

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

23.4% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 23.4% more at filling stations than Grade B area families of any other Richmond market TV station

	Amount Spent on Gas, Oil, Lubricants by Grade B Area Families	Percentage
WXEX-TV	\$73,806,000	100%
Station B	\$59,529,000	80.7%
Station C	\$59,812,000	81%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC-CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington, Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

WILL NBC RADIO SCORE ITS GREATEST COUP?

Network set out to clear 826,540 slots for its new five-minute news plan. At presstime it had 78% cleared

Page 23

Can kid talent shows build a mass audience?

Page 26

Pros and cons of rating hypos: a debate

Page 28

Tv Results for varied products throughout U. S.

Page 33



Sitting on Top of the World ^{state}

ONE-THIRD OF THE POPULATION OF WISCONSIN CAN NOW WATCH THE MOST CONSISTENTLY ENTERTAINING PROGRAMS.

WFRV-TV's NTH* TOWER IS NOW IN USE.

This station can deliver the concentrated above-the-average metropolitan zones of Eastern Wisconsin north of Milwaukee . . . the Greater Green Bay metropolitan area . . . the Fabulous Fox Cities group (Per family Effective Buying Income \$6020) . . . the Fond du Lac-Oshkosh zone . . . the Manitowoc-Sheboygan zone.

25 counties where people have the money to buy the things they want . . . and buy them. More than a third of all the state's counties and just about a third of the state's people.

**NTH — "Nearest to Heaven" highest antenna in 5 state area. 1165 ft. above average terrain. Maximum Power. Basic ABC plus CBS plus strong area programming on Channel 5.*

WFRV * TV
GREEN BAY, WISCONSIN

ask **HEADLEY-REED** to show you that new **FACT BOOK!**



WAKR

(AKRON'S NO. 1 RADIO STATION)

AND

WAKR-T.V.

(AKRON'S ONLY T.V. STATION)

...take pleasure
in announcing
that,
effective immediately,
both stations
will be
represented
nationally
by ...

BURKE-STUART COMPANY INC.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Will NBC Radio score its greatest coup?**
- 23** Newest concept in network radio programing has been met with opposing points of view. Here's factual analysis and evaluation of the plan
- Can kid talent shows get top ratings?**
- 26** Horn & Hardart, East Coast food store and restaurant operator, finds they can, pointing to 30 years of radio and eight years of television
- Do rating hypos help stations?**
- 28** Are station giveaway contests destructive to the industry or do they have a place in dynamic promotion. Highlights of a recent RTES debate
- Why TWA switched to 52-week spot radio**
- 30** Airline is spending \$700,000 annually in spot radio and is using it all year round after tests with sporadic "flights" brought results
- Tv results section**
- 33** Brief and to the point, each capsule case history contains television costs and specific results obtained. You'll find ideas here you can use

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In Next Week's Issue

The alternate-week problem

How can alternate-week agencies achieve close cooperation? Is alternate-week sponsorship a brake on tv's creativity? These are just a few of the many questions for which SPONSOR is seeking answers

How to give a package tv-appeal

It takes knowhow, as this picture story will illustrate, to give products eye-appeal in film commercials. These are some of the tricks of the trade

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WOC TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,815 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

