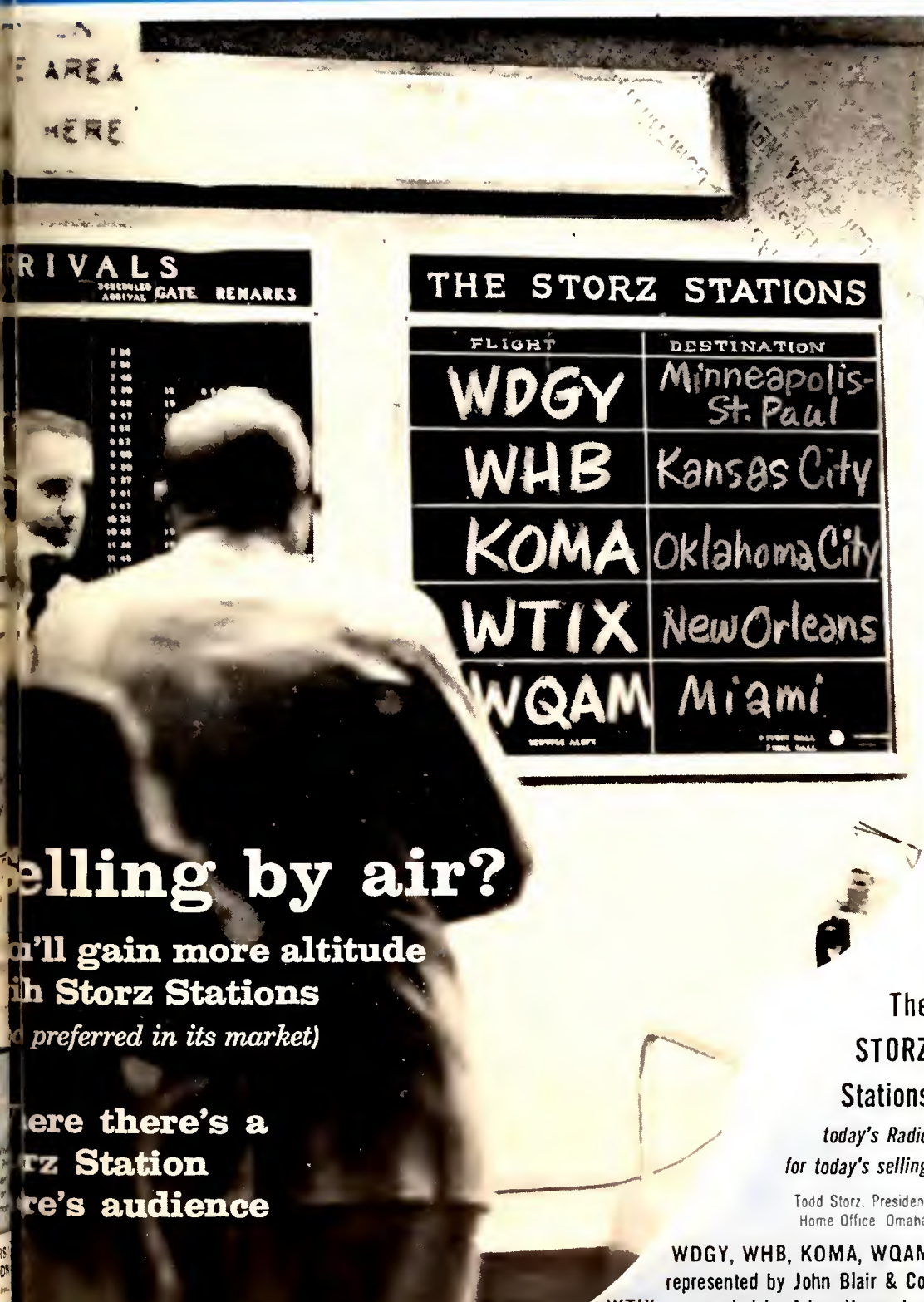


SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



THE STORZ STATIONS

FLIGHT	DESTINATION
WDGY	Minneapolis-St. Paul
WHB	Kansas City
KOMA	Oklahoma City
WTIX	New Orleans
WQAM	Miami

MEET MR. ZIV: KING OF TV FILMS

Profile of the man who built an empire in tv film syndication — another SPONSOR first

Page 31

Gillette deep in radio with opera- tion earlybird

Page 35

Who's who in tv nets—special list for agency men

Page 38

Fall lineup shows rise in costs and hours—Tv basics

Page 43

DIGEST ON PAGE 2

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

Todd Storz, President
Home Office Omaha

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.
WTIX represented by Adam Young Inc.

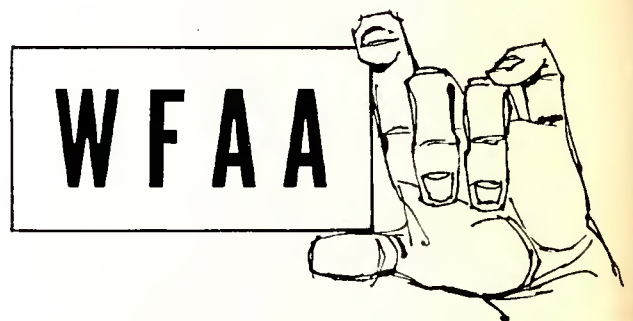
Selling by air?

You'll gain more altitude
with Storz Stations
(preferred in its market)

Where there's a
Storz Station
there's an audience



Fine lettering is almost a lost art, having given way to many new and beautiful type faces. And yet, it is still sought after by those who recognize and value the "quality touch" it contributes! This same quality touch has its counterpart in today's better radio and television station operations . . . a "plus factor" of immeasurable value in any advertising campaign!



radio & television • dallas

Serving the greater DALLAS-FORT WORTH market



St. George made things happen in Macedonia . . . and



WPEN

**RADIO
MAKES
THINGS
HAPPEN
IN
PHILADELPHIA**

WPEN is the only radio station in Philadelphia broadcasting up-to-the-minute traffic reports directly from our own helicopter. These authoritative, on-the-spot reports of traffic conditions are broadcast by Philadelphia Police Department traffic experts. In Public Interest—and in Sales—WPEN Makes Things Happen In Philadelphia.

WPEN

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

CONSOLIDATED SUN RAY STATIONS

WPEN Philadelphia WISN Cincinnati WALT Tampa

here's to WBIR-TV Knoxville...



... for having most
of the top-rated shows.
Call your Katz man.

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

© Vol. 13, No. 35 • 29 AUGUST 1959

SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Meet Mr. Ziv

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Why Gillette is expanding radio

35 World's largest razor blade "dispenser," whose ad success has been due largely to endorsement, uses radio d.j.'s to reach the pre-shave crowd

Who's who in the tv networks

38 Up-to-date chart of executives at ABC, CBS, NBC, prepared especially for adv. managers and agency men who deal with network personnel

How Reis tailors underwear ads

40 Here's market-by-market strategy of manufacturer who switched from middle-of-the-road print to tv—focusing on male and female selling features

Get your salesman into home

41 Food-freezer company experiments with local radio in Philadelphia to open doors; uses weekend, special promotions, plans taped testimonials

Net tv billings up \$26 million

42 LNA-BAR figures by TvB show network estimated gross billings \$25 million up over first six months last year, food products still leading

A preview of net tv's fall lineup

43 Forty-four new shows will appear, adding up to more hours, more suspense-action fare and higher costs. Also in section: Comparagraph

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BPA

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LET'S DISH UP SOME BRASS TACKS!

Look at the record! In the recent past, three different services — ARB, NSI, NCS No. 3 — have pointed to WHO-TV as the top station in Central Iowa.

NCS No. 3 gives WHO-TV more daily circulation in 57 counties than any other station, daytime and nighttime. In the NSI Report for 27 Iowa counties (March, 1959) WHO-TV delivers *more homes in more quarter hours than any other station*. Finally, ARB (see below) proves WHO-TV's *hometown* popularity.

One of the big reasons for this outstanding showing is WHO-TV's star-studded library of film packages*. Films from this great library are featured each weekday on WHO-TV's *Family Theatre* (Noon-2 p.m.), *Early Show* (4:30 p.m.-6:05 p.m.) and *Late Show* (10:30 p.m.-Sign-Off).

Sit down soon with your PGW Colonel and talk "brass tacks" about WHO-TV — by all odds, the best in Central Iowa television!

.....

*WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.

.....

ARB SURVEY METROPOLITAN DES MOINES AREA (March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	233	227	50.0%	48.7%
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0



WHO-TV

Channel 13 • Des Moines

NBC Affiliate

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



Peters, Griffin, Woodward, Inc., National Representatives

97.2%

OF VIEWERS IN
Albany, Ga.
ARE TUNED TO

WALB-TV*

(*special ARB)

and

WALB-TV's NEW

1000 FOOT TOWER

ALMOST DOUBLES THE
EFFECTIVE WALB-TV
MARKET IN
SOUTH GEORGIA AND
NORTHWEST FLORIDA!

- GRADE B POPULATION
NOW IS:

730,600

- GRADE B TV HOMES
NOW ARE:

126,200

Write for
new Coverage Map!

WALB-TV

ALBANY, GA. — CH. 10



Raymond E. Carow, General Manager
Represented Nationally by
Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.
One Rate Card

NEWSMAKER of the week

In an unexpected move, Radio Corporation of America last week took the radio/tv industry and Kenyon & Eckhardt by surprise, by shifting its \$10 million consumer and institutional advertising back to J. Walter Thompson—where the RCA account had been handled for 11 years prior to 1954.

The newsmaker: Ralston H. Coffin, RCA vice president for advertising, was sitting on top of one of the best-kept industry secrets of recent years when word leaked from Kenyon & Eckhardt last week that its \$10 million share of RCA's \$17 million advertising nut was going to J. Walter Thompson. (For significance of this and another account's return to Thompson fold, see Sponsor-Scope, page 24.)

Apparently, unknown to K&E, details had been worked out between RCA and the Thompson agency in time for Thompson to resign the \$5 million Sylvania account (which in turn was assigned to Kudner about the same time K&E got wind that something was afoot).

The shift, biggest since D'Arcy and Kudner lost Coca-Cola and Buick, respectively, to McCann-Erickson, takes place officially 1 January 1960. However, Coffin indicated that the new agency would soon be at work on plans for the 1 January introduction of the new product lines.

"Thompson's overseas facilities were certainly a factor in the decision," Coffin told SPONSOR. "I have met with the Thompson people who will handle the account," said Coffin, "and the team appears relatively complete."

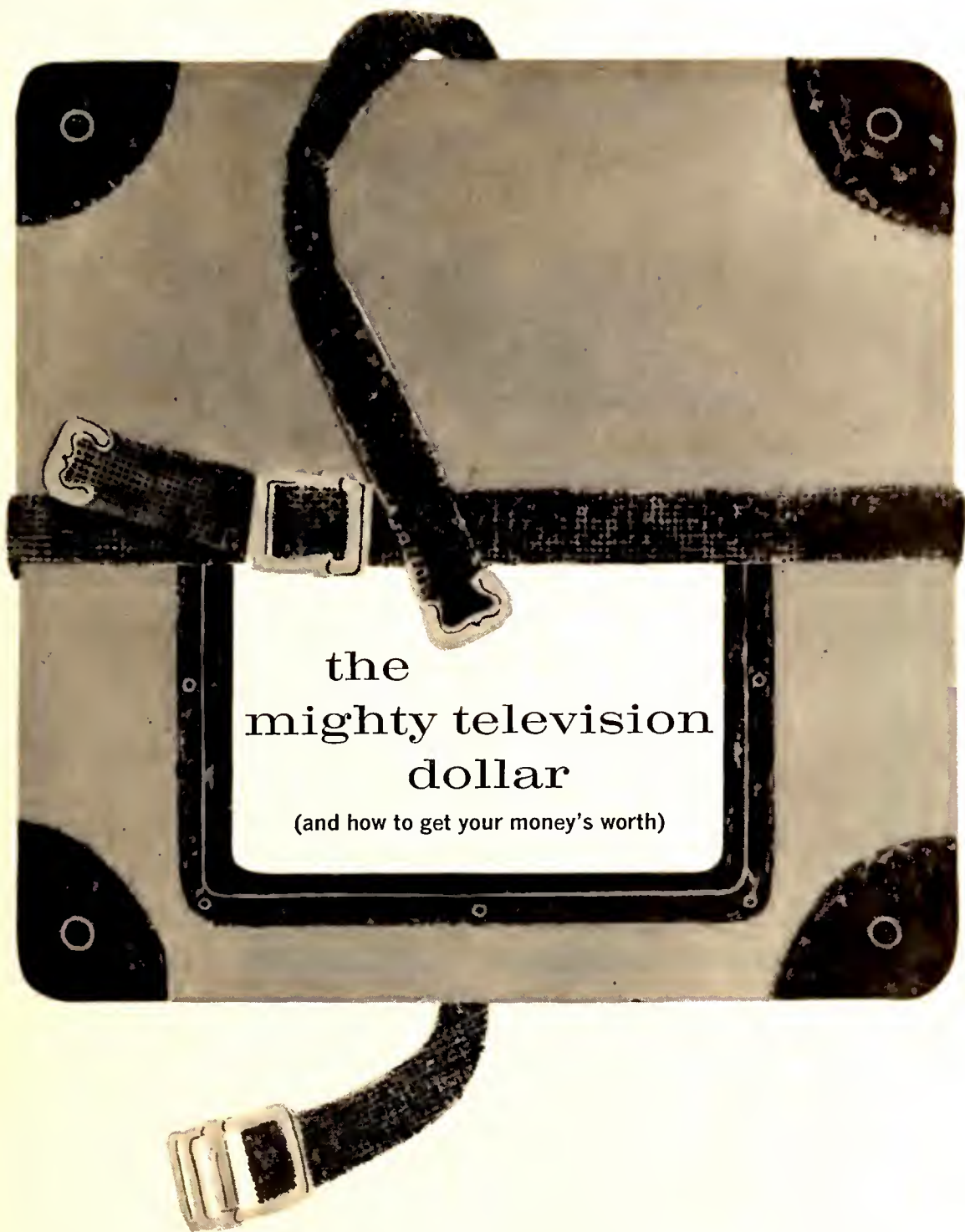
Coffin said that none of the key people on the account were ones he had worked with prior to 1954, when he was advertising director of the former RCA Victor Division. According to Thompson president Norman Strouse, Bill Howard will head the account.

Adding to industry surprise at the RCA move was the fact the company's first half earnings were 44% above the '58 level with profits of \$13,500,000 (on sales of \$542,600,000).

Said Coffin, "K&E's advertising for us has consistently outperformed the industry according to independent measuring services for both print and broadcast." (K&E, of course, pioneered *Peter Pan*, *Producers' Showcase*, and *Perry Como* for RCA.) Balance of the \$17 million RCA billable budget (about \$7 million) remains with Grey Advertising (for NBC, affiliates and records) and Al Paul Lefton (for electronic parts). RCA-Whirlpool, a separate company billing about \$4.5 million, remains with K&E. RCA's outlay also includes \$5 million in co-op money.



Ralston H. Coffin



the
mighty television
dollar

(and how to get your money's worth)

You spend a lot of money on television because you hope a lot of people will see your show (and pay attention to your commercial).

But sometimes they don't—and won't . . .

Unless you impress them with the importance of watching YOU.

TV GUIDE can be very helpful here. It reaches television households equivalent to a 17 rating.

This audience turns to TV GUIDE to plan its TV week, reads TV GUIDE every day of the week.

We suggest you keep after these 26 million readers frequently with a forceful reminder of who you are and what you sponsor.

7,250,000 circulation guarantee effective October 31, 1959



MORE THAN YOU COUNT ON! You know WCBS-TV commands New York's *biggest* audiences. Year after year, audience "head-counting" studies prove it—and advertisers count on it!

Now, a new depth study of "breakthrough" significance shows that channel 2 delivers also the *best, most responsive* audiences. Conducted by the Institute for Motivational Research, in association with Market Planning Corporation (an affiliate of McCann-Erickson), the study proves dramatically that New Yorkers—with seven stations to choose from—have by far the




"I have a feeling of greater confidence, more trust in the products I see advertised on that station." Suppose you had overheard that statement. Which channel is "most likely" being referred to? This is one of 25 questions put to six hundred New Yorkers. Here's how they answered:

WCBS-TV channel 2	60%
Network channel B	31%
Network channel C	5%
Non-network channel W	1%
Non-network channel X	1%
Non-network channel Y	1%
Non-network channel Z	1%

Note that WCBS-TV received three out of every five "most likely" votes—50% more than all six other stations combined!

greatest trust and confidence in channel 2. And, even more significant, that this pattern of trust and confidence (to quote the Institute for Motivational Research) "carries over into a pattern of greater trust and confidence *in commercials and products associated with channel 2!*"

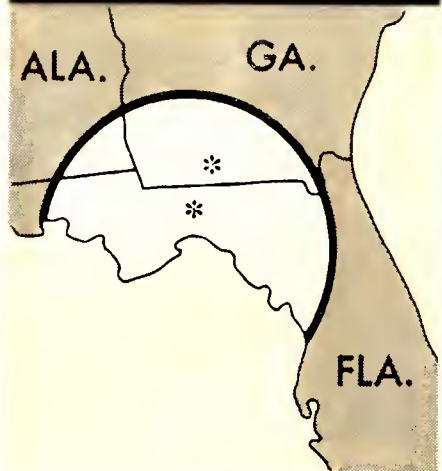
Thus, this study is as important to you as rates and ratings. To obtain a copy of the findings, call WCBS-TV or your nearest CBS Television Spot Sales representative. You'll see that channel 2 gives you more, *far more*, than you count on! CBS Owned Channel 2, New York **WCBS**  **TV**

RRR!

REMEMBER ↓

WCTV
is now
CBS
TELEVISION

**TALLAHASSEE
THOMASVILLE**



the bright spot in your sales picture... WCTV can make it brighter!

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

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

*Annual Survey of Buying Power, 1959.

WCTV

TALLAHASSEE CHANNEL 6 THOMASVILLE



a John H. Phipps
Broadcasting Station



BLAIR TELEVISION ASSOCIATES
National Representatives

Reps at work

Doug Yates, Television Advertising Representatives, Inc., New York, points out the importance of advertisers sponsoring one-shot specials to maintain continuity of advertising through spot. "Sponsors new to specials are attracted by the glamour and merchandising opportunities of a big one-shot show," Doug says. "But one or two specials don't constitute a campaign by themselves. They need additional advertising support to sustain the impact of the special throughout the year." Doug notes that audience memory drops off sharply long before the next special is aired. Also, with the average listener exposed to 30 announcements a night, competing advertisers can diminish the effectiveness of a special. "By using a special-plus-spot campaign the advertiser can capitalize on the over-all dramatic advertising values of the one-shot while delineating individual sales points with spot. The combination also provides better reach. Specials get higher ratings in one- and two-station markets; but spot can give the advertiser the frequency and fluidity he needs in multi-station markets."



Jim Le Baron, H-R Representatives, Inc., New York, feels that some buyers could both help themselves and reps with a more give-and-take attitude when a salesman calls on them with a visiting station man. "If you're too busy for even five minutes with them, at least try to spare a handshake. A face-to-face statement of being 'snowed under' leaves the rep and station man less frustrated than a 'can't see' over the receptionist's phone.



If you *can* see the station man, don't just yes him to get him on his way. Tell him about your buying methods, your plans, and details of specific accounts. Help him, too, to give you useful information not to be found in Pulse, SRDS or NCS #2. In talking with him, you may learn things that will affect your entire approach in his market.

Ask him pertinent questions—how he got his ratings, is his a formula station, a personality station, a cross-section station? And when the interview is over, let him know how his station stands. If his chances are poor, say so—and tell him why. In this way, you can both benefit tremendously from the personal contact."

**THE GREATEST
STRIPPER
IN SHOW BUSINESS
SINCE BURLESQUE**



ABC FILMS

INC.

1501 Broadway, New York 36

L Ackawanna 4-5050

THE PEOPLE'S CHOICE

MONDAY through **FRIDAY**

DAYTIME, YET

This strip is on stations from coast-to-coast, starting as early as 9:15 AM—and it's out of this world

Develops fantastic audience records

Attracts some of the greatest names in advertising as participating sponsors.

Makes money for station managers who know the value of a hot spot carrier.

For the complete lowdown, get in touch with ABC Films fast.

Leadership



Fred Hillegas



Joel Mareiniss



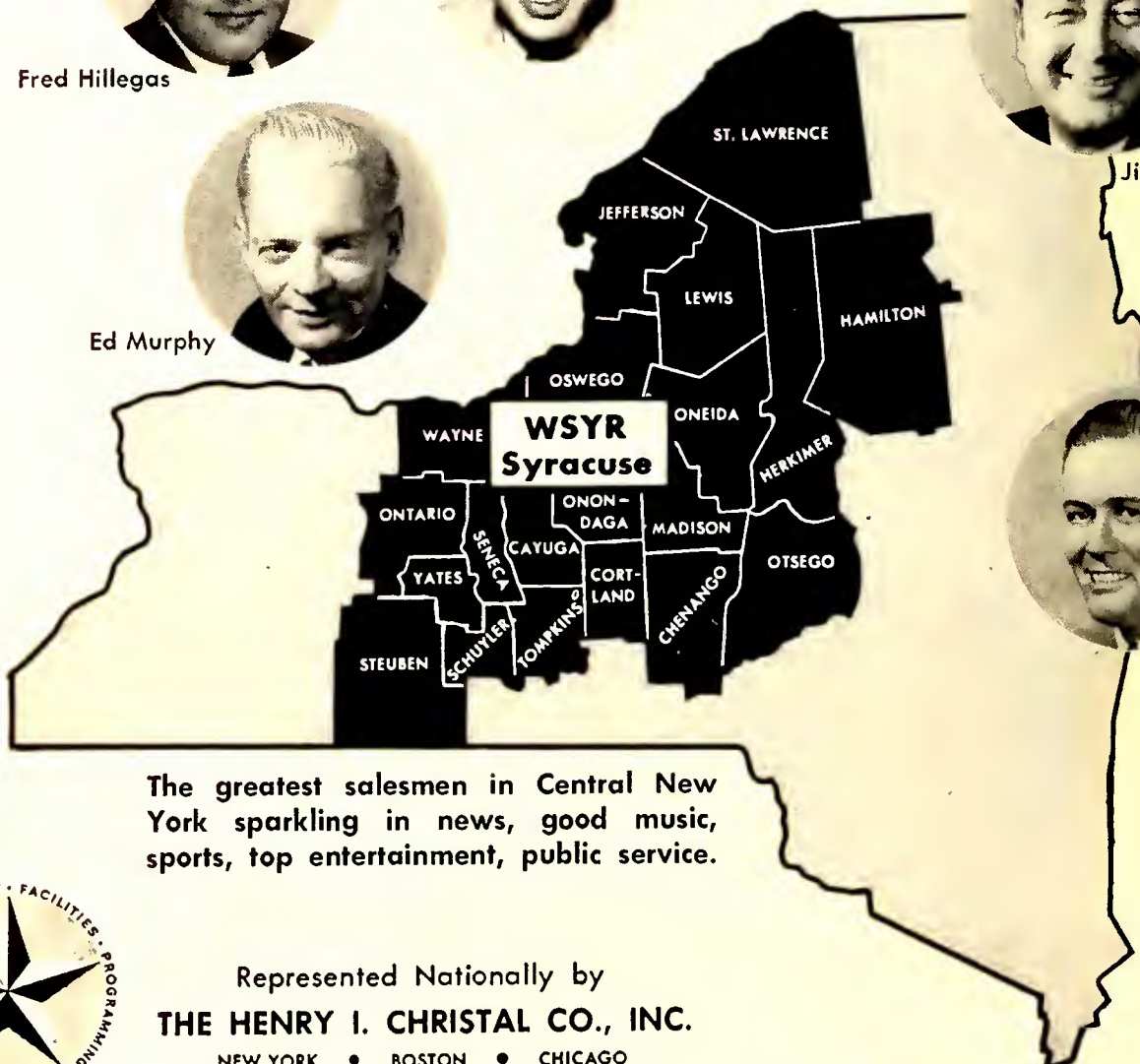
Jim Deline



Ed Murphy



Elliot Gove



The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes,
1.5 million people with a \$2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED



Bill O'Donnell



Deacon
Doubleday



Carol Johnson

Top programming . . . Top facilities . . .
Top personalities . . . make the difference.

*All figures NCS No. 2, weekly coverage

NBC in Central New York

WSYR



5 KW • SYRACUSE, N. Y. • 570 KC



OUR MUSIC IS THE MOST!

Listeners dig our music in much larger numbers than that of our "music and news" competitors.

