy guide:

TYPE	TOTAL SHOWS	IN TOP 30	IN TOP 30-50	TOP 50	BATTING AVG.*
Westerns					
1956	6	2	2	4	.667
1957	14	9	0	9	.643
1958	19	11	5	16	.842
Variety					
1956	11	3	4	7	.637
1957	13	4	0	4	.222
1958	15	2	3	5	.333
Situation Comedy					
1956	14	3	3	6	.429
1957	15	3	1	4	.267
1958	12	4	2	6	.500
General Drama					
1956	20	4	2	6	.300
1957	12	2	4	6	.500
1958	11	1	2	3	.272
Suspense					
1956	8	3	1	4	.500
1957	13	1	4	5	.385
1958	11	3	3	6	.545
Adventure					
1956	11	1	1	2	.182
1957	12	0	3	3	.250
1958	8	0	1	1	.125
Comedy					
1956	8	3	1	4	.500
1957	13	1	4	5	.454
1958	11	1	3	6	.555

*Percentage of total in top 50.

NBC Radio's gamble with its Stardust round-the-clock strip already has paid off by 25%; L&M (DFS) will sponsor half of the network's share of the five-minute units at a price of \$30,000 a week.

A sale at CBS Radio: Eight units weekly to Pepsi-Cola for 10 weeks.

It may be a sign of the times, but marketers note that the weight of a few cents difference in price for a grocery item isn't so important as it used to be.

Packagers of advertised brands have found out—especially those in the cake mix and cleanser field—that it's not so hard to outsell the lower-priced competition, providing the advertising comes up with a demonstrable superiority or difference.

The cosmetic business, marketers in that field say, could stand a substantial shot of excitement despite a good sales outlook.

Often described in merchandising as a constant war of motion, the cosmetic industry this year has been bereft of two things: (1) a tv show creating talk, and (2) a new-product development that it could brag about.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 58; News and Idea Wrap-Up, page 74; Washington Week, page 69; SPONSOR Hears, page 72; Tv and Radio Newsmakers, page 82; and Film-Scope, page 70.



How it feels to be enjoyed and a giant

Maybe you think you have troubles. But what if you were a giant? And, what if you had to go around broadcasting pictures and sound through the air? You'd be in quite a dither now, wouldn't you?

But KPRC-TV, The Houston, Texas television Giant manages to be pretty philosophical about it all. He figures being a Giant by career has its problems just like any other business, and you just have to adjust to them.

Of course it gets a bit lonesome at times. There being so few giants around these days to talk to. But, he lives for his work. Fact is, in this respect he's a little bit neurotic. He has a sort of compulsion complex, you might say. Feels he has to carry and sell the best products and services in the whole wide world. Won't rest. Won't let any of us rest.

You take KPRC-TV programming. First off, he developed a very special breed—very, very varied entertainment with fresh, well-placed commercials. Then, he was one of the first stations in the nation to invest in a video-tape recorder—figured that was one way to retain the freshness. So everybody loved his programming. But, did he sit back on his laurels and relax? Not him. First thing you know, he came up with a way to quick-cook participating spot announcements.

It's hard to guess what he'll be up to next. But that's The Houston Giant for you.

COURTESY OF THE GREEN GIANT CO.



EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

DOUBLE DOUBLE

**"We had to look twice! Our figures showed
and "The Sweet 65" gave us one of our**

"THE SWEET 65"

*65 Columbia and Universal
"want-to-see" hits with titles, stories
and stars that make it one of the
best all-around TV packages
ever offered, and ever bought!*

ALREADY SOLD IN 85 MARKETS!

**CANYON PASSAGE
THE SPOILERS
MR. DEEDS GOES TO TOWN
CORONER CREEK
SIN TOWN
FIGHTING O'FLYNN
BANK DICK**

*...and many more top-drawer titles guaranteed
to build both audience and sales!*

For availabilities in your market, contact:

SCREEN GEMS INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES



TAKE! TAKE!

at the double-selling power of "Powerhouse"
greatest combinations of top feature hits!"

Van DeVries—WGR-TV, Buffalo, N. Y.

"POWERHOUSE"

*78 Columbia and Universal top titles
with cast and production values to
match! TV's most diversified
power-packed package, with the
blockbusters you've been waiting for!*

ALREADY SOLD IN 61 MARKETS!

**THE KILLERS
SEVEN SINNERS
HERE COMES MR. JORDAN
NAKED CITY
MAN FROM COLORADO
A SONG TO REMEMBER
SCARLET STREET**

*...and big-league, big-name features that
spell big profits for you!*

NEW YORK

DETROIT

CHICAGO

HOUSTON

HOLLYWOOD

ATLANTA

TORONTO

They're goin'



The 78 original "3 STOOGES" are setting rating records in city after city —

places!!

"The hit show of this year"

VARIETY—Jan. 24, 1959

and now...

**BY POPULAR DEMAND
SCREEN GEMS IS ADDING
40 MORE
TERRIFIC TWO-REELERS**

**OF
"THE 3 STOOGES"**

Already sold to:
TRIANGLE STATIONS

WFIL-TV PHILADELPHIA
WFBG-TV ALTOONA
WLYH-TV LEBANON
WNHC-TV NEW HAVEN
WNBK-TV BINGHAMTON

TRANSCONTINENT STATIONS

WGR-TV BUFFALO
WROC-TV ROCHESTER
WNEP-TV SCRANTON
WSVA-TV HARRISONBURG,
VIRGINIA

Get all 118 while they're hot!

CONTACT:

SCREEN GEMS, INC.

NEW YORK

DETROIT

CHICAGO

HOUSTON

HOLLYWOOD

ATLANTA

TORONTO

TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.

The Dynamic
**Little Rock
 Story**

of Radio Acceptance!



It's KVLC all the Way!

Here's why:

- Top flite programming
- Outstanding personalities
- Instant news coverage via news cruisers
- Satisfied year-after-year advertisers

DO BUSINESS WHERE BUSINESS IS BEING DONE!

Get the KVLC Success Story Today!



NATIONAL REPS.:

- New York City
Richard O'Connell, Inc.
- Chicago
William J. Reilly
- Kansas City — St. Louis
Jack Hetherington

... and in nearby

LAKE CHARLES, LA.

it's



Reaching a booming market of 250,000.
 Annual retail sales \$200,000,000.

NOW

Special 15% discount on this potent combination . . .
 KVLC, Little Rock + KIKS, Lake Charles

Timebuyers at work

Inez Aimee, Norman, Craig & Kummel, Inc., New York, feels that there should be a regular air check of stations for practices of triple spotting, overcrowding quarter hours, airing competitive products less than 15 minutes apart and sandwiching 10-second announcements. "Though not all stations are guilty," Inez says. "the recent BAR survey indicates the need for constant unannounced monitoring of stations to minimize the problem. But action against these stations is important. Networks should penalize stations when they are found cutting away from network programming in order to allow time for multiple spotting." Inez thinks these stations are seriously infringing on the time of the network sponsor picking up the tab for the program. In addition, they are hurting the spot advertiser by overcrowding which may cost him loss of identity. "We plan to cancel stations we find multiple spotting," Inez says. "in favor of those that restrict their commercial time to give advertisers maximum impact for their announcements."



Norman Allen, Mohr & Eicoff, Inc., New York, feels that the selling of tv should be streamlined. "Frequency rate cards with discounts based on the number of announcements do not fit into today's competitive advertising picture," Norman says. "Advertisers, more often than not, do not know how much frequency they'll use. It is further impractical in that advertisers cannot be induced to purchase additional announcements just to secure the discount. The number of package plans now available complicate the rate set-up too, with discounts based on multiple contingencies." Norman thinks that the rate structures will become even more confusing, as stations strive to come up with competitive cost-per-1,000 figures. "I do not feel that the answer to



this rate maze," Norman says. "is a cost-per-1,000 guarantee, as some have suggested. Qualitative factors would be completely ignored in this approach, and tv would be reduced to its lowest level. What is needed is simply a more clearly defined rate structure."

February '59 Arbitron

Network A 32.8

Network B 23.3

Network C 13.6

WNEW-TV 13.5

Independent D 8.9

Independent E 7.3

Independent F 5.9

Again, as in every monthly report since the inception of Arbitron, WNEW-TV is rated

**NEW YORK'S LEADING
INDEPENDENT
TELEVISION STATION**

• Average Quarter Hour Shares. Sign On To Sign Off. Entire Week, For Those Hours Each Station Broadcasts

WNEW-TV



METROPOLITAN
BROADCASTING
CORPORATION

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

HAZEL BURNETT... Captures the Eyes and Ears of Housewives in 15 Counties

Housework in 15 counties stops when Hazel Burnett's "Homemakers Time" comes on the air—5 days a week from 9 to 9:30 a.m. That's because Hazel, WSBT-TV's Home Economist discusses subjects dear to the housewife's heart. The ladies respond with enthusiasm to the tune of about 1400 letters and post cards monthly.

"Homemakers Time" is the only program of its type in the South Bend area. It is typical of the many highly-rated local personality shows on WSBT-TV.

WSBT-TV dominates the prosperous South Bend market. The Nov. A.R.B. shows this station carrying 9 of the 10 top rated programs, 18 of the top 25; 33 of the top 50! Total Effective Buying Income in the station's 15-county coverage area is \$1,594,029,000!

See your Roymer man or write WSBT-TV about availabilities on "Homemakers Time" and other popular local shows.

WSBT-TV**SOUTH BEND, INDIANA • CHANNEL 22****ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE****49th and
Madison**

Anacin eternal headache

Your 17 January column, which I read only recently, has done my heart (and entire system, for that matter) more good than a truck-load of Anacin.

I congratulate you for your service, and herewith fire my own volley at Mr. Bonham.

The very sight of (sigh) ANOTHER Anacin commercial these days only serves to *start* the little hammers, et al going in MY head. I'm well aware of the axiom concerning Repetition, but Mr. Bonham's bulldoggish adherence to copy that dates back to the days of the Easy Aces (and perhaps before that . . . I'm still a "youngster") leaves me without much appreciation for his "campaigning." And, for trying to create a need for his analgesic with aggravation, may *he* suffer Eternal Headache, Jangling Nerves and Upset Stomach.

D. L. Claff

*The Eddy-Rucker-Nickels Co.
Cambridge, Mass.*

For the record

I note on page 42 of the 14 February issue of SPONSOR a plug for KMA in connection with *Popular Science*. I don't know how you got this, but for the record we have never carried this schedule. We have carried circulation campaigns for *McCall's*, *Time*, *U. S. News & World Report*, *Reader's Digest*, *Kiplinger's Changing Times*, *Doane's Agricultural Service Digest*, *American Poultry Journal*, *Charm*, *Reader's Digest Book Club*, *Des Moines Register* and others. but unfortunately not for *Popular Science*.

As usual, we all read your fine book cover to cover.

Anthony J. Koelker
sta. mgr., KMA
Shenandoah, Iowa

"Old Sol" coverage

Several people have asked us why we use the *orange color* in our full-page

How Well Do You Know Baltimore, the Sixth City in the United States? . . .

BALTIMORE HAS . . .

- . . . the world's largest steel producing plant (Bethlehem)
- . . . the nation's largest producer of high tension insulators (General Electric)
- . . . the world's largest spice factory (McCormick)
- . . . the world's largest bichromate factory (Mutual Chem)
- . . . the world's first newspaper to use telegraph as a newsgathering agency (Baltimore Sun)
- . . . the world's first newspaper to use Hae cylinder presses successfully (Baltimore Sun)
- . . . the world's largest producer of portable electric tools (Black & Decker)
- . . . the world's leading manufacturer of weather instruments (Bendix-Friez)
- . . . the world's largest producer of long distance telephone cable (Western Electric)
- . . . the world's first public carrier railroad (B & O)
- . . . America's first railroad depot (Pratt & Pappleton streets)
- . . . America's first monument to Christopher Columbus
- . . . America's first lodge and Grand Lodge of Odd Fellows
- . . . America's first genuine schaal for postgraduate study (Johns Hopkins)
- . . . America's first Municipal Symphony Orchestra
- . . . America's first Municipal Band
- . . . the world's largest producer of superphosphates (Davison Chem)
- . . . America's first Methadist Church
- . . . America's first Roman Catholic Cathedral

And Baltimore is also the home of the 1958 World's Champion COLTS!



Ann Mar
Versatile Hostess
of Channel Two's
"The Woman's Angle"
Monday thru Friday
1:00-1:30 P.M.

*These data from the files of the Baltimore Association of Commerce

In Maryland
MOST People WATCH

channel 2 *mmar-tv*
SUNPAPER'S TELEVISION

represented by The Katz Agency, Inc.

ad. We explained that orange is derived from mixing two colors—red and yellow—which we feel are symbolic of the WIS-TV force in South Carolina. The red comes from the "red hot" NBC and ABC programs that Channel 10 viewers enjoy so much. The yellow comes from the sun, for WIS-TV, with its new 1526' tower, covers South Carolina almost as well as old Sol. In fact, WIS-TV covers more of South Carolina than any other television station!

Therefore, if you hear people discussing the fine shade of orange in our full-page ad you can enlighten them. From the information you give them, they can easily surmise that WIS-TV's programming and coverage are two of the main reasons for Channel 10 being *the major selling force in South Carolina.*

Thomas C. Cureton
prom. mgr., WIS-TV
Columbia, S. C.



Brewer's blues

I hope you will not mind if I call to your attention a couple of discrepancies in your article "Beer: Big business in ferment," in the 31 January issue.

On page 28 where 10 breweries are listed with their locations and home plants and branch breweries: you have Los Angeles and Chicago for Pabst's "Brewery and home plant." Our executive offices are in Chicago—Los Angeles is one of our four breweries. Our first brewery is in Milwaukee.

Under "Branch Breweries by State" you have for Pabst, "Wis., N. J." This leaves out one of our four—the one in Peoria, Ill.

Under "Brands" you omitted Pabst Old Tankard Ale and Andecker.

Since this is the first part of a two-part article I thought there might be a chance to correct these little things in the second part. You may be interested too, in the fact that 1958 figures place Pabst fourth in line, since our purchase of the Blatz Brewing Company.

Jean Holms
public relations dept.
Pabst Brewing Co.
Chicago

• Unfortunately, our presses were already rolling with Part II when this letter reached us, but we are glad to take this way of rectifying these omissions.

EASTERN AMERICA'S

TALLEST

TV TOWER

The Towering Pride of South Carolina

From Columbia, the capital City, WIS-TV's 1526-foot tower serves more of South Carolina, by far, than any other television station—plus coverage in adjoining states.

channel 10
WIS-TV a CBS

the MAJOR SELLING FORCE in South Carolina
COLUMBIA, S. C.

represented nationally by
PETERS, GRIFFIN, WOODWARD INC.



Announcing...

The Central South's Most Important Advertising Development Since The Advent of Telecasting

Now that WSM-TV is telecasting from the Central South's tallest tower (1408 feet above average terrain), all previous information about and strategy for selling the Nashville Market is obsolete.

HERE ARE THE FACTS:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	550,300
Effective Buying Income	\$2,074,487,000.00	\$573,556,000.00
Retail Sales	\$1,519,052,000.00	\$417,878,000.00

Market Data — Sales Management

ALL THIS AND A 40.5 SHARE TOO (FEB. ARB)

To evaluate quickly, by buying WSM-TV you can now reach over a half-million new people, who add over half a billion dollars in effective buying income, who actually spend nearly half a billion dollars annually. In short, the new WSM-TV Tower has increased the potential of the Nashville Market by better than one-fourth.

Isn't it time to re-evaluate your market strategy in the Central South?

WSM-TV

Nashville, Tennessee

Represented by Petry



OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

COMMERCIALS MAKERS MOBILIZE FOR VIDEO TAPE



MONITOR at Video Tape Productions checks work for US Steel's BBDO

- ▶ Era of mergers begins as financial and creative requirements of tape production step up search for capital
- ▶ NTA-Telestudios, WB-Filmways, Screen Gems-EUE combinations typify the scope of tomorrow's giants

Whether you're a sponsor, agencyman, or broadcaster, note this clear signal coming to you from the tv commercials producers:

Their industry is in the midst of a wave of mergers; by next fall, you'll hardly recognize its old complexion. And what this trend toward bigness portends is:

Video tape as a major factor and prime mover in the commercials field definitely has arrived. A full-scale competitive fight is shaping up among producers for status and a share in

the expanding tape commercials market. But it's far more than a battle for immediate grosses. It's literally a revolution—and the stakes are commercials billings two to five years from now.

Video tape is having a revolutionary impact on tv commercials in at least these three ways:

- *In technique*, tape makes possible speed and economy, while at the same time sacrificing some control factors possible in film.
- *Creatively*, the tape commercial

puts minds to work anew to come up with conceptions like nothing done before either live or on film.

- *Economically*, tape is provoking perhaps the greatest revolution of all. Its financing and expansion requirements will shape the tv commercials industry in years to come.

Specifically, these are the changes in the commercials field that can be tied up with mobilization for a tape era:

Last summer, NTA bought out telestudios; last month, Warner Brothers invested in and formed a working affiliation with Filmways; and this month, Screen Gems acquired Elliot, Unger & Elliot.

Two big problems prompted these mergers: money and unions. In general, the commercials producers did not have the reserves that could finance tape equipment and the

WHO'S WHO IN THE RECENT MERGERS



FIRST MAJOR financing-production merger was purchase of George K. Gould's (right) Telestudios tape operation by NTA board chairman Ely A. Landau



RETURNING TO commercials is Ralph Cohn (left), president of Screen Gems, in acquisition of film-tape producer Elliot, Unger & Elliot. At right, Mike Elliot



NEW FINANCING is tapped by Filmways president Martin Ransohoff (right) in affiliation with Warner Brothers, whose tv production v.p. is Rodney Erickson

motion picture companies did not have the kind of union contracts that function most effectively in tape.

Keep in mind that the minimum investment needed to set up a single tape studio is \$250,000. But this is only a unit cost. Tape's factors of speed and economy cannot be delivered effectively without multi-studio facilities plus additional banks of recorders for editing and making prints. This means that to get real efficiency through high-volume videotape production, a realistic outlay must be reckoned in terms of millions of dollars. As one tv commercials producer put it, "Tape is a rich man's business."

Note that both Elliot, Unger & Elliot and Filmways ordered tape recorders months ago and experimented with them for some time, delivering only a few tape commercials at the close of last year. But neither was in a position to take the total splurge. So they signed pacts with major film companies—equally anxious to do so for reasons of their own.

The main hurdle the film companies have had to get over in regard to tape is the union situation. It's impossible, on the one hand, to produce motion pictures with contracts calling for special overtime rates, while at the same time keeping tape employees on the payroll on a round-the-clock flat rate. Moreover, motion picture and tv film program producers have had some important psychological obstacles to overcome in getting into commercials. While program production has its center on the West Coast, commercials production gravitates toward New York where the agency headquarters are located.

The need for New York representation that Screen Gems and Warner Brothers had can be clearly shown by this typical example of tape production: On the morning of a work day, the client, account man and commercials producer file into the videotape control room, making changes and corrections on commercials as needed—and when they leave in the afternoon, as many as four or six weeks of commercials for a network program are finished and on the reel. This is possible only on tape. And it can only be done when production is a cab ride away from agency quarters, which in most cases is the

midtown New York area.

Along with the geographic and financial aims of mergers, another development eventually may result: A new kind of programing house. As Ralph Cohn, president of Screen Gems put it, "We went into commercials in 1949 and learned a good deal about using film for tv that counted as experience when we went into programing. Today, tape is something like what film was 10 years ago—a new tv method still unfamiliar to production people."

The NTA-Telestudios merger makes this commercials-programing relationship obvious. Last year, Telestudios was the only tape producer outside of the networks to deliver commercials in quantity. Evidently behind NTA thinking in acquiring Telestudios are some programing plans whose dimensions became visible last week.

The over-all picture is this: NTA is trying to build up an entire programing block for independent stations as well as for network affiliates. What's involved is a series of daytime "soap operas," early evening personality shows, plus late evening features and occasional specials. Before it acquired Telestudios, NTA had a syndication staff as well as its agreements with the stations forming the NTA Film Network. When it bought Telestudios, it acquired a commercials firm for profits as well as facilities for programing.

The Screen Gems-Elliot, Unger & Elliot merger means that the tv film company can attract a highly respected creative staff in the commercials field.

The Warner Brothers-Filmways combination now represents a giant in the commercials field. While \$4 million was previously the top annual billing for any commercials producer, this new duo represents grosses that are expected to be around \$6 million this year—with an aggressive plan calling for \$10 million business in two years.

Meantime it's no secret that other important commercials producers such as MPO, Lawrence, Cascade, Sarra and Van Praag have figured in merger reports. (Screen Gems negotiated with MPO just before closing with Elliot, Unger & Elliot.) On the other side, such motion picture companies as MGM-TV, 20th Century Fox, and Paramount are known to be

interested in bearing down much more heavily in commercials. Future mergers between these factors involving a swap of experience and sales contacts for facilities and investments—thus appear likely.

The smaller producers who specialize in live-action commercials are also finding themselves in a state of flux. Prohibited from entering tape by the sheer size of the necessary investments, they have tried to find a community solution to the video tape problem. One suggestion has been to form a cooperative pool of tape fa-

video tape. Until about 1956, the commercials industry had gone through a period of natural growth and expansion. In that year there were three times as many producers supplying commercials to national tv clients as in 1951. But already during the 1956-57 and 1957-58 seasons—before tape equipment became an operational reality—merger rumors began to sweep the commercials industry. Some producers thought the field had grown too bulky and too competitive. Others regarded price-cutting and kick-backs as unhealthy signs of an

BOX SCORE OF COMMERCIALS MERGERS

1956-57

CBSTerrytoons

1957-58

MPOA.T.V.

Robert LawrenceLoucks & Norling

1958-59

NTATelestudios

Warner BrothersFilmways

Screen GemsElliot, Unger & Elliot

Fred NilesKling

Buckeye Corp.Transfilm

See above how this season's three mammoth commercials mergers far overshadow other combinations of this as well as previous seasons, which involved a production union but no financing issue. Buckeye-Transfilm merger is not yet finalized

ilities; another is to rely on rentals of tape facilities owned by stations and other producers. But at the moment, no simple formula has yet been found. In all, the tape revolution will create a backwash that will mean crisis and reorganization for small and medium-sized firms in a few years. One alternative may be that they will turn to specialities (such as animation) best suited to film.

It's an exaggeration, though, to pin the entire upheaval in the commercials field on the introduction of

overexpanded industry. Some companies went out of business and some new companies sprung up, but few mergers actually took place. Nevertheless, the mind of the industry was set. The field had been psychologically prepared to think about the possibility of merger. Only a major stimulus was needed to touch off a reaction.

The advent of tape plus the recent recession provided two such stimuli. It became clear that standing still was
(Please turn to page 66)



In the big leagues sponsors underwrite . . .

\$26 MILLION GRAND SLAM

- ◆ Leveling of costs, wider rights to games attract biggest sponsorship ever to major, minor league baseball
- ◆ More women and young people are diversifying the audience, enabling new types of products and appeals

Today, as spring officially breaks across the nation, sponsors, agencies, and the air media can take a happy look at the impending baseball season. It's a grand slam for all. More games will be aired; most everybody is reasonably happy with prices; all expect big audiences.

This year's season—which in some respects will be a pattern-setter—lines up thus:

- *Costs are leveling off.* This probably is the most significant factor—one that enables an advertiser making

or increasing his baseball plunge this year to get a strong clue where he'll stand next time around. As the number of tv homes stabilizes, time costs likewise have become stabilized to the point that most stations sell time for a full game at the one-and-a-half hour prime time rate, a price that's pretty well fixed today in contrast with other years. Production costs can be figured as about equal to time costs. Rights take up the remaining third of the cost pie. They're up again slightly; but here, too, there's an un-

mistakable leveling off in demands.

- *Sponsors are pairing up.* More and more, advertisers are able to pinpoint coverage and find relief by working out their cost and coverage problems jointly. Atlantic Refining, which owns the rights to the Phillies and Pirates games, is a case in point: The agency, N. W. Ayer, works out elaborate *swaps* with its other advertisers so that its radio commercials go into the desired areas of distribution only. Additionally, Atlantic widens its coverage by *subcontracting* from other stations and sponsors for rights. From Ballantine, Atlantic gets the 50-station Yankee network for that portion of the Yankee games R. J. Reynolds wants in New York City only.