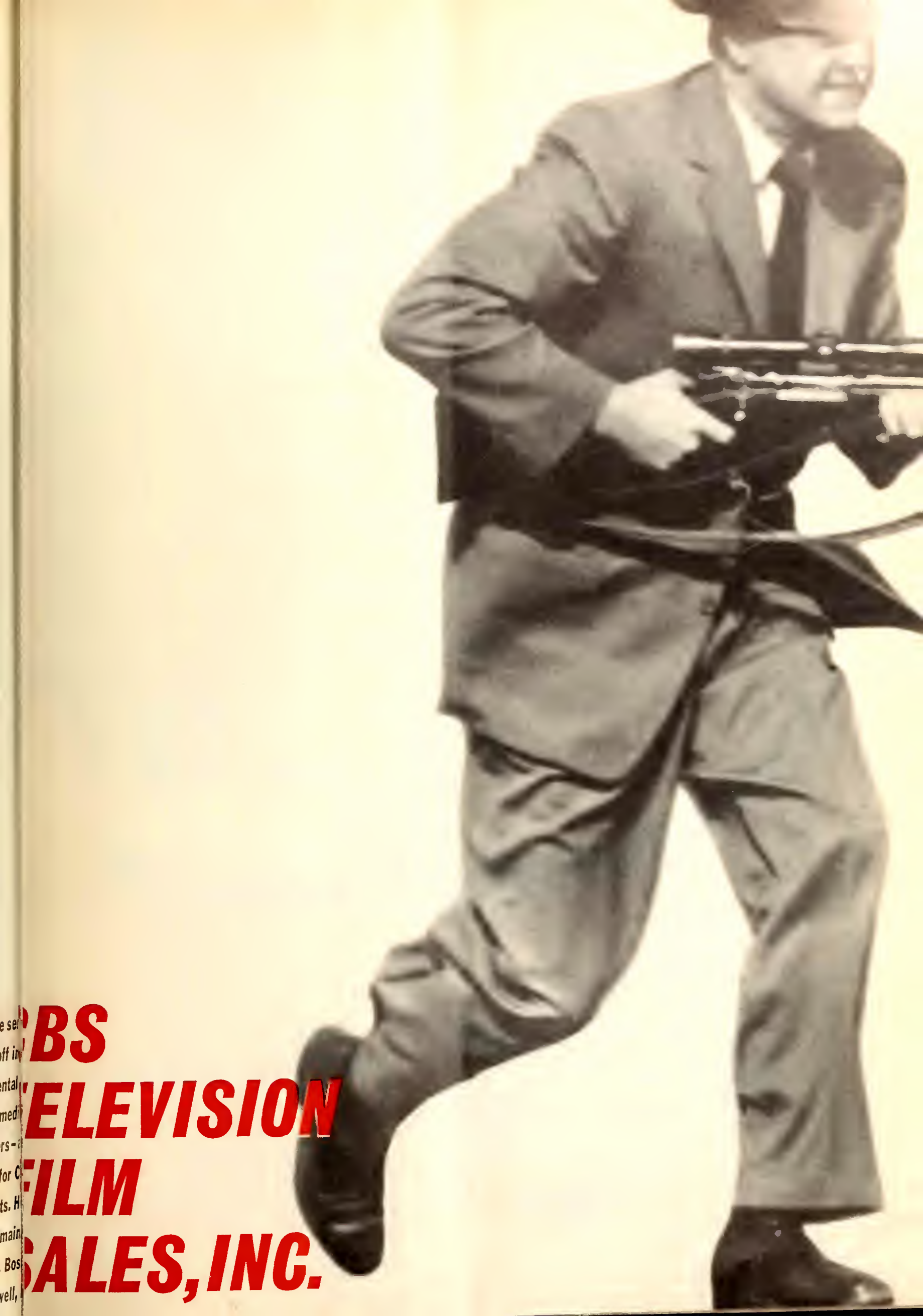
Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.





WHIRLYBIRDS *Fasten your seat belts! The new adventure series "Whirlybirds," is off to the fastest take-off in television: 85 markets sold after only 6 weeks on the market! Advertisers like Continental (47 markets), Laura Scudder Foods (16 markets), Nabisco (8 markets) are set for immediate start. "Whirlybirds" is the dramatic story of aviation's most amazing aircraft—'copters—and of the men who fly them. Now available: 39 adventure-packed half-hours, produced for CBS Television Film Sales by Desilu Productions, creators of some of television's biggest hits. High flying "Whirlybirds" will bring in solid sales returns. Act fast for the best choice of remaining markets. For a briefing, contact CBS Television Film Sales, Inc.—New York, Chicago, Boston, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell,*