WBT's local music shows enjoy a 98% listener lead in the mornings, 50% afternoons and 126% at night.*

Music represents only a portion of WBT's varied, creative, responsible programming. At home or on the road, Carolinians have it made with WBT.

Express yourselves, truth-seekers. A small bundle of late placed on WBT covers the nation's 24th largest radio pad.**

Call CBS Radio Spot Sales for the Ward.

*Pulse 25 county area 1959 (March)

**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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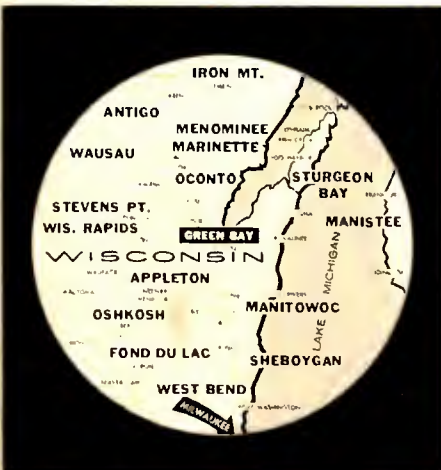
Gilda Gomez; Priscilla Hoffman



LIKE FATHER...LIKE SON?... in the Land of Milk and ^MHoney?

Not on your life! In the past 30 years, the Wisconsin "Hayseed" has made way for the well-educated, well-heeled, well-dressed business man whose profession is farming.

It's storybook stuff, this market of ours! . . . scores of small cities and thousands of big dairy farms – 400,000 TV families.



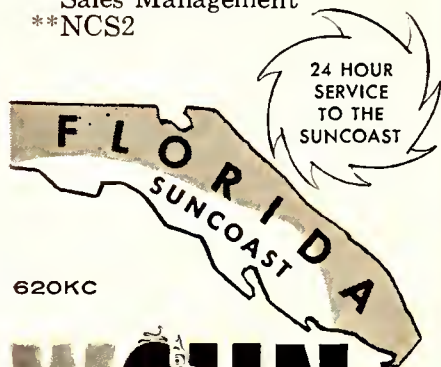
*** 28th NATIONALLY
IN FOOD STORE SALES!**



**“SUNNY” is
really cooking!**

When it comes to feeding you a large share of the TAMPA-ST. PETERSBURG MARKET, WSUN has a real sales fire going. In our 29 county area, with 1,203,400 population, WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.** For a successful sales recipe on the Suncoast... use “SUNNY!”

*Sales Management
**NCS2



620KC



TAMPA - ST. PETERSBURG

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

by John E. McMillin

**Commercial
commentary**

Must tv be lousy in the summer?

During the past few sticky months the TIC (Television Information Committee of the NAB) has been sweating on a plan for a super-duper public relations program for the tv industry. A real big image job to tell everyone that tv is wonderful, kids, really and truly it is.



Meanwhile, back on your home screen and mine, the networks, agencies and advertisers have been treating us to just about the most dismal and disgraceful display of summer program slop in the history of the medium.

We've been glutted with mediocrity, surfeited with repeats and insulted with misbegotten replacement shows.

Here in New York, except for baseball and Ballantine's (and Mel Allen, Red Barber, Phil Rizzuto and our faltering Yankees), there has been little worth watching on tv during the entire summer.

Yet all this time the TIC has been solemnly plotting a great big ever-loving industry whitewash.

Does this strike you as silly and incongruous? It does me. And I think it is high time for some of us, who are in the industry and really care about it, to start speaking up. Let's stop pretending that everything is just plain peachy. We know damn well it isn't.

Publicity man, heal thyself

I resent, as much as the next man, criticism of tv by ignorant and prejudiced outsiders.

Last fall, when *Fortune* blasted off with its scurrilous "Light That Failed" attack I was ready to jump down Henry Luce's throat.

More recently I have read with irritation and disgust the proposal by John Fischer, editor of *Harper's*, that all tv stations be taxed 10-15% of annual earnings (as a kind of channel rental fee) and that the money be used to set-up a National Broadcasting Authority, a programing hoard of super-intellectuals.

Mr. Fischer, like many another egghead, grows squeamishly Fascist at the sight of a practical problem, and dreams, with wistful Freudian boyishness, of finding rugged academic types who will play Daddy and solve everything.

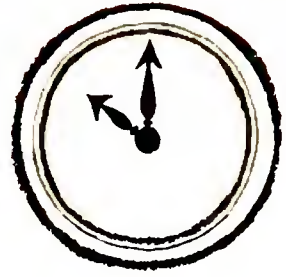
I am sure that tv must protect itself against such irresponsible ideas and attacks, and maybe the TIC program suggested originally by Bob Sarnoff of NBC will help in doing this.

But tv today needs far more than mere publicity or public relations propoganda. Mountains of handouts and tons of publicity releases will never solve those real abuses and weaknesses within the industry which everyone of us has admitted dozens of times in luncheon table conversations.

The situation on summer programing is a good example. It has been widely and roundly criticized in the press. But instead of



It's a habit...



like tuning
KMJ-TV
in **FRESNO**
(California)



FIRST TV STATION IN FRESNO

KMJ-TV... first TV station in The Billion-Dollar Valley of the Bees

KMJ-TV news programs are tops and viewers make it a habit to see them — the two highest-rated news programs in the area are on KMJ-TV*.

KMJ-TV coordinates with McClatchy newspapers for complete up-to-the-minute reporting. The local scene is also covered on a 24-hour basis with sound and silent film cameras.

*ARB - April - May - 1959

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

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



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

NBC

CHANNEL 6

KCEN-TV

TEMPLE - WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

criticizing our critics, let's concentrate on healing ourselves.

It is not too early to begin planning now for the summer of 1960.

Nine months pregnancy, three months bed rest

Today, for reasons which may be understandable but are certainly idiotic in a two billion dollar industry, tv finds itself on an annual schedule of nine months of creative pregnancy and three months of exhausted, whimpering bed rest.

Between Labor Day and Memorial Day most of us can find much to be proud of and enthusiastic about in tv network programming.

But come June 1st, the boys suddenly collapse as if they were too fragile (or too rich) to work a 12-month year, and we get a full summer quarter of rehashed hash and tired ersatz entertainment.

No other respectable industry would dream of operating on such a slipshod, self-indulgent basis.

Nor can tv's sickening summer retreat from creativity be justified on the grounds of viewing audiences or general business activity.

Food sales, through supermarkets and other outlets, show no seasonal drops in June, July and August. Drug sales, except for a small Christmas peak, maintain an even rate throughout the year. And dozens of industries—gasoline and tires to name a couple—enjoy greater sales in the summer than at any other time.

As to tv's viewing audience, it is true that there is less viewing—about 30% less—in summer than at the winter peak. But here is a figure from A. C. Nielsen that may surprise you. *In the course of a summer week the number of homes viewing tv is within 3% of what it is at other times of the year.* Total viewing hours are down, but homes viewing are almost the same.

Finally, tv's summer creative slump cannot be considered a sound practice for a major advertising medium. What do you suppose would happen if *Life* magazine in June 1st, began repeating stories and pictures from its issues of the previous nine months? The screams from its readers would be as nothing compared to the yells from its advertisers.

Let's do better next year

Tv's position in all this is dangerous and unhealthy. Another summer of program dullness and viewer boredom will seriously affect the medium. And to make certain that we don't get in 1960 what we have had this year, here are some suggestions.

First I doubt if long schedules of repeats have any place on net tv and I think that ABC, CBS and NBC should voluntarily and arbitrarily rule them unacceptable in the future.

I'm not referring of course to re-runs of outstanding one-shots as the *Astaire Show*, *Green Pastures* or *Amahl and the Night Visitors*, but to the serial repeats on a 13-, 15- or even 26-week basis.

Second, I suggest that the programming year must be revised, and that strong new programs must be started in June and July. Tv's summer is too valuable to be wasted on dubious talent from the third-string stables of MCA and the Morris office.

Finally, I believe that we must have a new kind of summer selling for 1960. If network schedules for next June, July and August can be filled out early, there will be no excuse for cut-rate programming.

We all know that tv needn't be lousy in the summertime. Only a sluggish, tradition-bound industry is keeping it that way.

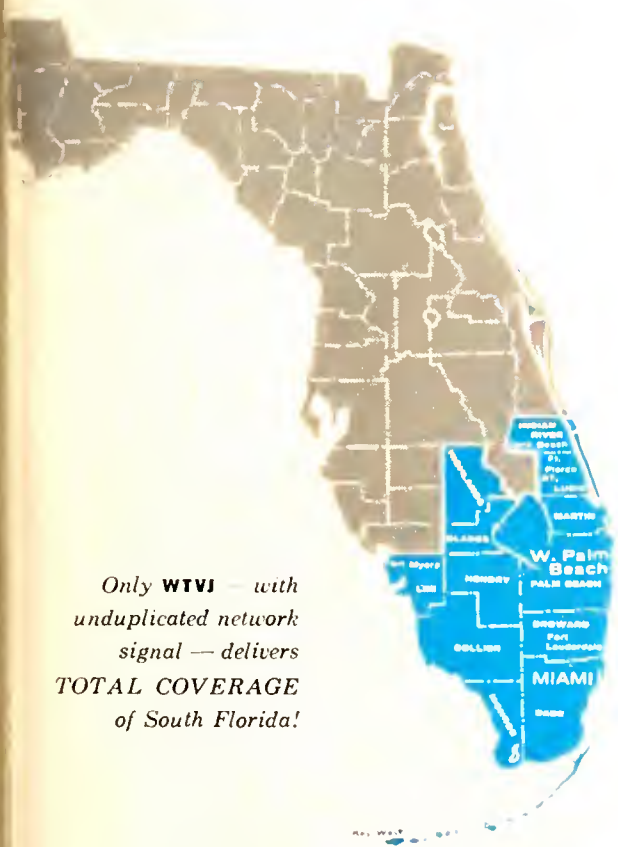
The Media Surveys You Use Show Conclusively . . .

WTVJ

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

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

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



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

WTVJ South Florida



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

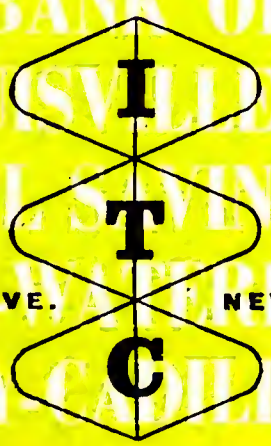


VITTORIO DE SICA ■ RICHARD CONTE ■ DAN DAILEY ■ JACK HAWKINS

THE FOUR JUST MEN

V HAVEN-HARTFORD STAG BEER TOLED
ARILLO CONTINENTAL OIL CO. FRESN
ACUSE NEW ORLEANS SUN OIL COMPAN
& M. SCHAEFER BREWING CO. BURLING
ER STANDARD OIL CO. OF TEXAS ROSW
ILADELPHIA DREWRY'S LIMITED, U. S. A
LAKE CITY CHICAGO THE KROGER COM
PASO DETROIT VOLKSWAGON DEALER
ROSLEY STATIONS: CINCINNATI, INDIANAP
DAYTON, ATLANTA, COLUMBUS! LANSIN
NDURA CO. (SANDRAN) SAN FRANCISCO
ST CAROLINA POWER & LIGHT NORFOL
ST FEDERAL SAVINGS & LOAN OF MIAM
ERQUE DUKE POWER & LIGHT TERRE I

Walking off with Sales Honors



**INDEPENDENT
TELEVISION
CORPORATION**

488 MADISON AVE.

NEW YORK 22 • PLAZA 5-2100

OL CITY BANK OF BATON ROUGE CHARLO
GO LOUISVILLE GRAND RAPIDS-KALAM
FEDERAL SAVINGS AND LOAN OF SHREVEPO
RAPIDS-WATERLOO SACRAMENTO LUBI
RSE CITY-CADILLAC BIRMINGHAM ORLA
NOTICE SOUTH BEND ELKHART BOY



RESULT: more sales-power per dollar



GABRIEL DYPE has charge of Blair-TV's Detroit office — one of ten offices providing fast, efficient service to Advertising throughout the United States.

Most motormakers feel Television was born for their special benefit. And with good reason... for nothing else matches Television's dramatic power to present beauty in motion.

Along with heavy network investments, Detroit makes effective use of Spot Television to focus selling power on especially responsive markets. Their decisions in placing spot demand up-to-the-minute data on markets and stations — data instantly available through Blair-TV's Detroit office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not

only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

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

A NATIONWIDE ORGANIZATION

BLAIR-TV

AT THE SERVICE OF ADVERTISING

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

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

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

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

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

SPONSOR-SCOPE

29 AUGUST 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

Spot radio is moving back into the national advertiser's orbit at a pace that's encouraging to reps. But they'd be happier still if the incoming business didn't indicate that the buying trend was toward the top 10 to 20 markets.

The latest pattern that seems to have set in is shortterm saturation flights on anywhere from two to five stations in these 10 to 20 markets.

It's a far cry, the reps point out, from the situation that prevailed a couple years back when the common buy was for 30 to 40 markets for at least 13 weeks and a single station per market.

Spot radio buys out of Chicago the past week included Kitchens of Sara Lee (C&W), Alka-Seltzer (Wade), Campbell Pork and Beans (NL&B) and Monsanto's Safflex (NL&B).

Sara Lee is going into 39 markets; Alka-Seltzer, 30 markets for 26 weeks; Safflex, 12 markets for four weeks; and Campbell, 15 markets for 10 weeks.

Two toiletries that are giving spot radio quite a ride are Trig (Bristol) via BBDO, and Skin Clear (Max Factor, via K&E).

Factor has 13-week schedules in the top 40 markets, 20-24 spots a week, starting 4 September.

ABC TV figures that it will take at least two years to switch its station option nighttime strip forward to between 8 and 11 o'clock.

The stratagem: Write in the provision as contract renewals come up.

Here's a "for sale" sign you haven't seen before: General Electric wants somebody to preempt a single shot of its Sunday night half-hour on CBS TV during the final quarter in order to balance the series' budget.

GE is adding quite a number of stations to its Theatre list this fall. And rather than go through a lot of budget maneuvering, it's elected to take a week's hiatus. That will allow about \$120,000 to pay for the added stations over the final quarter.

CBS TV's reaction: It can readily use that half-hour for one of its own projects.

Timebuyers in a couple major Chicago agencies are keeping their fingers crossed, hoping it's only a paperwork goof-up—but in the meantime they're stewing over the failure of tv stations to confirm their 30-day orders.

In anticipation of an earlier-than-usual buying situation this season, these agencies souped up their media-marketing plans, requesting confirmation of schedules 30 days before starting date (a general custom).

Some stations acted automatically, while others haven't been heard from—even though a couple of weeks have gone by.

The core of the worry: If the confirmations don't eventuate, the advertiser's marketing plans—such as store tie-ins and other promotions—could go haywire.

The clamor for minutes in spot tv is still as pronounced as it was six months ago; there are no marked signs yet of conversions to 20's and I.D.'s on a sizable scale.

Last quarter buying meantime continues on the ascent. Here are some added starters:

CHICAGO: Kitchens of Sara Lee (C&W), between \$75-100,000 for a six-week test in the New York market; Gillette's Thorexen (North), schedules in wrap-up stage; Pam Dry Fry (Meyerhoff), four-week schedule in 17 markets, starting 28 September.

MINNEAPOLIS: Pillsbury (Campbell-Mithun), eight-week day and night schedule for Instant Potatoes; Top Value Stamps (C-M), shortterm promotion in several markets; Minnesota Mining (BBDO), returning to three-week flights test on the West Coast.

When TvB releases its figures for spot tv for the first half of this year, they will show an increase of around 25% over the corresponding 1958 period.

The margin for the first quarter of this year was 31.4% and the edge for the second quarter looks like at least 20%. That would bring spot tv dollars for the half-year to a record \$310,000,000.

If you've wondered what's happened to the radio spot billings for the initial six months of 1959 that SRA was compiling via Price-Waterhouse, here's the latest:

- Because rep members of the association are so loaded with paperwork of their own, Price-Waterhouse is still working on a simpler method for collating the figures used for estimating the dimensions of the medium.
- The SRA isn't sure just when the figures will be available.

Add American Bakeries (Y&R) to spot users that have rediscovered radio.

Heretofore partial to tv, the chain this spring tested radio in Texas and Missouri and as a result is going 100% in that direction.

The design: 34 markets, two and three stations per market, heavy saturation, from mid-September through mid-December, using a jingle. The whole thing is built around grocery store tie-ins.

Even the leaders can't help but imitate the other fellow if he's successful: Coca-Cola and Pepsi-Cola are reported to be so impressed with 7-Up's rise that they're climbing on the lemon-carbonated bandwagon. Thus:

- Coca-Cola bottlers have been urged to get franchises for a 7-Up type drink, Bubble-Up.
- Pepsi has taken over full control of another 7-Up type, Tecm, and is said to be readying a plan for a market-by-market push in its behalf.

J. Walter Thompson (Chicago) has the 7-Up account.

If there's any one segment on Madison Avenue that radio sellers ought to do a crash job on, it's the product group in major agencies.

Talk to plans board members in such agencies and you'll be surprised how addicted the average product group has become to overlooking radio when composing a media plan.

Prodded on the oversight, the product group's retort often will be (a) we're using tv, aren't we?, or (b) the rating information is too conflicting, or (c) we haven't enough basic facts about the medium, particularly local programing.

Noted an agency management man to SPONSOR-SCOPE: "Radio is losing an opportunity to prove its ability to create the sort of excitement that makes the consumer depend on the medium. Unless you're a new medium, you can't expect the advertiser to go on treating you as essential. You've got to prove you can still capture and hold attention. Radio might take a look at the outdoor industry and see what it's done to give it a fresh complexion in the eyes of the advertiser."

There may be something meaty for tv to ponder in the continuing trend by bellwether P&G toward reducing its daytime investments.

The Cincinnati giant will spend more dollars than ever in tv during the 1959-60 season, but the daytime slice will again be smaller.

Measured by years, P&G's daytime billings in 1959 will be 20% less than they were in 1958, while the daytime share in that year was 10% under 1957.

From the media director of one of the P&G agencies SPONSOR-SCOPE gathered that these were the underlying reasons for the trend:

1) With sets-in-use about the same and shares down, the lower cost efficiency is making it tough for the less housewife-oriented brands to stay in network tv.

2) A conviction that in terms of audience delivered daytime is still much overpriced compared to nighttime, and that the basic price ratio of half the nighttime rate is as outdated as the seven-inch tv receiver.

Despite P&G, network tv finished the first six months of this year with record daytime billings. The daytime share of total billings was the highest—28.4%—in history.

Another evidence of daytime's rising strength is what it's been doing vis-a-vis the women's and home magazines. Here's a comparison of network tv daytime billings and women's-home magazine advertising for the first six months:

NETWORK	1959	1958
ABC TV	\$13,073,578	\$ 7,557,490
CBS TV	41,986,570	37,460,641
NBC TV	33,349,136	24,879,937
Total Daytime	\$88,409,284	\$69,897,937

MAGAZINE	1959	1958
Ladies' Home Journal	\$15,782,000	\$13,787,000
Better Homes & Gardens	13,758,000	13,719,000
Good Housekeeping	11,197,000	10,895,000
McCall's	9,581,000	9,659,000
Everywoman's-Family Circle	5,413,000	3,782,000
American Home	4,665,000	4,815,000
Woman's Day	3,271,000	2,344,000
House Beautiful	3,337,000	3,360,000
House & Garden	2,017,000	1,842,000
Living for Young Homemakers	2,069,000	1,776,000
Total Service Magazines	\$71,090,000*	\$65,979,000

*This represents an 8% increase over the like period of 1958. The combined network advantage over these 10 magazines is 24% compared to but 6% last year.

In view of the boom status of nighttime network tv, Madison Avenue media directors are bemused by this current paradox: Network salesmen have stepped up the competitive heat to snag whatever pennies may be still lying around.

The pressure behind them stems from this motive: Sales racked up from here on out represents profit money, and apparently all the networks are bent on showing record profit margins for that quarter.

If Minnesota Mining (BBDO, Minneapolis) wants to sell its tape line to kids this fall, it will have to go spot or buy a piece of some network show.

The account's about given up its quest for a network time period for the Magic Circus (30 minutes) that it's been testing in five markets. DFS is now looking at this show for General Mills as a Sunday 5:30 prospect.

Because of the stake they have in Detroit, sellers of spot will be interested in the following introduction schedule of the new models:

STANDARD MODELS

Chrysler Division	16 October	Cadillac	2 October
Dodge	1 or 7 October	Pontiac	8 October
DeSoto	15 or 16 October	Oldsmobile	1 October
Imperial	1 or 2 October	Chevrolet	2 October
Plymouth	16 October	Buick	Undecided
Ford	8 October	Rambler (Am. Motors)	Undecided
Lincoln-Mercury-Edsel	15 October	Studebaker's Lark	Undecided

COMPACT MODELS

Dodge's Dart	7 October	GM's Corvair	2 October
Chrysler's Valient	Undecided	Ford's Falcon	9 October

Comment 1: Note the lack of intervals between the introduction dates of the compacts and the standards. Comment 2: With fall schedules already uncomfortably tight on the spot tv side, the scramble for time among the automotives is expected to give stations within the next two weeks a most hectic job of puzzle-solving.

Tyrex, Inc., representing manufacturers of nylon cord for tires, will embark on a spot tv campaign about four weeks before the new car models start rolling into dealers' salesrooms.

Through McCann-Erickson the group is buying saturation (20-35 spots a week) in the top 20 markets for four weeks.

Also part of the strategy: Tyrex's sponsorship of NBC Radio's **News on the Hour** from 4 August to 4 September, when the spot tv schedule takes off.

Apparently JWT is one agency where they eventually come back: Within a short time after recovering the Standard Brands account, the agency has a huge chunk of RCA again.

The RCA bonanza, which was preceded by Sylvania's \$5-million trek to Kudner, was at K&E's expense. JWT's share of the RCA budget is around the \$10-million mark. RCA-Whirlpool remains with K&E.

JWT's top management always has felt that the exit of both Standard Brands and RCA was attributable more than anything else to a personality conflict. In that prior RCA-JWT alliance, the agency had everything including NBC. The present assignment covers only tv/radio products and institutional and corporate advertising.

(See also **Newsmaker of the Week**, page 4.)

Rather rare in air media is a commercial that plugs both a plane ride and a legitimate show—and all for the price of one.

That's what's happening in the four-market (Chicago, L.A., Denver, K.C.) campaign of spot radio that Continental Airlines (JWT Chicago) has going at present.

The two-for-one is in the jingle, and the advantages go to the same family. Ethel Merman sings the virtues of Continental and winds up with an invitation, "When in New York come and see me in Gypsy."

Continental's president, Robert F. Stix, is her husband, and Miss Merman not only stars in Gypsy but has a sharing arrangement in the show's gross.

For other news coverage in this issue, see **Newsmaker of the Week**, page 4; **Spot Buys**, page 64; **News and Idea Wrap-Up**, page 66; **Washington Week**, page 57; **SPONSOR Hears**, page 60; **Tv and Radio Newsmakers**, page 75; and **Film-Scope**, page 58.

IT COMMUNICATES!

There's no mistaking Rover's message when his tail starts to spin. He's communicating! Likewise, just a few wags of your client's message on WOOD-TV will send thousands of WOODlovin' WOODlanders loping off to buy. That's effective communication! So, take a tip from a wise old dog and sell Western Michigan the right way — on WOOD-TV. Bark for the Katz man, and put the bite on him for avails.



WOOD AM TV

WOODland Center,
Grand Rapids, Michigan
WOOD TV—NBC for Western and
Central Michigan, Grand Rapids,
Battle Creek, Kalamazoo, Muskegon,
and Lansing. WOOD-Radio—NBC.



TIME BUYERS . . . help yourself to

**A
TRIPLE TREAT**

**Do You Want
AUDIENCE?**

*First in total audience . . .
HOOPER (May-June, 1959)
PULSE (April-May, 1959)
NIELSEN (May-June, 1959)

**Do You Want
ADULTS?**

MORE ADULT LISTENERS . . .
Mon.-Fri. 7 AM-5 PM
*NIELSEN (June, 1959)
(No. 2 Station has only 51%
Adult Audience)

**Do You Want
SPENDABLE
INCOME?**

**MORE MIDDLE & UPPER
INCOME AUDIENCE**
*SPECIAL PULSE
(Apr.-May, 1958)

the **PACESETTER**
for **HOUSTON . . .**
MUSIC!

NEWS!

EQUIPMENT!



Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

K-NUZ

IS

No. 1* in TOTAL
AUDIENCE

K-NUZ

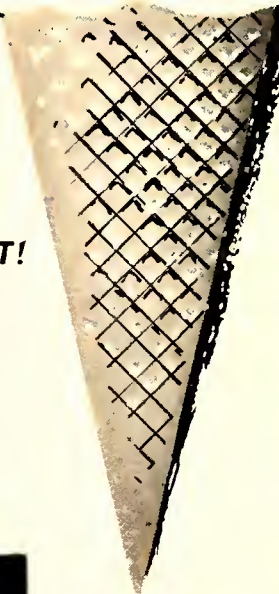
Audience Composition

IS **84%*** **ADULT**

Men and Women

K-NUZ

Audience Composition is 74%
MIDDLE & UPPER INCOME*



National Reps.:

THE KATZ AGENCY, Inc.

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

IN HOUSTON,
CALL **DAVE MORRIS**
JACKSON 3-2581

**49th and
Madison**

Let's not be suckers!

In the Ben Ludy vs. free plugs controversy ("Dear Miss Freeloader," SPONSOR, 27 June), as far as KXLR is concerned now, in the past and in the future, there is no controversy. The first person who mentions a brand name product on the station that hasn't paid for the time, automatically gets fired.

Miss Fran Riley, who last week defended the practice of "publicity releases," states that she does not drag out the commercial plug just for the sake of the commercial. Yet, can she or any publicity department deny that the end result of all their work is to get a free mention for their client? Would all this paper work be done and all this money be spent just to get some "very informative and educational material" to the more than 3,000 radio stations?

How many stations who have ever used this free material have ever had a paid spot campaign from any one of the freeloaders? Why should they pay, when radio will give them a free ride and beg for more? If all the money that was spent in gathering this "free" material and mailing it were used to place spot campaigns, then the client would get what he paid for and radio would stop being the step-child that it is fast becoming.

Our feeling is that if our facilities are good enough and respected enough for a client to take the trouble to try to cage a free plug, then this client knows that radio can deliver the goods. If we stop taking it free, eventually we'll get paid. If we don't stop giving free plugs, then we deserve Texas Guinan's old greeting: "Hello, Sucker."

Roy C. Nichols
mgr., KXLR
North Little Rock, Ark.

Blue Ribbon Radio
Congratulations. SPONSOR's *Blue Ribbon Radio* is just the ticket. I am sure this series will do much to put

Another great tv station for

YOUNG PRESENTATION

Effective August 24

Young Television Corporation

became exclusive national representative for

KNTV

the only television station that covers all of the

SAN JOSE,

Salinas, Monterey Area . . . the 5-county, \$2 billion income area which you can *not* rely on San Francisco stations to sell. Don't take fringe benefits in San Jose . . . when you can get *full* benefit of KNTV's coverage and impact. Let the knowledgeable Young men in seven important centers elaborate.

YOUNG TELEVISION CORPORATION

An Adam Young Company

NEW YORK
3 East 54th St.
New York 22, N.Y.
PL 1-4848

CHICAGO
Prudential Plaza
Chicago 1, Ill.
MIchigan 2-6190

ST. LOUIS
317 No. Eleventh St.
St. Louis, Mo.
MAin 1-5020

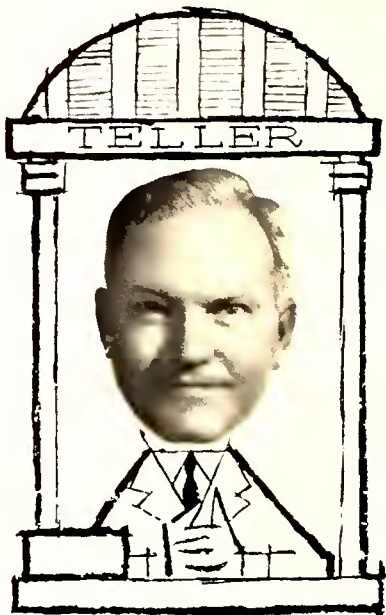
LOS ANGELES
6331 Hollywood Blvd.
Los Angeles 28, Calif.
HOLlywood 2-2289

SAN FRANCISCO
Russ Bldg. (Rm. 1207)
San Francisco 4, Calif.
YUkon 6-6769

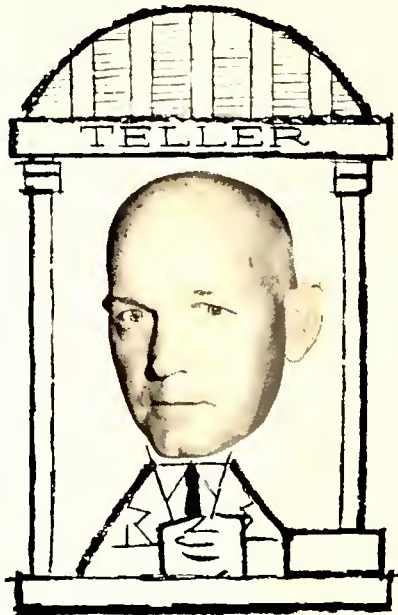
DETROIT
2940 Book Bldg.
Detroit 25, Mich.
WOodward 3-6919

ATLANTA
1182 W. Peachtree
Atlanta, Ga.
TRinity 3-2564

COMPETITORS, YES...



ROBERT D. RUSSELL
President
The Exchange-Security Bank



MILTON ANDREWS
Chairman of the Board
The Bank for Savings & Trusts

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"As a financial institution our advertising must reach adults; therefore, WAPI is the natural choice to sell our banking facilities. The Exchange-Security Bank is sold on WAPI."

"For many years a large share of our radio advertising dollar has gone to WAPI. Their distinctive programming and the quality of their audience provides an excellent outlet for our advertising message."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC.

*5,000 Nights

radio on the must list of advertising buys.

Radio is doing a sensational selling job for the local merchant and smart national advertisers such as the Automotive Group. Need we say more to those who have not yet discovered a medium with the ability and know-how to sell?

Articles such as *Blue Ribbon Radio* make SPONSOR all the more, the most valuable tool in our shop.

Robert J. McIntosh
sta. mgr., *WWJ*
Detroit

* * *

Please send me four copies of your 1 August issue. I want to get the Chevrolet story into the hands of local dealers just as quickly as I can.

I hope you will also have the series made up in special reprint form. SPONSOR once again is showing its faith in the radio medium. We are glad to have such a fine respected booster. Please accept my tip of the hat for what promises to be an important series.

Joe Milsop
sta. mgr., *WCPA*
Clearfield, Pa.

First Base for Basics

We have taken a good look at the 13th *Air Media Basics!*

We think it is so exceptionally useful and easy-to-use—just right for an honored spot on our desks—that we would like to receive another copy as soon as possible.

Our reaction has been "How did we get along without it up to now!"

Barbara Freeman
timebuyer
Carson/Roberts/Inc.

* * *

You must have been reading my mind to send the 13th annual edition of SPONSOR's *Air Media Basics* when you did, for I was really eager to get into the pages so that I might see your summary data on radio and tv. These are just the things I need for an early presentation to our advertising people and will, I am sure, prove of continued reference value as the year goes on. This has been the story of your past issues, and I am sure it will be true of this one, too.

W. Van Santen
mktg. research
General Mills, Inc.
Minneapolis

KSFO



A the risk of being repetitious, may we again point out that KSFO continues to command the very largest radio
audiences in the San Francisco-Oakland market. Some 53%
of the homes than the next station.* Your advertising can share
this obvious advantage. Call the station or AM Radio Sales.

KSFO

SAN FRANCISCO - OAKLAND / A Golden West Broadcasters station **CWB**

Quarter-hour average. Pulse, May-June, 1959.



In Memphis...

Survey After Survey Shows Channel 3's Commanding Lead!

1st by A. R. B. **1st** by PULSE **1st** by NIELSEN

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

	A.R.B.	Pulse	Nielsen
	Apr. 17-May 14, 1959 (Metro Area)	May 1959 (Metro Area)	Mar.-Apr. 1959 (Station Area)
WREC-TV	250	309	263
Sta. B	80	79	72
Sta. C	68	7	53

WREC-TV

Channel 3 Memphis



Represented Nationally by the Katz Agency



BOARD CHAIRMAN FREDERIC W. ZIV of Ziv Television Programs began as an adman, has built an Ohio-based empire in TV films

MEET MR. ZIV

SPONSOR presents the first published profile of a publicity shy Cincinnati

"I talked with them in Terre Haute," said Fred Ziv with a little grin, "and Davenport and Fort Wayne and Huntington, West Virginia. And that's how it all began."

The board chairman of Ziv Television Programs Inc., sitting in his big comfortable office at Ziv headquarters on Cincinnati's Madison Road, was reminiscing last week about the depression-ridden '30's and the start of the Ziv enterprise.

Make a note of that Terre Haute remark. It is significant and wholly

symbolic. For if there is one quality most responsible for sweeping this keen-eyed Ohio businessman to a commanding position in an industry largely dominated by Hollywood and Broadway thinking, it is this willingness to "talk to them in Terre Haute," to hit the road, to ferret out the needs of all kinds and sizes of local, regional and national advertisers, and to sell aggressively in every market.

Not that this is the whole story, of course. Ziv's success as the country's biggest producer of syndicated tv film (*Highway Patrol*, *Sea Hunt*,

Lock Up, This Man Dawson and many more) and its importance as a leading supplier of network tv programs (*Bat Masterson, Tombstone Territory, Rough Riders, Space, Challenge*) is a triumph of production as well as marketing skills.

It is also a tribute to the unique personality of one of the least publicized men in the entire tv industry. The Ziv trademark appears daily on millions of tv screens on both network and market-by-market shows. But many tv viewers, including dozens in the business, are always startled to find that "there really is a Mr. Ziv."

SPONSOR last week marked the first time he has ever consented to a magazine profile story.

He is not, however, shy or difficult to talk to. Former Ziv employees sometimes characterize their ex-boss as "quiet, even retiring." But SPONSOR, in a four-and-a-half hour interview, which included lunch in one of Cincinnati's vine-covered German beer gardens, found him bright, keen, affable and a good companion.

His loyalty to his associates is obvious. It was easier to get him to talk about John Sinn who has been Ziv's partner since 1936, Joe Moore who has been the Ziv treasurer since

Under questioning, however, Z proved a good interviewee.

Only occasionally did he retreat from a question and say with cautious legal caginess (he got a law degree from the University of Michigan in 1928) "I'd rather not comment on that."

For the most part his story came out straight and SPONSOR, though warned in advance that Ziv is "one of the world's greatest salesmen," admits that it is a fascinating narrative.

Fred Ziv's family lived in Cincinnati and he himself returned to the Queen City after his graduation from Michigan. His first job was in a local advertising agency at \$10 a week ("And I wasn't worth a penny more.")

His agency work led to a post as ad manager for a Cincinnati clothing chain, and the Depression forced him back into the agency business. The chain, in an economy move, eliminated the job of advertising manager but offered Ziv its account if he would open his own shop. He hung out his agency shingle in September 1930.

At this point, the fledgling advertiser engaged in one of those shrewd bits of market analysis which have become characteristic of all Ziv operations. "I realized," he says, "that there were dozens of agency men who knew 10 times what I did about magazine and newspaper advertising. But nobody knew anything about radio in those days. It was the one field where a young man could be an expert. So I decided to concentrate on radio."

The radio-slanted Frederic W. Ziv Co. continued as an advertising agency for nearly eight years, but in 1935 an event occurred which profoundly changed the character of its business and laid the foundation for Fred Ziv's rise as the "king of syndication."

Ziv, then handling the Rubel Baking account, developed a cartoon character called the Freshest Thing in Town for the bakery's use in newspaper advertising and promotional material.

When the Freshest Thing proved successful for Rubel, other regional bakeries became interested. Ziv then



HOW ZIV PACKAGES A PROGRAM, Adv. dir. Leo Gutman and prom. mgr. Mel Bernstein, look over typical promotion kit, of posters, displays, press releases, photos, ad mats, "Employee Enthusiasm Guides." Kits support each Ziv syndicated show, goes to sponsors and stations

"I always thought the name was made up, like ASCAP, or NAB," an account man told SPONSOR recently. "I thought it stood for Zealous International Vision, or something like that."

In a sense, perhaps, it does. But Frederic W. Ziv, 54-year-old head of the Ziv operations has given his company both its unusual name, and its unusual approach to the tv film business.

Ziv himself has never sought personal publicity. His interview with

1937. Bud Rifkin who joined him in 1938, and Bahe Unger who has been v.p. in charge of production since tv started, than about himself.

Of his own life, he protests, "I have a talent for running into geniuses. At college it was artist Lichty (whose "Grim and Bear It" is widely syndicated today) and Gurney Williams, now humor editor of *Look*. In business, it has been men like John Sinn and the other members of our team to whom the credit must go for much of our success."

uilt a Rubel radio show based on the character, and it was an obvious step to transcribing the program, and offering it on a syndicated basis.

Ziv's first syndicated radio program sale was made in December 1937, and then, says Ziv, "I really hit the road." Leaving John Sinn, in charge, Ziv traveled to Terre Haute, Huntington, Davenport and a dozen other mid-western and southern cities with the Freshest Thing recordings tucked under his arm.

Within the year sales were so successful that the Fredric W. Ziv company formally renounced its agency status and began acquiring, producing and selling new program properties.

The 10-year period, 1937 to 1947, found Ziv emerging as by far the largest and most successful of all radio program syndicators. His radio experience with the needs of local and regional advertisers led him to a fast start in tv. In 1947, when many Hollywood film companies were still viewing the tv medium with a suspicious or jaundiced eye, Ziv plunged into tv production, and the Ziv operation has been growing ever since.

Today, with tv providing the major source of its income, the multi-million dollar Ziv operation has more than 1,800 employees, offices in Cincinnati, New York, Los Angeles, Chicago, Dallas, Atlanta, Mexico City, Paris, London, Toronto and Tokyo, and a list of advertiser clients that is the envy and wonder of the industry. (See box page 34 for partial list.)

So much for the bare, chronological outline of the Ziv story. Even in outline it presents an orderly, logical, almost inevitable sequence.

Fred Ziv, at Michigan, edited the college monthly. His interest in writing (he has published two books on writers and writing problems) led away from a law career and into advertising.

Cincinnati advertising, in the early 30's, focused his attention on radio and the needs of local advertisers. Success with these, in his own hometown, led him to expand to other cities. His radio service to local and regional advertisers gave him a big jump over other syndicators and led

ZIV—THE PRACTICAL COGITATOR



When SPONSOR's executive editor, John McMillin (shown left) visited Cincinnati last week, he found on Fred Ziv's desk, along with books about fishing and sketching, a copy of *The Practical Cogitator*, the Greenslet-Curtiss "thinker's anthology." Ziv himself is easily one of the most practical cogitators in the entire field of tv films. Here are some pungent comments:

“ The question today is not whether but how an advertiser should use the tv powerhouse. ”

“ The most effective method of using tv is, and always has been, with programs. ”

“ A hit show builds sales and dealer enthusiasm, which, combined with viewer enthusiasm makes an unbeatable combination. ”

“ Any advertiser should put something of himself into his tv program purchase. ”

“ Today no advertiser, no matter how small, need be satisfied with second rate shows. ”

“ The syndication industry makes it possible for every advertiser to use tv in a big way ”

“ True success starts with the product. In our field, the product is the program. To have to sell and service an inferior program is not worth the candle. ”

“ Our whole organization is geared toward just one thing: producing hits! ”



REGIONAL SPONSORS (A partial list)

No small part of the Ziv success has been due to the firm's ability to sell to all sizes and types of regional advertisers. Here is a partial list of Ziv's regional sponsors. Not shown are scores of local tv accounts using Ziv tv film.

CLIENT	SINCE
AMERICAN BEAUTY MACARONI CO.	9-28-55
AMERICAN TOBACCO CO.	9-6-59
ANHEUSER-BUSCH	5-4-57
ARMOUR & CO.	5-3-58
BALLANTINE & SONS	1-25-55
BOST BAKERIES	6-21-51
CARNATION MILK	9-26-54
CHILDS BIG CHAIN	9-8-55
CITIES SERVICE OIL	3-10-55
COTTON BROTHERS BAKING CO.	1-20-57
DAN DEE PRETZEL & POTATO CHIP CO.	9-6-57
EDDY BAKERIES, INC.	9-29-55
GALLO WINE	7-12-57
HEILEMAN BREWING CO.	1-30-58
HENKE & PILLOT	7-5-52
HOUSEHOLD FINANCE CORP.	11-18-55
IOWA ELECTRIC LIGHT & POWER	11-5-54
ITALIAN SWISS COLONY WINE	5-4-56
JAX BREWING	2-19-55
THE KROGER CO.	9-27-54
LIGGETT & MYERS TOBACCO CO.	4-4-56
PHILLIPS PETROLEUM CO.	9-29-53
PIGGLY WIGGLY SUPER MARKETS	5-7-53
PROCTER & GAMBLE	10-1-53
R. J. REYNOLDS	1-5-58
SAFEWAY STORES, INC.	4-15-54
SCHLUDERBERG-KURDLE (ESSKAY MEATS)	11-13-56
SCHLITZ BREWING	1-4-58
STANDARD OIL OF INDIANA	11-21-55
STANDARD OIL OF CALIFORNIA	2-9-58
STROH BREWING CO.	4-29-54
SUN OIL CO.	12-30-56
THORP FINANCE CORP.	9-16-58
WIEDEMANN BREWING	10-2-51

him inevitably to tv. His tv operations have grown with the same logical directness. Obviously, one of Fre Ziv's outstanding qualities is a business-like ability to think and travel in a clear, straight line.

But this is the kind of generalization that needs documentation and a look at the Ziv theories of marketing, selling, and programing give a more accurate picture of the matter. "When I began," says Ziv, "a regional company, such as a bakery could buy everything—raw materials, equipment, machinery—on the same basis as his national competitors. But he couldn't buy top notch radio programing. And that's what I was determined to give him."

This principle of providing advertisers with quality programs is today a cornerstone of Ziv's tv operation.

Even more important, perhaps, is Ziv's marketing approach to programing. Ziv salesmen (more than 100 of them) are trained never to approach an advertiser-prospect with a bland, Hollywood-type statement "I've got a hot show for you." Instead, they are coached on presenting a sales "plan" in which the program is an important, but not the only part.

Says Fred Ziv, "I have always believed in surrounding a program with all the merchandising and promotional devices which will make it a complete marketing tool for the advertiser. The program should stimulate and excite his sales force and his dealers, as well as draw viewers. This means a complete marketing package."

Sales training in the Ziv organization has, since the early days, been one of Ziv's direct personal interests. And Ziv salesmen are often referred to in the syndication field as the "smartest, best-trained in the business."

No small tribute to Ziv's sales efficiency is the fact that his staff is subject to constant raids by competitors. "I average at least one offer a month," a Ziv sales executive told SPONSOR. M. J. (Bud) Rifkin, v.p. in charge of sales, has been with Ziv since 1938, but turnover in the Ziv sales department has been higher than in other branches of the organization.

Ziv salesmen get a rugged indoctrination course (a week at sales headquarters followed by field training)

(Please turn to page 54)

**SPONSOR'S
BLUE
RIBBON
RADIO
SERIES**



NOT YET, BUT SOON this young man receiving a Gillette razor from the radio disk jockey will be a lifetime customer of Gillette. Surveys have shown that brand loyalty starts early in life, lasts long. New Gillette spot radio campaign, on since May, was tested, researched four years prior to launching. Now in full swing, it is still under constant surveillance by field representatives out of New York's Maxon, Inc.

Why Gillette is expanding radio

- **Biggest razor blade dispenser in the world, pioneer in network sportscasts, now adds big spot radio campaign**
- **Here's why Gillette will spend more than \$1 million on radio d.j.'s in over 100 markets to reach young**

Gillette razor blades, honed to a 4/1,000,000 of an inch cutting edge, are the essence of sharpness—yet no sharper than the company's own marketing strategies.

It is apparent in its dominance of the world-wide shaving scene, its control of well over 50% of all U. S. razor blade sales, its diversification through the addition of Toni home permanent products line and Paper Mate pens, and—not by any means the least—by its sage selection of advertising media.

This is the story of one important phase of its advertising activity. Target is the teen-age male. The bomb-sight, spot radio. The campaign might be called "Operation Early-bird," for its purpose is to establish brand loyalty for Gillette razors long before first whisker pokes through.

In May of this year this spot radio campaign by Gillette Razor Blade Co., division of the Gillette Co., got off in earnest through Gillette's ad agency, Maxon, Inc. of New York. It represents an estimated \$1 million-

plus investment in the radio medium.

By now, the Gillette campaign is running in more than 100 markets, may shortly reach the top 110 markets, and eventually penetrate even deeper.

There is no set frequency for announcements, for each market is budgeted separately according to formulas worked out by Gillette and Maxon. Upwards of 300 stations are being used, an average of about three stations per market. But this is not subject to generalizations, since only one or two outlets may be bought in some of the very top markets while the station spread may be greater than three in some lesser ones.

These Gillette-evolved formulas are what brand this campaign with ingenuity; both in launching and sustaining it, nothing has been left to



SHAVE-IN-HAND: Big name New York disk jockey Alan Fried (WABC) handles Gillette razor while delivering a Gillette commercial; blades are also handy. Gillette and Maxon have found that actually holding the product produces more effective announcements



LOOK, NO SCRIPTS: In its radio d.j. campaign Gillette uses no scripts or transcriptions—only fact sheets. Valuing personal endorsement, it encourages d.j.s. to "do it his way." But the fact sheets are full of tips, sprightly illustrated. Cartoons above are from fact sheet

chance. There has been reliance on no single outside research organization or on a particular IBM calculation. The whole campaign—as with all Gillette ad campaigns—has been based on the premise that it is designed for the profit of Gillette and Gillette only. Thus Gillette, while using many services in research, has developed its own as the final word and, based on this, has adapted modern radio to serve Gillette's purpose.

The music that radio plays (often referred to as "The Top 40 Formula") has its critics and its defenders. In Gillette, it has its first real participating analyst.

For four years, Gillette and Maxon have tested the present campaign in six markets—Boston, Pittsburgh, Columbus, Buffalo, Philadelphia and the Albany-Schenectady-Troy triangle. What they have learned through on-the-spot studies of youth, youthful tastes in pop music, youthful attachment to radio disk jockeys and youth loyalty to product brands would fill a five-foot-shelf.

One thing the tests proved, as SPONSOR reported while they were still in progress (See "Can Elvis Sell

Soap?" 15 October 1956), was "that the most economical way to get through to teenagers is via the disk jockey radio program." That same story pointed up other Gillette discoveries: (1) Teenagers tend to be more or less where you expect to find them when they're listening to radio; (2) In music preference, there is a sharp line of cleavage between high school and college (the high school crowd are for the most part non-conformists, devotees of off-beat music; in college, the leaning is apt to be more toward the classical); (3) In general, girls favor romantic pops while boys like it wild and jivey.

Since it is boys who are destined to a lifetime of regular daily shaving, it is their preferences in programing and in disk jockeys which Gillette caters to. Even though the boy listener may be three or four years away from the purchase of his first safety razor, Gillette is taking no chances on having its name overlooked when that moment comes. Along with all its other exhaustive research, Gillette and Maxon have delved into brand loyalty, have found that, formed early in youth, this

loyalty usually endures long into adult life.

Naturally, the exact findings of its own research are something which Gillette does not intend to share with one and all. But some indication of what was found lies in a report by Dr. Lester Guetz, of Pennsylvania University, who conducted a brand preference check on 500 seven-to-18-year-olds back in 1940, rechecked the same group as adults a short while ago, discovered that more than one-third had stuck to their childhood choices of brands. Those who had been eight years old in the original survey turned out just as loyal as those who had been 18, leading to the conclusion that a high percentage of people make up their minds early in life about advertised products.

The Gillette study also substantiates the high degree of influence by disk jockeys on brand loyalties. The job which this radio client cut out for itself was to determine which d.j.'s in each market were the most influential with the target group. As a result, there is no over-all pattern to the Gillette campaign. In one market, four or five stations may be used—a different d.j. on each; in another,

a single station may be bought but the buy may include three or more d.j.'s. In Gillette strategy, "the show's the thing." And in today's radio, the show is most often the personality.

Keynote of Gillette advertising and marketing for many years has been "endorsement"—endorsement by ball players and other sports idols. It has worked remarkably well. The newest spot radio campaign, with a specific audience in mind, will utilize the same, well-tested technique. This time, the "endorser" of Gillette razors and blades is the disk jockey.

Since the d.j. has been bought for his sway over his *aficionados*, Gillette has wisely decided not to impede his effectiveness by putting words into his mouth.

In this campaign, Maxon Agency prepares no commercial scripts, no electrical transcriptions. What each d.j. receives from the agency is a fact sheet concerning everything he should know about the Gillette shaving line, plus a lot of experience-developed hints on how best to present the sales message.

In addition, each d.j. is visited regularly by Maxon field representa-

RAB'S KEVIN SWEENEY SAYS . . .