Most recent advertiser to work out a similar coverage pattern on a large scale is Bayuk for its Phillies Cigars.

Bayuk has just finalized deals for four tv and three radio tie-ups plus one-half of 50 network games on NBC TV's weekend schedule.

• *Network coverage is on the increase.* This year NBC TV has doubled its baseball coverage, adding 25 *Sunday Major League Baseball* pickups to its Saturday schedule of 25 (last year, 26). CBS TV has reduced its *Saturday Game of the Week* from 26 to 25 games, but has increased last year's 17 Saturday games to 21. Rights for network games still are rising at the rate of about 5% a year (the Baltimore Orioles, for example, get \$25,000 in rights for a single network game). Radio rights have remained relatively the same, says Kenyon & Eckhardt, which negotiates the *Mutual Game of the Day* for Quaker State.

Sharing regionally the NBC TV Saturday games with Bayuk are three breweries: Anheuser-Busch, National Brewing, and Genesee. Bayuk's partner on Sunday, however, for one-quarter of each game is General Mills for Wheaties (through Knox Reeves). Wheaties and Colgate (through Bates) alternate quarter hours in CBS TV's Sunday games. Falstaff, which owns the rights, sponsors one-half both days. Alternate Saturday quarter hours are subcontracted by State Farm Insurance (through Needham, Louis & Brorby). Remaining quarter and half on alternate Saturdays and remaining quarter each Sunday are open for the local stations to sell.

The General Mills' buy highlights another interesting point in baseball's air media growth:

• *Its audience is widening.* Many agency men will tell you that today's pitch in a baseball commercial (unlike that of a few years ago) should be angled to women as well as men. Tom Villante, BBDO sports director, sees a 55-45, male-female audience breakdown (first recognized, he says, when sponsors started picking up the tab for road games at odd viewing times). To capitalize on this, Schaefer emphasized food (what-to-serve-with) aspects of beer, and Lucky Strike colored its commercials with explanations of baseball terminology and background. Meantime interest in the non-adult groups seems to be growing proportionately, too. Nielsen shows these breakdowns over the last three years for a *Game of the Week*—

over a month-long period:

	Men %	Women %	Teens %	Kids %
1956	13	32	11	11
1957	12	32	10	16
1958	37	32	11	20

General Mills has recognized these changing audience composition patterns. In addition to the network schedule, the company has a quarter of the Washington Senators games

and is participating in the St. Louis Cardinal games.

The Toni Co. (Gillette) is another sports convert. At least two Toni commercials are inserted in every Friday night fight telecast and this year (as last) will be spread throughout the *World Series* and *All-Star Game* on NBC-TV, which Gillette sponsors in their entirety. The Fri-

(Article continued on page 37)



RESEARCHERS Dr. Max Sheamin (l) and Frank Bates, principals of PAIR, Inc. have been doing specialized probing into listener and consumer motivation on the West Coast. Among their interesting chores in the broadcast field has been a recent L. A. assignment to determine and describe . . .

PROFILE OF BASEBALL LISTENERS

What sort of person (emotionally and economically) listens to baseball? What basically intrigues him about the sport?

Depth research for KMPC, Los Angeles, by the firm of PAIR, Inc., has produced some interesting insights. (For more on PAIR, Inc., see page 81.) KMPC and PAIR describe their findings thus:

"It would probably be supposed that the average baseball listener gets a kick out of identifying himself with the successful pitcher, or the "clutch" hitter. The most revealing finding from our study was that none of these were of major importance.

"More important were reasons stemming from the uniqueness of baseball itself: The baseball listener seeks out feelings of security, and baseball provides this security because the fan has full knowledge of anything that might happen on the field. The unpredictable is rare, three strikes or four balls decide the batter's fate, three outs retire the side, nine innings usually end the game.

"Another finding of importance is that baseball gives the listener a chance to engage in social conversation without any personal involvement. He can discuss batting averages and baseball statistics for hours without revealing any of his personal feelings.

"Baseball listeners include every walk of life, but there is a significantly greater number among business and professional groups than average. This indicates an audience with purchasing power, and explains why the devotee appreciates the feeling of security.

"About two-thirds of the audience proved to be male, and a large percentage between 24-34 years of age. Only half of them like to listen to other sports on radio."

WHO PICKS UP THE TV/RADIO TAB IN THE

AMERICAN LEAGUE

TELEVISION			RADIO
Team	Origination	Sponsor	Origination
Baltimore Orioles	WJZ-TV (feeds 3 sta.)	$\frac{2}{3}$ Gunther Brewing* (L&N) $\frac{1}{3}$ Bayuk (Wermen & Schorr)	WBAL (feeds 12 sta.)
Boston Red Sox	WHDH-TV* (owns $\frac{2}{3}$) (feeds 5 sta.)	$\frac{1}{3}$ Narragansett Brew.* (C&W) $\frac{1}{3}$ Atlantic Refining (Ayer) $\frac{1}{3}$ Ford Dirs. N.E. (JWT)	WHDH* (feeds 47 sta.)
Chicago White Sox	WGN-TV* only	$\frac{1}{2}$ Hamm's (Campbell-Mithun) $\frac{1}{2}$ Okla. Oil (N,L&B)	WCFL* (feeds 50 sta. for Gen. Fin.)
Cleveland Indians	WEWS (feeds 5 sta.)	$\frac{1}{3}$ Carling* (L,F&Stashower) $\frac{1}{3}$ Standard Oil, Ohio (Mc-E)	WERE* (feeds 47 sta.)
Detroit Tigers	WJBK-TV (feeds 6 sta.)	$\frac{1}{3}$ Goebel* (Campbell-Ewald) $\frac{1}{3}$ Speedway Petrol.* (Doner) $\frac{1}{3}$ Bayuk* (Wermen & Schorr)	WKMI (feeds 40 sta.)
Kansas City Athletics	WDAF-TV only	$\frac{1}{2}$ Schlitz* (Majestic, Mil.) $\frac{1}{2}$ Skelly Oil (Brewer & Co.)	WDAF (feeds 6 sta.)
New York Yankees	WPIX (feeds 3 sta.)	$\frac{1}{2}$ Ballantine* (Esty) $\frac{1}{2}$ R. J. Reynolds (Esty)	WMGM (feeds 40 sta.)
Washington Senators	WTOP-TV* only	$\frac{1}{4}$ Gen. Mills: Wheaties (DFS) $\frac{1}{4}$ Gen. Cig.: Robt. Burns (Y&R) $\frac{1}{4}$ Ford Dirs. Wash. (JWT)	WTOP* (feeds 12 sta.)

NATIONAL LEAGUE

Chicago Cubs	WGN-TV* only	$\frac{1}{2}$ Hamm's (Campbell-Mithun) $\frac{1}{2}$ Okla. Oil (NL&B)	WGN* only
Cincinnati Redlegs	WLW-TV (feeds 5 sta.)	$\frac{1}{2}$ Hudepohl Brew.* (SWB) $\frac{1}{2}$ Standard Oil, Ohio (Mc-E)	WKRC feeds 50 sta.)
Los Angeles Dodgers	KTTV only	$\frac{1}{2}$ Amer. Tob.* (Gumb., BBDO) $\frac{1}{2}$ Pabst* for Eastside (Y&R)	KMPC (feeds 10 sta.)
Milwaukee Braves	(No television)		WEMP (feeds 40 sta.)
Philadelphia Phillies	WFIL-TV (feeds 1 sta.)	$\frac{1}{3}$ Atlantic Refining* (Ayer) $\frac{1}{3}$ Ballantine (Esty) $\frac{1}{6}$ Bayuk (Wermen & Schorr) $\frac{1}{6}$ Tasty Baking (Aitkin-Kynett)	WIP (feeds 19 sta.)
Pittsburgh Pirates	KDKA-TV (feeds 3 sta.)	$\frac{2}{3}$ Atlantic Refining* (Ayer) $\frac{1}{3}$ Bayuk (Wermen & Schorr) $\frac{1}{3}$ Iron City Beer (K,MacL&G)	KDKA (feeds 21 sta.)
St. Louis Cardinals	KPLR-TV only	$\frac{9}{15}$ Anheuser-Busch* (Gardner) (owns the Cardinals) $\frac{6}{15}$ Gen. Mills (K. Reeves), etc.	KMOX (feeds 71 sta.)
San Francisco Giants	(No television)		KSFO (feeds 8 sta.)

*Indicates owner of rights.
Sources: Sports Network (Dick Bailey), Sporting News, sponsors, agencies, stations, clubs.

MAJOR LEAGUE MARKETS

RADIO

Sponsor	Combined rights
1/2 Gunther Brewing* (L&N) 1/2 Corkran Hill Meat, etc.	\$425,000
Same as tv*	\$475,000
1/2 Gen. Finance (Best) 1/4 White Owl (Y&R) 1/4 Budweiser (D'Arcy)	\$400,000
1/3 Carling (LF&S) 1/3 Cntrl. Natl. Bank (F&S&R)	\$500,000
Same as tv*	\$500,000
Same as tv*	\$320,000
Same as tv in NYC*—plus Ballantine*/Atl. Ref. (40 Sta.)	\$875,000
1/2 Gunther Brew. (L&N)	\$150,000
1/3 Oak Park Savings (Connor) 1/3 Bayuk (Wermen & Schorr) 1/6 Goebel (Campbell-Ewald) 1/6 Phillips Petrol. (L&F)	\$400,000
Burger Brewing* (Midland)	\$390,000
Same as tv*	\$300,000
1/3 Miller Brew.* (Mathisson) 1/3 Clark Oil (Mathisson) 1/3 Lorillard (L&N)	\$200,000
Same as tv*	\$600,000
Same as tv*	\$325,000
1/2 Anheuser-Busch* (Gardner) 1/4 Chev. Dirs. St. L. (C-E) 1/4 Gen. Finance (Best)	\$350,000
1/2 Falstaff* (DFS) 1/4 Folger's (Raymond Morgan) 1/4 Amer. Tob. (Gumb., BBDO)	\$125,000

day night sports package is a \$1,250,000 deal, and the size of the baseball commitment may be judged from the rights alone:

All Star Game: tv rights, \$200,000; radio rights, \$50,000. *World Series:* \$2,700,000 tv rights; \$300,000 radio rights. The present contract covers the period from 1957 through 1961.

Gillette has held on to its baseball coverage while cutting back other sports as costs have risen.

• *Satisfied sponsors.* In addition to the growing audience, advertisers have learned—as sports have become a tv staple—that they offer the cheapest cost-per-1,000 for reaching the male audience (SPONSOR-SCOPE, 11 March 59).

Meantime the list of success stories is growing—local, regional, national. Bayuk is a case in point. Increased retail distribution for its Phillies Cigars has paralleled its radio and tv sports spread.

Regional examples: The W. B. Doner agency in Detroit has parlayed a \$15,000 per-year advertising budget of 10 years ago for Narragansett Brewing to a figure well over a million today—largely on the basis of success with sports on radio and tv. Narragansett owns one-third rights to the Boston Red Sox games, with WHDH and WHDH-TV owning the other two-thirds.

In the Baltimore area, Corkran, Hill & Co., meat packing firm, is said to have moved from fifth to second place in that market through its rotating participation in the Oriole games on WBAL radio.

• *Surrounding opportunities.* Additional revenue is coming to stations and networks from pre-and-post game shows, slotted immediately ahead or following the televised or broadcast game. United Air Lines (through Ayer) has such schedules on radio in Washington, D. C., Los Angeles, and San Francisco, where it shares both pre-and-post game shows on KSTO with Blue Seal Bread, another advertiser recognizing the female component of the baseball audience. In the same sponsor category, Braun Bread buys announcements before and after a quarter-hour feature slated between double-headers on KDKA.

• *Clubs are loosening restrictions.* This year, only two clubs are still holding back on tv rights. One is the (Please turn to page 62)

WORLD'S

❖ The tv networks seem to have hit a checkmate by ABC's "gamesmanship"

❖ Here is how the "third net" made the grade and its tv strategy for the future



STRATEGISTS: AB-PT President Leonard Goldenson (l) and ABC TV President Oliver Treyz (r) pose beside promotional ladders symbolizing the network's climb in ratings and audiences. In tv, which Treyz likens to a game of chess, these two have masterminded some astonishing moves. Now advertising industry asks: "What will their next move be?"

BIGGEST CHESS GAME

By late November, they suspected they had it made. A few days ago they knew for sure. The February Nielsen National showed five of the Top 10 shows to be ABC TV product.

That this beachhead was gained under the big guns of the hitherto impregnable twin bastions, CBS TV and NBC TV (each formidable spenders in talent and programming), came as something of a jolt to many in the advertising industry.

But of those who were jolted, some had never known and others had forgotten that when Leonard Goldenson and his Paramount Theatres took over control of ABC in 1953, he had told the board of directors that the job of whipping the network into a challenging position would take five years.

Now they are asking such questions as: "Can ABC consolidate its gain and go on from here?" "With ratings notoriously mercurial, could the net stand a sudden setback?" "Okay, so they deliver an audience: when do they start making money?" "When do they build prestige through public service programming?"

SPONSOR set out to learn the strategy from the two men who made it all happen—AB-PT corporation president Leonard Goldenson and ABC TV president Oliver Treyz. The former is a cool, case-hardened veteran of show business with a genius for surrounding himself with just the right allies. The latter is a cyclonic, adrenalin-charged, idea-action man who, at 41, has become something of a legend in broadcasting. Each spent a good two hours the other afternoon telling SPONSOR their plans and problems, revealing the strategy that made the first "five-year plan" succeed.

Before the interviews with the ABC TV heads, SPONSOR had checked a number of top-level admen from agencies and clients competitors and affiliates to learn what they most wanted to know regarding the network beyond what they may have heard at the 11 March presentation held in New York's Waldorf-Astoria. Loaded with these questions, SPONSOR went to the interview, came away

with some unexpected answers as well as a realization of what can be accomplished if you're willing to throw the old rule-books out the window and back your own hunches with big stakes.

Q. *How does ABC plan, get things done? Exactly who in the organization consult on a new move?*

A. Although some on the outside are willing to believe that Goldenson and Treyz call just about all the shots, the fact is that the network is a team operation. These are the men who discuss and decide: Goldenson, Treyz, Thomas Moore, v.p. in charge of tv net programming and talent; William Mullen, v.p. and general sales manager; Donald Coyle, v.p. in charge of research and sales development; Simon Siegel, financial v.p. of AB-PT and v.p. and treasurer for ABC; Julius Barnathan, director of research. In addition, an executive board comprising heads of each division meets every Tuesday morning. But this does not mean that decisions ride from Tuesday to Tuesday. "We can assemble a board meeting within two minutes, and frequently do," explains fast-moving Treyz.

The real secret of ABC's speed and flexibility is that every move has a master plan, and everyone involved knows what it is. No one ever works in the dark. Each knows what the other is doing and what he himself must do to fit into the plan. Intercoms between the top execs' offices at ABC are kept busy. To hear Goldenson and Treyz explain their strategy is like listening in on a couple of chess experts.

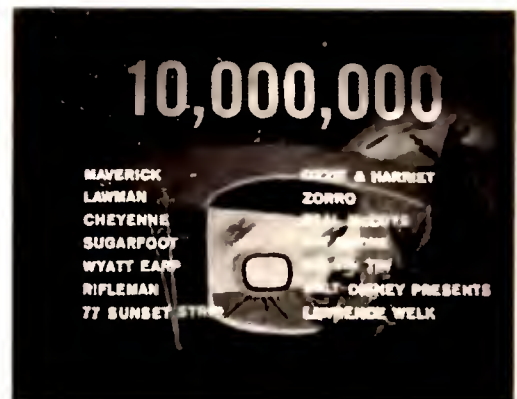
Indeed, chess is exactly the analogy that Treyz applies to tv and tv advertising today. "Network television," he says, "is a big chess game with three boards (the three nets). Programs are the chess-pieces. It has changed the old concept of selling to advertisers, because selling, as such, doesn't enter into the game. Sales follow automatically as the chess-pieces move forward. Now the broadcaster works along with advertisers

to 'play the tv game,' and he has to remember that every one at the table are pros."

On the ABC chess board, Treyz' principal job is evaluating, planning and executing the plans. Teamed with Goldenson's skill in organization, uncanny judgment of good show material and close friendships in the entertainment world, the two make a formidable pair, of "tv chess" experts.

Q. *Now that ABC TV has come this far, when do they start making money?*

A. They're making money right now, says Goldenson: 1958 saw net income rise about \$28 million over 1957 for ABC division of AB-PT.



SHOW-TOPPERS: Highlight from new ABC presentation lists these 14 programs reaching 10 million homes. Sponsored hours doubled

The corporation's annual statement will shortly go out to stockholders. Among the things it will show is that ABC division's net income last year was about \$137 million against \$109 million in 1957; that 1958 net income for entire AB-PT was some \$245 million. AB-PT includes, beside its broadcasting operations, such activities as theaters, records, electronics manufacturing interests, ABC Film, and an interest in Disneyland Park. In 1957, AB-PT net income was almost \$216 million, so it would appear that this year's move-up to \$245 million was almost entirely due to the \$28 million rise at ABC.

(Please turn to page 50)

Hamilton pinpoints the right time

❖ Watch company returns to radio, uses spot to expand its share of the market for expensive quality product

❖ Choice of morning slots in 50 cities automatically selects adult audience needed for limited-appeal items

Marketing an expensive, limited-appeal product—watches retailing at a minimum of \$89.50—with a mass advertising medium—radio—is a tactic which continues to pay off for the Hamilton Watch Co. of Lancaster, Pa.

Most marketers associate the reach and impact of radio with a frequently-turned-over, high-impulse, run-down-to-the-corner-drugstore item. But Hamilton, in line with new advertising and marketing strategy devel-

oped a year ago, returned in 1958 to radio as a sales vehicle for its line of electric watches, priced from \$89.50 to \$200, and for its diamond models, tagged from \$89.50 to \$500.

As final measure of the success of the new advertising plan and the radio method, some local jewelers reported sales gains as high as 500% as a direct result of the spot radio advertising; the company itself correlates sales gains with radio advertising in those areas where radio was

used. That's why this year radio is again the bolstering local-level medium—only this time Hamilton will continue its experimentation and take a new tack in programing and in audience segmentation. Its over-all radio goal, however, remains the same: to claim a bigger market share for its watch line.

Hamilton and its agency, N. W. Ayer & Son, Philadelphia, launched a flight of spot announcements in the spring of 1957 after selecting radio as the best means to reach people in 25 selected markets. Radio, omitted from plans schedules for three years, was designed to promote the company's revolutionary new electric watch—a development which it terms "the first really new watch in nearly 500 years."

Ten years of research had led to the development of this new watch which requires no winding, no wrist motion of any kind to keep it going. It is powered by a miniature, replaceable energy cell. A year of print promotion throughout 1957 still left many soft spots in consumer awareness of the electric watch, which is why Hamilton transposed its modernistic, pace-setting electric theme to the aural medium. The pattern emerged from Hamilton staff conferences with Ayer personnel and Ayer account executive John P. Hurley.

Their pattern: One-minute announcements during early-morning traffic periods in 25 markets for an eight-week cycle. These times ruled out unmoneyed teens, concentrated on adults with control of family budget. From 17 March through 10 May, 1958, Hamilton slotted an average of 10 announcements per week, two every Monday-through-Friday morning between the hours of 7 and 9 a.m.

Audience potential as well as actuality was important, says E. L. Jones, manager of consumer advertising for Hamilton. "Early spots were considered more desirable because of radio's morning preoccupation with news, weather and time signals. Lis-



STRATEGISTS IN TIMING Hamilton Watch's quality, cost concepts with radio audiences: E. L. Jones, (r), Hamilton cons. adv. mgr.; John P. Hurley, (l), acct. exec., N. W. Ayer, Phila.

teners are extremely time-conscious in the morning—meeting commuter schedules, getting youngsters on school buses and doing several things with their eyes on their watches and ears toward the radio.”

But audience alone was not enough. Mr. Jones and his company view “the quality and character of both the station and its early-morning personality as more important than audience ratings. Inasmuch as Hamilton is a prestige company with a quality product, it couldn’t sacrifice audience selectivity for high ratings.”

To maximize the quality concept, Hamilton used New York newsman Kenneth Banghart to deliver the commercial copy on the transcribed announcements. He was backed with specially composed music which blended high and low register sounds to translate a pattern of modernistic whirls and swirls—a heliograph used by Hamilton in its electric watch print advertising—to broadcast music. Announcer Banghart, in the consumer ad manager’s opinion, was “the ideal spokesman for our electric watch because of his long association with newscasting plus his genteel yet crisp delivery.” His c.t.’s were also available in shorter versions with open ends for use by local retail jewelers.

This spring season was the launching point of the broadcast campaign because this is one of two annual peak sales period for watches. At this time of year parents and friends of high school and college graduates and members of wedding parties are pro-watch-giving minded.

The biggest selling season, of course, is Christmas because the watch has long been a favorite gift of many people. October, November and December—as shown in the following monthly sales analysis—account for about 40% of the annual watch sales. Here is the month-by-month sales average as percentage of total annual sales:

Jan.6%	July6%
Feb.6	Aug.6
Mar.6	Sept.6
Apr.7	Oct.9
May9	Nov.10
June9	Dec.20

This traditional consumer buying pattern—with slow summer months—
(Please turn to page 63)



RUSS WIDEO, WBAY-TV, Green Bay, personality, demonstrates Parti-Day with aid of Barbara Haslow, who is "Alice in Dairyland," promotional character of Wisconsin Agriculture Department

PARTI-DAY GOAL REACHED

With the Parti-Day tv test half-way through its second 13-week cycle, shipments have reached the goal set for the entire 26 weeks.

A sales target of 10,000 cases was set originally by the Otto L. Knehn Co., food brokers handling distribution of the dessert topping in the Green Bay area, scene of the test. Shipments through February totaled 9,925 cases.

The 10,000-case target was set on the assumption the advertising cost for introducing a new product would run about \$1 a case. Budgeted for the campaign of live, daytime minutes was \$9,930.

If shipments continue at the same level sparked by the tv test so far, the 26-week total will hit 13,230 cases or 75¢ a case.

Dramatizing the effectiveness of the

campaign is a comparison of shipments to Green Bay with three other markets where shipment data are available but where no advertising is being used.

The three markets are Milwaukee, Louisville and Phoenix. The first two are considerably larger than Green Bay while Phoenix is smaller.

Average semi-monthly shipments in Green Bay during the tv test have been running at 1,103 cases. In the same period, the Milwaukee average has been 531 cases, the Louisville average 193 cases and the Phoenix average 132 cases.

If the fact that an estimated 20% of Milwaukee shipments go to the Green Bay area is taken into account, the Green Bay average would be 1,209 and the Milwaukee figure would then average 121.

SALES BOX SCORE



16-31 Oct.....	580 cases
1-15 Nov.....	1,450 cases
15-30 Nov.....	370 cases
1-15 Dec.....	1,090 cases
16-31 Dec.....	350 cases
1-15 Jan.....	1,595 cases
16-31 Jan.....	1,865 cases
1-15 Feb.....	1,380 cases
16-28 Feb.....	1,245 cases

1958 SPOT TV EXPENDITURES BY INDUSTRY

AGRICULTURE	\$ 1,350,000	HOUSEHOLD EQUIPMENT	4,621,000
ALE, BEER, & WINE	41,214,000	HOME FURNISHINGS	2,926,000
AMUSEMENTS	559,000	LAUNDRY PRODUCTS	29,940,000
AUTOMOTIVE	7,376,000	PAPER PRODUCTS	5,163,000
BUILDING MATERIAL	2,789,000	HOUSEHOLD, GENERAL	4,101,000
CLOTHING	13,241,000	NOTIONS	384,000
CANDY, SOFT DRINKS	28,237,000	PET PRODUCTS	4,411,000
CONSUMER SERVICES	14,605,000	PUBLICATIONS	757,000
COSMETICS, TOILETRIES	46,749,000	SPORTING GOODS, TOYS	3,045,000
DENTAL PRODUCTS	14,467,000	OFFICE SUPPLIES	149,000
DRUG PRODUCTS	44,626,000	TV, RADIO, PHONOGRAPH	1,501,000
FOOD, GROCERIES	135,687,000	TOBACCO PRODUCTS	31,119,000
GARDEN SUPPLIES	661,000	TRANSPORTATION & TRAVEL	2,937,000
GASOLINE, LUBRICANTS	24,479,000	WATCHES, JEWELRY, CAMERAS	4,459,000
HOTELS, RESORTS, ETC.	423,000	MISCELLANEOUS	7,144,000
CLEANERS, WAXES, ETC.	29,650,000	TOTAL.....	\$511,770,000

Source: TvB-Rorabaugh, gross time

Spot tv's million dollar brands

There are 39 of them among the 10 top clients, says TvB; Lestoil's \$12.3 million was ahead by wide margin

Food-grocery products are the medium's leading category, almost thrice the size of cosmetics, toiletries

The upward zoom in spot tv billings last year has brought with it an increase in the medium's million dollar brands.