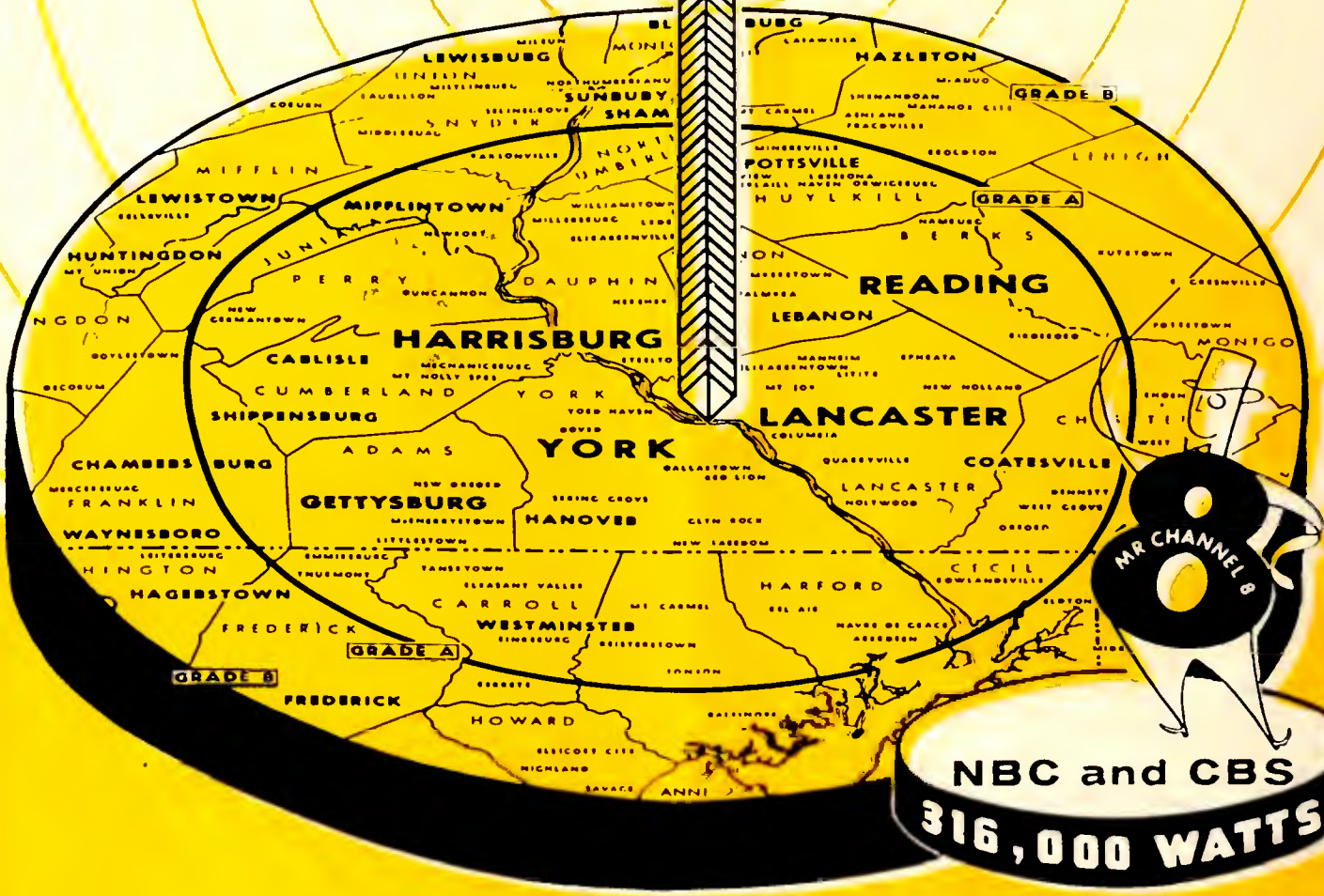
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BBS
TELEVISION
FILM
SALES, INC.

**3½ million
people...
every one a
prospect**

Selling opportunities are rich and ready in America's 10th TV market. Its multi-city population consists of 3½ million people comprising 989,605 families, with a high TV set ownership of 917,320. These families earn \$5¾ billion a year, spend \$3¾ billion on advertised products.

AMERICA'S 10th TV MARKET



**WGAL-TV
LANCASTER, PENNA.
NBC and CBS**

**CHANNEL 8
Multi-City Market**

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco

SPONSOR-SCOPE

5 JANUARY
Copyright 1957
SPONSOR PUBLICATIONS INC.

This week, as a large share of mankind started thinking about the tomorrow of 1957, the radio-tv industry was just about halfway through the today of 1956-57.

If money alone were the measure of an industry, most broadcasters could close the ledgers right now and go hunting or skiing. Even network radio—which in recent years has been relegated to the same class as buggy whips—has been staging a fine comeback.

But more than money is on the industry's mind. In their swirling world, radio-tv folk are thinking about:

TELEVISION: Both network and spot sales are running about 20% ahead of the previous season (national spot was a little fluttery at the start, but soon overcame that.) The big rub thus isn't money—it's how to squeeze into the handful of top markets an advertiser absolutely must have before he OK's a campaign. Availabilities in these key spots are so tight that they are becoming the needle's eye that could stymie the whole camel.