"Gillette's new approach in radio is one more example of the variety of unique jobs radio can do—even the obviously tough task of forming a brand preference in the minds of people who've still got a few years to go before they can use the product. The greatly stepped-up d.j. approach is not only proof of this major advertiser's faith in radio—it's also one of the neatest marketing moves I've seen. Their radio combination today—radio sports plus the d.j. shows—gives Gillette not only radio's broad reach and selling impact with current prospects, it also penetrates tomorrow's market today."

tives who listen to his commercials, frequently tape them, study them in relation to results and acceptance by the teenagers, and work with him to improve weaknesses if they occur.

Behind the radio campaign is a team of veteran admen who has

watched and evaluated the original tests and is now directing the full-scale operation at client and agency.

At Gillette headquarters in Boston are: A. Craig Smith, vice president in charge of advertising, and Albert
(Please turn to page 62)



GILLETTE VET: A. Craig Smith, vice president in charge of advertising for Gillette, has had long experience in marketing shaves to millions. It was Smith who hatched idea of sponsoring World Series back in 1939; today Gillette dominates sport scene in air media



AGENCY VET: Ed Wilhelm, vice president and radio/tv director for Maxon, Inc., New York, which handles the Gillette account, has been working closely with Gillette's Smith for more than a dozen years. As advertising strategists, the Smith-Wilhelm duo is hard to top

WHO'S WHO AT THE TV NETS

➤ A handy, up-to-date chart of tv net executives, their titles and responsibilities, for use by agencies and admen

One of the most baffling, and sometimes annoying, problems for many agency men and advertisers is trying to remember exactly who does what at ABC, CBS and NBC.

Not only do titles and responsibilities change; new personnel joins, leaves and gets shifted, and the very complexity of network operations adds up to a state of confusion.

To aid harassed admen in untangling the network hierarchies, SPONSOR has secured from the three tv networks the most recent up-to-date lists of top executive personnel.

We can't guarantee that this listing will be entirely accurate next week, or even tomorrow. But it does represent the most reliable information obtainable as we go to press.

Because this chart was prepared for use by advertisers and agencies dealing with ABC, CBS and NBC, we have arbitrarily eliminated certain high-ranking network people in the financial, engineering, legal, advertising and other departments who have limited contact with the sponsors and agencies.

Shown here are key personnel in such branches as sales, programing, news, public relations, continuity acceptance.

We suggest you clip out this chart, and write in changes as they occur—which undoubtedly will be often! ➤

NETWORK	PRESIDENT & EXEC. OFFICER	PROGRAMING
ABC TV	Oliver Treyz, pres.	Thomas W. Moore net progr. Theodore H. Fette v.p., progr. directo Giraud Chester, v. tv daytime progr. Daniel Melnick, di program devel. Armond Grant, di daytime progr. William Seaman, produ. mgr. William Whitehou director of sports
CBS TV	Louis G. Cowan, pres. James T. Aubrey, Jr., exec. v.p.	Oscar Katz, v.p. n programs Michael Dann, v.p. net progr., N. Y. Robert M. Weitme v.p., indpt. produc
NBC TV	Robert E. Kintner, pres. Walter D. Scott, exec. v.p. P. A. Sugg, exec. v.p., owned stations & spot sales	David Levy, v.p., progr. & tal. Jerry Danzig, v.p., partic. progr. Alan Courtney, v.p. net progr. (night) Carl Lindemann, Jr. v.p., net progr. (da Robert McFadyen, sales devel.

FILES	INFORMATION SERVICES & NEWS	OPERATIONS	CONTINUITY ACCEPTANCE & TALENT ADMINISTRATION
<p>William P. Mullen, p., net sales Henry T. Hede, v.p., min. sls. mgr. Donald W. Coyle, v.p., a. sls. mgr. Norman Chapin, v.p., eastern div., tv net sls. William Barnathan, v.p., r affil. stations Thomas T. Ayres, Eastern mgr.</p>	<p>Michael J. Foster, v.p., press inform. John C. Daly, v.p., news & public affairs Stephen Strassberg, dir., press inform. Donald Coe, dir., special events, operations Francis Littlejohn, dir., news & publ. affairs Philip Bernstein, asst. dir., press inform. Ellen Heagerty, supvr. of audience inform.</p>	<p>Michael J. Minahan, dir., produ. oper. Ruth K. Blainey, oper. mgr. Bernard Paulson, dir., produ. svcs.</p>	<p>Grace Johnsen, dir., continuity accept.</p>
<p>William H. Hylan, v.p., admin. Thomas Dawson, v.p., t sales Edmund C. Bunker, p., gen. mgr. net sls. James K. Maxwell, daytime sls. mgr. Robert Hoag, progr. s. mgr. Dwight T. Schwin, dir., production sales</p>	<p>Charles S. Steinberg, v.p., infor. services Hank Warner, dir., press information Harry Feeney, mgr., trade & business news Sig Mickelson, v.p., news & public affairs John F. Day, dir. of news Irving Gitlin, progr. exec., creat. proj., news</p>	<p>Edward L. Saxe, v.p. in chg. of oper. George Bristol, dir. sales prom. & adv.</p>	<p>Herbert Carlborg, continuity accept.</p>
<p>John Durgin, v.p., net sales Thomas B. McFadden, p., gen. sls. exec., t sls. James Hergen, dir., tele sales Richard L. Linkroum, dir., special progr. sls. Richard Close, dir., spot sales Edwin T. Jameson, dir., tv spot sls. Lvin Ferleger, mgr., admin. & sls devel., intern'l oper.</p>	<p>Kenneth Bilby, exec. v.p., publ. rel. William McAndrew, v.p., news Lester Bernstein, dir. of information Edward Stanley, dir., public affairs Don Hyatt, mgr., special projects</p>	<p>Robert L. Stone, v.p., facil. oper. Bill Trevarthen, dir., tv oper. Anthony Hennig, dir., tv net live oper. Alfred Stern, dir., internat'l oper. Richard L. Berman, mgr., facil. & intern'l oper.</p>	<p>Stockton Helffrich, dir., continuity accept. Carl Watson, mgr., continuity accept. James A. Stabile, v.p., talent and contract admin. David Levy, v.p., net progr. & talent</p>

How Reis tailors tv underwear

- Manufacturer switches from middle-of-the-road print tactic to hit brand-conscious purchasing agent—women
- Tv test turns up campaign measurements: 12 spots, 47 rating points, 3-1 daytime, 100% demonstration



APPEAL TO WOMEN was increased in San Francisco with simplified chart, male models. Doner & Peck v.p. Lee Garfield directed taped commercials for Reis' market-by-market tv bow

It's the women who spend the family's money—more and more of it! Radio/tv surveys, consumer research reports and more than a few industries—all have established this fact, all have geared their market interpretations accordingly.

To sell a woman, the manufacturer of men's products must know how much buying is done by women, to what extent the male calls the signals and how he, the manufacturer, can best influence her decision.

First, what accounts for the growing female influence in these purchases?

- *Earlier marriage rate.* Women are putting men's goods on their shopping lists at an earlier age (in 1890, the average age for first marriages was 26 for men, 22 for women; today the average for most young people is 21 and 18, according to Population Reference Bureau).

- *Greater female brand awareness.* The men's furnishings buyers interviewed in *McCall's* study on this page felt that women were 61% more brand-conscious than men.

- *Changing income level.* People who are making more money are bound to change the amount of their personal care accordingly. The "little woman" will see to that if the male doesn't.

Now come some practical answers gleaned from a testing made by Robert Reis & Co. prior to the launching in San Francisco last week of a spot schedule for its knit underwear line.

A conservative advertiser, president Arthur Reis, Jr. has been making some cautious experiments in tv over the past few months, now says he's getting at some of the answers.

"Heretofore, we had played it squarely down the middle in print advertising," says Doner & Peck, v.p. Lee Garfield, a.e. for Reis. "It was a question of either splintering the budget among general publications and shelter magazines to reach both men and women, or putting it all in a magazine like *Life* where we could count on a 50-50 split. We had been taking this latter course for some time."

But Reis and the agency felt that

WHAT PERCENT DOES SHE BUY?

Item	Year-round	Father's Day	Christmas
Shirts	53%	76%	76%
Sport Shirts	53	77	76
Underwear	49	63	63
Hosiery	53	72	73
Pajamas	64	78	79
Robes	67	79	82
Sweaters	47	56	71

Source: *McCall's* 1957 survey of 1,983 men's and dept. stores.

GET YOUR SALESMAN INTO HOME THIS WAY



CONFIDENCE inspired by radio opened 500 Philadelphia homes to Renaire in six months

This week, the groundwork is being laid for one of the most ambitious efforts you'll come across to get a salesman's foot in the door.

Renaire Food Corp. and its agency W. S. Roberts, are working out kinks in a plan that will take WIP personalities into the homes of five satisfied food-freezer customers per week for taped interviews. "Major resistance to food plans," says district sales manager Joseph Sataloff, "now comes from people who simply don't believe it can be done. This person-to-person approach should remove doubts."

The experiment, conceived by the station, is the culmination of a long series of Philadelphia tests by the 10-state freezer organization. "Feeling that radio could personalize our approach," says Sataloff, "we took a flier at per inquiry on suburban stations. But isolated spots of this type just didn't do the job for us. We needed continuity."

To get it, Renaire switched to 30-minute afternoon weekend segments (one on Saturday, one on Sunday). Working from a fact sheet, WIP d.j. Bob Menefee pitched the food plan in a relaxed manner, offering a complete steak dinner with every demonstration, inviting telephone calls.


Concretely, the \$500 weekend

schedule netted Renaire 500 calls in six months, all direct leads, more than 50% of which resulted in contracts, the company says. Other results:

- No drop-off in calls or orders when free gift offers were stopped
- Substantial increase in referrals
- Effective reminder to old customers to re-order
- Delayed responses during the week, proving no clipping of ads was needed for remembrance. (As a result, Renaire began curtailing its newspaper advertising, now uses it only as an adjunct to radio.)
- Large number of car listeners phoning in after getting home
- Man of the house accounting for 50% of the calls

To highlight its work-saving pitch, Renaire conducted a week-long "Free the Women" campaign last June (prize: four-month food supply). D.j. Menefee asked for letters describing most hated household chore.

He got them—and from the market Renaire was after—the upper middle income bracket.

This summer, Renaire experimented with weekday radio on WIP, plans to go to five-minute segments in shows of all five d.j.'s come fall to accommodate the five taped testimonials planned per week. 

there were certain drawbacks to this. "First of all," says Garfield, "we have a technical story to tell—the negligible shrinkage factor in Reis' Perma-Sized process. It's of interest to both wearer and washer of the garment, but in different terms. If we can reach both men and women at a time when *he* might turn to her and say, 'that's for me,' then provide *her* with reminders when he's not around, we might have the problem licked. Another important factor: a convincing demonstration to bring about this ideal situation I've described."

Playing it safe, Reis decided to test the theory around Father's Day when there would be added buying motivation. Furthermore, he picked New York City where distribution is good and he could afford to experiment.

A six-week schedule of five one-minute spots was placed on WRCA-TV prior to Father's Day. A live commercial was taped at the station for use each time.

"Mindful of the impact and believability of live demonstrations in a store," says Garfield, "we aimed to duplicate those conditions in the commercial. First switch from the usual selling of men's wear on tv was a female commentator, to the minimum-shrinkage story. An easel chart compared Reis' 2.1% shrinkage figure with the higher ones of several other brands of underwear."

For the audience distribution Reis was after, the five spots were scheduled like this: two in *Today* (7-9 a.m.), two in *Jack Paar*, one in *Dr. Joyce Brothers* (1 p.m.).

A week prior to Father's Day more steam was built up: a 24-spot package on WNEW-TV, balanced about three to one in favor of daytime. The same commercial was used.

A concurrent test to determine the lowest range for meaningful coverage was conducted in Denver: a one-spot-per-day schedule for seven days prior to Father's Day. Results, Reis admits, were negligible. On the other hand, the New York schedule, while slim in saturation, was paying off.

The spots created new enthusiasm among salesmen, Reis notes, and most stores reported sales above last year's. If results could be felt to this extent in a strong market, Reis felt he could start adapting the tv formula as a tool

(Please turn to page 62)

Net tv billings are up \$26 million

▼ LNA-BAR six-month figures released by TvB show big rises in food, tobacco, toys—drop in automotives

▼ Grand total of \$309,380,932 in gross time costs is 9.3% hike over last year; weekday rise was biggest

Network billings for the first six months of 1959 are up \$26 million over the same period last year, according to estimated gross time costs compiled by Leading National Advertisers and Broadcast Advertiser Reports, and released this week by TvB.

The LNA-BAR figures show food and food products still the clear leaders in network billings, chalking up \$58,288,152 in gross time from January through June—a \$5 million hike over last year's \$53,204,244 in the same period. Biggest hike took place in the second highest advertiser category, tobacco products, which registered an \$8 million dollar gain over last year—\$37,927,340 as compared to \$29,140,544.

Most newsworthy increase—\$1 million in sporting goods and toys—reflects the tremendous amount of new money coming into television from toy manufacturers. Last year's six-month figure for this industry in network gross billings (\$758,467) was upped to an impressive \$1,321,539.

Toiletries registered a nearly \$3 million increase (from \$49,177,572 to \$51,921,346); soaps, cleansers and polishes were up \$1.5 million (from \$32,252,286 to \$33,807,435); gasolines and lubricants almost \$1 million (from \$1,321,384 to \$2,187,148).

Out of 28 advertiser categories, 10 showed drop-offs in billings: automotive, automotive accessories and equipment (from \$29,696,290 to \$23,073,047); beer, wine and liquor (\$3,173,626 to \$2,760,541); consumer services (\$1,708,161 to \$1,689,939); horticulture (\$716,295 to \$240,016); office equipment and stationery (\$3,540,346 to \$1,961,169); political (\$66,174 to \$0); publishing and media (\$827,833 to \$0); radio, tv sets, phonographs (\$3,725,508 to \$2,901,374); travel, hotels (\$1,433,403 to \$715,062); miscellaneous, (\$4,119,556 to \$3,888,934).

The LNA-BAR figures also revealed gross time billings by day-part (see below); what top 25 net advertisers spent in 2nd quarter, '59.

GROSS TIME BILLINGS BY TIME OF DAY

DAY-PARTS	JAN.-JUNE '58	JAN.-JUNE '59	% CHANGE
Daytime	\$ 82,257,861	\$103,483,491	25.8%
Mon.-Fri.	69,951,105	88,409,284	26.4
Sat. & Sun.	12,306,756	15,074,207	22.5
Nighttime	200,813,588	205,897,441	2.5
Total	\$283,071,449	\$309,380,932	9.3

Source: LNA-BAR

THESE WERE THE ESTIMATED EXPENDITURES OF THE TOP 25 NET ADVERTISERS SECOND-QUARTER 1959

Company	Est. gross
1. Procter & Gamble	\$14,067,431
2. Lever Brothers	3,493,654
3. Am. Home Prods.	6,755,167
4. Colgate-Palmolive	5,876,904
5. General Motors	5,402,297
6. General Foods	4,966,484
7. R. J. Reynolds	3,970,790
8. P. Lorillard	3,318,112
9. General Mills	3,307,724
10. Sterling Drug	3,220,155
11. Bristol-Myers	3,099,453
12. Gillette	2,967,125
13. Liggett & Myers	2,962,154
14. Ford Motor	2,703,465
15. American Tob.	2,572,344
16. Chrysler	2,249,020
17. Pharmaceuticals	2,175,522
18. Standard Brands	1,856,852
19. Miles Labs	1,840,899
20. S. C. Johnson	1,719,123
21. National Biscuit	1,714,711
22. Brown & Willmson	1,707,999
23. Philip Morris	1,684,757
24. Bayuk Cigars	1,565,090
25. Eastman Kodak	1,562,450

Source: LNA-BAR

A preview of net tv's fall lineup

Forty-four new shows will appear, adding up to more hours, more suspense-action fare and higher costs

Network tv will see the last of the summer replacements during the four weeks of this Comparagraph.

Beginning the first week in October, or thereabouts, 44 new shows will hit the schedules.

Some periods are yet to be programmed. But at this stage it looks as if the breakdown of regularly-sched-

uled p.m. show types will be pretty much the same as last year, with this exception: the suspense-drama type fare has more than doubled. (For comparison of show types by Nielsen categories, see chart below.)

Again, taking an early look at fall tv, here are some other highlights of the upcoming schedule (firm so far):

- More one-hour shows than ever—with 33 regularly-scheduled hours to 72 half-hour contenders per week. (See monthly program length chart below.)

- A strong continuation of the vogue for split or multiple sponsorship. However, there'll be 36 single sponsored shows (five more than last year), network-wise looking like this: ABC, 10; CBS, 17 and NBC, 9.

- Show costs, on the average, will be up about 10%, including the tab for re-runs.

THE NEW NETWORK TV SEASON (SO FAR)

Comparison of sponsored eve. programs, by show type, '58-59 vs. '59-60

	1958-59	1959-60		1958-59	1959-60
General drama (30 min.)	7	7	Western (30 min.)	15	19
General drama (60 min.)	6	3	Western (60 min.)	5	7
Suspense drama (30 min.)	6	8	Variety (30 min.)	14	7
Suspense drama (60 min.)*	---	9	Variety (60 min.)	9	10
Situation comedy (30 min.)	17	15	Quiz & Aud. part. (30 min.)	13	10
Adventure (30 min.)	9	8	Other programs (30 min.)	8	5

* New category

Network show trends by length of program; no. of eve. hours monthly*

DURATION	1959-60	1958-59	1957-58	1956-57
30 min.	140	155	172	150½
60 min.	130	95	86	96
90 min.	6	9	9	21
TOTAL HOURS	276	259	267	267½

* Upcoming schedule is compared with a winter month, each year

1. THIS MONTH IN NETWORK TV

Network Sales Status Week Ending 29 August

Daytime

SPONSORED HOURS

ABC	13:45
CBS†	26:15
NBC†	23:00

Nighttime

SPONSORED HOURS

ABC	18:00
CBS	24:30
NBC†	21:30

† Excluding pre-10 a.m. shows.

† Excluding Jack Paar



2. NIGHTTIME

C O M P A R I S O N

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00		Conquest sust	Meet The Press sust	John Daly News sust			John Daly News sust		John Daly News sust
6:30		Twentieth Century Prudential (R-McC) D-F \$35,000	Chet Huntley Reporting sust		D Edwards Amer Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		No net service D. Edwards Equitable (F&B) alt sust N-L \$9,500††	News Texaco (C&W) N-L \$6,500††
7:00	You Asked for It Skippy Peanut Butter (GBB) M-F \$24,000	Lassie Campbell Soup (BBDO) A-F \$37,000	Midwestern Hayride sust Riverboat Corn Prod (L&N) (7-8; 9/13 S)	ABC News sust	No net service D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	ABC News sust	No net service D Edwards Equitable DuPont (repeat feed)	News Texaco (repeat feed)
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Drackett (Y&R) W-F \$70,000	That's My Boy sust	Suspicion (7:30-8:30) sust	Polka Go-Round (7:30-8:30) sust	Name That Tune Amer Home (Bates) Q-L \$23,000	Buckskin sust W-F \$24,000 Richard Diamond (9/21 S)	Cheyenne (alt wks 7:30-8:30) Harold Ritchie (K&E) J&J (Y&R) P&G (B&B) W-F \$78,000	Stars in Action sust	Northwest Passage sust Laramie (L&M (Mc-E) (7:30-8:30; 9/15 S)
8:00	Maverick	Ed Sullivan (8-9) Mercury (K&E) alt Kodak (JWT) V-L \$79,500	Suspicion sust Sunday Showcase various sponsors (8-9; 9/13 S)	Polka Go-Round	The Texan Brown & Wmsn (Bates) alt Lever (K&E) W-F \$37,000	Restless Gun Sterling (DFS) P&G (Compton) W-F \$37,500 Love & Marriage Nozzema (SSC & B 9/21 S)	Sugarfoot (alt wks 7:30-8:30) Am Chicle (Bates) R. J. Reynolds (Esty) W-F \$78,000	Playhouse of Mystery sust Miss America Parade Maybelline (Best) (8-8:30; 9/8)	Steve Canyon L&M (Mc-E) alt sust A-F \$44,000
8:30	Law Man R. J. Reynolds (Esty) General Mills (DFS) W-F \$41,000	Ed Sullivan	Dragnet L&M (Mc-E) alt sust A-F \$35,000	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 P&G (B&B) W-F \$43,800	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	Jimmy Rodgers L&M (DFS) alt sust V-L \$35,000 Fibber McGee Singer (Y&R) Stan Brands (JWT 9/15 S)
9:00	Colt 45 P&G (B&B) W-F \$13,800	G. E. Theatre Gen Electric (BBDO) Dr-F \$51,000	Summer Chevy Show (9-10) Chevrolet (Camp-E) V-L \$65,000	Pantomime Quiz sust	Frontier Justice Gen Foods (B&B) Sc-F \$11,000	Peter Gunn Bristol-Myers (DCS&S) alt My-F \$38,000 R. J. Reynolds (Esty 9/21 S)	The Rifleman Miles Lab (Wade) P&G (B&B) Ralston (Gardner) W-F \$36,000	Adventure Showcase Pharmaceuticals (Parkson) A-F \$11,000	Fanfare sust Toast to Jerome Kern Brewer's Foun- dation (JWT) (9-10:30; 9/22) V-L \$275,000
9:30	Deadline For Action (9:30-10:30) sust	Hitchcock Presents Bristol-Myers (Y&R) My-F \$39,000	Summer Chevy Show	Top Pro Golf (9:30-10:30) sust	Joseph Cotten Show Gen Foods (B&B) Sc-F \$12,500	Alcoa-Goodyear Theater Alcoa (FSR) alt Goodyear (Y&R) Dr-F \$39,000	Naked City Whiteball (Bates) Brown & Wmsn (Bates) My-F \$37,000	Spotlight Playhouse Pet Milk (Gardner) S. C. Johnson (NL&B) Dr-F \$10,000	Bob Cummings Reynolds (Esty) alt sust Sc-F \$36,000
10:00	Deadline For Action	Richard Diamond Lorillard (L&N) A-F \$36,000	Loretta Young P&G (B&B) Dr-F \$42,500 Toni (North) and Philip Mor- ris (Burnett) 9/20 S	Top Pro Golf sust	Desilu Playhouse (10-11) Westinghouse (Mc-E) Dr-F \$82,000 (average)	Arthur Murray P. Lorillard (L&N) alt Pharmaceuticals (Parkson) V-L \$30,000	Alcoa Presents Alcoa (FSB) Dr-F \$35,000	Andy Williams Show (10-11) Revlon (LaRoche) V-L \$50,000	David Niven Singer (Y&R) alt sust Dr-F \$32,000
10:30	Meet McGraw Alberto Culver (Wade) A-F \$9,500	What's My Line Kellogg (Burnett) alt Sunbeam (Perrin-Paua) Q-L \$32,000	No net service		Desilu Playhouse			Andy Williams Kellogg (Burnett) alt Pittsburgh Plate (Maxon)	

*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 29 Aug.-25 Sept. Program types are indicated as follows: (A) Adventure (Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