So far as the top 10 advertisers are concerned, there were 39 million dollar brands in 1958 compared with 31 the previous year.

Details on brand spending by the top 10 have been issued by TvB, along with total expenditures of the top 100 companies plus a breakdown of spot tv spending by industry.

TvB previously had published the names of the top 10 companies plus the 1958 spot tv dollar total. The latter came to \$511.7 million last year, a 14% jump over 1957. (See "More day spot tv buys." SPONSOR, 7 March 1959.)

TvB figures, gathered by N. C. Rorabaugh, show time expenditures at the one-time rate and do not include program, production or commercial spending.

Here are the leading brands among the top 10 companies, ranked by expenditures: Lestoil, Maxwell House coffee, Alka Seltzer, Anahist cold remedies, Zest Beauty Bar, Viceroy, Colgate dental cream, Jif peanut butter, Ivory Liquid and Wonder bread.

P&G has three brands in this list. None of the other companies had more than one.

The No. 1 spot tv brand was far ahead of the others. Lestoil's \$12.3 million expenditures was more than twice as great as Maxwell House

coffee, the brand in second place.

The top 10 spot tv advertisers, who account for about 25% of all spending in the medium, boasted the following number of million dollar brands among the total each advertises in the medium:

P&G, 10 out of 42; Lever Bros., six out of 24; Adell Chemical (Lestoil), one out of one; General Foods, two out of 27; Colgate-Palmolive, five out of 23; Continental Baking, three out of 15; Brown & Williamson, three out of four; Warner-Lambert, three out of 14; Miles Laboratories, three out of five; American Home Products, three out of 22.

Food and grocery products were far in advance as the leading category in spot tv. Spending here was almost triple that of the second ranking category (cosmetics and toiletries). The drug, beer-wine, and tobacco categories follow.

For list of 100 biggest spot tv spenders and brand spending of top 10, see pages 54 and 56.

Day, night network tv gain equally

◆ TvB's 1958 net tv wrapup shows daytime billings increase 9.9%, nighttime, 9.7%. Top 180 clients listed

Daytime and nighttime network tv ran neck and neck in showing increases over 1957, according to final 1958 LNA-BAR figures released by TvB.

These figures, based on gross time costs, show daytime tv in 1958 gained 9.9% over the previous year, and nighttime came out 9.7% ahead.

Billings for December, 1958, however, showed daytime running appreciably ahead of the corresponding 1957 month (13.6% gain compared to a 3.5% nighttime billings gain), a reflection, in part, of ABC's "Operation Daybreak."

Food and food products recouped their No. 1 position as the lead-

ing product classification in 1958's LNA-BAR figures. The 1957 PIB figures, although not completely comparable, showed toiletries and toilet goods (in second place in 1958) in the leading position.

The complete TvB 1958 network tv wrap-up includes:

- Spending by industry categories
- Billings by day parts
- A list of 238 advertisers spending \$25,000 or more in net tv last year. (See below for list of top 180 network spenders.)

TOP 180 NET TV CLIENTS AND ESTIMATED EXPENDITURES, 1958

Rank	Client	Expend.	Rank	Client	Expend.	Rank	Client	Expend.
167.	Acad. Mot. Pict. A & S	\$ 212,616	82.	Associated Products	\$ 1,377,336	58.	Carter Products	\$ 2,340,095
80.	Alberto Culver	1,434,882	86.	Atlantis Sales Corp.	1,322,987	79.	Chemstrand	1,506,984
137.	Aluminum, Ltd.	478,638	118.	Bayuk Cigars	743,001	41.	Chesebrough Ponds	3,098,078
77.	Alcoa	1,531,362	54.	Beech-Nut Life Savers	2,476,177	10.	Chrysler	14,341,471
157.	Amana Refrigeration	249,264	120.	Bell & Howell	730,733	153.	Church & Dwight	266,575
159.	AB-PT	237,387	61.	Bishop, Hazel	2,112,594	149.	Clairol	294,795
88.	American Can	1,253,570	85.	Block Drug	1,357,243	2.	Colgate Palmolive	22,857,497
43.	American Chicle	2,969,625	62.	Borden	1,860,634	119.	Continental Baking	740,261
97.	American Dairy Ass'n.	996,376	95.	Breck, John H.	1,025,460	29.	Corn Products	4,927,240
76.	American Gas Ass'n.	1,549,530	103.	Brillo Manufacturing	925,190	169.	Cracker Jack	207,372
6.	American Home Prod.	20,507,683	8.	Bristol Myers	16,072,802	106.	Distillers' Corp.	876,022
121.	AMF	720,590	19.	Brown & Williamson	8,250,471	127.	Dow Chemical	598,592
90.	American Tel. & Tel.	1,190,176	70.	Bulova Watch	1,667,057	68.	Drackett	1,699,539
12.	American Tobacco	11,252,180	33.	Campbell Soup	4,233,743	51.	DuPont	2,671,026
37.	Armour	3,532,737	151.	Canadian Breweries	268,749	155.	Eastco	257,996
49.	Armstrong Cork	2,764,452	52.	Carnation	2,661,252	24.	Eastman Kodak	5,937,361

Please turn to page 61

1. THIS MONTH IN NETWORK TV

Network Sales Status Week Ending 14 March

Daytime

SPONSORED HOURS

ABC† ██████████ 23:05
 CBS† ██████████ 27:15
 NBC ██████████ 26:45

Nighttime

SPONSORED HOURS

ABC† ██████████ 20:20
 CBS† ██████████ 24:12
 NBC ██████████ 24:30

† Excluding participation shows

For comparagraph of network tv shows, turn page ➔



2. NIGHTTIME

C O M P A

6:00
6:30
7:00
7:30
8:00
8:30
9:00
9:30
10:00
10:30

SUNDAY			MONDAY			TUESDAY			AI
ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AI
	Small World O. Mathleson (D'Arcy) Sp-L \$28,000	Meet The Press sust *Unchained Goddess AT&T (Ayer) (6-7; 3/22) D-F \$300,000							
	Twentieth Century Prudential (R-McC)	Chet Huntley Reporting sust		D Edwards Amer Home (Bates) N-L \$9,500††	News Carter (L 3/30) alt sust N-L \$6,500††		No net service D Edwards B&H (DDB) DuPont (BBDO) N-L \$9,500††	News Kemper (L 4/4) N-L \$6,500††	
You Asked for It Skippy Peanut Butter (GBB) M-F \$24,000	Lassie Campbell Soup (BBDO) A-F \$37,000	Mark Saber Sterling (DFS) A-F \$50,000 Jazz Age (7-8; 3/29) Sterling (DFS) D-F \$140,000	ABC News sust	No net service D Edwards Amer Home (repeat feed)	News Carter alt sust (repeat feed)	ABC News sust	No net service D Edwards Benson & Hedges DuPont (repeat feed)	News Kemper (repeat feed)	ABC News sust
Maverick (7:30-8:30) Kaiser Co (Y&R) Drackett (Y&R) W-F \$70,000	Bachelor Father Am Tob (Gumb.) Sc-F \$42,000 alt wks Jack Benny Am Tob (BBDO) C-L \$65,000	*Steve Allen (7:30-9; 3/15 & 3/22) RCA (K&E) Polaroid (DDB) DuPont (BBDO) H. Curtis (Weiss) V-L \$165,000	Tales of The Texas Rangers (7:30-8:30) Sweets Co. (H. Eisen) W-F \$11,000	Name Tune Am Home (Bates) Q-L \$23,000 America Pauses for Springtime (Coca-Cola/McE) (3/30; 7:30- 8:30) Mu-L \$325,000	Buckskin P&G (B&B) W-F \$24,000	Cheyenne (alt wks 7:30-8:30) Harold Ritchie (Atherton & C) Johnson & Johnson (Y&R) Armour (FC&B) W-F \$78,000	Stars in Action sust	Dagnet Mennen (N&L) alt P&G (B&B) My-F \$35,000	The Plym Shor Starr Lawrence Plymouth (7:30-8 30) Mu-L
Maverick (8-9) Mercury (K&E) alt Kodak (JWT) V-L \$79,500	Ed Sullivan (8-9) Mercury (K&E) alt Kodak (JWT) V-L \$79,500	*Music with Mary Martin (8-9; 3/29) Timex (Peck) alt sust Mu-L \$100,000	Shirley Temple's Storybook (7:30-8:30 every third week) J. H. Breck (Ayer) Dr-F \$65,000	The Texan Brown & Wmsn (Bates) W-F \$37,000	Restless Gun Sterling Drug (DFS) alt P&G (Compton) W-F \$37,500	Sugarfoot (alt wks 7:30-8:30) Am Chicle (Bates) Luden's (Mathes) W-F \$78,000	Playhouse of Mystery sust	*Eddie Fisher (8-9; L 3/17) L&M (Mc-E) V-L \$98,000 Pete Kelly's Blues (8-8:30; 3/31 S) L&M (Mc-E) A-F \$31,000†	Plymouth Lawren Well
Law Man R. J. Reynolds (Esty) General Mills (DFS) W-F \$41,000	Ed Sullivan	Lawless Years sust (4/5 start) A-F	Bold Journey Ralston-Purina (GBB) A-F \$9,500	Father Knows Best Lever (JWT) alt Scott (JWT) Sc-F \$38,000	Wells Fargo Amer Tobacco (SSC&B) alt Bulk (Mc-E) W-F \$13,800	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$38,000	To Tell the Truth Carter (Bates) Marlboro (Burnett) Q-L \$22,000	Perry Como Pontiac (MJ&A) (8-9; 3/24) L&M (Mc-E) Mu-L \$275,000 Jimmy Rogers (8:30-9; 3/31 S) L&M (DFS) V-L \$85,000	Ozzie & H Kodak (Y Starr Quaker (W (WBT) Sc-F \$
Colt 45 P&G (Comp) Boyle-Midway (JWT) Beech-Nut (Y&R) W-F \$13,800	G. E. Theatre Gen Electric (BBDO) Dr-F \$51,000	*Dinah Shore Chevy Show (9-10) Chevrolet (Camp-E) V-L \$150,000	Voice of Firestone Firestone (Sweeney & James) Mu-L \$32,000	Danny Thomas Gen Foods (B&B) Sc-F \$47,500	Peter Gunn B-M (DCS&S) My-F \$38,000 *Green Pastures Hallmark (FC&B) (9:30-11; 3/23) Dr-L \$300,000	The Rifleman Miles Lab (Wade) P&G (B&B) Ralston (Gardner) W-F \$36,000	Arthur Godfrey Pharmaceuticals (Parkson) V-L \$31,000	George Burns Show Colgate (Bates) Sc-F \$40,000	Donna F Show Campbell (BBDO) Shulton (W Sc-F \$5
Deadline For Action (9:30-10:30) sust	Hitchcock Theatre Bristol-Myers (Y&R) My-F \$39,000	Dinah Shore Chevy Show	This Is Music sust	Ann Sothern Gen Foods (B&B) Sc-F \$40,000	Alcoa-Goodyear Theater Alcoa (FSR) alt Goodyear (Y&R) Dr-F \$39,000	Naked City Whitehall (Bates) Brown & Wmsn (Bates) My-F \$37,000	*Red Skelton Pet Milk (Gardner) S. C. Johnson (NL&B) C-F \$52,000	Bob Cummings Reynolds (Esty) Sc-F \$36,000	Accuse sust
Deadline For Action	Richard Diamond P. Lorillard (L&N) A-F \$36,000	Loretta Young P&G (B&B) Dr-F \$12,500	Patti Page Show Oldsmobile (Brother) V-L \$40,000	Desilu Playhouse (10-11) Westinghouse (Mc-E) Dr-F \$82,000 (average)	Arthur Murray Party P. Lorillard (L&N) alt Pharmaceutical (Parkson) V-L \$30,000	Alcoa Presents Alcoa (FSR) Dr-F \$35,000	Garry Moore (10-11) Revlon (LaRoche) V-L \$59,000 (½ hr.)	Californians (Last 3/31) Singer (Y&R) W-F \$37,500 David Niven Singer (Y&R) alt sust (4/7 S) Dr-F \$46,000†	Wed Ni Fights Brown & W (Bates) Miles (W (10 conc Sp-L \$1
Meet McGraw Alberto Culver (Wade) A-F \$9,500	What's My Line Kellogg (Burnett) alt Sunbeam (Perrin-Paus) Q-L \$32,000	*Frances Langford Rexall (BBDO) (10-11; 3/15) V-F \$250,000	John Daly News Lorillard (L&N) N-L \$6,000 No net service	Desilu Playhouse	Oscar Awards Academy of Mo- tion Pic. Arts & Sciences, Motion Pic. Assn (10:30- 12:15; 4/6) Production costs: \$125,000	John Daly News Lorillard (L&N) N-L \$6,000 No net service	Garry Moore Kellogg (Burnett) alt Pittsburg Plate (Maxon)	No net service	

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

They do not include commercials or time charges. This chart covers period 14 Mar.-10 Apr. Program types are indicated as follows: (A) Adventure, (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

A G R A P H 14 MAR. - 10 APR.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
BS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
service										
wards (Bates) Foods & B) \$9,500†	News sust	D Edwards Whitehall (Rates) N-L \$9,500†		News R. J. Reynolds (Esty) Sterling (D-F-S) N-L \$9,500†		D Edwards Equitable Life (F&C&B) Fla. Citrus N-L \$9,500†	News sust			
service		No net service			No net service	No net service				
wards rter Foods t feed)	News sust (repeat feed)	ABC News sust	D Edwards Whitehall	News Reynolds alt Sterling (repeat feed)	ABC News sust	D Edwards Equitable Life Fla. Citrus (repeat feed)	News (repeat feed)			
light ater ist	Wagon Train (7:30-8:30) Ford (var. hour) (JWT) National Biscuit (var. 1/2 hr.) (Me-E) W-F \$35,500 (1/2 hr.)	Leave It To Beaver Miles Lab (Wade) Ralston (Gardner) Sc-F \$36,000	I Love Lucy Pillsbury (Burnett) alt Chalrol (F&C&B) Sc-F \$25,000	Jefferson Drum Sweets Co. (Henry Elsen) alt sust W-F \$18,500	Rin Tin Tin Nabisco (K&E) A-F \$36,000	Your Hit Parade Amer Tobacco (BBDO) Mu-L \$12,500	Northwest Passage sust	Dick Clark Show Reece-Nut Life Savers (Y&R) Mu-L \$11,500	Perry Mason (7:30-8:30) H. C. Moore (H&B) Parliament (B&B) My-F \$25,700 (20 min)	People Are Funny Toni (North) alt H. J. Heynolds (Esty) Au-F \$21,000
Talking of Omaha & Jacobs) \$18,000	Wagon Train R. J. Reynolds (Esty) (various 1/2 hrs)	Zorro AC Spark (Brother) 7-Up (JWT) A-F \$37,000	December Bride General Foods (B&B) Sc-F \$32,000	Steve Canyon L&M (Mc-E) sust A-F \$14,000 Dean Martin Times (Peck) (8-9; 3/19) Mu-L \$250,400	Walt Disney Presents (8-9) Quaker Oats (WBT) M-F \$57,000 (1/2 hr.)	Rawhide (8-9) Lever (JWT) Pharmaceuticals (Parkson) W-F \$90,000 (1 hour)	Further Advent. of Ellery Queen (8-9) P&G (3/20) Helene Curtis (Wells) 3/20 & 1/3 My-F \$27,500 (1/2 hr)	Jubilee, U.S.A. (8-9) Wmsh Diekle (Evans & Assoc.) Hill Bros (Ayer) Carter (Bates) Van Heusen (Grey) Mu-L \$12,500 (1/2 hr.)	Perry Mason Sterling (DFS) Gulf (Y&R) Hamm (C-M) Colgate Van Heusen (Grey) My-F \$25,700	*Perry Como (8-9) Kimberley Clark (FC&B) RCA & Whirlpool (K&E) Christmas (DDB) Y-L \$120,000
down (Compton) Tobac (DO) \$33,500	Price Is Right Lever (JWT) Speidel (NC&K) Q-L \$21,500	The Real McCoy's Sylvania (JWT) P&G (Compton) Se-F \$36,000	Derringer S. C. Johnson (NL&R) W-F \$40,000	Oldsmobile Thtr (3/26 start) Oldsmobile (Bro) V-F \$10,000 *Springtime AT&T (Ayer) (8-9; 4/9) Mu-L \$250,000	Walt Disney Hill Bros. (Ayer) Mars (Knox Reeves) Reynolds Metal (Lennen & Newell) W-F \$33,500	Rawhide Gull (Y&H) Allied Vans (C-M) High Adventure Deleo (C-E) (3/27; 8-9) A-F \$250,000	Ellery Queen RCA (K&F) (full hour, 4/3) just, 3/10 & 3-27	Jubilee, U.S.A. Massey-Ferguson (NL&B) W-F \$39,000	Wanted Dead or Alive Brn. & Wmson (Bates) Bristol Myers (DSC&S) W-F \$39,000	Polaroid (DDB) Sunbeam (Perrin Paus) Norrema (SS&B) Am Dairy (C-M) Maybelline 3/21 (Gordon Best)
millionaire (Bates) \$37,000	Milton Berle Kraft (JWT) C-L \$50,000	Pat Boone Chevy Showroom Chevrolet (Camp-E) V-L \$45,000	Zane Gray S. C. Johnson (NL&B) alt General Foods (B&B) W-F \$45,000	Behind Closed Doors L&M (Mc-E) alt Amer Home (Bates) A-F \$38,000	Tombstone Territory Lipton (Y&R) Phillip Morris (Burnett) W-F \$33,500	Phil Silvers R. J. Reynolds (Esty) Schick (B&R) Se-F \$42,000	M Squad Amer Tobac (SS&B) My-F \$31,000	Lawrence Welk (9-10) Dodge (Grant) Mu-L \$17,500 (1/2 hr.)	Gale Storm Nestle (Houston) alt Lever (JWT) Se-F \$39,500	Black Saddle L&M (Mc-E) alt Colgate (Mc-E) W-F \$37,000
Got a cret is (Esty) \$27,000	Bat Masterson Kraft (JWT) Sealtest (JWT) W-F \$38,000	Rough Riders P. Lorillard (L&N) W-F \$47,000†	Playhouse 90 (9:30-11) Amer Gas (L&N) alt Kimberly-Clark (F&C&B) Dr-L&F \$45,000 (1/2 hr.)	Ford Show Ford (JWT) CV-L \$38,000	77 Sunset Strip (9:30-10:30) Amer. Chicle (Bates) My-F \$72,000	Playhouse Lux (JWT) alt Schiltz (JWT) Dr-F \$38,000	The Thin Man Colgate (Bates) My-F \$40,000	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$38,000	Cimarron City (9:30-10:30) Mennen (W&L) 3/11, 3/25 P&G (B&B) 3/28 W-F \$30,000 (1/2 hr.)
feel Hr (LRD) \$60,000 s 10-11) Theatre strong (DO) \$48,000	This Is Your Life P&G (B&B) D-L \$52,000	Sammy Kaye Show sust	Playhouse 90 Allstate (Burnett) alt Elgin (3/19 only) Elgin (3/19 only)	You Bet Your Life Toni (North) Lever (JWT) Q-L \$51,750	77 Sunset Strip Carter Prod. (Bates) Whitehall (Bates) Harold Ritchie (A&C) Q-L \$51,750	The Line Up P&G (Y&R) My-F \$34,000	Cavalcade of Sports Gillette (Maxon) (10-conel) Sp-L \$15,000	Billy Graham Crusade (10-11) Graham Evange Assoc. (Walter Bennett) W-F \$10,000	Gunsmoke L&M (DFS) alt Sperry Rand (Y&R) W-F \$10,000	Cimarron City Absorbine Jr. (JWT) 3/21 H. Curtis-Wells 3/21, 4/1 Conc. Cigars (LANE) 11, 3/25
enny Hr (L&N) nd (Grey) 10-11) \$250,000	John Daly News Lorillard (L&N) N-L \$6,000 No net service	Playhouse 9D R. J. Reynolds (Esty) Elgin (JWT)	Masquerade Party Lorillard (L&N) all Hazel Bishop (Spector) 3/26 S Q-L \$18,000	John Daly News Lorillard (L&N) N-L \$6,000 No net service	Person to Person P. Lorillard (L&N) alt Herion (War&L) I-L \$38,000	Phillies Jackpot Bowling Bayuk (Werman & Schorr) Sp-L \$3,000	Billy Graham Crusade	Show of the Month DuPont (BRDO) (3/28, 9/30-11) Dr-L \$475,000	DA's Man L&M (Mc-E) A-F \$38,000	

Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats. L preceding date means last date on air. S following date means starting date for new show or sponsor in time slot.



spot
↑

SUMMER RADIO GOES





WHERE THE FAMILY GOES

You reach people—wherever they are,
at home or on vacation—with SPOT
RADIO.

SPONSORED BY MEMBER FIRMS OF



Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

	SUNDAY			MONDAY			TUESDAY			A
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
10:00										
10:15		Lamp Unto My Feet sust			Morning Playhouse sust			Morning Playhouse sust		Dough Re Mi sust
10:30										
10:45		Look Up & Live sust			Arthur Godfrey Standard Brands			Arthur Godfrey Hoover alt Gen Mills		Treasure Hunt Culver alt Gold Seal Frigidale alt Armour
11:00										
11:15		Eye On New York sust			I Love Lucy Lever alt sust Gen Foods (L 3/23)			I Love Lucy Lever sust		Price Is Right Lever alt Ponds Sterling alt Whitehall Stand Brands
11:30										
11:45	Johns Hopkins File 7 sust	Camera Three sust		Peter Lind Hayes Shulton	Top Dollar Colgate			Peter Lind Hayes Amana Refrig.	Top Dollar Colgate	Concentration Frigidale alt sust Lever alt Alberto Culver
12N										
12:15	Bishop Pike sust	The Dollar Debates (12-1; 3/15-22) sust		Peter Lind Hayes Gen Foods Sunshine alt Lever	Love of Life sust Amer Home Prod alt Block Drug			Peter Lind Hayes Armour & Co. Gen Foods	Love of Life Toni alt sust Amer Home	Tic Tac Dough Stand Brands P&G
12:30										
12:45	College News Conference sust			Play Your Hunch Minn. Mining Johnson & Johnson	Search for Tomorrow P&G Guiding Light P&G			Play Your Hunch Beech-Nut Lever	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				Liberace Armour & Co. Gen Foods	No net service News (1:25-1:30) sust			Liberace Gen Foods Minn. Mining	No net service News (1:25-1:30) sust	No net service
1:30										
1:45			Frontiers of Faith sust		World Turns P&G Sterling alt Carnation			World Turns P&G Sterling alt Miles		No net service
2:00										
2:15			Wisdom sust	Day In Court Gen Foods Amer Home	Jimmy Dean sust Lever			Day In Court Gen Foods Bris-Myers	Jimmy Dean Libby alt sust Miles alt Toni	Truth or Consequences sust
2:30										
2:45		The Great Challenge sust	NBA—Pro Basketball Bayuk Clears (1/2 sponsorship)	Music Bingo Gen Mills Minn. Mining	Art Linkletter Stand Brands alt Lever Standard Brands Van Camp			Music Bingo Beech-Nut	Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust
3:00										
3:15	Open Hearing sust	The Last Word sust	General Mills (1/4 sponsorship)	Beat The Clock Gen Foods Lever	Big Payoff Colgate			Beat The Clock Beech-Nut Nestle	Big Payoff sust	Young Dr. Malone P&G alt Nabisco sust
3:30										
3:45	Roller Derby sust	The World of Ideas sust		Who Do You Trust? Bristol-Myers Gillette	Verdict Is Yours Stand Brands Amer Home alt Lever			Who Do You Trust? Johnson & Johnson Minn. Mining	Verdict Is Yours Gen Mills alt Carnation Swift alt Toni	From These Roots P&G sust
4:00										
4:15	Roller Derby	Face The Nation sust	*Magic with Mary Martin Gen Foods (B&B) (4-5; 3/29) Mu-L. \$225,000	American Bandstand Lever	Brighter Day P&G Secret Storm Amer Home Prod			American Bandstand Lever, Carter	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	Behind The News sust N. Y. Philharmonic† Lincoln (K&E) (3/22; 4:30-5:30)		American Bandstand Gaylord Prod	Edge of Night P&G S. C. Johnson alt sust			American Bandstand Hollywood Candy Gillette	Edge of Night P&G Sterling alt Miles	County Fair Kleinert alt sust sust alt Lever
5:00										
5:15	Paul Winchell Hartz, Gen Mills Art Carney† Minn. Mining (BBDO) (5-6; 4/5)	Game of Politics sust Masters Golf Tournament† Travelers Ins.,	Omnibus (5-6 alt wks) Aluminum Ltd.	American Bandstand co-op				American Bandstand co-op		
5:30										
5:45	Lone Ranger Gen Mills Cracker Jack Fritos Co	Amateur Hour Pharmaceuticals	NBC Kaleidoscope (5-6 alt wks) sust	Mickey Mouse Club Sweets Co Bristol-Myers				Walt Disney's Adventure Time co-op		Mickey Mouse Club Sweets Co Gen M

†Talent costs: N. Y. Philharmonic, \$150,000; Art Carney, \$200,000; Masters Golf Tournament, \$225,000.