Program-wise, the network season already has been written off as pretty mediocre. Nor are reports on the future output from the creative centers in New York and Hollywood encouraging. On top of that, there remains the ticklish question of who is responsible for high-cost programming to begin with—the agency, the sponsor, the network, or all of them? The coming months on this front will be nerve-wracking.

FEATURE FILMS: When the dust from Hollywood's vaults can blow Walter Winchell off the air, there's no telling what a hurricane the post-1949 films (now pruned loose) will stir up.

Nobody is more concerned about this than the networks. NBC already has raised the point that the whole philosophy of network operation is at stake. Meantime CBS has grabbed off the MGM library for most of its o & o's. And ABC apparently has a sharp eye on Paramount's door (currently still closed).

Film syndicators, on the other hand, aren't complaining about the movies. Their own product seems as potent as ever.

RADIO: The spectacular performance of spot, and the incipient comeback of the networks are sure to carry through this season and beyond. The plain fact that radio is a good buy has sunk in. Economics and flexibility are more important here than big ratings.

INDUSTRY: As a whole, its very prosperity is forcing the radio-tv industry out of the highly personalized, dramatic, and semi-heroic era of the past into the inevitable administrative era. Sellers (see next page) complain that buyers no longer listen carefully! Buyers say they haven't enough time; and everybody complains about the lack of personnel.

But on this front, there's a silver lining. Unlike the printed media, which often bear the cross of an aging family feudalism, the air media still have their youth, widely diversified ownership, and an FCC to stoke the fires up when things grow dull.

CBS Radio is extending its plan for segmented buying to the weekend.

In other words, you'll be able to buy as many as 20 different five-minute units during the course of a weekend.

This "dispersion" gambit will apply to a host of established programs.

They include Suspense, Amos 'n' Andy, Indictment, Johnny Dollar, Robert Q. Lewis, Galen Drake, Kathy Godfrey, and news periods.

Here are the latest "firsts" from the tv research mill:

- **Set ownership** in cities of 500,000 and over hit 90% of saturation in October. (Source: Market Research Corp. of America.)
- On the basis of Nielsen's second November report, ABC TV claims that the number of "home hours" of viewing to ABC TV for any one month has gone over the 100-million mark. The network defines "home hours" as the number of average audience home times number of commercial hours.

Station reps are moving into the new year with three problems that appear particularly frustrating.

Problem No. 1 is how to sell a tv station's coverage when the adjustments in the NCS#2 formula aren't entirely clear.

Problem No. 2 is how to cope with the growing tendency among radio stations to allow continuing discounts (the maximum discount earned in one year being applied to the next) to national advertisers.

Problem No. 3 is how to handle yet another incipient practice among radio stations—extending rate protection over a year, instead of six months.

SPONSOR-SCOPE checked on Problems 2 and 3 with several leading buyers of air media; it finds (a) the practices are still sporadic, and (b) the concessions depend mostly on the agency's bargaining power.

Nothing is more perplexing to a station rep than knowing that a buyer's coverage figures are radically different from his own—and, moreover, are kept a deep secret.

Most bedeviling of this sect are the buyers of spot for P & G.

All P & G agencies—there are eight of them—operate from the same set of coverage figures; periodically they adjust in unison.

But what's on the books is so hush-hush that any disclosure of the figures—or the formula P & G uses—means instant dismissal. The data can't be shown even to people in the same agency working on other accounts.

It's been that way for about 18 years—since P & G plotted its own station coverage pattern via a seed offer on the Ma Perkins show.

An interesting footnote to the above sellers' problem—but somewhat on the wistful side—is the situation of the veteran station rep vs. the newer, younger timebuyers.

The generation of timebuyers that the veteran rep grew up with is gone or promoted upstairs. It's not easy for him in his late 40's or early 50's—to slip into a new comraderie.

Many magazines now are lifting a leaf from the networks' discount methods: They're adding dollar volume discounts to frequency discounts.

The practice is also spreading among the Sunday supplements.

The idea is to get advertisers to spread their campaigns over a solid year and ignore seasonal fluctuations. The discount levels are geared to make them especially smooth for advertisers with multiple products.

Radio stations are missing out badly on soft goods business opportunities for one or both of these reasons:

- **Lack of know-how** in merchandising a soft goods spot campaign among department stores and specialty shops.
- **Failure to follow through** with the merchandising they promised the advertiser.

These observations were made to SPONSOR-SCOPE by an agency executive who has completed a cross-country swing for a soft-goods client.

His tip to stations: Millions of dollars of soft-goods billings are available to radio if it orients its pitch to the promotional requirements of the field.