A G R A P H 29 AUG. - 25 SEPT.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
BS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
		John Daly News sust			John Daly News sust					
Dwards (Bates) sust \$9,500††	News Texaco (C&W) N-L \$6,500††		D Edwards Whitehall (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		D Edwards Parliament (B&B) alt sust N-L \$9,500††	News Texaco (C&W) N-L \$6,500††			
service			No net service			No net service	No net service			
Dwards rer (feed)	News Texaco (repeat feed)	ABC News sust	D Edwards Whitehall	News Texaco (repeat feed)	ABC News sust	D Edwards Equitable Life Parliament (repeat feed)	News Texaco (repeat feed)			
	Wagon Train (7:30-8:30) Ford (alt hour) (JWT) National Biscuit (alt ½ hr.) (Mc-E) W-F \$35,500 (½ hr.)	Oh, Boy sust	The Playhouse sust	The Californians sust	Rin Tin Tin Nabisco (K&E) A-F \$36,000	Rawhide (7:30-8:30) Lever (JWT) Parliament (B&B) W-F \$80,000 (1 hour)	Pete Kelly's Blues sust People Are Funny Greyhound (Grey 9/11 S)	Dick Clark Show Beech-Nut Life Savers (Y&R) Mu-L \$14,500	Reckoning (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$45,000	People Funny from (N&M) alt Reynolds (Esty) Au-F \$24,000 Bonanza L&M (Mc-E) RCA (K&E) (7:30-8:30; 9/12 S)
Talking Research (Kastor, C&A) \$18,000	Wagon Train R. J. Reynolds (Esty) (alt ½ hr.)	Zorro AC Spark (Brother) 7-Up (JWT) A-F \$37,000	December Bride General Foods (B&B) Sc-F \$32,000	Who Pays? Purex (Wells) Q-L \$19,000	Walt Disney Presents (8-9) Hill Bros. (Ayer) M-F \$47,000 (½ hr.)	Rawhide Lever (JWT) alt sust	Further Advent. of Ellery Queen (8-9) sust Trouble Shooters Phillip Morris (Burnett 9/11 S)	Jubilee, U.S.A. (8-9) Wmsn-Dickie (Evans & Assoc.) Hill Broa. (Ayer) Mu-L \$12,500 (½ hr.)	Reckoning Sterling (DFS) Gulf (Y&R) Hamm (C-M)	Perry Presents (8-9) Kimberly-Clark, (FC&B) RCA & Whippool (K&E) Chemstrand (DDB) V-L \$60,000
tdown ney (pton) Tobac IDO) \$33,500	Price Is Right Lever (JWT) alt Speidel (NC&K) Q-L \$21,500	The Real McCoys P&G (Compton) Sc-F \$36,000	Derringer S. C. Johnson (NL&B) alt P. Lorillard (L&N) W-F \$40,000	Johnny Staccato Bris.-Myers (DCSS) R. J. Reynolds (Esty 9,10 S)	Walt Disney Hudson Pulp (N.C.&K) Reynolds Metal (Lennen & Newell)	I Love Lucy Purex (Wells)	Ellery Queen sust Specials various sponsors (8:30-9:30; 9/11 S)	Jubilee, U.S.A. Massey-Ferguson (NL&B) Carter Products	Wanted Dead or Alive B'n & Wmsn (Bates) Bristol-Myers (DCS&S) W-F \$39,000	Perry Presents Sunbeam (Perrin-Paus) Man & Challenge R. J. Reynolds (Esty) Chem- strand (DDB) 9,12 S
Millionaire (Bates) \$37,000	Kraft Music Hall Starring Dave King Kraft (JWT) Mu-L \$15,000	Leave It To Beaver Miles (Wade) Ralson (Gardner) 5-Day (Grey) Sc-F \$36,000	Zane Grey S. C. Johnson (NL&B) alt General Foods (B&B) W-F \$45,000	Bachelor Father Whitehall (Bates) Am Tob (Gumb.) Sc-F \$12,000	Tombstone Territory Lipton (Y&R) Phillip Morris (Burnett) W-F \$33,500	Phil Silvers R. J. Reynolds (Esty) Schlek (B&B) alt G.E. (BBDO) My-F \$31,000	M Squad Amer. Tobac. (SSC&B) alt G.E. (BBDO) My-F \$31,000	Lawrence Welk (9-10) Dodge (Grant) Mu-L \$17,500 (½ hr.)	Brenner Lever (JWT) A-F \$38,000	Black Saddle L&M (Mc-E) Colgate (Mc-E) W-F \$37,000 The Deputy Kellogg (Burnett 9/12 S)
Got a ret (Esty) \$27,000	Bat Masterson Kraft, Nat'l Dairy (JWT) W-F \$38,000	Rough Riders P. Lorillard (L&N) alt sust W-F \$47,000†	Playhouse 90 (9:30-11) Amer Gas (L&N) alt Kimberly-Clark (FC&B) Dr-L&F \$45,000 (½ hr.)	21 Beacon St. Ford (JWT) A-F \$18,000	77 Sunset Strip (9:30-10:30) Amer. Cleis (Bates) My-F \$72,000	Lux Playhouse Lever (JWT) alt wks Stripe Plyhse Lever (JWT) Dr-F \$38,000	Western Theater Colgate (Bates) W-F \$18,000 M Squad Am Tob (SSCB) Sterling (DFS) 9/11 S	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$38,000	Cimarron City (9:30-10:30) sust W-F \$30,000 (½ hr.)
Steel Hr (a 10-11) Steel (DO) \$80,000	This Is Your Life P&G (B&B) Q-L \$52,000	Your Neighbor The World sust	Playhouse 90 Allstate (Burnett) alt Reynolds (Esty) Q-L \$53,000	You Bet Your Life Pharmaceuticals (Parkson) alt Lever (BBDO) Q-L \$53,000	77 Sunset Strip Carter Prod. (Bates) Whitehall (Bates) Harold Ritchie (K&E)	The Line Up P. Lorillard (L&N) My-F \$34,000	Cavalcade of Sports Gillette (Maxon) (10-mid) Sp-L \$45,000	Big Picture sust	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$40,000	Cimarron City Cons. Cigars (L&N) sust
Theatre (10-11) strong (DO) \$48,000			Playhouse 90 Genault (NL&B) alt sust	Masquerade Party Lorillard (L&N) alt Sargent Q-L \$18,000		Amateur Hour Pharmaceuticals (Parkson) V-L \$23,000	Jackpot Bowling Bayuk (Werman & Schorr) Sp-L \$3,000		Markham Schiltz (JWT) My-F \$39,000 Miss America Phileo (BBDO) (10-mid; 9/12) V-L \$125,000	EA's Man L&M (Mc-E) A-F \$38,000 It Could Be You Pharmaceuticals (Parkson 9,12 S)

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.

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the independent
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the buying of radio / tv time.

SPONSOR subscribers are buying-active.

	SUNDAY			MONDAY			TUESDAY			AC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AC
10:00										
10:15		Lamp Unto My Feet sust			On The Go sust	Dough Re Mi sust		On The Go sust	Dough Re Mi sust	
10:30										
10:45		Look Up & Live sust			Sam Levenson sust	Treasure Hunt sust P&G alt Lever		Sam Levenson sust	Treasure Hunt Culver alt Gold Seal Frigidaire alt Armour	
11:00					I Love Lucy sust Lever	Price Is Right Lever alt Ponds Sterling alt Whitehall		I Love Lucy Lever sust alt Gen Foods	Price Is Right Lever alt Sunshine Stand Brands	
11:15		Eye On New York sust								
11:30										
11:45		Camera Three sust			Top Dollar sust sust	Concentration Culver alt Lever Armour (L 9/21) alt Lever		Top Dollar Colgate General Foods alt sust	Concentration Frigidaire Lever alt Alberto Culver	
12N										
12:15	Bishop Pike sust			Across The Board sust	Love of Life sust Amer Home Prod alt sust	Tic Tac Dough Ponds alt Miles P&G	Across The Board sust	Love of Life sust alt Gen Mills Amer Home	Tic Tac Dough Stand Brands P&G alt Ponds	Across The Board sust
12:30										
12:45	Johns Hopkins File 7 sust			Pantomime Quiz sust	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall Ponds alt P&G	Pantomime Quiz sust	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Al. Culver alt Miles Armour alt P&G	Pantomime Quiz sust
1:00										
1:15	College News Conference sust			Music Bingo sust	No net service News (1:25-1:30) sust	No net service	Music Bingo sust	No net service News (1:25-1:30) sust	No net service	Music Bingo sust
1:30										
1:45			Leo Durocher's Warmup sust		World Turns P&G sust alt Carnation	No net service		World Turns P&G Sterling alt sust	No net service	
2:00										
2:15		Baseball Game of the Week various times various sponsors	Major League Baseball Phillies Bayuk Cigars (1/2 network) Anheuser-Busch (1/2 regional)	Day In Court Amer Home Foods Johnson & Johnson	For Better Or For Worse sust	Queen for a Day sust	Day In Court General Foods	For Better Or For Worse Toni alt sust sust	Queen for a Day sust Gold Seal alt Alberto Culver	Day In Court Beech-Nut
2:30										
2:45				Gale Storm Show Armour Lever	Art Linkletter Stand Brands alt Lever Standard Brands Van Camp	Court of Human Relations sust	Gale Storm Show Block Drug Amer Home	Art Linkletter Swift alt Toni Kellogg	Court of Human Relations sust	Gale Storm Beech-Nut
3:00										
3:15	Open Hearing sust			Beat The Clock Lever Block Drug	Big Payoff Colgate	Young Dr. Malone sust sust	Beat The Clock General Foods Toni	Big Payoff General Foods alt sust	Young Dr. Malone sust sust	Beat The Clock Johns Ac Johnson Beech-Nut
3:30										
3:45				Who You Trust? Armour Johnson & Johnson	Verdict Is Yours Stand Brands Amer Home alt Lever	From These Roots sust sust	Who Do You Trust? General Foods Amer Home Ex-Lax	Verdict Is Yours Gen Mills alt Lever Swift alt Toni	From These Roots sust sust	Who Do You Trust? Amer Beech-Nut
4:00										
4:15				American Bandstand Clairol, Beech-Nut	Brighter Day P&G Secret Storm Amer Home Prod	Truth or Consequences Sterling P&G (L 9/21)	American Bandstand Lever General Mills	Brighter Day P&G Secret Storm Gen Mills	Truth or Consequences sust P&G (L 9/15)	American Bandstand Standard Armour Dunitz
4:30										
4:45				American Bandstand Rolley Northam-Warren HIS Sportswear	Edge of Night P&G sust	County Fair sust Sterling alt Lever	American Bandstand Carter Welch	Edge of Night P&G Sterling alt sust	County Fair sust sust alt Lever	American Bandstand Regin MP Papp
5:00										
5:15	Paul Winchell sust	The Last Word sust		American Bandstand co-op			American Bandstand co-op			American Bandstand co-op
5:30										
5:45	Lone Ranger Gen Mills Cracker Jack Fritos Co.	Face the Nation sust	Frontiers of Faith sust	Mickey Mouse Club Goodrich Bristol-Myers			Walt Disney's Adventure Time co-op			Mickey Mouse Club Goodrich Gen Mills

NOTE: On ABC TV, Day In Court, Gale Storm, Beat the Clock, Who Do You Trust?, and American Bandstand do not show day of participations.

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (44, 45) includes regularly scheduled programing 29 August to 25 Sept., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
The Go sust	Dough Re Mi sust		On The Go sust	Dough Re Mi sust sust alt Brown & Wmsn		On The Go sust	Dough Re Mi sust Armour alt Nabisco		Captain Kangaroo Participating and sust	Howdy Doody sust alt Nabisco Continental Baking
Levenson sust	Treasure Hunt Miles alt E.E.I. Corn Prod. (L 9/23) alt P&G		Sam Levenson sust sust	Treasure Hunt sust alt Frigidaire P&G alt Heinz		Sam Levenson U.S. Steel alt sust sust	Treasure Hunt Gen Mills alt sust Whitehall alt Sterling		Mighty Mouse Gen Foods alt sust Colgate alt Gen Foods	Ruff & Reddy Borden Gen Foods alt Mars
Lucy alt sust	Price Is Right Frigidaire Sterling Heinz alt Armour		I Love Lucy Lever Scott	Price Is Right Al. Culver alt Lever Miles alt Lever		I Love Lucy Lever alt sust Kodak alt sust	Price Is Right Lever alt Corn Prod Stand Brands Gen Mills	Uncle Al Show (11-12) National Biscuit	Heckle & Jeckle sust Gen Mills	Fury Borden Gen Foods
Dollar rate	Concentration Heinz alt Miles Nabisco alt Brillo		Top Dollar Colgate Armstrong alt sust	Concentration Nestle alt Lever Heinz alt Whitehall		Top Dollar Colgate sust	Concentration Ponds alt Bauer & Black Lever alt Brn & Wmsn	Uncle Al Show	Adventures of Robin Hood sust Colgate alt sust	Circus Boy Mars alt sust
of Life sust	Tic Tac Dough Heinz alt Brn & Wmsn P&G	Across The Board sust	Love of Life sust alt Lever Amer Home	Tic Tac Dough Al. Culver alt Heinz P&G	Across The Board sust	Love of Life sust alt Toni Atlantis alt Gen Mills	Tic Tac Dough Gen Mills alt Sunahine P&G		Saturday News sust	True Story sust Sterling Drug
h For orrow &G	Could Be You Whitehall alt Nestle Corn Prod alt Brillo	Pantomime Quiz Armour General Foods	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G	Pantomime Quiz Armour	Search for Tomorrow P&G Guiding Light P&G	Could Be You Stand Brands alt Congoleum P&G alt Corn Prod			Detective Diary Sterling Drug sust
service ews (:30) sust	No net service	Music Bingo sust	No net service News (1:25-1:30) sust	No net service	Music Bingo sust	No net service News (1:25-1:30) sust	No net service			Mr. Wizard sust
Turns &G ng alt st	No net service		As the World Turns P&G Pillsbury	No net service		World Turns P&G Swift alt Gen Mills	No net service			
ter Or Worse st alt sust	Queen for a Day sust Armour	Day In Court Drackett,	For Better Or For Worse Scott alt sust sust alt Lever	Queen-Day sust alt Congoleum sust alt Miles	Day In Court Armour	For Better Or For Worse Lever alt Toni sust	Queen for a Day sust Nabisco alt sust		Baseball Game of the Week various sponsors (2 to concl)	Leo Durocher's Warmup sust
inkletter Bron Atlantis ation	Court of Human Relations sust	Gale Storm Drackett	Art Linkletter Kelllogg Pillsbury	Court of Human Relations sust	Gale Storm Johnson & Johnson	Art Linkletter Lever Bros Swift alt Staley	Court of Human Relations sust			
Payoff rate	Young Dr. Malone sust sust	Beat The Clock Drackett Armour	Big Payoff sust	Young Dr. Malone sust sust	Beat The Clock Amer Home	Big Payoff Colgate	Young Dr. Malone sust sust			Major League Baseball Phillies Bayuk Cigars (1/2) Anheuser-Busch (1/2)
Is Yours st Hoover or alt rline	From These Roots sust sust	Who Do You Trust? Drackett Toni	Verdict Is Yours Sterling alt Scott Carnation alt Scott	From These Roots sust sust	Who Do You Trust? Lever General Foods	Verdict Is Yours Gen Mills alt Atlantis Gen Mills alt Lever	From These Roots sust sust			
er Day &G Storm ome Prod	Truth or Consequences Corn Prod alt sust (L 9/23) sust	American Bandstand Toni, Old London Foods	Brighter Day P&G Secret Storm Scott alt Amer Home	Truth or Consequences P&G (L 9/24) Culver alt P&G	American Bandstand Mennen Amer Home	Brighter Day P&G Secret Storm Amer Home Pr alt Gen Mills	Truth or Consequences Whitehall alt Corn Prod P&G alt Ponds			
f Night &G ilk alt ntle	County Fair Frigidaire alt sust Heinz alt Sterling	American Bandstand Harold Ritchie Block Drug	Edge of Night P&G Pillsbury	County Fair Heinz alt Gen Mills Lever alt Miles	American Bandstand Hollywood Candy Polk Miller	Edge of Night P&G Amer Home alt Sterling	County Fair E.E.I. alt sust Lever alt Gold Seal		Race of the Week sust	
		American Bandstand co-op								
		Walt Disney's Adventure Time Miles Internat. Shoe			Mickey Mouse Club Gen Mills Mattel				Lone Ranger Nestle alt Gen Mills	

but list all sponsors, Monday through Friday, buying programs during month.

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

Special, CBS, Sunday, 11-11:15 p.m. (Carter and Whitehall); *Today*, NBC, 7-9 a.m., Monday-Friday, participating; *News* CBS, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All times are Eastern Standard.

TELEPULSE

RATINGS: TOP SPOTS

Top 10 shows in 10 markets Period: 21 May-17 June 1959 TITLE, SYNDICATOR, SHOW TYPE	National average	7-STATION MARKETS		5-STA. MARKET	4-STATION MARKETS									
		N.Y.	L.A.	Seattle	Chicago	Detroit	Minpls.	St. Louis	San Fran.	Wash.	Atlanta	Balt.	Boston	Buffalo
Highway Patrol ZIV (Adventure)	17.0	10.2 wrea-tv 7:00pm	9.4 kttv 8:00pm	21.5 komo-tv 7:00pm	15.5 wgn-tv 9:30pm	15.5 wjbk-tv 7:00pm	20.2 kstp-tv 9:30pm	16.2 ksd-tv 9:30pm	13.2 kron-tv 6:30pm	12.2 wtop-tv 7:00pm	20.5 waga-tv 9:00pm	8.3 wmar-tv 7:00pm	19.5 wbz-tv 7:00pm	14.2 wgr-tv 7:00pm
Death Valley Days U.S. BORAX (Western)	16.1	13.7 wrea-tv 7:00pm	10.4 krea-tv 7:00pm	18.9 king-tv 9:00pm	10.9 wgn-tv 9:30pm	18.5 wwj-tv 7:00pm	23.5 wceo-tv 9:30pm	14.2 ktvi-tv 9:30pm	7.7 kplx 10:30pm	13.3 wrc-tv 7:00pm	16.0 wsb-tv 7:00pm	12.8 wjz-tv 7:30pm	16.5 wbz-tv 10:30pm	19.7 wben-tv 7:00pm
U. S. Marshal NTA (Western)	15.6	18.6 wrea-tv 10:30pm	6.4 kttv 7:00pm	3.2 kint-tv 8:00pm	9.5 wkb-tv 9:00pm	15.2 wwj-tv 10:30pm	11.2 kstp-tv 10:30pm	13.7 ksd-tv 10:00pm	16.5 kron-tv 7:00pm	13.2 wrc-tv 10:30pm	18.7 waga-tv 10:30pm	9.3 wbal-tv 10:30pm	19.2 wnac-tv 10:30pm	7.2 wkb-tv 9:30pm
Sea Hunt ZIV (Adventure)	15.4	8.9 wabe-tv 10:30pm	8.7 krea-tv 10:30pm	14.9 king-tv 10:00pm	16.3 wnbq-tv 9:30pm	22.5 wjbk-tv 10:30pm	11.2 wten-tv 9:00pm	17.2 ktvi-tv 9:30pm	18.2 kron-tv 7:00pm	8.2 wmal-tv 10:30pm	11.9 wsb-tv 7:00pm	8.3 wbal-tv 10:30pm	14.2 whdh-tv 10:30pm	19.2 wkb-tv 10:30pm
Mike Hammer MCA (Mystery)	15.3	14.4 wrea-tv 10:30pm	5.7 krea-tv 10:30pm	16.5 king-tv 10:00pm	13.9 wgn-tv 9:30pm	10.2 ekiv-tv 9:00pm		12.9 ksd-tv 10:00pm	11.9 kron-tv 10:30pm	14.2 wrc-tv 10:30pm	10.5 wlv-a 10:30		18.5 wnac-tv 7:00pm	23.5 wgr-tv 10:30pm
Rescue 8 SCREEN GEMS (Adventure)	14.8	3.7 wabe-tv 10:30pm	8.9 krea-tv 7:00pm	27.5 king-tv 9:30pm	10.2 wgn-tv 8:30pm		16.2 wceo-tv 7:30pm	19.2 ksd-tv 9:30pm	12.5 kron-tv 6:30pm		11.5 wsb-tv 10:30pm	9.0 wbal-tv 7:00pm	16.9 wnac-tv 7:30pm	12.2 wgr-tv 7:00pm
MacKenzie's Raiders ZIV (Adventure)	14.6	9.7 wchs-tv 8:00pm	8.4 kttv 8:00pm	12.9 komo-tv 9:30pm	19.2 wnbq-tv 9:30pm	14.2 wxyz-tv 7:00pm	18.2 kstp-tv 9:30pm	10.5 ktvi-tv 9:30pm	8.2 kplx 8:00pm	12.5 wtop-tv 7:30pm	16.2 wsb-tv 7:00pm	10.3 wbal-tv 10:30pm		12.2 wben-tv 7:00pm
Silent Service CNP (Adventure)	13.3	3.7 wpix 9:30pm	12.2 krea-tv 7:00pm	20.5 king-tv 10:00pm	5.2 wgn-tv 9:00pm		5.9 wten-tv 6:00pm	14.2 ksd-tv 10:00pm		12.9 wmal-tv 7:00pm	7.5 wlv-a 7:00pm	5.3 wbal-tv 7:00pm	15.7 wbz-tv 7:00pm	26.2 wben-tv 10:30pm
State Trooper MCA (Adventure)	13.2	3.2 wor-tv 10:00pm	3.4 khj-tv 8:00pm	4.5 kint-tv 9:30pm	11.2 wgn-tv 9:30pm		13.9 kstp-tv 9:30pm	13.9 ksd-tv 9:30pm	12.2 kplx-tv 7:30pm	7.2 wmal-tv 6:30pm				14.5 wben-tv 7:00pm
Flight CNP (Adventure)	12.7		10.1 krea-tv 10:30pm	8.5 king-tv 9:30pm	5.5 wgn-tv 8:00pm		13.9 kstp-tv 9:30pm		5.5 ktvu-tv 7:30pm	8.5 wrc-tv 7:00pm	11.7 waga-tv 8:00pm		15.5 wbz-tv 7:00pm	8.5 wgr-tv 10:30pm
Whirlybirds CBS (Adventure)	12.7	3.4 wpix 7:30pm	6.2 khj-tv 7:30pm		8.9 wgn-tv 9:00pm		10.9 wten-tv 8:30pm	14.2 ksd-tv 10:00pm		10.9 wtfg-tv 7:00pm	14.5 wsb-tv 7:00pm	12.0 wmar-tv 7:30pm	11.5 wbz-tv 7:00pm	12.5 wben-tv 7:30pm

Top 10 shows in 4 to 9 markets

Divorce Court GUILD (Drama)	15.3		9.4 kttv 9:00pm	19.7 king-tv 9:00pm	17.2 wjbk-tv 7:00pm			17.0 kron-tv 6:00pm			13.2 whdh-tv 10:00pm			
If You Had A Million MCA (Drama)	14.4	9.9 wrea-tv 7:00pm									15.2 wsb-tv 10:30pm			
Target ZIV (Adventure)	12.7			13.2 king-tv 9:00pm		7.2 kstp-tv 10:30pm	10.2 ksd-tv 6:30pm						26.5 wben-tv 9:30pm	5 wgr-tv 7:30pm
Honeymooners CBS (Comedy)	12.5	3.2 wpix 9:00pm				12.5 wwj-tv 7:00pm	4.2 kmcp-tv 8:30pm	10.5 kron-tv 6:30pm					20.2 wnac-tv 7:30pm	
Gray Ghost CBS (Adventure)	12.3					5.9 wxyz-tv 11:00pm		12.5 ksd-tv 6:30pm	10.5 wrc-tv 7:00pm					
Jim Bowie ABC (Adventure)	12.3	4.0 wnew-tv 7:00pm	3.8 kttv 6:15pm				5.2 kmcp-tv 8:30pm			11.9 wtfg-tv 7:00pm				
Badge 714 CNP (Mystery)	11.3	4.7 wpix 8:00pm		3.7 kint-tv 9:00pm	7.5 wnbq-tv 10:00pm		13.4 kstp-tv 10:30pm			8.7 wtfg-tv 7:30pm		11.1 wmar-tv 6:30pm		
Casey Jones SCREEN GEMS (Adventure)	11.3				9.2 wgn-tv 7:30pm		4.7 wten-tv 5:00pm	3.9 kplr-tv 7:00pm					13.0 wbz-tv 6:15pm	10.2 wgr-tv 6:00pm
I Search for Adventure BAGNALL (Adventure)	10.9		6.2 koop-tv 7:00pm							7.5 wtfg-tv 7:30pm		8.8 wmar-tv 6:30pm		1.5 wgr-tv 7:30pm
Dr. Hudson MCA (Drama)	10.6		5.9 kttv 9:30pm				11.2 wwj-tv 10:30pm							1.2 wgr-tv 7:30pm
Little Rascals INTERSTATE (Comedy)	10.6	6.1 wabc-tv 6:00pm	11.6 khj-tv 7:00pm				7.9 wxyz-tv 10:00pm							

Films listed are syndicated, ¼ hr., ½ hr. and hr. length, telecast in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Space indicates film not broadcast in this market 21 May-17 June. While net shows are fairly stable from one month to another in markets in which they are shown, this is true to a lesser extent with syndicated shows. This should be borne in mind when analyzing rating trends from one month to another in this chart. Classification as to number of stations.