HOW TO USE SPONSORS NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (44, 45) includes regularly scheduled programming 14 Mar. to 10 Apr., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-

PROGRAM

14 MAR. - 10 APR.

TIME	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC			ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00-7:00	Dough Re Mi sust				Morning Playhouse sust	Dough Re Mi sust Menthol (L 3-26) Tintex (3/23 only)		Morning Playhouse sust	Dough Re Mi sust Armour alt Nabisco	Captain Kangaroo Participating and sust	Howdy Doody Continental Baking	
7:00-8:00	Treasure Hunt Heinz (L 3/25) alt Brillio Corn Prod alt P&G		Arthur Godfrey sust Gen Foods (L 3-19) Standard Brands	Treasure Hunt Pillsbury (L 3/26) alt Frigidaire P&G alt Heinz		Arthur Godfrey U.S. Steel alt sust	Treasure Hunt Gen Mills alt Ponds (L 1-3)		Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Borden alt sust Gen Foods alt Mars		
8:00-9:00	Price Is Right Frigidaire Starling Menthol (L 3/25) alt Pillsbury		I Love Lucy Lever Scott	Price Is Right Al. Culver alt Lever Bros Miles alt E.E.I.		I Love Lucy Lever alt S. C. Johnson Kodak alt Dow	Price Is Right Lever alt Corn Prod Stand Brands Gen Mills		Uncle Al Show (11-12) National Biscuit	Heckle & Jeckle Swill alt sust Gen Mills	Fury Borden alt Gen Foods	
9:00-10:00	Concentration Heinz alt Miles Nabisco alt Armour	Peter Lind Hayes Nestle	Top Dollar Colgate	Concentration Pillsbury (L 3/26) alt Lever Heinz alt Whitehall	Peter Lind Hayes Minn. Mining Gillette	Top Dollar Colgate	Concentration Ponds alt Bauer & Black Lever alt Gold Seal		Uncle Al Show	Adventures of Robin Hood sust Colgate alt sust	Circus Boy Mars alt sust	
10:00-11:00	Tic Tac Dough Heinz alt Pillsbury (L 3/18) P&G	Peter Lind Hayes Gen Foods Armour	Love of Life Scott alt sust Amer Home	Tic Tac Dough Al. Culver alt Heinz P&G	Peter Lind Hayes Gen Mills Beech-Nut	Love of Life Atlantis alt sust Lever alt Gen Mills	Tic Tac Dough Gen Mills alt Sunshine P&G				True Story sust Sterling Drug	
11:00-12:00	Could Be You Whitehall alt Tintex (1/8) Corn Prod alt Brillio	Play Your Hunch Reynold's Metals	Search for Tomorrow P&G	It Could Be You Miles alt Pillsbury (L 3/26) P&G	Play Your Hunch Bristol-Myers Beech-Nut	Search for Tomorrow P&G	Could Be You Stand Brands alt Ponds P&G alt Corn Prod		Young People's Concert sust (3-28 only)	Detective Diary Sterling Drug sust		
12:00-1:00	No net service	Liberace Reynold's Metals Gen Foods	No net service News (1:25-1:30) sust	No net service	Liberace Beech-Nut	No net service News (1:25-1:30) sust	No net service				No net service	
1:00-2:00	No net service		As the World Turns P&G Pillsbury	No net service		World Turns P&G Swift alt Sterling	No net service				No net service	
2:00-3:00	Truth or Consequences sust Kleinert alt sust	Day In Court Minn. Mining Johnson & Johnson	Jimmy Dean Lever alt Van Camp Bm & Wmsn alt Lever	Truth or Consequences sust Culver (L 4-9) alt Miles (4-28)	Day In Court Gen Foods	Jimmy Dean Lever alt sust Gerber alt Gen Mills	Truth or Consequences sust Nabisco alt sust		Pro Hockey Contest Carter alt sust	No net service		
3:00-4:00	Haggis Baggis sust	Music Bingo Johnson & Johnson Amer Home	Art Linkletter Kellogg Pillsbury	Haggis Baggis sust	Music Bingo Gen Foods Armour	Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis sust		Pro Hockey co-sponsor (2 to concl)	Wheaties Sports Page Gen Mills		
4:00-5:00	Young Dr. Malone P&G sust	Beat The Clock Gen Foods	Big Payoff sust	Young Dr. Malone P&G alt sust sust alt E.E.I.	Beat The Clock Gen Foods Lever	Big Payoff Colgate	Young Dr. Malone P&G sust					
5:00-6:00	From These Roots P&G alt sust sust	Who Do You Trust? Amana Refrig.	Verdict Is Yours Sterling alt Scott Libby alt Scott	From These Roots P&G sust	Who Do You Trust? Gen Foods Beech-Nut	Verdict Is Yours Gen Mills alt Atlantis Gen Mills alt Lever	From These Roots P&G alt sust sust					
6:00-7:00	Queen for a Day Corn Prod alt Pillsbury (L 3/18) P&G	American Bandstand 5th Ave Candy Welch	Brighter Day P&G Secret Storm Scott alt Amer Home	Queen Day Culver (L 3-26) alt Miles (L 3-19) P&G alt Culver (L 3-26)	American Bandstand	Brighter Day P&G Secret Storm Amer Home Prod alt Gen Mills	Queen for a Day Whitehall alt Corn Prod P&G					
7:00-8:00	County Fair Frigidaire alt Gen Mills Heinz alt Sterling	American Bandstand Gillette Elgin	Edge of Night P&G Pillsbury	County Fair Heinz alt E.E.I. Nabisco alt Lever (L 3-26)	American Bandstand Gen Mills	Edge of Night P&G Amer Home alt Sterling	County Fair Dixie (L 3-8) alt sust Lever alt Gold Seal					
8:00-9:00		American Bandstand co-op			American Bandstand co-op				All-Star Golf Miller Bros Reynold's Metal	Masters Golf Tournament! Traveler's Int. Amer Express (L 1-5-9)		
9:00-10:00		Walt Disney's Adventure Time Miles Internat. Shoe			Mickey Mouse Club Gen Mills Sweets, P&G			All-Star Golf	Lone Ranger Nestle alt Gen Mills			

Programs appearing during this period are listed well, with air dates. The only regularly scheduled programs 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.

ABC CHESS GAME

(Cont'd from page 39)

Q. *Your success with entertainment formats is undisputed; but your critics want to know why you aren't doing anything in the public service line?*

A. Goldenson: "Our struggle up to this point has been to get public acceptance. Now we definitely are on the lookout for quality programs of the public service type. We have asked John Daly to be on the alert for such material, also our entire program department. One such show is coming up in mid April—an educational documentary on law and enforcement."

Q. *In line with such prestige programming, why not an experimental theater—a workshop type of thing?*

A. Goldenson: "We actually have discussed this and hope to have one eventually. Meanwhile we have brought a lot of young, new faces to tv. And we intend to go on developing young talent. Next season, Dick Clark will do *World of Talent*. This will by no means be an 'amateur

show.' But it will introduce a lot of young pros to tv. We hope to find new material there to develop."

Q. *Does ABC TV plan to build a program staff of producers, writers and directors (similar to other nets) to create its own shows rather than rely on outside sources?*

A. "We feel very strongly," says Goldenson, "that you can't concentrate all the brains under one banner. But this doesn't mean either that we don't intend to build from within."

At ABC, apparently, "the show's the thing" and they'll go anywhere to get it. At present they're dealing with such sources as Warner Bros., 20th-Century-Fox, Screen Gems, Disney, Four-Star, Pincus, Llewellyn. Next season's *Where There's Smokey* will be by Desilu. Meanwhile, they're building other sources, looking for more. With a showman like Goldenson at the helm, it is unlikely they would desert present friendly and highly-skilled product sources.

On the other hand, ABC is creating at home. This season's highly successful *Peter and The Wolf* was entirely home grown. Tom Moore, who was

responsible for it, is now working on several projects he himself originated to be wholly ABC-produced. Art Carney will be used again next season in two or three specials. Among other specials will be *Golden Circle*; Sinatra (idle at the net this year, but whose movies made up for it financially) is slated for five or six specials next season.

Q. *"Counter programming" has been the ABC formula; what is it?*

A. It is a lot more than pitting a Western against a competing network's variety show. ABC thinking does not type a show by its setting but by its appeal. A "Western" may, in reality, be a soap opera—depending on who watches it and why. Again, a big city detective series may really be a Western; what appears to be a situation comedy may be adventure. By ABC's own classification, nothing is actually what it seems. The key to the type is the audience and this is what counter programming plays to. Treyz' years in research were not wasted; he studies his own and the competing shows as if they were laboratory mice. One of his most

WROC-TV

Selling the Rochester, New York, market

SYMBOL OF SERVICE

T
T
C

A TRANSCONTINENT STATION

delicate stethoscopes is a service called TVQ, published in Port Washington, N. Y. What he learns from this and the other rating services about audience composition (especially by age since ABC aims at the "younger homes" where the head of the house is under 40, claims a 27% higher rating than in 55-year-plus homes) what show is needed to fill a slot.

ABC programing is thematic evening by evening. One incongruous show can spoil the line up, one good show in the wrong slot can louse up the night. This is why ABC is concerned with Monday, Wednesday and Saturday (the three nights a week which they fail to dominate with the highest-rated show) and why they are in for rebuilding.

Also under the general head of counter programing are such tactics as the hour-long show which has proved a stronger competitor than the half-hour show; the accepting of minute advertisers in top-rated hour programs which keeps control of the show entirely within the network and enables them to balance the night's

line-up for maximum strength. The network has no objection to an agency-produced show, but it will accept such only if they consider it top quality and can fit it into their theme for the night. "ABC TV has turned down business involving programs which don't fit our point of view," says Treyz.

Q. *Daytime seems to have run into trouble. In fact there have been trade rumors that ABC would cut it back. What's the story?*

A. Goldenson and Treyz assured SPONSOR of no cutback. In fact, just the reverse. It is still regarded strong from 3 to 6 p.m., strengthening back to 2 p.m. Beyond that it is admittedly weak, but this is in for remedying. Among the proposed cures: *Gale Storm* half-hour show across the weekday board somewhere between 12 noon and 1:30 p.m.

Q. *Some admen feel that 10 or so more strong affiliates would solve all ABC's selling problems. Is that right?*

A. Treyz: "Seven would do it. Those seven are: Syracuse, Rochester, Grand Rapids — Kalamazoo, Birmingham,

Louisville, Raleigh, Durham and Greensboro. The solution to that problem lies in Washington."

Q. *What about color?*

A. Goldenson: "We're prepared to convert to color when the public demand is sallicient. In fact, we may be experimenting with color on film very shortly. We spent about \$1.5 million improving our Chicago plant last year and about half of it went into color preparation (not actual color equipment but the building facilities that are necessary for its installation). The new studios in Detroit, costing nearly \$5 million, are being similarly colored-prepared.

Q. *Despite ABC's proof of performance, there are some admen who still regard it as a "Johnny-come-lately" with no real solid plans for the future or insurance against a ratings slide. In short, it has been intimated that the object is "to make hay while the sun shines."*

A. "That is absolutely untrue!" stated Goldenson. "The future is our chief concern. We've got between (Please turn to page 60)

GREATER COVERAGE in the thriving 13-county market surrounding Rochester, N. Y., is just one important reason why more and more advertisers select WROC-TV for successful selling campaigns and new-product tests.

In this rich, up-state New York area, with its heavy concentration of highly-skilled industrial and specialized agricultural workers, more than a million people spend over \$2 billion annually for products and services.

Nielsen (NCS #3, Spring 1958) shows WROC-TV continues to provide advertisers with considerably greater coverage of this two-channel market than its competitor...

WROC-TV Coverage Advantage

Total Homes Reached Monthly	+ 26.5%	Daytime-Viewer Homes Daily	+ 38.8%
Total Homes Reached Once-a-week	+ 20.8%	Nighttime-Viewer Homes Daily	+ 28.8%

For further information about availabilities on WROC-TV, Rochester's first and most powerful station, call Peters, Griffin, Woodward.

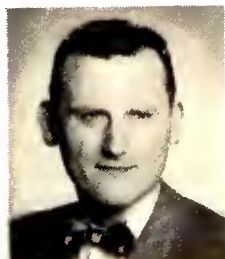
NBC-ABC • CHANNEL 5 • ROCHESTER

Why the upsurge in local

With local advertisers a substantial part of today's radio billing and national spot stagnant, five radio men analyze the situation

James M. Alspaugh, *vice pres. of Radio H-R Representatives, Inc., New York*

It is a paradoxical fact that while local radio is flourishing—I might even say booming—national spot is stagnant. This is a strange—and on the surface, mysterious—fact. Could it be that radio is doing a hell of a job for local advertisers and not national accounts, whose e.t.'s and techniques are so much more sophisticated?



Retailer can see radio results first-hand

In 1957 local radio time sales increased by 6.3% over 1956. This is in contrast to *all* advertising volume which increased only by 1.1%—a rate of growth for *local* radio over 50% greater than for all advertising. *Local* advertising in general only showed a 2.0% increase. Newspapers locally went up 1.1%. Local outdoor advertising, increased 2.4% and local tv increased by 2.2%.

Thus radio is the strongest growing *local* medium—increasing at a faster rate than either newspapers, outdoor or tv.

As is well known, the bulk of local radio advertisers is composed of retailers and small and medium-sized regional distributors, manufacturers, and chain stores. These accounts have limited advertising budgets, and each media buy must count.

Local advertisers closely watch the results of each media buy, their ears sharply attuned to the jingle of cash registers. Rating books leave them

cold. Most of them buy with one criterion: Does the medium sell my merchandise?

The answer is a loud, resounding “yes” punctuated with the jingle of coins and the rustle of greenbacks, which to a local advertiser is music far sweeter than the scraping of a slide-rule.

If radio sells ever more efficiently for the local merchant who “fly specks” for advertising sales results, who is super-critical of value received from any advertising medium—then the national advertiser would profit smartly to follow the local trend.

There is no better test of radio's magnificent persuasion for national—its ability to create sales at low cost—than radio's own best case history, its superiority over all other major media to gather the largest percent of increased revenue every year over the preceding one.

Where results count the radio medium leads all other media in percent gain. Mr. National advertiser, come on in, the selling's fine. You too, will “never have it so good.”

Adam Young Jr., *president, Adam Young, Inc., New York*

If anyone takes time out to drive through several states listening to radio stations in market after market, and, if he compares this with radio as it existed several years ago, the reason becomes quickly apparent as to why local radio business has increased. In the not too distant past, as we turned the dial from one station to the other, it was very depressing indeed to turn from the problems of one “soap-opera” heroine to another.

As opposed to that, the sound of the average radio station has become more and more exciting. Newscasts are frequent and interesting, music is lively, commercials are by and large well produced whether local or national, the service features on the

whole are exceedingly well presented and basically the production is very professional. As one listens more and



Local programming has been highly developed

more, it becomes readily apparent too that the major market stations have no monopoly on “know-how.” Stations in smaller and smaller markets are doing a fine job because there is no national source of programming whether network or syndicated that competes at the local level.

As the new radio emerged, more listeners were developed and more excitement was created—not only at the listener level, but at the advertiser level. So far as the advertiser was concerned, his excitement became greater because of the results he obtained from using this new radio medium.

If broadcasters can continue on the creative sprint which they have started during the past few years, there is every reason why radio should continue to grow at the local level.

Robert E. McDowell, *Station Mgr., WGBI, Scranton-Wilkes Barre, Pa.*

This is one of those loaded questions. First of all, what upsurge are we talking about? This year? Last year? The year before? An upsurge indicates ascendancy and local radio has been going up for better than a decade. At least, that's the way it seems to us.

As more and more broadcasters reached out into their own backyards to pick up falling network revenue, they couldn't help but become more intimate with the people they found and sold there. They descended on

radio?



Stations have become familiar with their communities

the community, mixed with everybody, followed them all over the coverage area in car radios, portables, even turned up at outings with their own mobile cruisers blasting away.

Meanwhile back at the shop (the local retail shop, that is) an advertiser is drinking this all in. Better than that, he's likely to be a participant telling his own sales story, or acting as broadcast master of ceremonies at a gala opening or contest award. He's a *part* of local radio. But his interest certainly goes beyond this. Local radio *works* for him. It moves merchandise because as a moving force, it moves people. It's "alive" and this advertiser knows it.



Leonard Coe, Manager, KLRA, Little Rock, Ark.

Local radio is enjoying an upsurge because our advertisers are getting results.

Local advertisers are closer to the sale and know first-hand the power



Close contact between advertiser and stations

of local radio. They know that of all media, only radio achieves near-saturation, and that the cost of this near-saturation is far below the cost for similar coverage in any other medium. Local advertisers have a
(Please turn to page 60)

ADAM YOUNG ASKS:

Who suffers when out-of-home is kept out-of-sight . . . or out-of-focus?



Adam Young

Answer: Radio . . . certain radio stations . . . and ultimately the advertiser.

Out-of-sight. Some surveys don't measure out-of-home. How can radio's scope be fully understood without taking into account 35,000,000 car radios . . . 11,000,000-plus portables . . . 10,000,000 "public" radios . . . plus tractor, boat and mobile-home radio?

Out-of-focus. Then there are surveys which approach out-of-home, but distort it. Instead of reporting out-of-home station by station . . . they provide one *average* figure, which they ask you to apply to each station's in-home audience. Result? Distortion. (See chart.)

MEASURED: In-home and out-of-home by station (PULSE)

DISTORTED: Average out-of-home applied to measured in-home for each station

IN HOME		OUT OF HOME		IN HOME		OUT OF HOME	
3.8	1.0	3.8	0.8	3.2	0.7	3.2	0.7
3.2	0.5						

■ STATION A ■ STATION B

Station "A" is pulled down into the average; station "B" is pulled up into the average. Invariably, station "A" is the carefully-programmed, audience-centered *modern* radio station. We know this from analysis of Pulse figures for ten markets.* (Pulse is the only research organization which regularly provides a station by station measure of out-of-home radio listening.) Here's what we discovered: 1. At all hours of the day, modern stations reach *larger* out-of-home (as well as in-home) audiences than 'old line' stations. 2. Modern radio stations' large out-of-home *plus* factor is *constant* through the day; but the out-of-home plus of 'old line' stations is large (merely relatively) only during some locally-programmed periods.

Modern radio is clearly superior; but this superiority is concealed or minimized when an audience measurement fails to give out-of-home listening by station . . . or gives no out-of-home data at all.

Want statistical documentation? Write or phone any of our offices for a special Out-of-Home report. It's one of the many Adam Young research publications which show radio as it is *today*. We publish them, just as we sponsor this message, out of our conviction that radio must be made easy to purchase . . . on factual, fair, up-to-date bases. Otherwise possible disappointment experienced by an advertiser may cost *him* a good medium . . . and cost *radio* a friend.

* New York, Chicago, Los Angeles, Minneapolis, Miami, Dallas, New Orleans, St. Louis, Seattle and Philadelphia.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK (3 E. 54TH ST.) • ATLANTA • CHICAGO • DETROIT
LOS ANGELES • ST. LOUIS • SAN FRANCISCO

AFFILIATED WITH: YOUNG TELEVISION CORPORATION & YOUNG CANADIAN LTD.

SPOT TV'S TOP 100


1. Procter & Gamble	\$33,833,060	51. Liggett & Myers	\$ 1,865,830
2. Lever Brothers	16,578,860	52. Bulova Watch	1,856,220
3. Adell Chemical	12,339,090	53. S. C. Johnson	1,813,560
4. General Foods	11,020,780	54. Schlitz Brewing	1,778,680
5. Colgate-Palmolive	10,998,490	55. Cont. Car-Na-Var	1,772,060
6. Brown & Williamson	9,413,530	56. Sun Oil	1,769,580
7. Continental Baking	9,223,910	57. Borden	1,750,940
8. Warner-Lambert	8,832,990	58. Theo. Hamm Brewing	1,690,180
9. Miles Laboratories	7,895,950	59. Nestlé	1,681,800
10. American Home Prods.	7,275,680	60. Quaker Oats	1,679,690
11. P. Lorillard	6,717,450	61. Nehi Corp./Bottlers	1,666,200
12. International Latex	5,678,510	62. Texas Co.	1,660,400
13. Carter Products	5,202,300	63. Ward Baking	1,660,000
14. Texize Chemical	4,704,170	64. Welch Grape Juice	1,653,830
15. Standard Brands	4,368,290	65. Phillips Petroleum	1,608,110
16. Philip Morris	4,066,710	66. Chesebrough-Ponds	1,591,690
17. National Biscuit	4,022,960	67. Wander Co.	1,577,460
18. Robert Hall	3,993,850	68. Carling Brewing	1,556,620
19. Coca-Cola Bottlers	3,699,270	69. Maybelline	1,553,810
20. Sterling Drug	3,645,220	70. Block Drug	1,533,210
21. Shell Oil	3,272,410	71. General Motors	1,522,070
22. Food Mfgs.	3,259,850	72. M. J. B. Co.	1,507,360
23. Corn Products Refining	3,191,790	73. Harold F. Ritchie	1,470,100
24. Pepsi Cola Bottlers	3,163,040	74. Ballantine	1,440,940
25. Andrew Jergens	3,153,280	75. Burgermeister Brew.	1,397,930
26. Anheuser-Busch	3,058,690	76. Dumas-Milner	1,384,410
27. American Tobacco	3,018,150	77. Max Factor	1,309,360
28. General Mills	2,986,970	78. Hills Bros.	1,297,610
29. J. A. Fogler	2,975,260	79. American Bakeries	1,297,190
30. Charles Antell	2,866,820	80. Schaefer Brew.	1,285,780
31. Bristol-Myers	2,845,890	81. National Brewing	1,278,100
32. Pabst Brewing*	2,836,100	82. Interstate Bakeries	1,263,860
33. Avon Products	2,770,420	83. Alberto-Culver	1,247,830
34. Kellogg	2,549,440	84. A & P	1,237,300
35. R. J. Reynolds	2,434,260	85. General Cigar	1,234,070
36. Marathon Corp.	2,434,000	86. B. T. Babbitt Co.	1,221,010
37. Esso S. O.	2,383,490	87. Swift	1,209,590
38. American Chicle	2,355,040	88. H. J. Heinz	1,207,050
39. Falstaff Brewing	2,288,920	89. Best Foods	1,193,420
40. Vick Chemical	2,216,890	90. Safeway Stores	1,192,570
41. Drug Research Corp.	2,144,050	91. Tidy House Products	1,187,080
42. Wrigley	2,071,990	92. Divers. Cos. of Amer.	1,177,010
43. Salada-Shirriff-Horsey	1,991,060	93. Kroger	1,170,340
44. U.S. Borax & Chem.	1,988,690	94. Minute Maid	1,164,850
45. S.O. Co. (Ind.)	1,961,290	95. Atlantic Refining	1,144,300
46. Exquisite Form	1,946,620	96. Ruppert Brewery	1,137,160
47. Gillette	1,944,380	97. Pacific T. & T.	1,134,560
48. Gulf Oil	1,916,020	98. Heublein	1,129,070
49. Norwich Pharmacal	1,877,690	99. Wm. B. Reily & Co.	1,099,090
50. Piel Bros.	1,873,880	100. Taylor-Reed Corp.	1,089,890

*Including Blats

TOP 10 SPOT TV CLIENTS, BRANDS

1. Procter & Gamble	\$33,833,060
American Family Detergent	215,260
American Family Soap	77,710
Biz Liquid Detergent	323,080
Big Top Peanut Butter	153,330
Camay Soap	435,720
Cascade Detergent	3,540
Charmin Paper Products	171,560
Bonus Granulated Soap	6,340
Cheer	1,832,350
Clorox	2,696,020
Comet	991,580
Crest	146,650
Crisco	1,653,670
Dash Detergent	994,490
Dreft	494,350
Drene Shampoo	155,030
Duncan Hines Canned Foods	16,850
Duncan Hines Mixes	2,539,600
Duz/Blue Dot Duz	594,670
Fluffo	80,540
Gleem	1,155,510
Ivory Flakes	269,100
Ivory Liquid	3,399,940
Ivory Snow	740,740
Ivory Soap	630,780
Jif Peanut Butter	3,666,000
Joy	1,231,260
Lava Soap	32,140
Lilt Home Permanent	97,900
Mr. Clean	421,300
Oxydol	1,087,870
Pace Home Permanent	923,300
Prell Shampoo	156,770
Secret Deodorant	197,170
Special Beauty Kit	270
Spic & Span	850,320
Summer-Sett	17,170
Tide	723,170
Velvet Blend Shampoo	6,750
White Cloud Toilet Tissue	10,800
Winter-Set	142,540
Zest Beauty Bar	4,489,920
2. Lever Bros.	\$16,578,860
Airwick	126,960
All Detergent	236,800
Breeze	909,760
Dove Toilet Soap	1,697,570

(Please turn to page 56)



IT
ADDS
UP
TO A BAKERS (FIELD)
DOZEN
!

ust because the mailing address happens to be Bakersfield, don't let that limit your thinking market-wise. KERO-TV is the only single advertising medium that reaches California's Southern San Joaquin Valley, peopled by over a million free-spenders. It's one of the most fertile spots in all America to plant a good product and watch it grow. And, every dollar you invest in KERO-TV time brings you a bonus of big-time facilities and an alert, professional staff to make every moment work overtime for agency and client. Plus, a marketing and merchandising program that forms a bridge between TV screen and customer sales. That's a baker's dozen in any field! Good thing to bear in mind when the Petry man calls. Better still — why not call him?