Note to networks and freelance producers: if you've got the right creative touch, you might strike some rich paydirt with General Motors.

Straws in the wind indicate that General Motors is interested in something that would impress on tv audiences the company's latest concept in institutional advertising—glamorizing the small businessman, particularly if he's in the GM stable.

General Motors has already set the pattern for this concept in an ad in the 1 January issue of Life Magazine.

The genesis of GM's latest tack in advertising is a simple one: it has to counteract the threats of court or governmental bust-up by the goodwill-building route.

The automotive giant now recognizes that it must take the curse off bigness by pointing out that a huge share of the money it takes in goes out, in turn, to some 20,000 suppliers in this country alone.

In other words, instead of being an all-devouring octopus, it provides the life blood to hundreds of little industries of every description.

Kudner is GM's agency for institutional advertising.

Incidentally, the bid for the Wide, Wide World Series (NBC TV) comes to \$5 million a year.

Why are more and more agencies merging?

SPONSOR-SCOPE probed the top members of some of these totem poles, and what they had to say comes down to these basic benefits:

1) **Interchange of specialists**, notably in tv where the costs of creative and administrative talent come steep.

2) **Making better use of high-salaried marketing people** whose experience extends over many fields.

3) **Pooling of research efforts.**

4) **Reducing clerical expense**—maybe even by installing electronic machines.

(For further comment, see SPONSOR SPEAKS, page 72)

If what's happened to Weiss & Geller the past year can be taken as an omen, Chicago agencies may be on their way to recouping much of the business that's wandered off elsewhere.

Weiss & Geller—which is changing its name to Edward H. Weiss & Company—can boast this balance sheet:

- By the end of 1956 it not only had recaptured—but topped by an additional \$500,000—the \$7 million in billings it lost with the exit of Toni.
- Billings for 1956 will run close to \$14 million.
- It expects to wind up 1957 with billings of at least \$15 million (about \$8 million going for air media).

Weiss himself is retaining 51% of the stock and splitting the rest among 11 stockholder employees.

New accounts include Helene Curtis Industries, Purex (Manhattan Soap), Key Wines, and Corina Cigars (a division of General Cigar). **Corina has big tv plans for 1957.**

Too much variety may prove a boomerang for the ready mixes, if the manufacturers keep going at their latest pace.

The ready-mix business has just had its biggest year ever—\$200 million, compared with \$150 million in 1954—but marketers warn that too many flavors and types can confuse the field more than price wars.

The competition for the ready-mix market has pretty well settled down, and leaders like General Mills, Pillsbury, and General Food are starting to make a profit out of the divisions.

Meanwhile P & G is expected to be a force in the field as soon as it gets a firm grasp on the food business via its recent purchase of Dunean Hines.

Estimate of ad expenditure for ready mixes in 1956: around \$10 million.

Apparently the fan magazines haven't caught up with the revival of network radio.

A check by SPONSOR-SCOPE among the editors of the leading periodicals in that field shows they haven't been adding much radio material to their content.

One editor explained: "We'd probably be the last to respond to an upsurge in radio interest. The only way we measure an awakening is the relative percentage of reader mail. The overwhelming interest—even though it's been a disappointing season program-wise—still is tv."

For smart merchandising of a tv property, Gulf Oil is putting itself into a class with Lincoln-Mercury, GE, and Westinghouse.

The extent and degree that Gulf is using William Bendix, star of *The Life of Riley*, in promotional tieups and dealer contacts easily can compare with the double play that Lincoln-Mercury has fashioned with Ed Sullivan.

As the company's ambassador of goodwill, Bendix is ready at the jingle of a phone to traipse off to Gulf sales meetings, plant openings, contest payoffs, etc.

You ordinarily think of an advertiser taking the alternate sponsor route when he wants to lay off a piece of an expensive show.

But now there's a trend to even smaller partnerships. You can buy as few as three or four telecasts in a 13-week series.

This is pure expediency. If the original sponsor can't find somebody flush enough to pay for half the package, he's ready to whittle it down to what-have-you.

In most such cases, the original sponsor has more than one show on tv. Note J. B. Williams recently picked up several payments on the *Phil Silvers Show* (CBS TV). General Food to date has been able to pick up but one partner for the batch of shows it has on the block—Ford re *Zane Grey* (also CBS TV).

ASCAP estimates that its take from tv and radio for 1956 will be around \$15 millions, or 75% of its take from all licensing sources.