FILM SHOWS

3-STATION MARKETS				2-STATION MARKETS		
Col.	Milw.	New Or.	Phila.	Birm.	Dayton	Prev.
20.7 wbns-tv 8:30pm	23.2 wtmj-tv 9:30pm	19.2 wdsu-tv 10:00pm	15.5 wrcv-tv 10:30pm	21.8 wbrc-tv 9:30pm	19.3 wjar-tv 10:30pm	
21.5 wbns-tv 9:30pm	12.2 wfsn-tv 9:30pm	17.5 wdsu-tv 6:30pm	18.9 wrcv-tv 7:00pm	17.3 wbrc-tv 10:00pm	19.3 wlw-d 7:00pm	15.3 wjar-tv 7:00pm
25.4 wtun-tv 10:30pm		21.2 wdsu-tv 10:00pm	15.2 wfil-tv 9:30pm	20.5 wbrc-tv 10:00pm	23.3 whlo-tv 7:00pm	14.8 wpro-tv 10:30pm
20.2 wbns-tv 7:30pm	16.5 wfsn-tv 9:00pm	20.5 wdsu-tv 9:30pm	17.5 wfil-tv 7:00pm	20.3 wbrc-tv 9:30pm	19.8 wlw-d 10:30pm	16.3 wpro-tv 7:00pm
		17.5 wwl-tv 9:30pm		14.3 wapi-tv 8:30pm	24.8 whio-tv 8:30pm	
10.2 wtvn-tv 10:30pm	23.5 wtmj-tv 8:00pm	16.5 wwl-tv 6:30pm	16.9 wrcv-tv 7:00pm	19.3 wapi-tv 9:30pm	7.8 wlw-d 6:00pm	18.8 wjar-tv 7:00pm
14.5 wbns-tv 7:30pm	16.2 wfsn-tv 8:30pm	18.9 wwl-tv 7:30pm		29.0 wbrc-tv 8:30pm	20.8 wlw-d 7:00pm	
	13.2 wfsn-tv 9:30pm	15.5 wdsu-tv 10:30pm		28.5 wbrc-tv 7:00pm	14.3 wjar-tv 7:00pm	
14.9 wtvn-tv 7:00pm	22.2 wtmj-tv 9:30pm	17.9 wdsu-tv 10:00pm	17.5 wrcv-tv 7:00pm	23.5 wapi-tv 9:30pm	21.8 whio-tv 7:00pm	
10.0 wls-c 10:30pm	22.5 wtmj-tv 9:30pm	21.5 wdsu-tv 9:30pm	14.2 wfil-tv 9:30pm		19.3 whlo-tv 7:00pm	15.3 wpro-tv 7:00pm
13.9 wtvn-tv 7:00pm	20.2 wtmj-tv 9:30pm	15.2 wdsu-tv 10:00pm		20.8 wbrc-tv 6:30pm	15.8 wpro-tv 7:00pm	

		15.5 wrcv-tv 7:00pm		10.8 wbrc-tv 5:00pm	20.8 whio-tv 7:30pm
	21.2 wfsn-tv 9:30pm	16.5 wdsu-tv 10:30pm	4.2 wcau-tv 3:30pm		
14.2 wbns-tv 7:30pm		10.5 wrcv-tv 7:00pm		24.3 whio-tv 7:30pm	
				20.3 wbrc-tv 7:00pm	
20.7 wbns-tv 10:30pm	20.5 wdsu-tv 6:30pm	18.5 wrcv-tv 7:00pm			
	17.7 wdsu-tv 10:30pm			23.8 whio-tv 10:30pm	
	17.5 wdsu-tv 6:00pm			17.8 wlw-d 7:00pm	
19.5 wbns-tv 8:30pm					
9.5 wfil-tv 3:00pm				11.3 whio-tv 5:30pm	
				16.6 whio-tv 6:00pm	

there's
been a
TOWERFUL
change



NOW WLUC-TV IS THE MOST POWERFUL TV STATION IN THE WEALTHY GREEN BAY- FOX RIVER VALLEY MARKET

From our new half million dollar power plant, the tower overlooking Green Bay, WLUC-TV now reaches 425,000 TV homes — 1,650,000 people.

WLUC TV @ CHANNEL 11

serving Green Bay Packerland and the Fox River Valley **Joseph D. Mackin**, general manager



NOW YOU CAN COVER TWO IMPORTANT MARKETS WITH ONE BUY!

Just approved — the acquisition of WLUC-TV, Marquette, Michigan — the only TV station in Michigan's upper peninsula. Buy both WLUC-TV and WLUC-TV with one buy.

WLUC TV CHANNEL 6 **John Borgen**, general manager

Represented nationally by **Geo. P. Hollingberry**. In Minneapolis see **Bill Hurley**.

YOU GOTTA HAVE WLUC YOU GOTTA HAVE WLUC

Pulse's own. Pulse determines number by measuring which station is received by homes in the metropolitan area of a given market. Station itself may be outside metropolitan area of the market.

How can agencies make inter-media comparisons?

Advertisers are giving more consideration to radio-tv-print appraisals. Here, agency men tell how they weigh media effectiveness

Fred Barrett, v.p. in charge of media, Batten, Barton, Durstine & Osborn, Inc., New York

Both advertiser and agency should recognize that inter-media selection is not another "apples and oranges"



Each medium should be used to accomplish a different objective

situation but is, rather, (to use another corny analogy) more like an "apple and tomato" comparison. Both are excellent products; but you generally use them to accomplish entirely different objectives. It is somewhat unrealistic for a chef to base all his recipes on the primary knowledge that tomatoes are cheaper or that almost everyone eats apples. All dishes would come out the same.

The same goes for agency and client reasoning in terms of advertising. The marketing direction of the brand comes first, and from that starting point, the proper selection of media falls into place. Therefore, inter-media comparisons are best made at the inception of the plan when the brand's marketing strategy is finalized and set into place. Here is where the advertiser knows how much mass he needs or how much class he desires, whether the product demands a long copy message or a short reminder, billboard type approach, whether color is an integral part of the selling message or whether package identification is necessary at all. At this point, the concept of inter-media comparison is present in all decisions we make. Numbers or cost comparisons between electronic and print media

mean little unless the copy approach and sales message lends itself fully and successfully to the chosen medium. What's the sense of comparing I.D.'s, for example, if the product needs time to establish its sales points?

Once the proper medium is found (this medium, naturally, allowable within the budget), then the more simple task of *intra*-media comparisons can be examined. Almost all media research is geared to *intra*-media studies, not *inter*-media analyses. The qualities of cost-per-1000 in the formulation of the over-all media plan, total reach, circulation vs. viewers, while extremely important, is secondary to the image the product is trying to create, the goals for the brand in light of its projected sales volume and its tactics of competition.

Joseph P. Braun, media dir. & v.p., Kenyon & Eckhardt Inc., New York

This has been the No. One question in the minds of the advertiser, the buyer and the seller for a period of



It's important that you deal only in comparable values

years. Like other agencies, the Marketing Services Division of Kenyon & Eckhardt is ever on the alert for material that will help answer this most important question. Until more specific, more acceptable data become available, there are two steps that can be taken to provide reliable inter-media comparisons.

First, we should make every effort possible to compare like values in our determination of the basic statistics. We should avoid, for example, comparing circulation figures with actual ratings of programs. In a word, we should be sure we are dealing with comparable numbers.

For a number of years the familiar

cliche, "you cannot compare oranges with pears," was generously quoted by agents and sellers alike. Today's competition in all phases of business is so intense, the subject of inter-media comparisons can no longer be casually dismissed.

With a higher degree of professionalism in the buying area than ever before, plus the talent of those specializing in media research, many revealing conclusions can be obtained from already-existing media statistics. The rationale of weighing one media against another, therefore, can be more completely documented today than ever before. And, with the facts as a base, the common sense and judgment areas can be more accurately directed at a sound decision.

Second, only our best judgment will tell us about the intangibles involved in the effectiveness of the individual medium. There is a primary medium to fit every marketing problem and, in many instances, it is advisable to use more than one of the basic media.

The marketing man is lost without some method of preparing the most efficient media mix under today's planning needs.

And common sense must be teamed with a full knowledge of the objective to weigh the qualitative aspects of impact from each individual medium.

Robert E. Britton, v.p. & exec dir. of marketing-media-research dept., MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

I'm sure that if we were to put a microscope on the procedures by



Marketing plan objectives help determine a medium's weight

which advertisers make inter-media decisions, we would not find nearly

WCSH-TV 6

NBC Affiliate

Portland, Maine

**STARTS
STRONG**



**FINISHES
STRONG**

The April '59 area ARB again proves you get a bigger, more receptive audience on 6.

**Garroway beats station "B"
almost 5 to 1
average homes reached daily.**

**Paar beats station "B"
2½ to 1
average homes reached daily.**

Ask your Weed TV man about the "full-day" WCSH-TV audience.

Remember you get a 5% discount when you buy a matching spot schedule on Channel 2 in Bangor.

**A MAINE
BROADCASTING SYSTEM
STATION**

WCSH-TV (6) Portland
WLBZ-TV (2) Bangor
WLBZ-Radio, Bangor
WCSH-Radio, Portland
WRDO-Radio, Augusta

ne confusion nor the inconsistency
at some people might expect. The
asic inter-media comparisons that
re made are nearly always encoun-
ered in the process of fitting the
characteristics of the different media
to the objectives that are laid down
in the marketing plan for the prod-
uct or service. If the marketing plan
is complete, it must include a number
of recommendations that will help
define the proper media mix needed
to yield the elements of communica-
tion best calculated to motivate buy-
ers into action.

For instance, consider simply the
need for live demonstration. When
our client, The Dow Chemical Co.,
introduced Saran Wrap, it was obvi-
ous that a number of qualities of this
new wrapping material—such as its
transparency and its ability to cling
tightly to any type of bowl or con-
tainer—had to be demonstrated. This
led to the logical use of television as
a major medium. In fact, the use of
television in the case of this partic-
ular product led to the marketing
strategy of the product establishing the
pattern for buying television station
time, which then was a completely
new and unusual way of buying a tv
package. On the other hand, addition-
al advantages—such as the tremen-
dous appetite appeal of foods pro-
duced by Saran Wrap—also had to be
shown to best advantage, leading us
to the use of high-quality, four-color
reproduction in print.

Of course, this is over-simplifying,
but even in its most complex form, a
solid marketing plan, adequate in-
formation about the product and its
markets, a clear picture of the way in
which different media can be used to
communicate with prospective cus-
tomers—mixed with a good deal of
sound judgement—are the basis for
the best inter-media decisions.

**John J. Ennis, v.p. & media dir., Fletcher
Richards, Calkins & Holden, Inc., N. Y.**

In my opinion, each medium type
(Please turn to page 74)

MR. ZIV

(Continued from page 31)

ing with the spot sales manager), and Ziv people agree "The pressure is constant, and terrific."

Fred Ziv, a chronically early riser, gets to the office at 8 a.m. and insists that field salesmen begin their selling day with the same kind of promptness. There is constant supervision and checking of sales activities. "We don't believe in putting a man out on a sink-or-swim basis," says Ziv. And Ziv sales alumni whom SPONSOR purposely contacted for an unbiased picture, admit that they were given unusual training and a fair chance to produce.

Ziv salesmen have at their disposal what a former Ziv researcher calls a "fantastic" amount of information about local markets and advertisers. "Ziv files of Birmingham, Alabama, for instance, show every advertiser who has ever used syndication in Birmingham, what he used, what he may now be using, prices, contract expiration dates, and who influences advertising decisions. And the same is true for every U.S. market."

Some industry observers credit the Ziv success more to sales know-how than to programing brilliance. Ziv, himself, however, pooh-poohs this theory. "Sales know-how is important, but it doesn't win ratings," he says, "and the ratings of such of our syndicated shows as *Sea Hunt* and *Highway Patrol*, and such network shows as *Bat Masterson*, and *Tombstone Territory*, are proof of our production and programing ability. In our business the *product* is programs, and our whole operation is geared to just one thing—producing *hits*. To try to sell and service an inferior product is just not worth the candle."

ZIV is the only large producer who produces and sells his own shows, and only his own shows.

One phase of the Ziv operation, which is being watched closely in the trade, is the company's growing importance as a supplier of network programs—five on the networks this fall, sponsored by American Tobacco.

WNJR
negro radio for
metro new york

R. J. Reynolds, Lorillard, Philip Morris and National Dairy (Kraft and Sealtest).

SPONSOR asked Mr. Ziv directly the question which has puzzled many, "Is there a difference in standards and quality for network vs. syndication programs?" His answer, an emphatic no. "To distinguish between network and syndication shows is an oversimplification," he says. "The point is not how a show is disseminated—whether by 10 or 200 prints. The problem is simply to produce entertainment that people like and respect."

As to the charge that the company follows "program formulas," Ziv points out that the organization has, over the years, produced nearly every type of show. He points out, however, that the basic ingredients of the most successful Ziv programs have been "action, movement, adventure, mystery, and law enforcement."

Questioned about the growth of tv tape, Ziv says his company is watching it carefully, that it is "almost, but not quite" as good as films for some types of shows, but that he will use tape when it is right.

Ziv, generally, is not in the engineering phases of the business and prefers to let outside firms conduct technical research and development. "We prefer to devote all the genius and energy of the Ziv organization to the development and production of *hit* shows."

These, then are some of the business principles on which Fred Ziv has built what was, until this year, the largest privately-owned tv film firm in the industry.

Some idea of the magnitude of the operation can be gained from the fact that in June, two Wall Street brokerage houses, F. Eberstadt & Co. and Lazard Frères made investments in Ziv-TV in an amount some trade papers report at \$14,000,000.

There has been much speculation in the trade about whether this means that Ziv stock will soon be offered to the public, but Fred Ziv, in reply to a direct SPONSOR question, said that he did not know.

His own explanation of the Wall Street move is that, with the trend to bigness in modern industry, a privately held firm must have outside capital if it wants to remain a major factor in its own industry. He says that the presence of Eberstadt and

Lazard Frères in Ziv board meeting has already opened up "large new areas of future planning."

Ziv and Sinn remain substantial stockholders. Apparently, Ziv plan to remain in an active manager position in the company's operations. There was nothing in his conversation with SPONSOR to indicate that he was taking a sizable tax gain with an eye to quick retirement.


At present, he is spending about 50% of his time in Cincinnati, and the balance in New York and on the West Coast where he has a daughter-in-law, and grandchildren. His son, Bill, after graduating from UCLA and spending a year in the Ziv studios, has returned to Cincinnati and a place in the business end of the production firm.

Fred Ziv, it is obvious to even the most inexperienced outsider, is keen, well-organized, thoroughly integrated business man who lives and loves his work. He has never, he told SPONSOR, been a "frustrated actor turned movie producer." Ziv, himself, is vitally concerned with general idea and plan of new programs—"our product is the heart of our business" but is not involved in details of production.

His hobbies include a passionate interest in fishing in the California mountain streams, an amateur's enthusiasm for painting and sketching and, though he is a little bit shy about admitting it, a genuine, and deep-felt devotion to literature and the written word.

But if you had to characterize him in a phrase, and distinguish him from the Zanucks, and Selznicks, and the Goldwyns of the film industry you would be bound to conclude that Ziv remains what he started out to be—the finest, most resourceful type of midwest businessman, with great spiritual kinship to his fellow Cincinnatians, Joseph B. Hall, president of Kroger, and Neil H. McElroy, former president of P&G, now Secretary of Defense, both of whom he tremendously admires.

His personal philosophy is perhaps best summed up in the advice he gives all advertisers using tv. "Put something of yourself into the program." Fred Ziv has been putting a great deal of himself into Ziv radio and tv for nearly 30 years, and his record is the best proof of his principles.



STATION WWTV
OPERATED BY
FETZER TELEVISION, INC.
CADILLAC, MICHIGAN
PROUDLY ANNOUNCES THE APPOINTMENT OF
AVERY-KNODEL, INC.
AS ITS NATIONAL SALES REPRESENTATIVE
EFFECTIVE SEPTEMBER 1, 1959

AVERY-KNODEL
INCORPORATED

NEW YORK
720 Fifth Avenue
Judson 8-5536

ATLANTA
41 Marietta St., N.W.
Jackson 3-2545

DALLAS
613 Fidelity Union, Life Bldg.
Riverside 7-7761

DETROIT
Guardian Bldg., Griswold and Congress Sts.
Woodward 1-9607

SAN FRANCISCO
389 Pine St.
Yukon 2-2053-2054

LOS ANGELES
3325 Wilshire Blvd.
Dunkirk 5-6394

CHICAGO
Prudential Plaza, Suite 3125
Whitehall 4-6869

SEATTLE
Hugh Feltis-Tower Bldg.
Maine 4-6501

PACEMAKER!

WOW-TV marks a decade of leadership in serving and selling the \$2 billion Omaha market!

NEWS...

WOW-TV News is First in every Survey ...



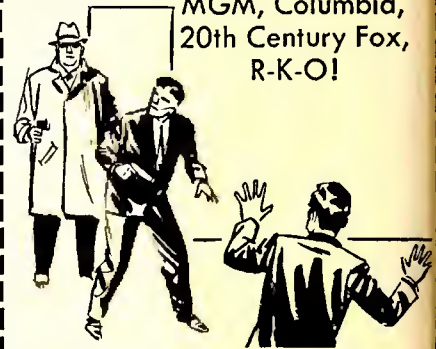
...FARM NEWS

The only station in this rich agricultural market with a complete farm department!



...MOVIES

MGM, Columbia, 20th Century Fox, R-K-O!



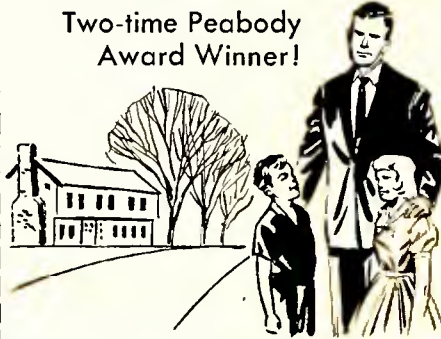
WEATHER...

The only Omaha Station with a professional meteorologist!



...COMMUNITY SERVICE

Two-time Peabody Award Winner!



...VIDEO TAPE

First and only Videotape Service in Omaha!



This brief story board covers only a few of the highlights in WOW-TV's first 10 years of leadership. Leadership that has kept Channel 6 "out front" since it began daily commercial broadcasting on August 29, 1949. Leadership in service... in programs... power to deliver what folks want to the greatest number of them! That's Channel 6, Pacemaker in Omaha!

FRANK P. FOGARTY
Vice President and General Manager
FRED EBENER, Sales Manager
BLAIR-TV, Representatives

WOW-TV Channel 6 Omaha

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

WASHINGTON WEEK

29 AUGUST 1959

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SPONSOR

PUBLICATIONS INC.

As the FCC's August recess approaches the end, there's a lot of attention being focused on the commission's procedures.

To put the whole thing in perspective, let's do some backtracking and noting how the various moves toward the revision of procedures shape up.

The Senate had seven bills before it aimed at diverse types of changes, big and small, while the FCC itself was receiving comments on a proposal to split its procedures into two types for the purpose of deciding whether it would be proper for commissioners to talk to industry people about pending matters.

The Senate made an effort to pass all seven procedural bills by a simplified method which has the advantage of speed, but where the rub came was this: a dissenting vote immediately upended the objective in some respects.

The result was that at the call of the calendar four measures passed the Senate and three were objected to, but **two of the three came up on the regular calendar and were passed.**

That leaves **one bill still hanging fire.** This measure would forbid off-the-record approaches to commissioners with respect to contested cases by **any person.** (Present law merely forbids such contacts by people who participated in the cases.)

What the bills passed provide, in digest, is this:

- Objectors to grants **could state their cases in advance of the time the grants are made,** rather than protesting the grants themselves. (This would relieve the FCC of the necessity of sending out notifications that a hearing is required, with a consequent wait for answers and thereafter probably another letter.)
- Presents legal authority to **FCC members to accept honorariums.**
- Grants the FCC authority to levy a fine for rules violations other than broadcast service—something looked upon with askance by broadcasters.
- Permits the FCC staff to digest arguments on various sides of cases, while still preventing the staff from participating in final decisions. (Present law forbids such consultation for fear staff members would be making decisions for commissioners.)

None of these bills will get any consideration in the House this year, but Rep. Emanuel Celler (D., N.Y.) goes ahead with plans for hearings on the sports anti-trust exemption problem, starting 2 September.

Celler's House Judiciary Antitrust subcommittee will be besieged by broadcasters, alarmed at the turn of events in the Senate. Chances in that body **appear good for a compromise bill which would retain broad permission for sports enterprises to ban telecasting of their events.** So the industry is now fixing on Celler as its main hope.

The FCC finally gets around to appointing a "substitute FCC" in the event enemy attack wipes out the official one.

This was required under a 1955 law. Some 18 industry leaders were named, seven more are to be appointed. The people selected will participate in a practice trial run shortly, along lines of other "alerts."

This could possibly be the last week for the bill to overturn the FCC's controversial Lar Daly ruling, with the exception of the President's signature on the final bill.

Congress is trying hard to adjourn by Labor Day, so the final bill won't beat the planned adjournment by much. However, the session could drag along for an extra week.

FILM-SCOPE

29 AUGUST 1959

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ITC appears to have touched off a race of foreign automotive advertisers into syndication with its **Four Just Men** series.

First Volkswagen came in for six western markets (see FILM-SCOPE, 22 August), and new **Renault (N,L&B)** has joined the convoy with its deal for Norfolk, Richmond and (possibly) Washington.

A third automotive buyer of the series bridges the gap between foreign and domestic auto makes: It's **Fabrica Automex**, the Mexican wing of Chrysler Corporation in four Mexican markets where the show will be dubbed into Spanish.

These three automotive syndication users—never buying before on such a scale—have been worth an estimated **\$250,000 to ITC on the one series alone.**

Procter and Gamble is back in the saddle again as the largest user of syndication in Canada.

The big peg for P&G's resumed status atop selective market television buyers in Canada was its **\$500,000 buy of off-network re-runs from CBS Films.**

Programs are San Francisco Beat, I Love Lucy, Trackdown and Mr. Adams and Eve for 52-week schedule on between 19 and 29 CBC stations each.

S. W. Caldwell Ltd. represented CBS Films on the sale.

Mobile tape equipment will take another step towards cutting tv's umbilical cord with fixed studio facilities this week when a video-tape sequence is produced entirely at sea off Bermuda.

MVT (Mobile Video Tape) Productions will prepare scenes for the September Coca-Cola special on NBC.

Several tons of mobile video-tape equipment will be placed aboard ship in New York; no cables or micro-waves of any kind will be needed.

Continuing users of syndication have been briskly placing repeat orders for tv film this year.

A flock of new shows have appeared and only **three out of 10 buys have been renewals of existing shows.** Consequently, there's also been considerable shifting around of affiliation between regional advertiser and film distributor.

Here's how this year's buys compare with those of a year ago.

CONTINUING USER	NO. MARKETS	1959 SHOW	1958 SHOW
Budweiser (D'Arcy)	75	U. S. Marshal (NTA)	same
Standard-Chevron (BBDO)	60	Sea Hunt (Ziv)	same
Conoco (B&B)	59	Whirlybirds (CBS Films)	same
Schlitz (JWT)	20	Trackdown (CBS Films)	various
Falstaff (D-F-S)	66	Coronado 9 (MCA)	State Trooper (MCA)
Ballantine (Esty)	36	Shotgun Slade (MCA)	Highway Patrol (Ziv)
D-X Sunray (Watts, Payne)	44	Grand Jury (NTA)	N. Y. Confidential (ITC)
Hood Dairy (K&E)	10	This Man Dawson (Ziv)	26 Men (ABC Films)
Schaefer (BBDO)	5	Four Just Men (ITC)	various
Rheingold (F,C&B)	5	Rendezvous (CBS Films)	various

Note also that a concentration trend is at work; three buyers above who used various shows last year have **wrapped up most of their spending in one show this year.**

An infusion of fresh money into syndication over the past 12 months has more than outbalanced any cutbacks and exits from the medium.

Seven buyers brought an estimated new \$4.4 million volume into syndication coffers; whereas syndication cancellations such as Hamm's, cutbacks by Raleigh's and the withdrawal by Nabisco would only total probably \$1.6 million of lost revenue.

Here's how the seven new major spenders placed their campaigns:

NEW BUYER	MARKETS	SERIES
Carling's (B&B)	62	Phil Silvers (CBS Films)
Amoco (Jos. Katz)	59	U. S. Border Patrol (CBS Films)
Lucky Strike (BBDO)	35	S. A. 7 (MCA); followed by Lock-Up and This Man Dawson (both Ziv)
Tareyton (Gumbiner)	15	S. A. 7 (MCA)
Nestlé's (McC-E)	88	Roy Rogers (Roy Rogers Syndication)
Jax Beer (Fitzgerald)	20	Manhunt (Screen Gems) and Shotgun Slade (MCA)
Miles Labs (Wade)	20	Rescue 8 and Manhunt (both Screen Gems)

Here's a pointer on classifying syndication program types: Don't be too hasty in labeling the audience that a show can reach.

Even children's shows, for example, can be used by advertisers usually considered "adult." Jayark's Bozo the Clown, for instance, numbers among its local advertisers Miles One-A-Day, Lestoil, Conoco and Robert Hall Clothes.