KERO-TV CALIFORNIA'S SUPER-market
BAKERSFIELD CHANNEL 10 NBC

REPRESENTED BY EDWARD PETRY & CO., INC.

TOP 10 SPOT TV CLIENTS AND BRAND SPENDING (cont'd)

Gayla Toilet Soap	\$ 74,300
Good Luck Margarine	770,090
Handy Andy Detergent	740,730
Hum Detergent	29,180
Imperial Margarine ...	1,387,330
Lifebuoy Soap	34,070
Lipton Soup	27,840
Lipton Tea	1,278,850
Lucky Whip	1,043,950
Lux Liquid	805,520
Lux Toilet Soap	253,640
Pepsodent	3,104,810
Praise Toilet Soap	971,310
Rinso	546,910
Shield Toothpaste	3,130
Silver Dust	332,440
Stripe Toothpaste	2,049,840
Surf Detergent	6,330
Swan Liquid Detergent	75,270
Wisk	72,230

3. Adell Chemical...\$12,339,090

Lestoil Liquid	
Detergent	12,339,090

4. General Foods.....\$11,020,730

Angel Flake Cake Mix	19,380
Angel Flake Coconut	4,680
Baker's Coconut	9,660
Baker's Inst. Chocolate	191,130
Birdseye Frozen	
Foods	5,320
Bireley's Soft Drinks ..	38,370
Bliss Coffee	1,740
Calumet Baking	
Powder	25,860
Capri Mix	2,000
Dream Whip Topping	235,710
Gaines Dog Food	449,550
Go Ironing Aid	6,440
Jello Gelatin Dessert ...	32,830
Jello Pudding Pie	
Filling	282,550
Kool Aid	128,030
LaFrance	1,910
Log Cabin Syrup	5,280
Maxwell House	
Coffee	5,301,520
Minute Potatoes	208,260
Post's Dry Cereals	2,534,530
Postum	25,170
Sanka Coffee	772,140
SOS Soap Pads	57,890
Swansdown Cake	
Flour	10,890
Swansdown Cake Mix	28,150
Tang Orange Juice	304,020
Yuban Coffee	337,770

5. Colgate- Palmolive.....\$10,998,490

Ad Detergent	1,550,270
Ajax Cleanser	1,082,820
Brisk Dentifrice	6,480
Cashmere Bouquet	
Soap	55,070
Colgate Deod. Beauty	
Soap	36,090
Colgate Dental Cream ..	3,807,950
Colgate Shave Cream ..	102,810
Colgate Shave Lotion ..	2,770
Fab Detergent	1,792,440
Floriant Air	
Deodorant	291,500
Genie Household	
Cleanser	319,840
Glance Shampoo	3,560
Halo Shampoo	411,190
Lustre-Creme	
Shampoo	91,380
Merry Detergent	160
Palmolive Shave	
Cream	161,700
Palmolive Shave	
Lotion	53,840
Palmolive Soap	306,410
Rapid Shave Cream ...	646,590
Super Suds	102,590
Vel Beauty Bar	7,470
Vel Liquid Detergent ..	148,710
Vel Soap Powder	6,850

6. Brown & Williamson.....\$9,413,530

DuMaurier	431,680
Kool	2,915,250
Raleigh	1,868,570
Viceroy	4,198,030

7. Continental Baking.....\$9,223,910

Buttermilk Bread	4,630
Certified Bread	38,240
Continental Donuts	350
County Fair Bread	87,810
County Fair Triplette	
Cake	5,530
Daffodil Farm Bread ...	88,050
Hostess Cakes	1,476,190
Morton Frozen Foods ..	795,100
Profile Bread	2,981,750
Staff Bread	282,650
Twinkies	32,940
Wonder Bread	3,398,430
Wonder Brown &	
Serve Rolls	4,380

Wonder Buns	\$ 26,960
Wonder Rolls	900

8. Warner- Lambert.....\$8,832,990

Anahist Cold Remedies ..	4,716,340
Bliss Home Permanent ..	109,680
Bromo Seltzer	1,736,600
DuBarry Cosmetics	310
DuBarry Light &	
Bright	12,630
Fizzies	427,470
Listerine Antiseptic ...	1,261,020
Listerine Dentifrice ...	11,230
New Faces	4,900
Quick Home	
Permanent	3,010
Richard Hudnut	
Cosmetics	1,350
Sportsman Toiletries ...	101,400
3 Flowers	
Brilliantine	6,260
Virisan	440,790

9. Miles Laboratories.....\$7,895,950

Alka-Seltzer	5,268,130
Bactine	1,167,380
Nervine	125,090
One-A-Day Brand	
Vitamins	1,323,010
Tabcin	12,340

10. American Home Products...\$7,275,680

Aero-Shave	24,150
Aero-Wax	261,080
Anacin	2,951,490
Antrol-Snarol Ant	
Poison	2,870
Bisodol	3,900
Black Flag	197,390
Chef-Boy-Ar-Dee	
Quality Food	391,560
Dennison's Foods	60,740
Drial Nasal Mist	5,090
Drial Tablets	1,120
Dristan Tablets	1,839,860
Dristan Nasal Mist	55,260
Easy-Off Oven Cleaner ..	16,990
Emberstick	320
Freezone	1,820
G. Washington Coffee ..	6,630
Griffin Shoe Polishes ..	45,070
Heet	5,400
Preparation H	1,087,230
Primatene	186,500
Soothol Antacid	5,040
Wizard Deodorizers	126,170



VANCOUVER



NEW WESTMINSTER



VICTORIA



NANAIMO



CHILLIWACK



MISSION CITY



NORTH VANCOUVER



VANCOUVER



POWELL RIVER

**KVOS TV DOMINATES
CANADA'S 3rd MARKET**

One Million British Columbians
in "A" contour...
250,000 T.V. homes in B.C.

Plus 82,000 TV homes in Northwest Washington

First in all Surveys*

- *International Survey
- *MacDonald Research Ltd.
- *B.B.M.
- *Elliott-Haynes Ltd.



*one TV station
had to be
unique*



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

JANUARY - FEBRUARY

HOOPER

SHARE OF
AUDIENCE:

41.6%

Proves KONO is your
BEST BUY

for Radio Coverage in
SAN ANTONIO

— and KONO leads the field
in PULSE, too. First in all 360
quarter-hour periods, Monday
thru Friday. (Jan. 1959)

See Your H-R Representative
or Clarke Brown man
or write direct to

KONO

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

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Family Products Div., Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., is planning the spring-summer campaign in 110 markets for its Fizzies carbonated drink. The schedules start in mid-April for about 18 weeks. Minutes in children's programs are being used mostly; frequencies depend upon the market. The buyer is Jim Waterson; the agency is Lambert & Feasley, Inc., New York.

General Foods Corp., Jell-O Division, White Plains, N. Y., is entering western and southern markets for its Tang orange concentrate. The 11-week campaign starts 13 April. Minutes and chainbreaks during nighttime periods are being placed; frequencies vary from market to market. The buyer is Polly Langbort; the agency is Young & Rubicam, Inc., New York.

Block Drug Co., Jersey City, N. J., is initiating a campaign in 27 markets for its Polident denture cleaner. The schedules start 6 April for a six-week run. Minutes during nighttime segments are being lined up, with frequencies varying. The buyer is Allen Reed; the agency is Grey Advertising Agency, Inc., New York.

The Texas Co., New York, is kicking off its spring campaign in 60 markets for Texaco gasolines and oils. The schedules start the second week in April, runs for four weeks. Minutes, chainbreaks and I.D.'s during nighttime periods are being used. Frequencies depend upon the market. The buyer is Bill Santoni; the agency is Cunningham & Walsh, Inc., New York.

RADIO BUYS

The Gillette Co., Boston, is going into top markets to push its shaving line. This is the first time the advertiser has been in spot radio in many years. The campaign starts in April, runs till forbid. Minutes during both daytime and nighttime slots are being placed. Average frequency is 30 announcements per week in each market. The buyer is Ray Stone; the agency is Maxon, Inc., New York.

United Fruit Co., New York, is purchasing announcements in major markets for its Chiquita Banana campaign. The 21-week schedules start the second week in April. Minutes during daytime segments are being lined up; frequencies depend upon the market. The buyer is Ted Wallower; the agency is Batten, Barton, Durstine & Osborn, Inc., New York.

Ford Motor Co., Dearborn, Mich., is preparing a short-term campaign in various markets for its Ford car. The schedules start 6 April for two weeks. Minutes during daytime periods are being bought; frequencies vary from market to market. The head buyer is Allen Sacks; the agency is J. Walter Thompson Co., New York.

From left to right: Bob Crane, Russ Arns, Bill Weaver and, of course, The Great Godfrey. They — and a lot of other highly talented people — have three things in common. Each is a live and lively specialist in personal entertainment. Each creates the kind of setting in which your message is heard — and heeded. Each is featured on KNX Radio. Indeed, that's the kind of setting that helps make KNX what it is — Southern California's leading radio station!



Represented by CBS Radio Spot Sales



EVERY
MINUTE
OF
EVERY DAY*

there is a

PHIL DAVIS
MUSICAL
COMMERCIAL

on Radio & Television

building sales
in every major market
for all kinds of products

(*Current Broadcast Schedules
33,850
average over ~~29,960~~ per week)

PHIL DAVIS
MUSICAL ENTERPRISES

Murray Hill 8-3950

59 East 54 Street New York 22

ABC CHESS GAME

(Cont'd from page 51)

\$35 and \$45 million earmarked for expansion on both coasts." He whipped out a sheaf of architect sketches. Scheduled to begin this year, is a tv city that will rise on the 28-acre tract owned by ABC on the West Coast. In New York, the proposed ABC expansion will entirely change the block on West 66th Street, giving the net a brand new plant facing on the city's proposed Lincoln Square project.

As for advertiser acceptance, tables have turned in the past few months. The years of wheeling and dealing, of pitches and presentations have paid off. ABC TV has doubled its sponsored hours this year over last. There is no longer time to go out ringing doorbells, Treyz explains, because we're too busy being called in by agencies and clients. That all of this has been accomplished with the by far-smallest total personnel of all the networks is regarded by many as something of a miracle.

SPONSOR ASKS

(Cont'd from page 53)

finger on the pulse of local sales since they have the advantage of close supervision and a rapid check of results. They know which station has top notch personalities who sell their product, and have a loyal, buying audience.

It has been proven repeatedly to our local advertisers that an honest radio personality can create a demand for a product that will force distribution, and sell it after distribution is accomplished.

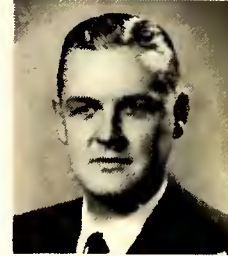
Local advertisers know and buy the station whose management recognizes the problems of the community and renders a service accordingly. Our KLRA Party Line, for example, during which listeners are invited to discuss current issues, etc., presents an exceedingly good vehicle for the advertiser because of its tremendous local and out-of-state interest and support.

I believe that the reason local radio is enjoying this upsurge is due to the power of radio being felt by any advertiser with these qualifications: good product, good copy, good sched-

ule, good sales follow-through by the local distributor, and merchandising of the local radio schedule at the point of purchase.

Richard W. Davis, general manager
WELI, New Haven, Connecticut

The national advertising people say all business is local. But local advertisers seem to be the only ones who put this philosophy into practice! And they are the first to take advantage of any change in the business picture.



Local advertiser has made better use of radio

"Top ratings" simply don't impress local advertisers. A prestige local advertiser cannot be swayed in his loyalty to the proven prestige station in town, no matter what the ratings of the other stations are. He knows from his own experience, and from the experience of his fellow businessmen, which station is best for him. He knows his customers and he knows what they like. And when he buys a local station he "buys" people he knows.

There is a lot to be said for the saturation schedules placed to run at all hours, seven days a week, by the local advertisers as opposed to the national spot buys that come through with orders to schedule 7 to 9 a.m. or 4 to 6 p.m. and "at no other time." By the way, remember the days when a local station couldn't give away 7 to 9 a.m. to a national advertiser, or 4 to 6 p.m. either, for that matter, while the local advertiser was cleaning up in those hours with no double-spotting anywhere near him?

The local advertiser is doing a perfectly swell job in Class B time while the national spot boys knock themselves out for Class A spot availabilities. Yet, of course, if we station operators around the country don't stir ourselves up enough to tell the national advertiser and his agency about what we're doing on the local scene, I suppose we can hardly blame him for ignoring us.

TOP 180 NET TV ADVERTISERS, CONT.

Rank	Client	Expend.	Rank	Client	Expend.
150.	Elgin National Watch	\$ 288,857	143.	Olin Mathieson	\$ 392,868
69.	Factor, Max	1,695,612	138.	Outboard Marine	470,241
98.	Falstaff Brewing	969,879	96.	Pan Amer.	1,002,600
74.	Firestone	1,597,171	60.	Pet Milk	2,211,093
102.	Florida Citrus Comm.	941,625	174.	Peter Paul	179,770
112.	Florists' Tele. Del. A.	807,468	16.	Pharmaceuticals	10,173,557
11.	Ford	12,561,121	178.	Phileo	162,626
25.	General Electric	5,295,996	28.	Philip Morris	4,967,012
4.	General Foods	20,733,118	122.	Phillips Van Hensen	699,234
14.	General Mills	10,790,118	27.	Pillsbury Mills	5,205,578
5.	General Motors	20,593,366	111.	Pittsburgh Plate	811,189
66.	Gerber Products	1,713,996	94.	Polaroid	1,031,872
7.	Gillette	16,132,360	164.	Polk Miller Prod.	217,864
89.	Gold Seal	1,195,315	1.	Procter & Gamble	50,638,647
162.	Goodrich, B. F.	228,860	34.	Prudential	3,826,756
64.	Goodyear	1,779,195	126.	Purex	599,590
115.	Graham, Billy	778,011	31.	Quaker Oats	4,693,728
72.	Greyhound	1,633,818	21.	RCA	6,458,126
131.	Gulf Oil	549,012	40.	Ralston Purina	3,376,044
104.	Hallmark Cards	920,650	139.	Renault	420,028
145.	Hamm, Theodore Brew.	366,480	22.	Revlon	6,309,037
147.	Hartz Mountain Prod.	311,101	161.	Rexall Drug	234,455
114.	Hcinz, H. J.	795,518	57.	Reynolds Metals	2,358,852
46.	Helene Curtis Ind.	2,938,475	9.	Reynolds, R. J.	16,002,213
130.	Hill's Bros. Coffee	558,338	148.	Ritchie, Harold F.	303,350
141.	Hoover	404,470	152.	Ronson	279,595
173.	Insurance Co. of N. A.	184,117	99.	Royal McBee	965,724
176.	International Shoe	175,858	109.	Rubinstein, Helena	822,346
165.	Jackson Brewing	216,155	123.	Bandura	684,315
135.	Jerclaydon	495,102	65.	Schick	1,737,741
55.	Johnson & Johnson	2,461,026	50.	Schiltz	2,724,378
26.	Johnson, S. C.	5,242,277	38.	Scott Paper	3,418,096
39.	Kaiser Industries	3,387,268	75.	Sears Roebuck	1,552,128
15.	Kellogg	10,290,885	84.	Seven Up	1,368,282
134.	Kemper Insurance	503,057	160.	Sheaffer, W. A.	236,340
44.	Kimberly Clark	2,966,771	110.	Shulton	812,095
156.	Lehn & Fink	251,833	59.	Singer	2,225,091
3.	Lever	21,958,373	67.	Socony Mobil Oil	1,709,593
129.	Lewis Howe	562,503	91.	Spicdel	1,133,904
73.	Libbey Owens Ford	1,623,869	48.	Sperry Rand	2,802,210
81.	Libby, McNeill & L.	1,427,411	132.	Staley, A. E. Mfg.	513,850
13.	Liggett & Myers	10,849,983	23.	Standard Brands	6,144,983
18.	Lorillard, P.	9,791,226	128.	Standard Oil, Ind.	585,326
125.	Ludens	600,325	172.	Star Kist Foods	184,596
124.	Manhattan Shirt	639,070	142.	State Farm Auto Ins.	399,325
71.	Mars	1,666,141	17.	Sterling Drug	9,919,859
136.	Mattel, Inc.	492,945	93.	Sunbeam	1,125,580
56.	Mennen	2,380,733	92.	Sunshine Biscuits	1,130,508
101.	Mentholatum Co.	957,654	63.	Sweets Co. of Amer.	1,838,374
30.	Miles Laboratories	4,785,393	45.	Swift	2,953,650
113.	Miller Brewing	805,288	53.	Sylvania Elec.	2,597,008
117.	Minnesota Min. & Mfg.	756,064	180.	Technical Tape	150,634
140.	Mogen David Wine	415,331	171.	Texas Co.	200,621
146.	Monsanto Chemical	316,256	116.	Time, Inc.	774,563
177.	Murray Corp. of Amer.	167,318	83.	U. S. Rubber	1,372,000
163.	Mutual Benefit	220,526	42.	U. S. Steel	3,086,950
154.	Natl. Assn. Ins. Agnts.	258,787	100.	U. S. Time	963,377
35.	National Biscuit	3,596,818	87.	Union Carbide	1,305,373
158.	National Brewing	240,980	105.	Van Camp Sea Food	920,195
20.	Natl. Dairy Prods.	6,709,514	133.	Vick Chemical	510,621
144.	Natl. Grape	385,735	179.	Wander Co.	154,080
166.	Natl. Presto Ind.	212,999	47.	Warner Lambert	2,892,606
36.	Nestle	3,537,424	32.	Westinghouse Elec.	4,639,231
175.	Niagara Therapy Mfg.	179,689	78.	Wildroot	1,509,171
108.	North Amer. Philips	840,729	170.	Williamson Dickie	202,650
107.	Noxzema Chemical	856,729	168.	Zenith Radio	211,275

REACH

1000


RADIO HOMES
WITH

94%

ADULT AUDIENCE
for an average cost of only

49¢*

*Latest Area Pulse
7:00 AM - 7:00 PM.



OMAHA
BASIC NBC 50,000 WATTS
Ask any Petry man for details

One hundred
eleven*
national
and
regional
spot
advertisers
know
Terre Haute
is not covered
effectively
by outside
TV

*Basis: 1958

WTHI-TV CHANNEL **10** CBS
ABC

TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

daytime **KOBY** is the no. 1 record

IN SAN FRANCISCO

There's a great new audience record that's the Number 1 hit in San Francisco—and it's **KOBY!** November-December Pulse gives **KOBY** the highest average all daytime share 14.5. This makes **KOBY** a smart buy for you. This big audience is signed, sealed and delivered for you, your clients or products. And there's no double spotting, so your message makes full impact!

See **PETRY** and get in on this prize record buy. And, you get 10% discount when buying **KOBY** and **KOSI**, Denver!

After July when in Denver, stay at the Imperial Motel—1728 Sherman—Downtown!

KOBY / 10,000 watts in San Francisco

For Greenville, Miss.—WGVM

Mid-America Broadcasting Company



BASEBALL

(Cont'd from page 37)

Milwaukee Braves; the other, the San Francisco Giants, whose unproductive contract with Skiatron for pay-tv still has this season to run. The Dodgers are blacked out in Los Angeles, but American Tobacco and Pabst (for its Eastside Old Tap) have purchased rights to 11 games played in San Francisco which will be piped to KTTV, Los Angeles. Last year's schedule included only six such games. After an uphill battle, the Kansas City Athletics granted Schlitz the rights to televise 10 road games (Schlitz has sold half sponsorship of both radio and tv to another advertiser, Skelly Oil Co.).

All but four clubs (Kansas City, Los Angeles, Pittsburgh, St. Louis) now in tv permit home telecasts. Here is a rundown on the home-away situation for tv this season:

American League

	Home	Away
Baltimore Orioles	21	33
Boston Red Sox	26	25
Chicago White Sox	54	None
Cleveland Indians	13	42
Detroit Tigers	12	29
Kansas City Athletics	None	10
New York Yankees	77	53
Washington Senators	8	5

National League

Chicago Cubs	77	None
Cincinnati Redlegs	23	31
Los Angeles Dodgers	None	11
Milwaukee Braves	None	None
Philadelphia Phillies	31	33
Pittsburgh Pirates	None	27
St. Louis Cardinals	None	41
San Francisco Giants	None	None


Working out mechanical kinks in the complicated road-game picture is Dick Bailey's Sports Network, which buys lines directly from the telephone company at reduced rates. Bailey feeds the game to the originating station which inserts commercials and feeds to other stations in its "network" either by transmitter or lines, depending on conditions.

In some cases, Bailey inserts radio commercials on a "network" for sponsors which differ from the originating sponsor. He does this for Atlantic Refinery on the 50-station Yankee Network in the slot R. J. Reynolds fills in New York City only. "Re-creates" are another service Bailey provides, broadcasting coverage of major league games picked up from Western Union wire, with appropriate sound effects. This provides schedule continuity for advertisers when their team is traveling. (Some stations specialize in "re-creates.")



It works like a charm to say **PRESTO**—the first name in instantaneous recording discs. Only **PRESTO** makes the famous **PRESTO MASTER**, the ultimate in flawless, fleck-less disc-recording surfaces. Only **PRESTO**, alone among all manufacturers, handles every intricate step in the manufacture of its discs. Why use a disc that isn't **PRESTO**-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

 Since 1934 the world's most carefully made recording discs and equipment.

WINS is providing this type coverage of the Giants in New York.)

• *Minor league coverage is still extensive.* The advent of the Dodgers to L.A. may have caused the demise of the Hollywood and Los Angeles clubs, but elsewhere there are a good many advertising dollars going into radio and tv coverage of the minors.

Rights, of course, are considerably lower, and many advertisers are able to capitalize on local loyalties to strengthen their own local image. Rights range from \$1,200 to \$3,000 per game depending on the strength of the club.

For a handy reference, here is the minor league station-by-station coverage this season:

Team	Radio	Tv
American Assn.		
Charleston, W. Va.	WCBS	None
Dallas	KRLD	KFJZ-TV
Denver	KHOW	None
Fort Worth	KFJZ	KFJZ-TV
Houston	KTRH	Undevid.
Indianapolis	WISH	WTFV
Louisville	WAVE	None
Minneapolis	WLOL	WCCO-TV
Omaha	KBON	KMTV
St. Paul	Undevid.	Undevid.
International League		
Miami	WGBS	None
Pacific Coast League		
Phoenix	KOOL	None
Portland	KPOJ	KGW-TV
Sacramento	KROY	None
Salt Lake City	KALL	Limited
San Diego	KSDO	KFMB
Seattle	KOMO	KTNT-TV
Spokane	KGA	KHQ
Vancouver	CKWX	CBUT
Pioneer League		
Billings	Undevid.	None
Boise	KBOI	None
Great Falls	Undevid.	None
Idaho Falls	KID	None
Missoula	KBTK	None
Pocatello	KWIK	None
Southern Assn.		
Atlanta	WQXI	WLW-A
Texas League		
Amarillo	KGNC	KFDA-TV
Austin	KVET	None
Corpus Christi	None	None
San Antonio	KCOR	None
Tulsa	KRMG	None
Victoria	None	None

One fact is clear: the levelling off of the cost of rights in both majors and minors has made greater variety of coverage available to advertiser.

Item: the Baltimore Orioles, which televised no exhibition games last year, have scheduled one this season. The Yankees, which did two last season, are doing four this time around.

Another fact: advertisers going the baseball route in radio/tv are also

putting money in other broadcast spotting events in these media. 📺

HAMILTON WATCH

(Cont'd from page 11)

is the reason Hamilton took a hiatus from its successful spring radio campaign and re-launched its spot radio drive in October for another eight-week cycle preceding Christmas.

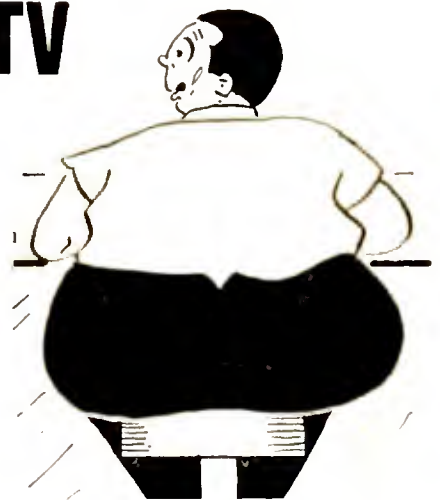
This time it added commercial copy for its diamond watch line, priced from \$89.50 to \$500, and some other gift specials. On the basis of preliminary sales results from the spring

drive, it doubled the number of radio markets to 50.

Because most "fine" watch purchases ("fine" in the trade usually means watches priced at more than \$60 retail) made during the pre-Christmas season are designed as gifts and are usually given within the family, the creative assignment set for the agency by Mr. Jones "was to score appropriate mood music for Hamilton's 'reward of love' theme." The result, he says, "was a sophisticated yet warm composition which could stand on its own merits as popular music."

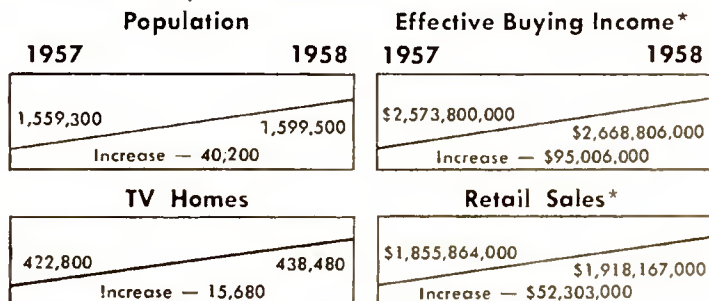
... and WOC-TV

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



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

The Largest Market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.



*Sales Management's "Survey of Buying Power — 1958"



THE QUINCY CITIES
DAVENPORT
RETTENDORF } IOWA
ROCK ISLAND
MOLINE } ILL.
EAST MOLINE

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



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



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

Both spring and fall campaigns were merchandised at the point of sale, with retailers, Hamilton Watch Co., N. W. Ayer and local stations cooperating. Thousands of direct mail pieces, retailer visits and station displays added impact and effectiveness to the radio advertising, comments Mr. Jones.

Hamilton recorded significant sales gains and selling impact despite its use of a broad-sweep medium to sell what is obviously class merchandise. It's estimated, for example, that only 12.4% of all watches sold at retail

cost \$61 or more. Thus the highest share of the market, by far, 87.6%, goes to watch makers selling less expensive models (the breakdown: 35.1% of all sales, \$15 or less; 23.7%, \$16 to \$30; 28.8%, \$31 to \$60).

This makes radio's record—in a so-termed recession year—even more impressive.

Among some specific progress reports: Richard Davis, manager of WELI, New Haven, Conn., received a letter from Robert R. Savitt, a local jeweler dealing in more expensive

merchandise. Mr. Savitt said that his sale of Hamilton electric watches was 500% ahead of the previous year. And Ad Manager Jones reports that the Hamilton company in 1958 "netted a business increase over '57, a fact all the more remarkable in a 'recession' economy. While sales in a particular market are subject to many variables, available evidence would indicate that our business improvement for the combined radio markets was well above the average for the country as a whole."

The basis of the "evidence" which he mentions is a buyers' performance index kept updated by Hamilton field men. A record is tabbed for each sales area on how much business Hamilton gets from total business available in any marketing territory. This index was consistently higher for radio than non-radio markets.

Hamilton's new radio effort this spring will take a different tack. Despite the company's successful formula in selling a non-mass item to a mass audience, it will now venture into the area of specialized radio audiences. The reason: there is a distinct sales correlation between age, income and education factors and the purchase of a fine watch.

So Hamilton this spring will reach more directly with radio toward upper-middle and upper-income families via "good music" programming on both am and fm stations in major metropolitan areas.

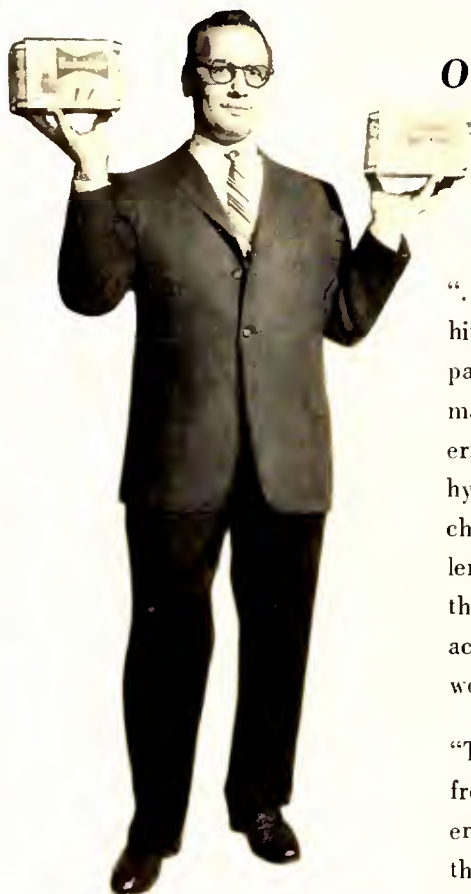
Says Mr. Jones: "The audience characteristics of good music listeners indicate that their good tastes and quality merchandise buying patterns makes them ideal prospects for Hamilton watches—electric, automatic and conventional types." (Hamilton's retail price range—\$55 to \$3,500.)

Most of the announcements will be aired in the important gift weeks from mid-April through early June in what the consumer ad manager calls "a heavy concentration of announcements to a numerically smaller but potentially more productive group of consumers."

Hamilton's future radio sponsorship, in his opinion, will depend to a "great degree on results of this upcoming good music experiment."

"But it appears likely that, in one form or another, radio will continue to play a vital role in Hamilton's bid for a bigger share of the quality watch market."

Budweiser's Dollar buys More on WKOW



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

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

Al Frank

Frank Beer Distributors, Inc.
BUDWEISER BEER

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

Ben Hovel
General Manager

Represented Nationally by Headley-Reed

WKOW
MADISON, WISCONSIN

TV-a
abc

RADIO - 10 KW - 1070

Good time for all!



**One little clock radio produces
over 50,000 sponsor identifications by listeners
to Atlanta's WSB Radio...**

During National Advertising Week the WSB Radio audience was invited to take part in a little game the staff cooked up.

"Send in the names of WSB advertisers whose messages you hear, Monday thru Friday," they were asked. Clock radio pictured was offered the one submitting the longest correct listing.

Now this was no great shakes of an award. And therein lies the entire significance of the event. *Over 50,000 advertiser impressions were recorded* in the mail received from participants.

Advertiser identification always has been high on WSB Radio. And this is one more reason why WSB *out-produces and out-sells* competitive media in Georgia.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio

The Voice of the South

ATLANTA



Television Films
Inc.

Currently Producing Television Commercials

For:

N. W. Ayer & Son, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Benton & Bowles, Inc.
D. P. Brothier
Leo Burnett & Co., Inc.
Campbell-Mithun, Inc.
Campton Advertising, Inc.
Cunningham & Walsh
D'Arcy Advertising Co., Inc.
Dancer-Fitzgerald-Sample
Donahue & Coe, Inc.
Dayle * Dane * Bernbach, Inc.
William Esty & Co.
Clinton E. Frank, Inc.
Foote, Cone & Belding, Inc.
Grey Advertising Agency, Inc.
Kenyon & Eckhardt, Inc.
Ketchum, MacLead & Grave, Inc.
Lennen & Newell, Inc.
Richard K. Manoff, Inc.
Maxon, Inc.
McCann, Erickson, Inc.
McKim Advertising Ltd.
Emil Mogul Co.
Ogilvy, Benson and Mather
E. W. Reynolds & Co.
Reach, McClinton & Co.
Sullivan, Stauffer, Colwell & Bayles, Inc.
Tatham-Laird, Inc.
J. Walter Thompson Co.
Young & Rubicam, Inc.

Offices—

New York City

15 EAST 53rd STREET
Murrayhill 8-7830

Hollywood

4110 RADFORD AVENUE
POplar 6-9579



COMMERCIALS MAKERS

(Cont'd from page 33)

out of the question. The alternatives were either growth or atrophy. Some pinned their hopes on sales aggressiveness, while others hoped that creativity would tell. In the end, it was a simple matter of money. Today there appear to be two large groups of producers—those who have found the financial resources to get into video tape, and those who have not.

Probably inevitable in any growing industry is this shift that's now taking place in the role of producers: they're giving up creativity to become managerial. As long as film production was small-scale, it was possible for the same core of commercials men to sell commercials one day and then go out on the set and make them the next. Hereafter, life just won't be that simple.

On the periphery, other movements are afoot in the commercials field that cannot be tied to video tape in any way, yet are instigating new mergers. Transfilm, for example, is now reportedly being acquired by the Buckeye Corp. as part of its portfolio of investments in tv. In recent years Transfilm has relied more and more on its industrial sales, and there are no indications that it intends to go into tape at present. In other words, this sort of sheer diversification, too, is a basic force.

As the first quarter of 1959 closes, two networks—NBC and CBS—still dominate tape commercials production. At first, it was only natural for network program clients to turn to their network to make the commercials; but in most cases the commercials that were formerly done live anyway, so they did not represent a transfer of business from independent to network producer. It was business the independent never had to begin with.

But now things are changing. The networks will likely be giving up their leadership in tape commercials shortly. First, the networks are especially sensitive to the stigma of monopoly that the independents have hurled at them. Second, their prime business is programs and time. Third—and most important of all—the rise of tape as a vehicle for spot commercials probably will represent business only for the independents. Right now, station handling charges on tape are variable and in many cases so high as to

prohibit spot campaigns. Further, the coverage possible with tape-equipped stations is still so limited that it's expected to take several years before it will be comparable to film.

Other hurdles lie in the path of tape. One is the problem of making copies for spot use. Raw tape still costs several times as much as processed film, and the tapes copying process is costly. For example, it's possible to make only as many tape copies simultaneously as you have extra recorders available, and each one requires an operator, plus one operator for the tape master—whereas the film printer is much like a printing press.

Naturally, there's high hope in video tape circles that these difficulties are only technical and will be eased or solved once tape becomes a widespread reality in a few seasons.

Another bottleneck facing video tape prospects is the fact that right now there's no way of getting American-made tapes on the air in foreign markets—because the lines per screen systems are different in a number of countries. However, there's talk of research being done on a device that would translate tape from one system to another, but even that still would involve an extra step beyond what's needed in film. Today the only solution is to make kinescopes for foreign markets, which is the same method the tape men are using at home to get tape-produced commercials into non-tape markets.

The real potential for video tape income in the commercials production field will have to wait of course for tape to become acceptable to stations on spot announcement schedules. Stations with only one recorder would have to put programs and commercials on the same reel—a practice frowned upon in film operations—or would be forced to make investments into additional video tape machines.

By the end of the 1958-59 season the actual business done by the commercial producers using tape is expected to be only a small fraction of film volume.

But projections call for a steady increase in tape production in the 1959-60 season.

Tape plans and tape realities will continue to be linked together—what's practical to do may largely determine what producers will do. ■



more
coverage
on

CHANNEL
3

**KTBS
TV**

SHREVEPORT
LOUISIANA

Folks just naturally take cover during Shreveport's long hot summers. You'll find them enjoying TV in their air-conditioned homes.

And Nielsen #3 Survey says more of them —1,292,550—stay tuned to Channel 3 —KTBS-TV—in this four-state market that now ranks 71st in America.

Get the complete Coverage and Ratings story from your PETRY MAN.

NBC - ABC

E. Newton Wray, President and General Manager

local advertisers
know how
to pick
a winner
in Washington

RATE CARD NO. 14

EFFECTIVE—NOV. 1 1958

WRC-TV

NBC WASHINGTON, D.C.

TO SECOND
station

10 per
15
35

Not available
Plans or to

FA

CLASS A
CLASS B
CLASS C
CLASS D
CLASS E

300.00 407.50 472.50

CLASS A
800.00

CLASS B
450.00 770.00 100.00 124.00 5.90

CLASS C
320.00 770.00 100.00 197.50 192.50

CLASS D
320.00 770.00 100.00 192.50 47.50

CLASS E
320.00 770.00 100.00 192.50 47.50

PLANS
7.40 14.80 AA
8.80 50
9.0 75
5.0 75
5.0 50

Table indicates program carrying rates
Reservations announcements
Reservations may be pre-empted by pre-
emptive contracts in the 12/30
9 Plan. Strip discounts may be com-

They pick WRC-TV, Washington
Number One television station!
They know, from experience,
WRC-TV brings them results by
delivering the largest audience
in Washington.* And WRC-TV
reaches 90% of all Washington
TV homes *each week!**

National advertisers with the
same objective—more sales—can
take a profitable cue from
these *local* advertisers who do
big business with WRC-TV:

- Safeway Stores*
- Peoples Drug Stores*
- Woodward & Lothrop*
- Sears, Roebuck & Company*
- Drug Fair Drug Stores*
- Mann's Potato Chips*
- The Md. & Va. Milk Producers Assn*
- Embassy Dairy*
- Bergmann's Laundry*
- National Bohemian Beer*
- Washington Gas Light Company*
- Wilkins Coffee*
- Esskay Meats*
- Blue Cross-Blue Shield*
- Arcade-Sunshine Rug Cleaners*
- The Ford Dealers of Metropolitan*
- Washington, D.C.*

WRC-TV-4

NBC Leadership Station
in Washington, D.C.
Sold by NBC SPOT SALES

*ARB, June 1958—January 1959

WASHINGTON WEEK

21 MARCH 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

The final report of the Television Allocations Study Organization virtually concedes that 2½ years were lost in the effort to gain more tv service for the American public.

This final report, after the long study of a complex subject, strongly hints there isn't anything worth saving about uhf.

Measurements of uhf coverage indicate not only that it can't compete with vhf, but also that those in the few uhf "islands" have a strong case when they complain they have been given an inferior service.

Immediate effect will likely be wails of anguish from those who operate uhf stations. They will argue that the report will make it even more difficult for them to secure ad dollars.

More important long-range effects of the report are not so easy to predict. A large majority of the FCC commissioners refused to give up the ghost on uhf. It is presumed that the findings of uhf limitations will push them into chairman Doerfer's camp. Doerfer has been plumping for other solutions to the shortage of channels.

(NAB Convention note: Members of the Association of Maximum Service Telecasters were urged to adopt a positive plan of action for insuring continued full tv service and to offset the dangers of any precipitous change in allocation setup.

Should FM stations be permitted to split their channels so as to provide both parts of stereo broadcasts on single stations?

This is the question the FCC asks the industry to answer. Or rather, one of many.

FM stations already earn money by using sub-carrier frequencies to supply such as institutional music, storecasting, etc., for a fee. The FCC last year started proceedings aimed at discovering new ways for FM outlets to earn money. Stereo attracted so much interest, that the Commission is now making a separate inquiry on that topic.

Among other questions, if stereo is approved, should it be a pay-to-hear deal, or should the FCC require that it be a broadcast service? This is the question which, of course, fascinates sponsors.

The FCC must now hear complaints by an existing station that a new station in a nearby town will hurt its business.

The FCC had decided it should not consider protests against new stations on so-called "economic grounds." But the D. C. Appeals Court has been remanding cases to hear this issue.

Now the same court has issued a remand on the same grounds, involving two cities 40 miles apart. Frontier Broadcasting (channel 10, Scottsbluff, Nebr.) protested a grant of tv channel 13 to Western Nebraska Television in Alliance, Neb. Frontier had applied for the Alliance channel, but dropped out when it was allowed to increase its signal into Alliance. Then it sought to stop the Alliance grant on grounds its business would be hurt by a new station.

The FCC said it was not "a party at interest." but the Appeals Court decided Frontier is, in fact, such a party. The ruling could add considerably to the length, complexity and red tape of FCC deliberations on new tv stations.

FILM-SCOPE

21 MARCH 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

You can expect the two big programing trends for fall to be detective series and science-fiction shows, with probably not a single new western going before the cameras.

Some film buyers regard science-fiction as relatively new and untried as a programing type and it's still too early to know how well it will do either with sponsors or audiences.

Regarding detective shows, it looks like the pendulum is swinging back with shows like Screen Gems' *The Fat Man*, CNP's *Philip Marlowe*, CBS Films' *The Man on K Street* and Ziv's *Lock-up*.

These will all be on film—not tape.

A new wrinkle has developed with buyers who want spots that will reach a children's audience.

Advertisers like Keds, Venus pencils, Good 'n' Plenty, and Bosco have been following new children's shows like Screen Gems' *Three Stooges*, and putting money into it wherever it goes in some cases.

This is a wholly different concept in spot buying compared to the strategy usually used of buying on a cost-per-thousand basis or into a proven time period.

American Tobacco has come up with an obvious solution to major market clearance obstacles that confronted two of its brands in MCA's *Secret Agent 7*.

Whenever time could not be cleared in any big market, each brand was able to get equivalent circulation by taking several smaller markets instead.

Lucky Strike's original budget for 34 markets via BBDO now gets them into 44 regions of smaller size, while Herbert Tareyton similarly went from six cities to 16, through Lawrence C. Gumbiner.

Since the two brands are competitive, different markets are involved in all cases.

You can expect some shaking up of old ties between Hollywood motion picture producers and the syndicators that distribute for them—with new alliances likely to be shaping up shortly.

A roundup of activity in this area last week uncovered the following:

- 20th Century-Fox is expected to get \$250,000 from NTA in a buy-out of its share of the NTA Film Network.
- Universal Films has gotten into the Screen Gems-Elliot, Unger & Elliot combination and may shutter its old operation.

It looks as though stations are starting to channel the big advertising spending by department stores into program sponsorship.

KRON-TV, San Francisco, for example, has brought in Macy's to sponsor a feature film show to be aired Sunday afternoons from 5:30-7:00 p.m.

One of the strongest arguments still favoring any film series is a stable and dependable rating track-record.

ITC's *Fury*, for example, renewed for a fifth year by General Foods via Benton & Bowles, went through four network years on NBC with a lifetime Nielsen average of 17.8 that fluctuated not even one point in any season.

The most ambitious programing conception involving tape for syndication yet to be unveiled is the block plan being developed by NTA.

The new idea calls for an extensive schedule of shows wherever there's little network service: daytime, early evening and late night.

Strategy of the blueprint: come up with block programing that might appeal to either independents or network affiliates.

NTA's Telestudios would have the job of taping the programs.

COMMERCIALS

Tv programing may well take the place of film industrials business for commercials producers in a few seasons when video tape becomes more standardized.

Film producers always had to bring in business from a variety of sources in order to cope with overhead.

But commercials men who don't have a tie with programing sales and financing units are expected to have tremendous obstacles to overcome if they hope to get into tape programs.

Incidentally, there's not much of a market foreseen for tape industrials for closed circuit use in the immediate future.

The Warner Brothers-Filmways affiliation looks like it will be strictly a trial marriage for around a year.

Warners is understood to hold a minority interest in Filmways stock which presumably could grow into a bigger investment if the tie proves successful.

This new combination easily represents the single greatest marshalling of forces in the commercials field, with billings last year in the neighborhood of \$6 million—which is \$2 million ahead of the next largest producers.

It looks like tape commercials will settle on a talent formula that involves costs running approximately one-fourth higher than film.

Note that these increases and the higher cost of making tape copies—it's still several times more than film—are being offset by over-all production savings, such as trimming as much as one-third off the master production tally sheet.

Video tape prospects have touched off a chain reaction of mergers in bringing the commercials producers together with new financing sources.

There've been bigger mergers in the last six months than possibly in the entire decade before.

(For details, see p. 31, this issue.)

SPONSOR HEARS

21 MARCH 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Harry Sedgwick, pioneer Canadian broadcaster, who died 7 March in Toronto, will likely be memorialized via a U.S. scholarship or something along that line.

Discussions about a memorial are taking place on this side of the border.

Add this one to the vocabulary employed by marketing specialists:

Definition by example: "The way to achieve more precise 'targeting' of marketing and media objectives is by . . ."

Timebuyers run into the strangest ratecards, but a New York radio station offers one that beats everything.

Included is a retail rate that is so couched in conditions and provisos that it can only apply to a single store—Macy's.

Despite the dominance of westerns and other action types, the female of the species among tv network stars has managed to come up with a good representation in the 10-million-or-more-homes class this season.

Count among them Loretta Young, Ann Sothorn, Spring Byington.

Benefiting from past experiences, CBS TV has a crew already working on the coverage of the national Democratic convention in L.A. even though the event won't take place until the summer of 1960.

A crew will get rolling in Chicago as soon as the Republicans certify that city.

The complete ban just imposed by the NAB code on all forms of fortune-telling and mind- and character-reading will remind oldtimers of the swarming of the swamis in radio back in the early '30s.

What killed them off with one fell swoop was a Radio Commission crackdown. Before that the swamis wallowed in dollar bills mailed in by susceptible listeners.