Most Bozo buyers are interested in children, however, and the following checklist shows the range of syndication spenders aiming at the juvenile market:

Dairies: Carnation, Borden, Jerseymaid and Meadowgold.

Milk supplements: Boseo, Cocoa Marsh, Nabisco's Bev and Nestlé's Quik.

Cereals: General Mill's Cheerios, Malt-o-Meal, Maypo and Post.

Toys: Ideal, Mapo, Wham-o-Toy and Colorforms.

Clothing: International Shoe and U. S. Rubber's Keds.

Bread & crackers: Holsum, Weber, Pacific, Bell Potato Chips, Sunrise, Streitman.

Candies: Good 'n' Plenty and TV Popcorn.

COMMERCIALS

Film commercials producers got up a full head of steam for the fall season last week as many houses were jammed with automotive commercials announcing the new models.

Several producers noted booms of activity, such as the following:

- **Robert Lawrence** was set to open its Toronto studio with integrated film, video-tape and sound studios; domestically it had \$165,000 worth of animation orders now being completed, more than double the business in this area of last year.

- **Transfilm** reported squeeze-motion commercials are still at their peak; eight such spots were in production last week for five different clients.

Raymond Scott's Jingle Workshop is returning to activity in the musical commercials fold.

First step in the revitalization of the production firm is the appointment of a sales manager, Chuck Barelay.

Scott's credits have included Lucky Strike, Herbert Tareyton, RCA Victor, Richard Hudnut, Hotpoint, Duquesne Beer and others.

Strategy will now be this: To gain agency entry with low cost auditions featuring name performers.

SPONSOR HEARS

29 AUGUST 1959

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PUBLICATIONS INC.

It isn't very often that a branch office has to clear time buys with the media department at headquarters.

But that's the system that now appears to prevail with Y&R Chicago.

The controversial flavor that has become a staple with local radio/tv is reflected in the attitude of community leaders.

Whereas they used to turn to newspapers for editorial support of pet issues, the focus of their quest has become the editorializing station.

If the Los Angeles market isn't being included in the radio plans of certain major midwest agencies, it may be due to some nursing of old wounds.

Seems that the demand for time was so great in the L.A. market last spring that these agencies found that they had to take the leavings or stay out.

P&G agencies figure that if the Cincinnati account did want to shift some of its daytime buying to ABC TV, the conflict picture might be a little too rough.

As one agencyman in the P&G stable put it: "It looks as though that network has given blanket protection to Lever Bros."

P.S.: ABC TV, however, has a whale of a lot of P&G nighttime business.

If you're watching the rep field from the sidelines, you can't help but note how often the salesmen rank Esty and JWT, in that order, as the two best organized buying shops for radio in the business.

The accolades run something like this: you know you can always get an audience for your story . . . if you lose a piece of business you know why . . . real pro's . . . fair.

Over the next six months you'll be reading more and more about aggressively creative tv personages in agencies leaving to go with independent producers or one of the tv networks.

If the dominating reason can be boiled down, it's this:

Their agency managements are more interested in profits and snaring accounts away from the competition than new ideas for carving out leadership in tv.

A small agency apparently has found the key to bringing the cost of commercials down to a reasonable level in market tests of a new product.

Its simple and direct solution:

Use local talent for taping the demonstrations, thereby saving as much as 70% of what it would normally cost in a producing studio.

The agency estimates the average cost of a test commercial is \$10,000 via a producing firm and that when four of them are made—as is not unusual—the market test itself becomes an uneconomic proposition.



If you're marketing drug products . . .

In Oklahoma, 69% of all drug products are purchased in the WKY-TV coverage area. It's not that our viewers are any less healthy—it's just that we have more viewers. And they're more responsive. Guess you might say we're experts at getting pocketbooks to open up and say "AHHHHH."

1949-1959
•
CELEBRATING
10
YEARS
TELEVISION
SERVICE
TO
OKLAHOMANS

WKY TELEVISION

OKLAHOMA CITY

NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa - St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

GILLETTE

(Continued from page 37)

Leonard, assistant advertising manager.

At Maxon, Inc. in New York, the campaign's overseers are: Ed Wilhelm, v.p. and director of radio and tv; Ray Stone, head timebuyer for the Gillette account, and George Huelser who works closely with Stone.

Working out of Maxon's New York office are eight field representatives who are on a constant swing through the markets that make up the campaign. In actuality, these field representatives—all women—are timebuyers, monitor researchers, and trouble-shooters. Just because the campaign was pre-tested for four years does not mean that Gillette and Maxon have relaxed their vigil; markets change, station formats change, disk jockey change and listener loyalties also may change. Gillette intends to keep on top of all changes. As the Maxon agency puts it, "Gillette has found its own research formula."

Developing its own media formulas is by no means unique for Gillette.

In network radio, Gillette has followed a consistent formula for nearly a quarter century—sportscasts to reach men. (It's also been applied to tv ever since that medium came upon the advertising scene.) Exactly 20 years ago, Gillette sponsored its first World Series on radio. This year it will again sponsor the World Series on NBC, has reportedly budgeted \$5.4 million to broadcast and telecast the games to an estimated 100 million.

The World Series games are part of a year-round coverage of major sports events by Gillette that date back to the year 1940. The Triple-Crown of horse racing (Kentucky Derby, Preakness and Belmont), Rose Bowl football, championship fights are other highpoints of its network radio and television activity.

Although this is the best-known side of Gillette's advertising, the new radio d.j. campaign has been carefully meshed into it in connection with such occasions as Father's Day or World Series time (this year, its the 195 Adjustable Gillette on both) are given a simultaneous hoost by the radio d.j.'s in the spot campaign. The d.j.'s receive in advance of such special promotions additional fact sheets advising them how to tie in the spot effort with the net program. ■

REIS

(Continued from page 41)

for forcing distribution in markets that needed strengthening.

Accordingly, San Francisco was the next target.

Here, Reis intended to use tv as a distribution wedge. While he had strong stocking at the Emporium, he was a little weaker at Macy's. In addition, there were several new accounts he wanted to open up in smaller stores. Dealer tags were the lure. Plan was to re-tape the commercial in San Francisco at 50 seconds with four different tags. One would plug the Emporium and Macy's. The other three would each list six smaller stores, for a total of 18.

On the strength of this, Reis was able to strengthen his distribution at Macy's and open 12 new and important accounts. This, in turn, revved up sales force enthusiasm even before the start of the schedule.

Another reason for re-taping the spots was to improve them. "The comparison chart used in the New York spots," says Garfield, "proved far too cumbersome to provide clear-cut understanding or much memorability. So a simpler chart was devised lumping the shrinkage of other brands into an average (see picture on page 40.)

To further dramatize the point, the female commentator in San Francisco (Dorris Carr) was provided with what few in-store demonstrators ever get—two male models to demonstrate the shrinkage vs. non-shrinkage qualities. (Garfield taped the spots in San Francisco at KRON-TV, where the schedule would run.)

Reis feels the models not only dramatize selling points attractively for women, but give men a consciousness of the style advantages to a well-fitting undershirt. The schedule in New York was designed for cross-influence of male and female. Here's how 12 spots per week were scheduled on KRON-TV: four in late movies, one in an afternoon movie, three in *Today*, two in *Paar*, one in the serial *Way of Life*, one in *Bold Venture* (re-runs) in prime time. The total of 47 rating points per week "represents the bare minimum we can get by on for the audience distribution pattern we're after," says Garfield. ■

THIS IS

It's a matter of taste. But the remains that residuals are the egg the beer that just about every wants! That's why the smart m bets on film—then you're ready reruns, syndications. Ready for thing!

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

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with pre-test opportunities.
3. Retains residual values.

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

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

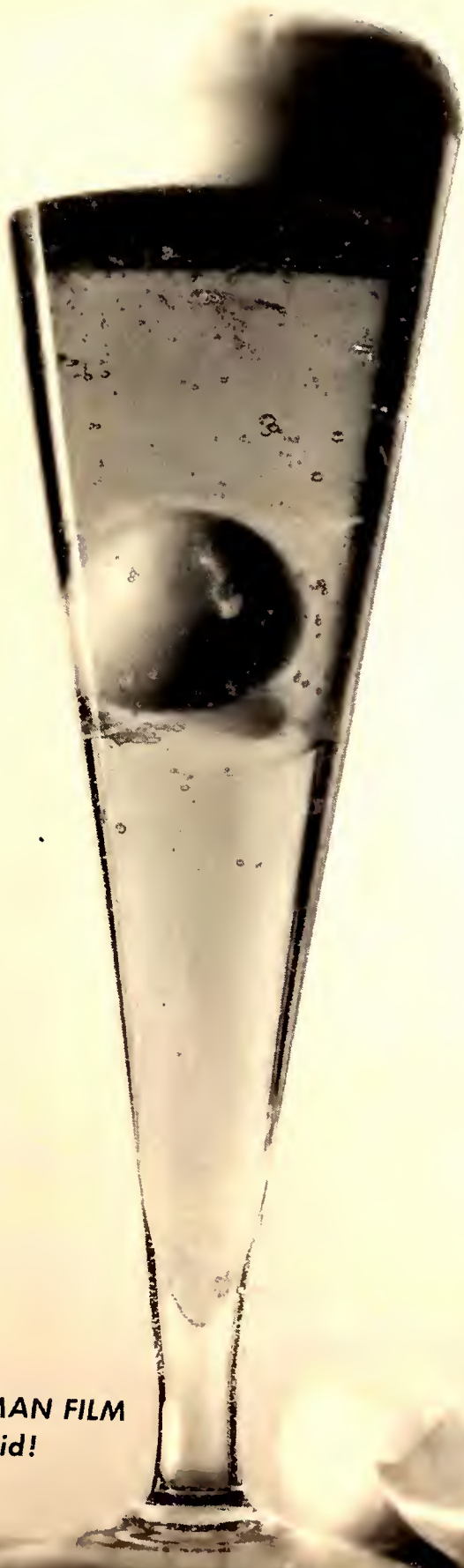
Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

or

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

T...



ways shoot on EASTMAN FILM
You'll be glad you did!



GIANT MARKET



GIVES YOU ALL THREE . . .

GREENVILLE SPARTANBURG ASHEVILLE

. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION 2,946,600
INCOMES \$3,584,180,000
RETAIL SALES \$2,387,606,000
HOUSEHOLDS 751,900

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

National and regional buy
in work now or recently complete

SPOT BUYS

TV BUYS

Vicks Chemical Co., New York: A campaign in about 80 markets for its entire cold product line starts at different times in September and October for 14 to 18 weeks, with a two-week hiatus in December. Placement: Day and night minutes, frequencies varying. Schedules are being purchased jointly by Ogilvy, Benson & Mather, Inc. (which handles Double Buffered Cold Tablets) and Morse International, Inc. (all other Vicks products), New York. Pete Triola and Pete Berla are buying at O, B&M; Mary Ellen Clark at Morse.

American Sugar Refining Co., New York: Going into about 35 markets for Domino sugar with schedules of minutes, 20's and chain-breaks. Run is for 13 weeks; varying September start dates. Buyer: Gerry Van Horson. Agency: Ted Bates & Co., New York.

Sealy, Inc., Chicago: Lining up schedules in midwestern markets for its mattresses, and looking for half hours and I.D.'s Agency: J. Walter Thompson Co., Chicago.

Family Products Div., Warner-Lambert, Morris Plains, N. J.: Preparing cold-weather schedules in about 175 markets for its Anahist products. Campaign, 13-26 weeks, kicks off in mid-September, with day and night minutes being used. Buyer: Chet Slaybaugh. Agency: Ted Bates & Co., New York.

Norwich Pharmacal Co., Norwich, NY.: New campaign for Pepto-Bismol starts second week in September in 113 markets. Night minutes and 20's are being placed for six weeks. Buyer: Allan Hornell. Agency: Benton & Bowles, Inc., New York.

Helene Curtis Industries, Inc., Chicago: Campaign being readied to introduce a new shampoo in western markets, to start mid-September for 12 weeks. Buyer: Ruth Leach. Agency: McCann-Erickson, Chicago.

Tyrex, Inc., New York: Kicking off schedules in about 20 markets to promote the sale of tires made of Tyrex Viscose cord. Day and night flights of minutes and 20's begin second week of September for four weeks. Frequencies range from six to 12 per market. Buyer: Judy Bender. Agency: McCann-Erickson, New York.

RADIO BUYS

V. La Rosa & Sons, Inc., Brooklyn, N. Y.: Buying day traffic hour minutes in top Eastern seaboard markets for its macaroni products. Schedules start mid-September for 10 weeks. Buyer: Vince Daraio. Agency: Hicks & Griest, Inc., New York.

Chock full o'Nuts Corp., New York: Planning a campaign in top markets with schedules of minutes, to start sometime in September. Buyer: Don Green. Agency: Grey A.A., New York.

Ford Motor Co., Dearborn: Preparing the campaign for its new cars in markets throughout the country. Initial push is 28 September for three weeks using traffic minutes. Head Buyer: Allan Sacks. Agency: J. Walter Thompson Co., New York.

*“... an investment
that makes
all other
investments
worthwhile”*

JOHN COLLYER
Chairman of the Board
The B. F. Goodrich Company



“For much of our nation’s progress, technologically, economically and socially, we must look to the excellence of our institutions of learning, whose students of today will be the scientists, the managers, the statesmen and the cultural and religious leaders of tomorrow.

“It is the responsibility of the American people and American industry to provide the financial aid so urgently needed now by our colleges and universities.

“Join this important crusade. Contribute today to the university or college of your choice. You will be making *an investment that makes all other investments worthwhile.*”

If you want more information on the problems faced by higher education, write to:
Council for Financial Aid to Education, Inc., 6 E. 45th Street, New York 17, N. Y.

*Sponsored as a public service, in cooperation with the
Council for Financial Aid to Education*



NEWS & IDEA WRAP-UP

VOTE FOR ME is message recorded for WMGM, N.Y. stationbreaks by "Miss Rheingold" contenders (stdg. l-r) Jane Langley, Carol Christensen, Judi Turner, Pat McCloskey, Emily Banks, Anne Newman, posing prettily with (seated l-r) assoc. & prog. dir. Raymond Katz; Robert Weenolsen, FC&B; Dee Grossman, Liebmann Brew.; Arthur Tolchin station's exec v.p.



LIFE OF THE PARTY was Benedict Gimbel, pres. WIP, Phila., who won admiration from beach beauties when named "Honorary Life Guard" by Atlantic City's Mayor Joseph Altman



Renault has assigned its \$5 million account to Kudner and is moving all-out in tv this fall.

Besides *Small World* (CBS TV) will sponsor a special or two plus syndicated programs in Norfolk, Richmond and possibly Washington.

MGM's new features, "It Started With A Kiss," will be launched via a spot radio campaign in 3 key markets over 36 independent stations.

The promotion, now in New York (WMGM, WINS and WABC) and Cincinnati (WCPO) is timed to air just before the movie's opening in each city and run for a week. It involves 126 spots on each station—a least one per hour every day.

The package was developed by John Blair and Donahue & Coe, MGM's agency.

Other campaigns:

- The Regina Corp., Rahway

FRIENDLY FOES! When John Blair & Co. moved to its new Fifth Ave. offices last week, competitor Avery Knodel (directly across the street) sent staffers out with warm welcome



ALL FOR CHARITY gets award for Paul G. O'Friel, gen. mgr., WBZ, Boston, from Col. Ralph T. Miller, for station's on-the-air promotion of Salvation Army's '58 appeal

N.J., will use tv for the first time this fall to promote their broadened line of rug cleaners and lightweight vacuum cleaners. The spot campaign will start sometime at the end of October. Markets and stations have not yet been firmed. Agency: Mogul, Lewin, Williams & Saylor.

• **Miller Brewing Co.** will promote its High Life via an accelerated radio and tv spot campaign beginning next week and running through October. The spots, from 10 to 60 seconds, highlights this theme: "Finest Label on any Table".

• **The Campbell Soup Co.** is getting set for its peak selling season via a saturation radio and tv campaign to introduce its two new soups. Local radio spots will be used, plus Campbell's network tv shows *Lassie* (CBS TV) and *Donna Reed* (ABC TV). In addition, the soup company is offering free, on its tv shows, Lassie wallets in return for one label from each of its five different soups.

Treasurer's report: Six months' net earnings for *Pet Milk Co.*—\$1,-

358,377 compared with \$1,330,965 during the like period of '58.

Strictly personnel: **Jack Anderson**, to v.p.-marketing for the Hoffman Labs Division of Hoffman Electronics Corp. . . . **Elisha Pierce**, appointed advertising manager for Ebco Manufacturing Co., Columbus, O. . . . **James McGowan**, sales engineer for Du Mont's Industrial Tv department . . . **Jesse Hawkins**, to New York district sales manager for B.P. Goodrich Industrial Products Co., a division of the B. F. Goodrich Co., Akron, O.

Deceased: **Earl Hudson**, v.p. in charge of ABC's western division.

AGENCIES

BBDO has steered **Phileo** into the **Dick Clark** afternoon show (ABC TV) with this intent: to stimulate tv and radio set interest among teenagers during the gift buying season.

In other words. **Phileo** will sponsor a weekly quarter-hour show on the series during November and December.

The two big account shifts this week involved **J. Walter Thompson**.

The one: The \$10 million billable **RCA** account, to leave **Kenyon & Eckhardt** January, 1960, and join **JWT** (where it was five years ago). **Whirlpool** stays with **K&E**.

The other: **Sylvania Electric Products**, billing \$5 million, moves from **JWT** to **Kudner** at the end of the year. **Kudner** now handles **Sylvania's** parent co. — **General Telephone & Electronics Corp.**

(For further comment, see *News-maker of the Week*, page 4 and **SPONSOR-SCOPE**.)

Other agency appointments: **Volvo** Import. Swedish passenger car, to **Anderson & Cairns** and its p.r. subsidiary, **Creative PR** . . . **Keystone Drawn Steel Co.**, **Spring City, Pa.**,



EAST MET WEST when **David C. Moore** (c), pres. **Transcontinent Television Corp.**, N.Y. visited new **KERO-TV** studios in **Bakersfield, Cal.**, Co.'s latest acquisition. With him: (l) **Geo. Whitney**, v.p.-gen. mgr., **Marietta Bdcstg.**, station's mgr. **Arthur M. Mortensen**



NO SALES PITCH at **WSB-TV**, Atlanta's "Preview of Fall Films." Enjoying film-and-food-fare are station's **Don Elliot**, **Jean Hendrix**, (far l-r) timebuyers **Martin Hollinger**, **Burke Dowling Adams**; **Ruth Trager**, **Tucker Wayne**; (r) **Ann Hutcheson**, **TW**, **BDA's G. Bailey**



"**MISS WASHINGTON**," shapely **Virginia Bailes**, reigns over (l-r) **Jim Kelly**, **Fletcher Richards**, **Calkins**, **Holden**; **Ed Fleri**, **BBDO**; **Jim Richards**, **John Blair**; **Fred Spruytenberg**, **SSC&B**; **Tucker Scott**, **John Blair**. Happy judges were invited by **WWDC** (Wash.) to serve on panel

and J. Thomas Scott, Philadelphia, marine and industrial supplies, to Advertising Associates, Philadelphia . . . "Tom Terrific" hats to Beckman, Koblitz, Los Angeles, for a tv campaign.

Account resignation: Compton, Los Angeles, from its five year association with Competition Motors Distributors (Volkswagen).

New name: French & Shields, St. Louis, to French Advertising . . .

Smalley, Levitt & Smith, Los Angeles, to Charles Levitt Co.

New firms: The Katzif-George-Wemhoener agency began operations in St. Louis last week . . . Barnaby & Associates, formed in New York by Frank Woodruff to provide creative promotion and research service for broadcasters and advertisers.

New offices: Jepson-Murray Advertising, to 601 Townsend Street,

Lansing, Mich. . . ARB Surveys, to 11 West 42nd Street, New York.

New titles: Guild Copeland, to executive v.p. of Lennen & Newell, continuing to supervise the Lorillard account . . . John Rolfe, a v.p. and member of the creative staff at FC&B, Chicago, to the agency's San Francisco office as creative director . . . G. Warren Schloat, to a creative director of Compton . . . Joseph Del Papa, new radio and tv copy chief at EWR&R, Chicago . . . Harvey Toback, to Smith/Greenland as an art director . . . Dr. J. Robert Miller, to the consumer research staff at Knox Reeves Advertising, Minneapolis . . . Sandra Stanley, copy director, Stern, Walters & Simmons, Chicago . . . Harry Bertine, Jr., to head the new merchandising department at Potts-Woodbury, Kansas City . . . Chester Shibata, art director, John Mather Lupton Co., New York . . . Floyd Sease, Jr., to K&E, Detroit, as account executive . . . Richard Simmons, account executive, Ross Roy, Detroit . . . Ruth Babick, to Clinton E. Frank, Chicago, as timebuver.

Beam your sales message to

DULUTH-SUPERIOR

the

2ND

LARGEST MARKET

in both Minnesota and Wisconsin

Zooming sales have made the Twin Ports metropolitan area the 2nd largest market in size only to the Twin Cities in Minnesota and Milwaukee in Wisconsin.

In WDSM-TV's coverage area live 800,000 people, spending over 1 billion dollars* annually.

You can best sell, best advertise to this growing industrial, shipping and vacation center by using WDSM-TV . . .

*SRDS 5/10/59



AT THE HEAD OF THE SEAWAY

WDSM-TV

DULUTH, MINN. NBC SUPERIOR, WISC.



PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATL. REPS.

WAYNE EVANS & ASSOC.
REGIONAL REPS.

FILM

Overseas production continues to exert its lures on U. S. tv film men, offering new locales and a number of freedoms and economies in the process.

Latest of the series to get foreign lensing is *Counterthrust*, which ABC Films will handle and Lynn-Romera will produce in the Philippines.

The series is said to be the first to be entirely shot in the Far East, one of the remaining locales still unexposed to domestic viewers.

Acquisition: Webco, Inc., a Delaware holding co., has taken over the Frederick & Rockett Co. Present personnel will continue, including F. Stanton Webb in client relations and John J. Hennessy as executive producer. Simultaneously, the Rockett company revealed its plans to co-produce with Mobile Video-Tape, Inc., on both programs and commercials made either in studios or on location.

Dub: Fremantle is readying Spanish and Portuguese versions of *I'm*

Law. An early syndication here, the series is unknown to Latin American viewers.

Music: Original sound tracks of tv programs can be used as records to exploit the show. NTA's *U. S. Marshal* and *Grand Jury* will undergo his twofold treatment.

Football: Station WICH, Norwich, is syndicating its own 15-minute radio football commentary, the *Otto Graham Show*, on non-returnable tape. . . **Tel Ra Productions** of Philadelphia reports its *National Pro Highlights* series is now in its 11th year of tv syndication; latest sales are WPIX, New York; WNBQ, Chicago; WTAE, Pittsburgh; WBAL-TV, Baltimore; KGO-TV, San Francisco; and KRCA-TV, Los Angeles.

Sales: CNP's *Not For Hire* is reflecting a 12.8% increase in syndication prices over former levels in a 37-market study where the series was sold during its first three weeks. Most recent buyers are Canadian Breweries through F. A. Hayhurst on WKBW-TV, Buffalo; WROC-TV, Rochester; WCNY-TV, Watertown, and WICU-TV, Erie; Williams Shave Cream on WCKT, Miami; Kroker Co. through Campbell-Mithun on WFIE-TV, Evansville; Household Finance and R. G. Dun Cigars alternating on

WWJ-TV, Detroit; and the following stations: WNEW-TV, New York; WHIC-TV, Pittsburgh; WAGA-TV, Atlanta; KGNC-TV, Amarillo; WGN-TV, Chicago; WAVY-TV, Norfolk; WFAA-TV, Dallas; KPHO-TV, Phoenix; KFSD-TV, San Diego; KHQ-TV, Spokane; WWL-TV, New Orleans; KTVB, Boise; WKRG-TV, Mobile, and WTVT, Tampa. . . the Archway Cookie Co., Battle Creek, has bought Ziv's *The Cisco Kid* for a fall start in from 40 to 50 markets.

Co-production: Telepix Corporation of Hollywood has signed a tv commercials co-production agreement with Trans-Tapix Corporation, a new company specializing in location video-taping and to be using two complete mobile units.

More sales: MCA's Paramount package to KHVH-TV, Honolulu. . . George Bagnall reports sales on *Clutch Cargo* exceed the \$50,000 mark, including latest sales to WPIX, New York; WFIL-TV, Philadelphia; WNHC-TV, New Haven; WGN-TV, Chicago; KTTV, Los Angeles; WWJ-TV, Detroit; WHIC-TV, Pittsburgh; WEWS-TV, Cleveland; WKBN-TV, Youngstown; KERE-TV, Fresno; WNBFTV, Binghamton; KOVR-TV, Stockton; WREX-TV, Rockford; WJR-TV, Flint, and other cities.