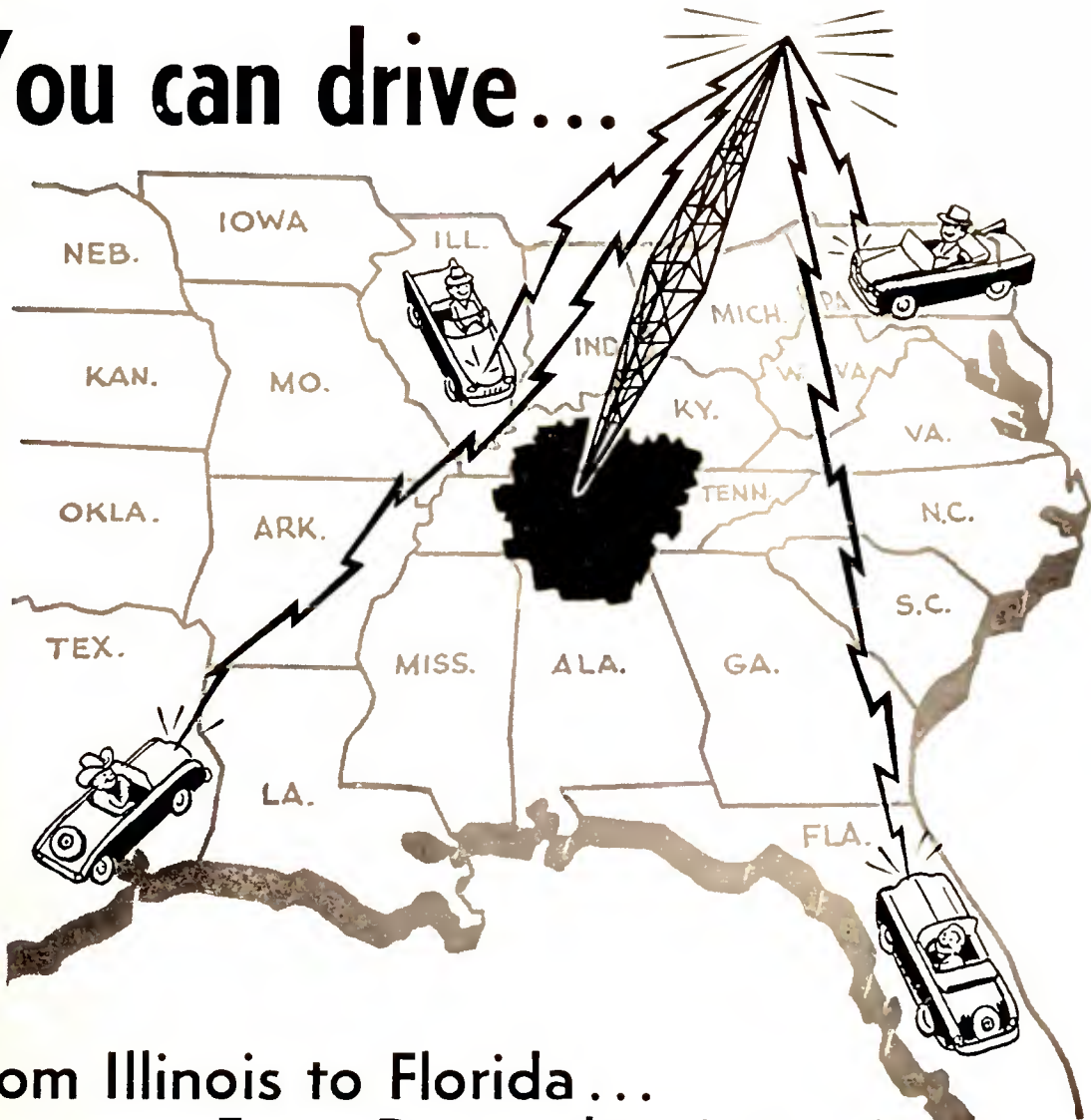
There's a school of reps that's inclined to make timebuyers the whipping boys for the present soft state of the national spot radio market.

The core of their accusation: (1) Timebuyers shackled themselves by buying numbers only; (2) big numbers often represented a teenage audience; (3) advertisers on the national level often found numbers didn't match up with sales.

Dick Clark's entourage is contemplating with dour expression ABC TV's practice of dropping into American Bandstand the commercials of advertisers associated with the network's Operation Daybreak.

Reason: The device may provide a better cost-per-thousand for Daybreak, but it doesn't benefit Bandstand directly, from whose sales Clark collects a share.

You can drive...



From Illinois to Florida...

From Pennsylvania to Texas...

And listen to WSM on your Car Radio All the Way!

Although WSM rates are based only on coverage of the black area on the map above... Nielsen Credits WSM with 766 counties, over one-fourth of the total counties in the entire United States. You can actually drive from Illinois to Florida, from Pennsylvania to Texas, and listen to WSM all the way.

More important still, the scope and quality of WSM programming is such that literally millions of homes, urban and rural, in the heart of America listen to WSM regularly in preference to their local stations.

Want to hear more about radio's most extended single market? Ask Bob Cooper or any Blair man.

W S M Radio

Key to America's 13th Radio Market

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

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

WRAP-UP

NEWS & IDEAS

PICTURES

NETWORKS

Here's NBC TV's tentative show schedule for the fall:

Sunday: Trace Hunter, western, 7:30-8:30; All-Star Revue; Dinah Shore, 9 p.m.

Monday: Bat Masterson, 7:30-8:30; Wells Fargo; Peter Gunn; Philip Marlow; Steve Allen, 10-11 p.m.

Tuesday: Bonanza, western, 7:30-8:30; Wichita Town, western; Black Cat; Premiere (a la Playhouse 90), 9:30-11 p.m.

Wednesday: Wagon Train, 7:30-8:30; Price Is Right; Perry Como, 9-10 p.m.; This Is Your Life.

Thursday: Laramie, western, 7:30-8:30; Love and Marriage, situation comedy; Bachelor Father; Ernie Ford; You Bet Your Life.

Friday: An audience participation show, 7:30-8; People Are Funny; Fibber McGee & Molly, 8:30-9; M Squad; Whispering Smith, western; Fights, 10 p.m.

Saturday: Riverboat, adventure,

BLUE RIBBON DAY: To celebrate copping first place in a 70-Iowa county survey, KIOA Des Moines distributed blue ribbons to Chicago timebuyers. Here, professional model, on behalf of the station, pins Needham Louis & Brorby timebuyers, Don DeCarlo (center) and Phil Morrow



ACTING AS OFFICIAL HOST, Hugh Terry (r), pres. and gen. mgr., KLZ-AM-TV, Denver, greets visiting Eric G. K. Adjorolo, head of radio news for Radio Ghana, Africa



POINT-OF-SALE display by WCCO, Minn.-St. Paul for North Star Drug, is checked by Geo. Doerr, Jr. (l), Minn. mgr, McKesson & Robbins and Larry Haeg, station gen. mgr.



WOVBUG WINNERS in WOV, N. Y. contest are (l to r) Sam Vitt, DCS&S; Chet Slaybaugh, Bates and Jim Geffert, C&W. They saved most Wovbugs, station symbol here



THERE'S SOMETHING NEW at WTIC-TV, Hartford. Station selected the above marker, designed by Richard Decker of Springfield, as first prize for its station identification contest



THE VICTOR: Ellen Dryer, of W. B. Doner & Co. guessed December rating for KFBW, L.A. and is awarded trip to Florida, from Dennis Roehl, of John Blair, station's Detroit rep

7:30-8:30; Barbara Stanwyck, anthology; D.A.'s Man; Jeopardy, one-hour adventure; It Could Be You.

(See SPONSOR-SCOPE, page 17, for commentary on new NBC TV lineup.)

Frank Stanton, CBS, Inc. president, hit hard on the need for fighting the FCC ruling of equal time for candidates on regular newscasts before the fifth general conference of CBS TV network affiliates in Chicago last week.

Stanton, referring to the Daly decision for Section 315, considered these mathematics of telecasting during a presidential campaign:

"CBS TV alone devoted about 20% of our network tv newscast time during the 1956 campaign period to the presidential and v.p. candidates of the two major parties. Some time on virtually every newscast was devoted to the campaign.

"Under the Daly decision we would have been required to give equivalent time, on these regular newscasts, to all candidates of all

parties. There were 24 presidential and v.p. candidates of 12 parties. To furnish them with equivalent time would have taken some 38 hours, or about 20% more than all the time spent by all our tv network newscasts on all the news.

"This projection leaves no doubt of where the Daly decision puts us," added Stanton. "It simply deprives us of the right to use the distinctive capabilities of tv and radio to report directly and vividly the news of political campaigns to the people."

ABC Radio will begin, in April, an expanded news, special events and public affairs service for its affiliates.

Included in this expansion: extra news feeds for local programs, plus a new series of confidential reports to affiliate editors from the network's worldwide correspondents.

Some positive evidence of PCP:

Analyzing the second January Nielsen Radio Index, CBS Radio's Arthur Hull Hayes pointed to the network's

30% increase in share-of-audience, and the 20% average increase in the web's program audience as proof of PCP's success.

Hayes compared these increases with the latest audience measurements before PCP's implementation 5 January.

Network tv sales and renewals: Hazel Bishop (Spector), for alternate weeks on NBC TV's *Masquerade Party* . . . Dodge (Grant) renewed its ABC TV *Lawrence Welk Show* for another 52 weeks . . . L&M (McCann), for *Pete Kelly's Blues*, to air on NBC TV Tuesday, 31 March, 8 p.m. followed by the *Jimmy Rogers Show* for L&M (DFS). (See TV BASICS, page 13, for details on programs and sponsors.)

Network radio sales: For ABC, Chas. Pfizer & Co. for the *Frankie Avalon Show*, to bow 11 April . . . For Mutual, the Sterling Drug Co. for Gabriel Heatter's 10 five-minute newscasts per week through 1 September, plus five additional clients

"BOAT" STUDIO is set up at Pa.'s Motor Boat Show by WIP, Phila. sportscaster, Jim Leaming to interview Marine Sgt. Wm. Elie; Jean Salvatore, women's fly-casting champ



SURROUNDED BY AQUABELLES: Ferlin Husky, singing star of *Grand Old Opry* on WSM, Nashville, takes part in WSM water carnival promotion for its tv radio personalities

Sell Flint

home of great '59's...
set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C affiliate . . . 910 on the dial

Represented nationally by

the KATZ AGENCY

WFDF
DIAL 910

5KW

For Flint And
Northeast Michigan



during the past two weeks: Carter, General Foods, Quaker State, Sea Breeze Labs and Syntex . . . On NBC, a 52-week order by Lever for Good Luck Margarine set new business during the first week of March at \$467,720. Other orders: General Insurance Co., making its first use of net radio, for a 26-week campaign on segments of Monitor.

Network tv programing notes: Janet Blair and John Raitt will again appear as the summer stand-ins for Dinah Shore on her *Chevy Show*, NBC TV . . . CBS TV will launch the first in its new series of **one-hour daytime specials** sometime in May. Dubbed *Women!*, the series will be aimed at the distaff audience . . . Bob Sweeney and Cathy Lewis will be the new *Fibber McGee and Molly* on NBC TV this Fall.

Thisa 'n' data: ABC TV's Ollie Treyz has been named chairman of the third annual theater party committee of RTES . . . The **Teacher Awards Committee** of ABC TV's *Bold Journey* series, sponsored by Ralston, met in New York last week to select 380 teachers from among 2,500 finalists to receive awards this year . . . For the fifth consecutive season, NBC TV will carry the **National Collegiate Athletic Association** football games during 1959 . . . *Watch Mr. Wizard* celebrates its eighth consecutive year on NBC TV this month.

Network personnel: David Fuchs, appointed manager of sales presentations for CBS TV . . . Charles Corcoran, to manager, video tape, film and kinescope operations for NBC TV.

ADVERTISERS

The cigaret people are apparently among the first to square away their network buys for the fall.

Marlboro has locked up half of the *Many Loves of Dobie Gillis* for the Tuesday 8:30-9 spot on CBS TV, while Chesterfield has taken options from ABC TV for half of the *Alaskan* and *Broncho*.

Campaigns:

• This summer Max Factor will

introduce its new Hi-Society oval-mirror lipstick cases in four colors. Beginning in June and running through August, the cosmetics firm will use a heavy tv spot campaign for its new product.

• **Broadcast Canned Meats** has launched a radio campaign for its Corned Beef Hash, and is introducing a new personality to sell it—Effie. The spot, personality campaign will be based on the theme, "What Will I Fix For Dinner?"

• **Melnor Industries** is now readying a nation-wide spot tv campaign for its newly designed lawn sprinklers. The campaign, aimed at 65% of the detached dwelling units in the U.S., will run during the height of the prime selling season for lawn sprinklers—beginning in March in the South and ending in July in the Northern U.S. Agency: Smith/Greenland.

Ideas at work:

• **Regimen Tablets** finishes demonstrating its effectiveness via the *Dave Garroway Show* (NBC TV) this week. The demonstration: A housewife weighed in on the *Today* show once a week to indicate the pounds she's lost. Agency: Kastor, H,C,C & A.

• **La Rosa** is holding a "Name the Rigoletti Boy" contest, to be promoted via its children's radio and tv shows. Agency: Hicks & Greist.

Kimberley-Clark, the big paper products maker, has expanded its consumer research department operating out of Neenah, Wis., to include **probing of tv advertising**.

The two main directions: (1) measuring a commercial's effectiveness, and (2) how to pick a show for the audience you want.

Financial report from Lever: An all-time record sales volume for the second consecutive year and a **71% increase in net earnings**. Sales were \$382.6 million, an 11% increase over 1957's \$345 million while net profits rose to \$10.1 million compared to \$5.9 million for 1957.

Expanding note: As a further step in its program for diversifying its products, **B. T. Babbitt** purchased, last week, Savoy Car Shampoo from Seeman Brothers, Inc.

Strictly personnel: W. George Gress, promoted to director of purchasing for the Gillette Safety Razor Co. . . . Gerard Fochtman and Frank Forschner, to assistant general sales managers of the Borden Foods Co. . . . William Gaines, to general sales manager of the Charles Antell Division of B. T. Babbitt . . . **Retirement:** William Stehman, from American Home Products Corp. where he was advertising manager. He will continue as a consultant.

AGENCIES

"A simplified ratecard isn't enough," declared Jayne Shannon, broadcast media buyer for JWT, before the RTES Seminar luncheon in New York last week.

"Although desirable," she continued, "ratecards must provide maximum incentives for advertisers. They should allow for (1) discount structures, with a clear definition on eligibility for such, (2) flexibility and (3) more ease in handling."

Richard O'Connell, president of Richard O'Connell, Inc. and prominent exponent of the simplified ratecard, answered Miss Shannon's request for "incentive" discount this way:

"If a station feels they must reward long-term advertisers, then we suggest he be given extra spots gratis—not paper work discounts."

Merger: Paris & Peart, billing \$10 million, into St. Louis-based Gardner Advertising, bringing Gardner's billings to \$35 million . . . **Arrangement:** Meldrum & Fewsmith, Cleveland billing \$12 million and Barnes Chase Co., San Diego (with \$3 million), have formed an affiliation, which neither considers a merger.

The set-up: Each company has purchased a stock interest in the other and will have representation on the other's board of directors, while the management of each retains full autonomy.

New agency notes: Ed Sherwood of JWT, Chicago and Bill Butcher of Schlitz, opened their own Milwaukee office this week — Butcher-Sherwood, Inc. To date, no client announcements, but talk on Michigan Avenue seems to be that the agency

might take over part of Schlitz . . . Clay Stephenson Associates, new agency in Houston to open its doors 1 April with an estimated \$6 million billing. The agency takes over as successor to the Houston office of Tracy-Locke Co. of Dallas.

Agency appointments: The Industrial Chemicals division of American Cyanamid Co. to EWR&R, which already handles Cyanamid advertising for Lederle Labs, Fine Chemicals Department and Surgical Products division . . . Bamer Specialty

Co., Philadelphia and Pittsburgh to Wermen & Schorr of Philadelphia . . . Rover Motor Co. of North American Ltd., to Sudler & Hennessey, New York.

This 'n' data: Humphrey, Alley & Richards has closed its New York office and all personnel have moved to Reach, McClintock's 505 Park Avenue office . . . D'Arcy, in St. Louis played host to 39 University of Illinois students for three days last week, to give them an insight into the role of an agency in a client's total mar-

3000

years in the
hotel business
makes a difference



3000 years is the collective service of the staff members at the King Edward Sheraton — keen students of the fine art of hostelry, every one. We are gratified when our visitors tell us that our complete facilities and our friendly service satisfied their every need. We think there is cause for us to think that 3000 years in the hotel business makes a difference. If you're planning a trip to Toronto, or a sales meeting, let us place our 3000 years of experience at your service.

For 4-second electronic Reservation or direct-line teletype reservations, call your nearest Sheraton Hotel.



THE KING EDWARD SHERATON HOTEL

TORONTO, CANADA

keting operation . . . The late **Walter A. Wade**, president of Wade Advertising, Chicago, for 19 years, has been elected to the Broadcast Pioneers Hall of Fame . . . **Hameroff Advertising**, Columbus, O., celebrating its fourth anniversary this month.

Agency people on the move: **Edward Comstock**, senior v.p. at Cunningham & Walsh, appointed to the executive committee . . . **Willard Mackey, Jr.**, and **Donald Gill**, named v.p.'s at SSC&B . . . **Harold Grainger**, to v.p. in the San Francisco office and **Emile Frisard**, v.p. and assistant creative director in New York office of Compton . . . **Earle Dugan**, **Fred Rhode**, **Daniel Sullivan** and **Shirley Halperin**, elected v.p.'s of FC&B . . . **Thomas Gilhooley**, elected secretary and member of the board and **David Howlett**, to v.p. in charge of publicity and public relations for Western Advertising, Chicago . . . **Joseph Wasser** joins Rutledge & Lilienfeld in an executive capacity . . . **John Hughes**, appointed broadcast buyer in the media department of K&E.

FILM

Expansion moves by film companies set up administrative problems that most organizations are not set to handle—hence the need for putting top-level executives in charge of growth.

Last week, Screen Gems named **Norman E. Gluck**, formerly tv v.p. of Universal Pictures, to direct corporate operations as part of an expansion program.

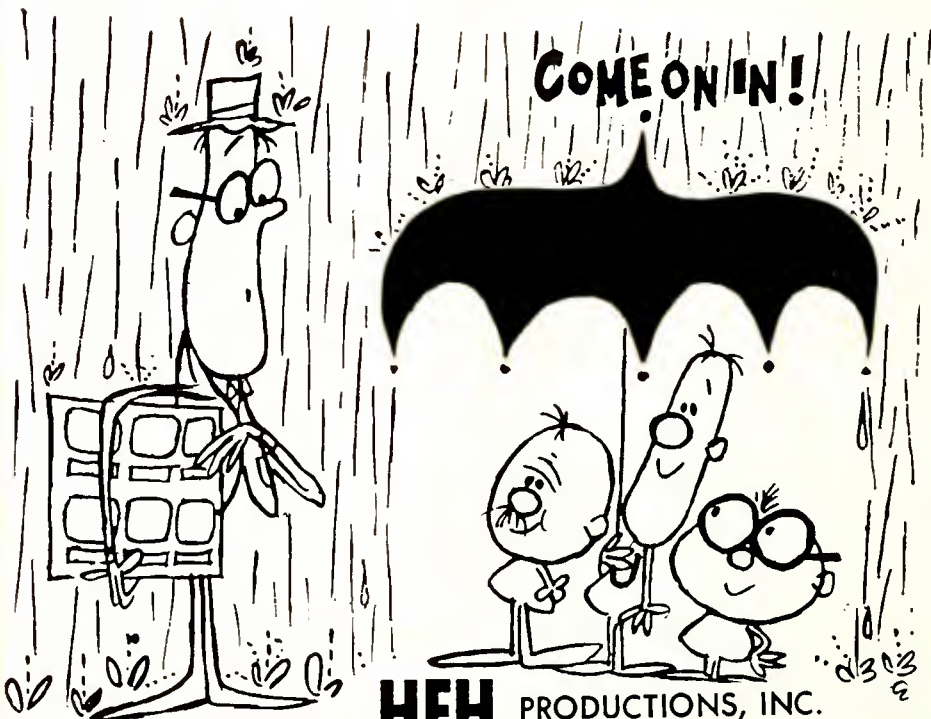
Sales: Ziv's *Sea Hunt* reportedly is renewed for a second year in 143 of its 186 markets . . . ABC Films' first Australian sales are on *Wire Service* to BTQ in Brisbane and ADS in Adelaide . . . WIC signed for Screen Gems' Powerhouse Package of feature films . . . Best Foods renewed ABC Films' *The People's Choice* in New York, Los Angeles and San Francisco for Nueoa through Guild, Bascom and Bonfigli . . . Latest stations buying MCA's Paramount features package are WNEP-TV, Scranton; WAST-TV, Albany; WTVJ, Miami, and KBTB, Denver.

Merchandising: NTA's *U. S. Marshall* licensed to Leslic-Henry Co. for manufacture of toy gun and holster sets.

Programs: Flamingo will syndicate **Juvenile Hearing** starring Art Baker; the series will be on film although based on a program originally a local tape show in Los Angeles . . . WPIX, New York, has acquired U. S. rights to additional Hitler films for local showing with syndication to follow.

Commercials: Fred Niles production of Chicago has formed a separate Industry Program Division to be headed by v.p. **Herschell G. Lewis** . . . **Russell Arnett** joins Bert L. Coleman Associates as v.p. in charge of production.

Strictly personnel: Joining ITC are **Lawrence Wynn** in the national sales department, **Herbert L. Miller** as midwest district manager, **Henry Profenius** as southeast manager, **Ralph Baron** in the eastern division and **Charles F. (Chuck) Whipple** in the midwest; other ITC syndication appointments include the following new account executives: **Thomas Gallagher**, Detroit; **Tony Wysocki**, Memphis; **Peter Harkin**, New Orleans; **Kenneth Johnson**, Indianapolis; **Ray Barnett**, Los Angeles, and **Z. E. Marvin**, Texas . . . New CNP sales representatives in NBC Television Films division are **Robert Brenner** in east-central territory and **Jay Berkson** in the midwest . . . **John P. Rohrs** is new sales manager of Walter Schwinmer, Inc. . . . **Irving Feld** elected president of Inter-World Films: he is also Guild Films v.p. . . . **Girard (Jerry) Jacobi** appointed assistant to ITC general counsel Milton Kayle.



HFH PRODUCTIONS, INC.
38 W. 48th ST., N. Y. 36, N. Y.

ANIMATION, LIVE ACTION COMMERCIALS AND INDUSTRIALS

RADIO STATIONS

"The tremendous sameness in programming which now characterizes the majority of radio stations is not only jeopardizing the future of radio as a medium, but there is also a serious question as to whether or not this situation is in the public interest or necessity."

So spoke **Wallace Dunlap**, general manager of WTAO and WXHR.

Boston, before a student workshop at Emerson College last week.

"Every station can't be No. 1 in its market," Dunlap added. "Imitating the programing, production gimmicks, and promotional ideas of other stations can only lead to a watering-down of listener interest."

Ideas at work:

- Hatchet anyone? **WIBG**, Philadelphia is sending hatchets to agency and advertising people as a symbol that it "has cleared the way into new territory with the powerful voice of WIBG's new 50,000 watt transmitter."

- The newest craze replacing hula hoops: So suspects **WWDC**, Washington, D. C. after d.j. Fred Fiske mentioned that station had on hand some miniature harmonicas, similar to the one used in "Alvin's Harmonica" record. Demands for the novelty item: 2,000 in three days.

- To celebrate its 37th anniversary, **WSB**, Atlanta is turning the tables by saluting a different public service group or campaign each day this month. When no special occasion presents itself, the station promotes that day as "Smile Day," "Bachelor's Day" and the like.

- In a tie-in promotion with the Super Value grocery chain in Central Iowa, **KIOA**, Des Moines awarded two million Gold Bond stamps to listeners over a six-week give-away. The contest:

- Identify 10 grocery items aired each day with 130 stamps as a prize. The mail pull: 65,000 letters.

- When the local Pepsi-Cola bottler took on the White Rock franchise the soft drink firm put its advertising dollars on **WTAR**, Norfolk. A one-day promotion on the station's *Night-watch* show pulled 4,267 requests for the ball point pens offered.

- **KJCK**, Junction City, Kans. recently held an "Oldest Radio" contest. Fifty-two radios were brought to the studios and put on display, with prizes awarded to both the oldest radio owners and the listeners guessing the year it was manufactured.

Station cancellation: The proposed sale of **WCKR**, Miami to the Dade Broadcasting Co. has been "mutually cancelled" with the station to continue operation under its present ownership—Biscayne Tv Corp. . . .

Station purchase: **KPOP**, Los



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



Number One by Pulse proves our continuous conviction that quality and good taste have never gone out of style.

**Farm Public Service in
the KWTV Community
makes**

**KWTV
OKLAHOMA CITY**

**Oklahoma's No. 1
Television Station**

*BUY the
TOWER
with
SALES-
power
in
Oklahoma!*

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



CBS

See your **PETRYman**



pulls

*"First All Day" rating!**

*"Most listened to"... and hottest of any as indicated by recent audience studies!

Top personalities and best news coverage... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater cumulative audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



Represented Nationally by the KATZ Agency

Angeles, by the Storer Broadcasting Co. for \$900,000, brokered by Summers, Searle, Brewer & Assoc. . . . WMCP, Columbia, Tenn., to B. C. Eddins and John Crowder for \$59,500—each of whom will buy 50% interest in the licensee. Maury County Boosters Corp. Sale brokered by Paul H. Chapman Co.

This 'n' data: RAB has prepared its latest "package presentation" for member stations: a set of drug store facts aimed at telling the nation's retail druggist about radio . . . Because of further inquiry, the FCC has enlarged the scope of its proceeding looking into possible wider use of Fm Subsidiary Communications Authorizations to include specific data on stereo broadcasting by fm stations . . . The Storz Stations group is planning its "Second Annual Pop Music d.j. Convention and Seminar" 29-31 May at the Americana Hotel in Miami Beach.

Business notes: The Thompson Construction Co., developers of residential projects, for 1,000 one-minute spots on WDGY, Minneapolis-St. Paul . . . Colorado Federal Savings and Loan Association for the 7:00 a.m. newscast, six days a week on KHOW, Denver . . . The International Shoe Co., for Fans in the Stands and Chevrolet Dealers of Greater St. Louis for co-sponsorship of the Cardinal Baseball Games on KMOX, St. Louis.

Anniversary: KLZ, Denver, celebrating its 37th year on-the-air . . . Kudos: The Voice of St. Louis, on KMOX, awarded the "Certificate of Honor" by the American Red Cross.

Station staffers: James Storer named national sales manager of WIBG, Philadelphia . . . Daniel Diener, to vp. and general manager of WUST, Washington, D. C . . . Gny Harris, appointed program director, WERE, Cleveland . . . Joe O'Neill, to head the new production and recording department at KVOO, Tulsa . . . Bernard Pelzer has joined Radio Press, Inc. (the new "voiced" news syndicate) as administrative director . . . Leon Ridings, to station director and Doc Johnston to program director of WBIR, Knoxville . . . Horace Pumphrey, to program director of WAPI, Bir-

mingham . . . Harker Spensley, to local sales manager and Lynn Reed and William Freudenstein to salesmen at KHOW, Denver . . . Russell Pierson to WKY, Oklahoma as farm director . . . Bob McGonagle, to head the news and special events department at WBAB, Babylon, N. Y.

REPRESENTATIVES

Indicative of how tv spot is booming:

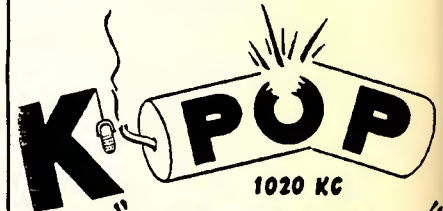
Katz, this week, added four men to its tv sales staff. The men: David Lambert and Griffith Fulton, to the New York office; Noyes Scott and Robert Loeber, to the tv staff in Los Angeles.

Rep appointments: Young Tv Corp., for the tv properties of the Martin Theatres of Georgia . . . H-R Tv, Inc., for WKTV, Utica-Rome . . . Harrington, Richter and Parsons, for WJAC-TV, Johnstown, Pa. . . . Nona Kirby Co. as the New England reps for WHCT-TV, Hartford . . . Walker-Rawalt Co., for the New England area of WDCR, the

—HONEY, WHAT YOU NEED IS TO HEAR THE EARL McDANIEL* SHOW, CHEER YOU UP IN NO TIME!



*K-POP's Early Morning Sound Salesman
7-10:15 a.m.



THE POPULAR STATION
5,000 watts Los Angeles
BROADCAST TIME SALES
New York • Chicago • Detroit • San Francisco
DORA-CRAYTON
Atlanta

Dartmouth College station in Hanover, N. H.

Personnelly speaking: Ted Giovan, named v.p. in charge of the mid-West operation of the Walker-Rawalt Co. . . . John White, formerly director of national network sales at ABC, to Blair Tv as an account executive on the New York staff . . . Richard Koenig, to the New York office of PGW as a tv account executive . . . Ransom Place Jr., to the New York sales staff of Young Tv Corp. . . . John Hicks, to manager of the New Orleans office of the Clarke Brown Co.

TV STATIONS

The issue of who's shaving whose time took on a lot of momentum and recrimination this week, with Broadcast Advertising Reports and TvB the chief antagonists.

TvB got into the fray after Y&R had spread out on the record what it thought of the "unethical—if not illegal—practice" among some stations of leaning over into network commercial programs for sponsored chainbreak time. Y&R's comment stemmed from some statistical data on such cases circulated by BAR.

Snapped TvB: The Bar report relates to isolated instances, presents a distorted picture of overcommercialization and anyway, tv, unlike other media, has through its code arranged to police questionable practices.

Concluded the TvB rebuff: **The BAR report wasn't helpful to the industry that supports it or to advertisers and agencies that subscribe to it.**

Rejoined BAR: "We're not interested in TvB's juggling our figures. We have the tapes. We alone will define our relations with our customers. TvB protests too much."

Another industry critic of the BAR report was Westinghouse's A. W. Dannenbaum, Jr. He didn't like BAR's inclusion of 60-10-60 commercials grouping in the same category with practices not permitted by WBC stations.

Observed some reps: If some of these same network agencies weren't so anxious to take those overtaxed

chainbreaks for other clients, there'd be no complaint."

Ideas at work:

- A prime time public service plan: KMTV, Omaha is utilizing its own I.D.'s to promote various civil projects, via slides highlighting the particular drive. The initial campaign: United Community-Red Cross Fund Drive. During a three week period, KMTV scheduled a total of 200 promotional I.D. spots for it.

- Welcoming the boys home: WTAR-TV & AM, Norfolk rolled out the red carpet last week for the return of 12,000 sailors from the Lebanon area. With the aid of CBS, WTAR arranged for Ed Sullivan, Myron Cohen and Toni Arden to head a special "Toast to the Navy" show for the seamen. Also appearing on the Norfolk station—Galen Drake with his entire radio program taped there for network airing.

This 'n' data: The live, syndicated tv series *Top Ten Dance Party*, has picked up WIS-TV, Columbia, S. C., sponsored by Coca-Cola Bottling Co. and Roddy Meat Packaging Co. The show is packaged by Victor and Richards, New York and produced by Alan Sands . . . **More business:** The Ashland Oil Co. for *Saturday Night Jamboree* and *News Picture*, on WSAZ-TV, Huntington-Charleston . . . **Welcoming the 50th State:** Six hours after Statehood for Hawaii won final Congressional approval. KPTV, Portland, Ore. aired an "exclusive" interview with Hawaiian Governor William Quinn. Station and *News* sponsor Carter Oil Co. also sent news director to the Islands to produce a 30-minute filmed program on it.

Kudos: WITN, Washington, N. C. cited by the National Foundation for its 16 hour telethon for the March of Dimes, raising \$15,086.

People in the news: Franklin Snyder, general manager of WTAE, Pittsburgh, elected v.p. of Tv City, Inc. . . . Lou Torok, named local sales manager of KMSO-TV, Missoula, Mont. . . . Kitty Broman, of WWLP, Springfield, Mass., elected tv director for the New England chapter of AWRP . . . Judd Choler, to sales promotion director for WCAU-TV, Philadelphia.



My Mommy Listens to KFVB

More mommies, more daddies, more everybody's listen to KFVB around the clock in Los Angeles... confirmed by Pulse and Hooper. Buy KFVB... 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.

Ray Ellingsen

P

HOTOGRAPHY

can give
your
photographic needs
the kind of
attention
you like
. . . backed by
experience
and artistry!

Simply call
DElaware 7-7249
or write to
12 E. Grand Ave.
Chicago

FANTASTIC



says Mal Kasanoff, Promotion Director

KGBT-TV

HARLINGEN, TEXAS

"The way sponsors flocked to our Popeye Theatre was absolutely fantastic," says KGBT-TV's Promotion Director. He writes:

"We started out with just one sponsor. To sell him on the value of the program we suggested a contest requiring the audience to send in lobels. Result: we received over 2 million lobels, and the sponsor's sales went up 10%! At the end of 2 weeks five more sponsors jumped on the Popeye bondwagon."

And that's not all! KGBT-TV rolled up daily ratings of 22 to 25 against competition's 4's and 5's. Popeye's cumulative ARB rating hit 40.2—the highest of any show in the market! Now, KGBT-TV is adding the Warner Bros. cartoons to keep audience interest at its height. KGBT-TV is the latest in a long line of stations to cash in on U.A.A.'s two great cartoon packages. Make your station next!

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
 CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
 DALLAS, 1511 Bryan St., RIVERSIDE 7-8553
 LOS ANGELES, 9110 Sunset Blvd., CREstview 6-5886

Tv and radio NEWSMAKERS



Arthur M. Tolchin has been elected a vice president of Loew's Theatres, Inc. He continues in his present position as v.p. and gen. mgr. of WMGM, New York. Tolchin's professional career began in 1935 as a radio time salesman at WOR, N. Y. In 1937 he joined WMGM (known as WHN) as a salesman. In 1945 he became asst. director of sales and in 1951 director of sales. Tolchin was one of the founders of the Radio Executives Club, now known as the Radio & Television Executives Society.

David J. Wasko has been elected a v.p. of Geyer, Morey, Madden & Ballard. Active in the media field for many years, Wasko was all-media buyer for Donahue and Coe from 1935, becoming media dir. in 1948. In 1953 he joined Morey, Humm & Warwick as asst. to the president and over-all administrator of that agency. Wasko has twice been pres. of the Media Buyers' Assn. of N.Y.; is a founder of N.Y. Advertising Media Planners. Also named to v.p. posts were Lewis H. Happ and Frederick C. Maine.



Max E. Buck was recently named station mgr. for WRCA and WRCA-TV, New York. Entering the business world as a reporter, Buck soon joined the food chain business. He was associated for many years with Kings' Super Markets where he was v.p. in charge of sales and advertising. While there he was awarded a special citation by the Super Market Institute. In 1953 he joined NBC as dir. of merchandising for the NBC-owned stations and dir. of advertising-merchandising-promotion for WRCA. WRCA-TV.

Robert S. Hix has been named gen. mgr. of Western Broadcasting's o&o station in Denver, KHOW. Hix came to Denver in 1953 joining KOA as gen. sales mgr., later becoming gen. mgr. Prior to this, he was executive v.p. and gen. mgr. of KRES, St. Joseph, Mo. After serving with the Third Armored Division, he was affiliated with KAKE and KFH, Wichita, as sales manager. Hix's broadcasting career dates to his college days when he was employed by Albuquerque Publishing and Broadcasting Co.





YOU MAY NEVER WRITE A BROADWAY HIT* —

**BUT... You'll Steal The Show In Kalamazoo-Battle Creek
And Greater Western Michigan With WKZO Radio!**

7-COUNTY PULSE REPORT

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

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

Each day when the curtain goes up on radio listening in Kalamazoo-Battle Creek more families tune — *and stay tuned* — to WKZO Radio than to any other station!

WKZO alone has as many listeners each day from 6 A.M. to Noon as the next two stations combined! Pulse also shows that WKZO Radio gets *43% more* audience day and night than the next station.

Make your command performance in Kalamazoo-Battle Creek and Greater Western Michigan on WKZO Radio — see Avery-Knodel for more information!

*"Life With Father", with 3,213 performances, has been New York's most successful play.



The Feltzer Stations

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

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

WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

SPONSOR SPEAKS

Do-It-Yourself!

Far be it from us to say that any advertising medium is without merit. And certainly the great newspaper medium has proved itself time and again.

But, as we have often said, why should a television or radio station forget its own importance and impact?

Last summer we reported the KMTV incident, an Omaha station that dared to cancel all the extra newspaper advertising prior to, and during, rating week. Instead, it worked on ways to cross-promote its own programs over its own facilities. The results gave KMTV a substantial increase in share of audience over the previous rating week.

Now comes KREM-TV, Spokane, with a comparable move. With the newspaper-owned station overwhelming its two tv competitors in newspaper space, KREM-TV decided to drop all newspaper advertising more than a month prior to rating week. The results: The station's total share of audience from sign on to sign off, Sunday through Saturday, increased from 32.9 on the previous rating to 35.5. Said KREM-TV's manager: ". . . the practice of hypoing newspaper lineage to increase audience during rating week is vastly over-rated. Our own medium is its own best selling tool."

The Computer and Broadcast Research

On page 34 the 1959 story of big league baseball sponsorship is unfolded. From an advertiser's point of view, one of the most interesting phases of this story is contained in a box outlining reasons why baseball listeners listen. One key conclusion is that the average listener can anticipate, with a high degree of certainty, the possibility of any play on the field and thus gratify his desire for participation.

This psychological reasoning comes from PAIR, a new organization utilizing the electronic computer in detailed research, which promises some exceptionally useful findings for the man who foots the bills. We hope to report these frequently.



THIS WE FIGHT FOR: *More effective commercials for both radio and tv. The better the sales message, the greater the impact of the air media and greater the value to the advertiser.*

10-SECOND SPOTS

Empty couches: Memo circulated at Ted Bates Agency, dated Feb. 12, 1959.—

TO: The Organization

FROM: T. J. Carnese

RE: Major medical insurance plan Effective April 1, 1959, the payment of insurance claims for psychiatric treatment under our Major Medical Insurance Plan will be discontinued. *Back to tranquilizers!*

Just reward: Lalo Campos, a.e. for KOKE, Austin, Tex., sold a two-day saturation package to Carrington Fine Built Homes, went to the site of the housing development to check results. As long as he was there, the Carrington agent told Campos he would pay him \$100 for every house he personally sold. Result: Campos earned \$14.40 commission for radio time sale of a \$96 package, and \$400 on sale of four new homes.

Westernese: Sheb Wooley, an actor on CBS TV's *Rawhide*, has compiled this lexicon on tv Westerns:

CHAPS: English fellows

STEER: Point your hoss

SPURS: Why don't you? (As in, "Spurs you ride down the road a ways and see if the posse's comin'.")

CORRAL: The stuff atolls are made of

STAGECOACH: A theatrical teacher

PINTO: A horse with very small hoofs

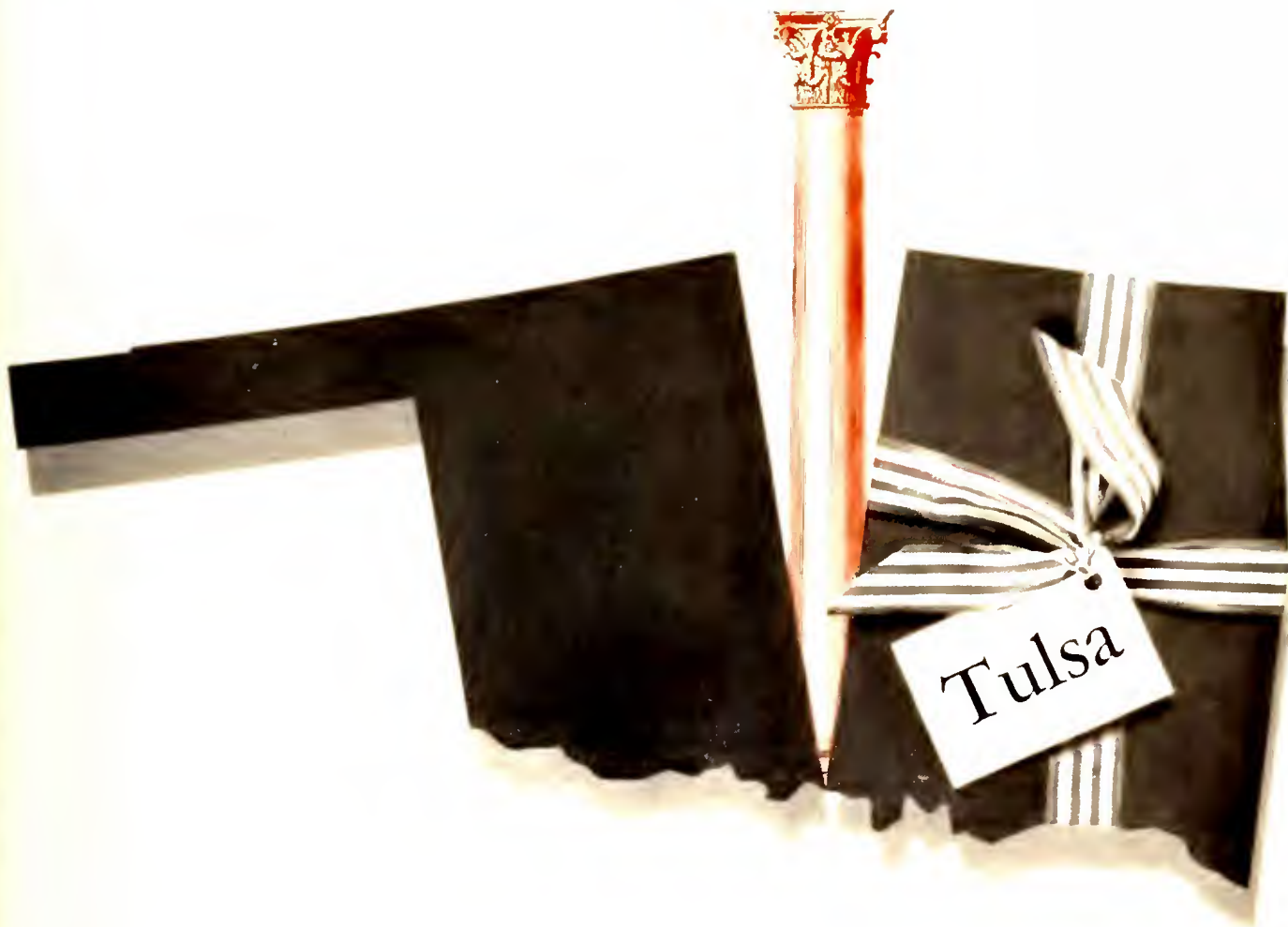
SIX-GUN: Weapon that fires 48 times without reloading

CARBINE: Shopping for an automobile

REMUDA: Resort island in the Atlantic, popular with cowboys who hit it rich

Image: March issue of *Democratic Digest* has cartoon cover kidding GOP, depicts deserted conference room at BBDO where Republican party has been trying to find new image. Room is strewn with posters bearing such slogans as: "The Thinking Man's Party—A Golfing Man's Filter," "It's What's up Front That Counts" (elephant with trunk extended), "Relief is Just a Swallow Away" (elephant holding poison bottle).

Quote: "It's much tougher to find a shy diplomat than a shy calendar girl."—Harry Rasky (*UN in Action*) in *TV Guide*.



How to buy half a state...and more

In Oklahoma it's a cinch! Virtually half of the state is the Tulsa television market. It includes: *47% of the population; 45% of the retail sales; 45% of the food sales; 44% of the drug sales; 46% of the effective buying income . . .* of the entire state of Oklahoma. In addition, the Tulsa television market also includes 13 counties in Arkansas, Kansas and Missouri . . . a whopping 330,780 television homes!

The only way to reach the rich, dynamic eastern half of Oklahoma (and more) is via Tulsa television. In Tulsa, KOTV has been the *first* station in *every* rating report for the past 10 years. Represented by Petry.

SOURCES: NCS #3, ARB, NIELSEN SALES MANAGEMENT

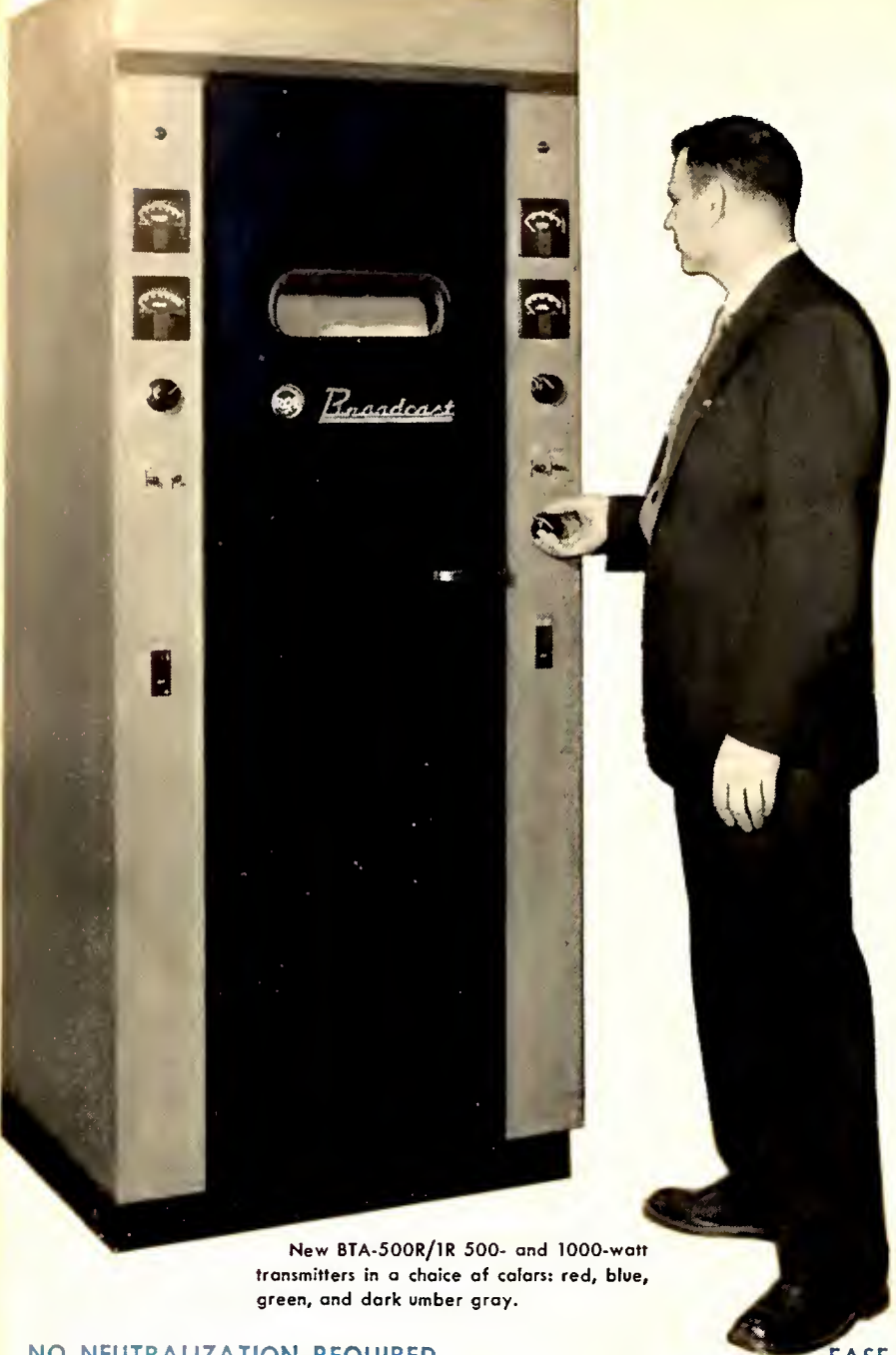
© **KOTV** TULSA

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

NEW

RCA 500- AND 1000-WATT AM TRANSMITTERS pace the latest trends!



New BTA-500R/1R 500- and 1000-watt transmitters in a choice of colors: red, blue, green, and dark umber gray.

NO NEUTRALIZATION REQUIRED

Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL

Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION

The very low order of distortion results in improved soundability.

FEWER TUBES

Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY

Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING

Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING

Fits into any surroundings through choice of color for doors—blue, green, red or gray.

EASE OF ACCESS

All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.

NEW OSCILLATOR

Three switchable temperature controlled crystal units, a spare of main frequency, plus one for automatic Conelrad switching are incorporated in the new crystal oscillator of both transmitters. Six screws hold the etched oscillator-buffer circuit board to the subassembly. All oscillator and buffer connections are made through plug type terminal strip. Frequency stability is ± 5 cycles for the RCA crystal units.

SIMPLIFIED POWER INCREASE

The exciter unit is the nucleus of the basic transmitter; all low rf and audio stages are built into a single unit used in both 500 and 1000-watt transmitters. Thus, power increase is made easier.

For further information about these and other transmitters, call the nearest Broadcast Representative. In Canada call: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N.J.



Tmk(s) ®