Production merger: Two Los Angeles firms, Charles Cahill & Associ-

ates and Alexander Hamilton Productions, have merged to form *Signature Arts*.

Personnel: Alvin E. Unger has moved up to the post of special projects general manager of ITC.

NETWORKS

Sindlinger is spreading out into the tv rating business, with the service offering:

- National and regional breakdowns of network viewing, based on a daily sample of 1,200 homes.
- Day reports five days after the broadcast, showing audience composition of youngsters 12 years and over, male and female.
- A pocket piece, coming out every two weeks, revealing coverage, sets-in-use, shares and other characteristics of the audience.

Network tv sales—specials: CBS TV will telecast a series of 14 half-hour programs covering Eisenhower's visits to allied chiefs and Russia and Krushchev's trip to U.S. for **Firestone Tire & Rubber (C-E)**. . . **NBC TV's Loretta Young Show** will open the new season with a one-hour special, dubbed *The Road*, on Sunday, 20 September. . . **Ed Sullivan** will present a 90-minute special, *Sullivan's Travels: Invitation to Moscow*, on CBS TV, 27 September fea-



THE
People's Choice

**IF IT'S GOOD ENOUGH FOR PROCTER
—YOU CAN GAMBLE ON IT, TOO**

Here are some of the national advertisers who've bought participations in "The People's Choice" playing as a 5-a-week daytime strip on stations across the country:

Procter & Gamble, Lever Brothers, General Mills, Colgate, Jergens, Lestoil, Fab, Continental Baking, Robert Hall, Anahist, Imperial Margarine, Miles Laboratories, etc., etc.

For details and availabilities, phone, write or wire ABC Films, Inc., 1501 Broadway, New York 36. LACKAWANNA 4-5050.

**"We take our hat off
to the rep who proves himself
a real student of his
market and his stations,
and accurately presents
his story."**

George Huelser, timebuyer, Maxon Inc., New York City



FORJOE salesmen operate on the premise that the man who knows his stuff can often get the business whether he's got the rating or not. Here's where salesmanship based on knowledge of the market and station pays off. You can count on the FORJOE man for a truly professional pitch.

580 Fifth Avenue N.Y.C.
Forjoe-TV

New York/Chicago/Detroit/Los Angeles/San Francisco/Philadelphia/Atlanta

turing American acts in Russia with Sullivan plus five or six top Russian acts... **General Petroleum** (Stromberger, LaVene, McKenzie) is in for a quarter of the NCAA football game on **NBC TV** west coast... *The Red Skelton Chevy Special* is set for Friday, 9 October. **CBS TV**, for **Chevrolet** (C-E) to introduce the auto's 1960 line.

Network radio business: **Olds mobile** (Brother) for Lowell Thomas and the News, weeknights on **CBS**... **ABC** reports nearly \$2 million in new and renewed business during July, the largest gross billings for that period by the network in recent years. New sponsors include: **Western Air Lines**, **Peter Paul**, **Swanson Cookie** and **Standard Oil of Indiana**

Programming note: **NBC TV** has acquired the rights for new productions of eight motion pictures owned by the **Selznick Co.** They include: "Intermezzo," "Rebecca," "Spellbound" and "The Spiral Staircase."

Thisa 'n' data: **ABC TV** has learned a lesson from the recent "blackout" in New York, and is mailing, to advertisers and agencies, candles with this note attached: "Just in case the midtown lights go out again, here's an emergency kit for your desk drawer"... **Bert Parks** is the moderator of **CBS Radio's** new half-hour morning show, *Funny Side Up*... **ABC TV** is remodeling its client room and studio control center No. 1 so that clients and agencies can be in close proximity with operating personnel during rehearsals and programs.

Kudos: **Dick Clark**, of **ABC TV's** *American Bandstand*, voted a special "Golden Mike" award by the one million members of the **Women's Auxiliary** of the **American Legion** for his outstanding tv show... **CBS TV and Radio** recipients of the **Freedom Foundation** awards for **Government** and the **Democratic Process** on tv and **Capitol Cloakroom** on radio.

Personnel appointments: **Robert Weitman**, v.p., **Independent Productions**, **CBS TV**... **Milton Rich**, to the staff of **CBS TV's** *Person to Person*... **Eugene Alwick**, to director of sales administration at **Mu-**

tual, plus four new account executives to the network's sales department: Roger O'Connor, Richard Koenig, Paul Murray and Douglas Brown . . . Richard Kellerman, to the newly-created post of supervisor of Information Services, CBS News.

RADIO STATIONS

Ford Motor Co. was the top spot spender in radio during the first six months of this year—alloting a total of \$3.25 million in the medium.

So reported RAB, in a special listing of radio's 50 leading spenders and expenditures for each during the first half of '59.

The above group accounted for a total of \$44.4 million—with tobacco companies spending the largest single share: \$8.4 million.

In addition to Ford, the top 10 and their expenditures during this six month period (in millions):

L&M, \$2.5; R. J. Reynolds, \$2.4; General Motors, \$2.2; Chrysler, \$2.125; Lorillard, \$1.5; American Tobacco, \$1.45; Anheuser-Busch, \$1.3; Schlitz, \$1.275 and Thomas Leeming (toiletries), \$1.25.

Diversifying its investments: The NAFI Corp. has completed negotiations for the acquisition of KCOP Tv, Inc., Los Angeles, to be headed by Bing Crosby as chairman of the

board and Kenyon Brown as president. Two weeks ago the corp. took over KPTV, Portland, Ore. for about \$4 million. The Los Angeles buy should add up to between \$5 and \$6 million.

Said Brown: "The KCOP purchase is a key step in NAFI's definite plans to acquire the full complement of seven radio and five tv stations allowed by the FCC."

It is expected that these additional properties will be in the Western states. (See Radio/tv Newsmakers, page 75.)

Ideas at work:

• **Things are really peachy:** For the fifth year, WOWO, Ft. Worth, celebrated Peach Day by awarding a bushel of peaches and a case of Ball half-pint jars to listeners whose names were drawn from postcards they sent in.

• **He's substituting for the alarm clock:** Mike Woloson, morning d.j. on WNTA, Newark, N. J. is initiating a "Wake-Up Service" for listeners. The idea: All who send in a postcard listing the specific time they wish to wake up will receive a personal call from Woloson. As with the better hotels, there's no charge for this new WNTA service.

• **Out of this world promotion:** KOHL, Omaha, has fired the first man into space. Dubbed "The Koil Komet," a station d.j. is living in an auto until sometime after the

Labor Day weekend, returning "to earth" only when the state's highway fatality toll is lower than last year's.

• **New marketing service plan for drug stores:** Developed by WFEA, Manchester, N. H., the idea is this: accounts buying spots on station will get displays in 167 cooperating drug stores, a month's card display in business and jumbo card mailing to all druggist in the area.

Treasurer's report: Total gross sales for the first six months, '59 at Westinghouse Broadcasting Co. 10% ahead in radio and 6.3% ahead in tv over the like period. '58. WBC also reports a record-breaking June with total radio sales up 3.4% over May and tv sales for June 12.7% ahead of June 1958.

Thisa 'n' data: Effective the second week in September, WDOK, Cleveland, plans to reduce some 50% of commercials between 10 a.m. and 4 p.m. . . . WHLI, Hempstead, has expanded its news operation via its new "Traffic Copter" for L. I. traffic reporting from the air. . . . It's official: WOV, New York, is now the newest Bartell station with Mel Bartell taking over as president and general manager . . . WWHG, Hornell, N. Y., covered the Dairy Festival parade there via a broadcast from the top of its mobile "float" participating in the activities . . . Increased power note: WANN, Annapolis, Md. is now 10,000 watts. . . . Meeting note:



THE
People's Choice

IT'S NUMBER ONE

This 5-times-a-week daytime strip is the #1 daytime syndicated program in Chicago and Orlando-Daytona Beach. It's the top daytime situation comedy in New Orleans and Minneapolis-St. Paul. Dominates its time period in Providence with 56.2% share of audience.

Records like these make "The People's Choice" the timebuyer's choice as a spot carrier.

For details and availabilities, phone, write or wire ABC Films, Inc., 1501 Broadway, New York 36. LAckawanna 4-5050.

NEW YORK? NEW HAVEN? NEW BEDFORD?



NO, THIS IS "KNOE-LAND"

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

JUST LOOK AT THIS MARKET DATA

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

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

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

KNOE-TV

Channel 8
Monroe, Louisiana

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

Photo: Spencer Chemical Company's Vicksburg, Mississippi, Works, where nitrogen products for industry and agriculture are produced.

HITCH YOUR SELLING TO AIR MEDIA BASICS AND WATCH YOUR SPOT ZOOM

order reprints of			
TIMEBUYING BASICS	}	1 to 10	40 cents each
TV & FILM BASICS		10 to 50	30 cents each
RADIO BASICS		50 to 100	25 cents each
MARKETING BASICS		100 to 500	20 cents each
		500 or more	15 cents each

To Readers' Service, SPONSOR, 40 E. 49th St., N. Y. 17

Please send me the following:

— TIMEBUYING BASICS

— TV & FILM BASICS

— RADIO BASICS

— MARKETING BASICS

— AIR MEDIA BASICS in its entirety @ \$2.00 each

Name _____

Firm _____

Address _____

Storer Broadcasting Co.'s radio program managers will assemble in Detroit this week for a two day session. . . . A weekly series of transcripts showing the development of modern Israel are being offered to radio stations on an "exclusive area" basis by the Israel Office of Information in New York.

Outdoor advertising notes: WZIP, Cincinnati, has an illuminated 30' x 33' billboard in the downtown area. . . . The Houston FM Broadcasters Association has set up 27 outdoor ads promoting fm listening for the six fm stations in the city. . . . Construction is about to begin on a 116' x 104' electrical display for the Pepsi Cola General Bottlers of Chicago and WNBQ & WMAQ, Chicago.

Sports notes: For the 35th consecutive year, WWJ, Detroit, will air all University of Michigan football games for Prudential Insurance and Burton Abstract and Title Co. . . . WBT, Charlotte will air 10 Duke University football games for L&M and Gulf Oil and the Redskin games for American Oil and Marlboro.

Anniversary notes: WWRL, Woodside, N. Y. celebrating its 33rd year. . . . WWJ, Detroit, its 39th year. . . . WWSW-FM, Pittsburgh, its 18th birthday. . . . E. R. Vadeboncoeur, celebrating his 20th anniversary with WSYR, Syracuse. . . . And Eleanor Nickerson, her 23rd year with WDRC, Hartford.

Station staffers: Philip Lasky, to v.p. in charge of west coast operations for Westinghouse Broadcasting. . . . William Vogt, to general sales manager and Jules Blum, local sales manager, WDAS, Philadelphia. . . . Fred Walker, to general sales manager, KYW, Cleveland. . . . John Kline, general sales manager, WCAU, Philadelphia. . . . Jack Irvine, to v.p., assistant manager, KULA, Honolulu. . . . Philip Peterson, to eastern division manager; John Karr, central and Russ Hudson, western manager for Community Club Services. . . . Donald Cartwright, station manager, KSUB, Cedar City. . . . David Bolton, local sales manager, WIBG, Philadelphia

... **John Kelly**, director of advertising and promotion, Storer Broadcasting Co. . . . **James Pfaff**, sales manager, WSOC, Charlotte . . . **Bart Colleson**, to the sales staff, KDYL, Salt Lake City . . . **Gordon Eaton**, to the staff of WPBC, Minneapolis-St. Paul . . . **Rick Fulgham**, to the staff at KTRE, Lufkin, Tex. . . . **George Whitney Jr.**, account executive, and **Betty Hudson**, promotion and publicity director, KLAC, Los Angeles.

REPRESENTATIVES

Rep appointments: Holiday Broadcasters (KMGM, Albuquerque), to **Gill-Perna** . . . WWTW, Cadillac, Mich., to **Avery-Knodel**.

Rep appointments—personnel: **Ralph Guild**, eastern division manager of Daren F. McGavren, named executive v.p. . . . **Ed Tilden**, to the Chicago sales staff of Adam Young . . . **Richard Walker**, to the Atlanta sales staff of H-R Representatives . . . **Carleton Sieck**, to account executive in the New York office of CBS Radio Spot Sales . . . **Ted Giovan**, to account executive in Chicago for the Branham Co.

TV STATIONS

Ideas at work:

- A departure in public serv-

ice tv: WGN-TV, Chicago, will be doing its Sunday a.m. religious telecasts live beginning next month. They'll take their remote equipment right out to the churches, just as they have been doing for such special days as Christmas and Easter. So far, no other tv station, in the Chicago area at least, has been doing any week'ly religious telecasts live. In an attempt to satisfy all the Sunday tastes, WGN-TV has lined up both episcopal and roman catholic churches on a share-the-time basis.

- **Anniversary greetings:** To celebrate its 10th year next week, KMTV, Omaha, is set with a "Balloon Drop". The idea: Two KMTV airplanes will drop 2,500 gift certificates over 43 cities and towns in a 100-mile radius of Omaha. They'll be worth \$15,000 in merchandise, and encased in large red balloons and beach balls.

- **Tv stations to be sports promoters:** That's the plan devised by **Roller Derby**, where they'll divide local promotion receipts on a 40-60 basis with a participating station. Roller Derby is offering this package-promotion plan nationally with 42 stations already signed.

Treasurer's report: Gross revenues at \$8 million—an increase of 19.2%—sparked a rise of 228% in net earnings for the **Metropolitan Broadcasting Corp.** for the 26

weeks ended 5 July. Net earnings for the first six months rose to \$1 million from \$306,194 in the first six months of 1958.

This 'n' data: Columbia Pictures has formed a new subsidiary: **Columbia Pictures Electronics Co.**, to operate the company's recently-acquired KTVT and WDYL in Salt Lake City . . . **KCMO-AM-TV**, Kansas City, fed eye-witness beeper telephone reports to 24 radio and six tv stations plus CBS TV on the oil plant fire there last week, while **WDAF-TV** cameras, on the studio's roof three blocks away, covered the fire live for two and one-half hours, sending tapes to NBC. **WABC-TV**, New York, has acquired from World-wide Tv Sales, *Major League Baseball Games*, a new tape series featuring the 26 most exciting games of this baseball season.

On the personnel side: **M. Dale Larson**, to general manager, KTVH, Wichita-Hutchinson . . . **Bill Carter**, program director, KTRE-TV, Lufkin, Tex. . . . **Gene Godt**, advertising-promotion manager and **Leslie Biehl**, public affairs director, KYW-TV, Cleveland . . . **Tom McCann**, to the sales staff, KING-TV, Seattle . . . **John Cassin Jr.**, account executive, WABC-TV, New York . . . **Richard Dreyfuss**, account executive, KDKA-TV, Pittsburgh.



**THE
People's Choice**

A Tower of Strength

Outrates preceding and following shows in Columbus, Ohio... Kansas City... Little Rock... Minneapolis-St. Paul... Wichita — with daytime ratings as high as 12.5 and audience share up to 55% (in a 4-station market).

No wonder it's a favorite with timebuyers who are looking for a hot daytime strip for participations.

For details and availabilities, phone, write or wire ABC Films, Inc., 1501 Broadway, New York 36. LACKAWANNA 4-5050.

Now

FIRST

In every
quarter hour
segment*

*Pulse, Seattle, May-June, 1959,
6 a.m.—6 p.m.

KOL

Seattle

SPONSOR ASKS:

(Continued from page 53)

offers advertisers at least one single advantage which is unique to it. For example, it is pretty hard to obtain the demonstration factor from print




*Audience
composition
is best basis
for inter-media
comparison*

in the same degree that it can be obtained from tv. Also, we cannot expect to present the colorful "appetite appeal" of a food product to millions and millions on television.

This example of uniqueness, exclusive to an individual media type, does not permit reliable inter-media comparisons on a cold efficiency basis. I, for one, do not feel that the efficiency factor can be used exclusively to arrive at a decisive answer on inter-media comparisons. However, we must consider is as one of many influencing factors prior to making a logical decision.

An advertiser can be most efficient on a cost basis in relation to his competition and still not make the sale. Advertisers today are more aware of the commercial message—direction to key prospects for their products or services and, in many cases, sacrificing mass coverage for direction of the sales story.

Certainly, an advertising agency must make inter-media comparisons for its clients. This being the case, a sheer gross dollar cost in a media type is one area for exploration, since costs can be related by media types.

Starting with good marketing facts—knowledge of your greatest potential customers and gross dollar expenditures—we can figure how many gross dollars it takes to reach the gross potential customers by media type. This in no way will answer the question of "How frequently must we reach our market—or how effective is the particular medium that we have selected in producing sales." This is an area where Fletcher Richards, Calkins & Holden have been concentrating their efforts. 

THE VOICE OF LONG ISLAND
WHLI
10,000 WATTS

THE ONLY STATION
THAT COMPLETELY COVERS
THE NATION'S

th
LARGEST MARKET!
(Nassau-Suffolk)
WHLI dominates greater Long Island . . . the booming market that ranks 6th among counties in the U.S. in these categories

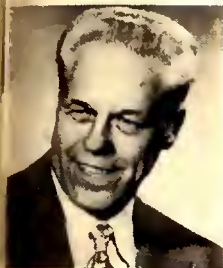
POPULATION	1,897,600
NET INCOME.....	\$4,392,349,000
FOOD STORE SALES ... \$	764,361,000
AUTO STORE SALES ... \$	408,969,000
GAS STATION SALES ... \$	174,106,000
	(Sales Mgt.)

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station!
Pulse

→ 10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. *the voice of Long Island*

Represented by Gill-Perna

Tv and radio NEWSMAKERS



Roy H. Holmes has been named general sales manager of the Quality Music Stations, a group of 23 fm and am stations in metropolitan markets. He has also been named a v.p. of Walker-Rawalt, national reps of the Quality group. Holmes began his career in broadcasting with NBC, first as traffic manager and then in the station relations department. He was with the

net 12 years. Later Holmes joined WINS, New York, as sales manager and subsequently, WPAT, Paterson, N. J., on national sales.

Alvin G. Flanagan has been elected v.p. in charge of NAFI Corp's o&o tv stations (KCOP, Los Angeles and KPTV, Portland, Ore.). He was, for the past three years, v.p. and general manager of KCOP. In his new assignment, Flanagan, one-time program director for ABC's western division, will direct the affairs of the two tv stations recently acquired by NAFI. Ultimately, Flanagan will helm the maximum total of five tv stations which NAFI revealed intentions of purchasing "as soon as possible."



Arthur E. Haley has been appointed general manager of WEZE, the Air Trails Network station in Boston. Prior to joining WEZE, Haley was executive v.p. and general manager of WORL, Boston. He began his career in the radio field in 1947 with WBMS, Boston. Formerly, Haley served as a special agent for the F.B.I. He is a graduate of Harvard University. In addition to

WEZE, Air Trails Network operates WKLO, Louisville; WING, Dayton; WCOL, Columbus, Ohio and WIZE, Springfield, Ohio.

Dale Peterson has been appointed general sales manager of KPOP, the Storer outlet in Los Angeles. In this position he will handle the supervision of all local and national business. Peterson's radio background includes management of KPRO, Riverside and Broadcasting Corp. of America. Prior to moving to California, he was associated with KWAD, Wadena, Minn. and later became manager of WKLK, Cloquet, Minn. Peterson comes to KPOP from KRHM-FM, Los Angeles, where he was gen. mgr.



**CHECK ✓ and
DOUBLE CHECK ✓✓**

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

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

WTHI-TV

CHANNEL 10 • CBS-ABC



**TERRE
HAUTE
INDIANA**

Represented Nationally
by Bolling Co.

A SIGHT TO SEE!

KTLE

CHANNEL 6

Idaho's newest

TELEVISION STATION

BASIC NBC

REPRESENTED NATIONALLY BY

FORJOE & COMPANY

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

SPONSOR SPEAKS

Radio's finest summer

Evidence keeps pouring in that this has been the finest summer for radio listening in the history of the medium.

According to Sindlinger research studies, released by RAB, there has been more radio listening than tv viewing in the past two months.

A new study by the Pulse reports almost fantastic figures on out-of-home radio listening, with 40% of the groups at beaches, parks and picnic areas having radios with them, and 75% of sets tuned in.

Sales of car radios, transistors, and other portables seem moving to all-time highs.

Jack Gould in the *New York Times*, professes to find in these heartening signs of radio health a reaction against tv's summer program schedules. (See "Commercial Commentary" page 14.)

But SPONSOR does not agree with this analysis.

We believe that radio is making these gains on its own, that people are tuning to radio, not because they dislike tv, but because of the great variety and richness of programing which modern radio offers them.

One thing, at least, is certain. Radio is not achieving these tremendous listening audiences by appealing to a particular, or limited group—children, teenagers or rock-and-rollers, for instance.

There are not enough of them in America to account for the impressive figures which radio has been piling up.

What the summer of 1959 has clearly shown is the universality of radio's appeal. Its music, news, entertainment and service features are important to all ages, groups and classes. It is the trusted and valued companion for every kind of American.

A leading station representative told us the other day, "Of all mass media, radio is easily the *massest*." And that's what we have been relearning during these past two months.



THIS WE FIGHT FOR: *A greater awareness among agencies and advertisers that, for many if not most accounts, a combination of radio and tv is the perfect "one-two" ad punch.*

10-SECOND SPOTS

Enterprising: Dick Loughrin, newly appointed general manager for TVA in Los Angeles, nailed down the spot by a series of telegrams delivered hourly to the rep firm's vice president and general manager Larry Israel. Here are a few of the wires—

"Loughrin hits well to either field Casey Stengel."

"Dick Loughrin is brave, clean and reverent.

George Hoffstetter, leader Scout Troop 3, Broken Bow, Nebraska.

"Loughrin is no good.

Gene Katz, Katz Agency, Inc.

"We will miss Dick. He is a great organization man.

Lucky Luciano.

"Guarantee Loughrin 10-Second Spot.

Norman Glenn, SPONSOR.

Guarantee fulfilled.

Hmmpf! An unmarried adgal reports a moment of puzzlement when she opened a letter from CBS Terry Toons which began—

"Dear Miss _____ :

Are your children among those who watch. . . ?"

Definition: WMCA, N.Y.C., personality Herb Oscar Anderson describes a highbrow as someone who can listen to the William Tell Overture without thinking of the *Lone Ranger*.

Super-marketing: A lesson in pricing may be learned from this sign in a Madison Avenue shop—

DAMASK TABLECLOTH 69¢
ORIGINAL PRICE \$10.95.

Simplification: When New York's Radio & Tv Executives Society sent cards to members asking their opinions on whether to make meeting badges permanent, one member replied that if badges were necessary at all, he was in favor of a permanent one because, "you can only lose it once."

Automation: A sad commentary on our high-level, mechanized age is the plaint of a worker for Consolidated Edison Electric in New York. She says their offices have no air-conditioning except for those of executives and the IBM machines.

SHOWMAN WITH A SENSE OF VALUE WILL I AM SHAKESPEARE

William Shakespeare understood people. "The play's the thing" . . . and his plays transmuted the values of his time into a living image of his world, valid for all time. William Shakespeare sold the world of Elizabeth I to all of history. A great showman . . . but above all, a great salesman. The Show's the Thing at WRIT . . . creative showmanship directed toward presenting the value of your products, services and ideas with impact to the greatest possible audience. Our people are showmen in presenting the News and Music, *and your message* . . . and salesmen in every creative presentation to our audience—your market. In Milwaukee, WRIT transmutes the values of our time into creative selling messages for you. Above all, WRIT is a salesman.

W R I T

Buy RADIO when you buy media Buy BALABAN when you buy radio Buy WRIT when you buy Milwaukee and you BUY the people who BUY

WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS
in tempo with the times

John F. Box, Jr., Managing Director
Bernie Strachota, General Manager
Sold Nationally by Robert E. Eastman



Heavenly Music.....

on Cleveland's good music station

W D O K



Everyone knows a good thing when he hears it...and WDOK's listeners know and enjoy a good thing when they're tuned to the sweet and heavenly music offered the adults of Northern Ohio over Cleveland's good music station.

To complement its programming of the loveliest music ever written, WDOK produces local newscasts with its news staff and roving mobile units and supplements this with national news coverage.

WDOK has a great desire to serve its listeners. Perhaps this is one reason why it is rated No. 2 and No. 1 in the latest Nielsen report for Cleveland.

WDOK and you — that's harmony.

THE CIVIC BROADCASTERS, INC., 1515 EUCLID AVENUE, CLEVELAND 15, OHIO—1260 K.C.

Represented nationally by Broadcast Time Sales, Inc.

CLEVELAND
NEW YORK 20 N.Y.
PLAZA