The ASCAP tv agreement with stations and networks expires 31 December 1957 and the one on radio runs a year later.

Spot radio's man-bites-dog story of the year:

Adam Young, Inc., reports that over \$500,000 in radio billings were turned down by its stations during 1956 because of inability to clear time.

Comments president Adam Young: "The continued growth of spot radio has been marked by a chronic shortage of prime availabilities on top independent stations in particular."

Joe Culligan, NBC radio v.p., says the network's batted 1000% on the plans it announced four months ago particularly by:

(1) Wrapping up sponsorship of the *Around the Clock News* (shared by Bristol-Myers and Brown & Williamson); (2) debuting it 14 January and (3) delivering to the sponsors a station lineup that represents 75% of the dollar value of the sponsors' orders. (See story this issue, page 23.)

For other news coverage in this issue, see *Newsmaker of the Week*, page 5; *New and Renew*, page 54; *Spot Buys*, page 55; *News and Idea Wrap-up*, page 56; *Washington Week*, page 61; *SPONSOR Hears*, page 64; and *Tv and Radio Newsmakers*, page 68.



**NETWORK
QUALITY**

at the local level!

TEXAS PRISON RODEO

The pageantry and excitement of the annual prison rodeo at Huntsville, Texas, was viewed by the nation on "Wide Wide World" via the staff and through the facilities of KPRC-TV Houston. Chosen time and again for network pick-ups of Southwestern events, KPRC-TV, with 8 years of operating experience, furnishes a complete, highly flexible production and engineering facility. You can pave the way to greater sales in the Houston Gulf Coast area for your clients by using KPRC-TV... the most potent advertising force in the Houston market!

KPRC-TV
H O U S T O N
C H A N N E L 2

JACK HARRIS
Vice President and General Manager

JACK MCGREW
National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

KPRC-TV

FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS



**RADIO INCREASES
SALES**

20%



**CASE
HISTORY-
PAINT**

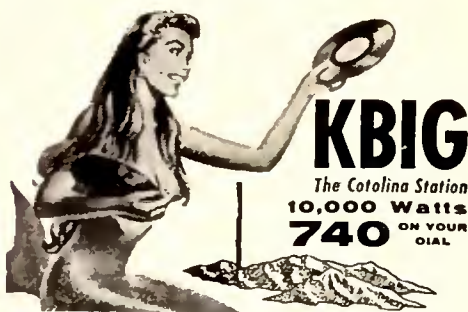
Spots on three Southern California radio stations during the normally slow fall season boosted National Paint Company sales more than 20% over the same period last year.

"This campaign was deliberately scheduled during the normally slow season for paint sales," writes Marvin Cantz of Tilds & Cantz Advertising, Los Angeles, to KBIG. "This gave us the opportunity to measure more accurately the effectiveness of radio, as one of our principal media, for introducing a new advertising and selling approach for a paint product.

"We have just completed a survey among all paint dealers and painting contractors in Southern California. It was extremely encouraging to note that 89% indicated an awareness of National Paint's new Color-Lok process which we introduced only two short months ago. And 47% mentioned that they had heard National Paint advertising on the radio, or were informed by the consumer that our message reached them through this medium. KBIG was the most frequently mentioned station.

"The greatest source of satisfaction came from Mr. Spellens, President of National Paint, who indicates an increase in sales of more than 20% over the same period last year."

KBIG is happy to share with two other fine Los Angeles independent stations gratification for another job well done in our long list of successful Southern California radio advertisers.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLlywood 3-3205
Nat. Rep. WEED and Company

Timebuyers at work

Ed Ratner, Friend-Reiss, New York, thinks the buyer should carefully study the following when visiting a tv market: (1) Local customs, habits and prejudices. "For example, in preparing a campaign for the Toy Guidance Council, we knew from past experience that one of the best times to establish contact with the family audience with young children was on Sunday mornings. Despite good ratings on many stations in a Southern market, personal research showed tremendous antipathy to Sunday morning tv amongst a church-going family audience. Advertising would not only miss this group, but might create ill-will." (2) Dealer appraisal. "If the dealer does not approve of the advertising, he will not push the product." (3) The influence of local personalities. "Two competing shows in a time slot I liked each had 8.5 ratings. I chose the program with a local personality because my personal investigation showed him to have a strong loyal personal following." (4) The caliber of the station's production know-how when integrating film and live commercials. "The commercial's impact, is increased by efficient station execution."



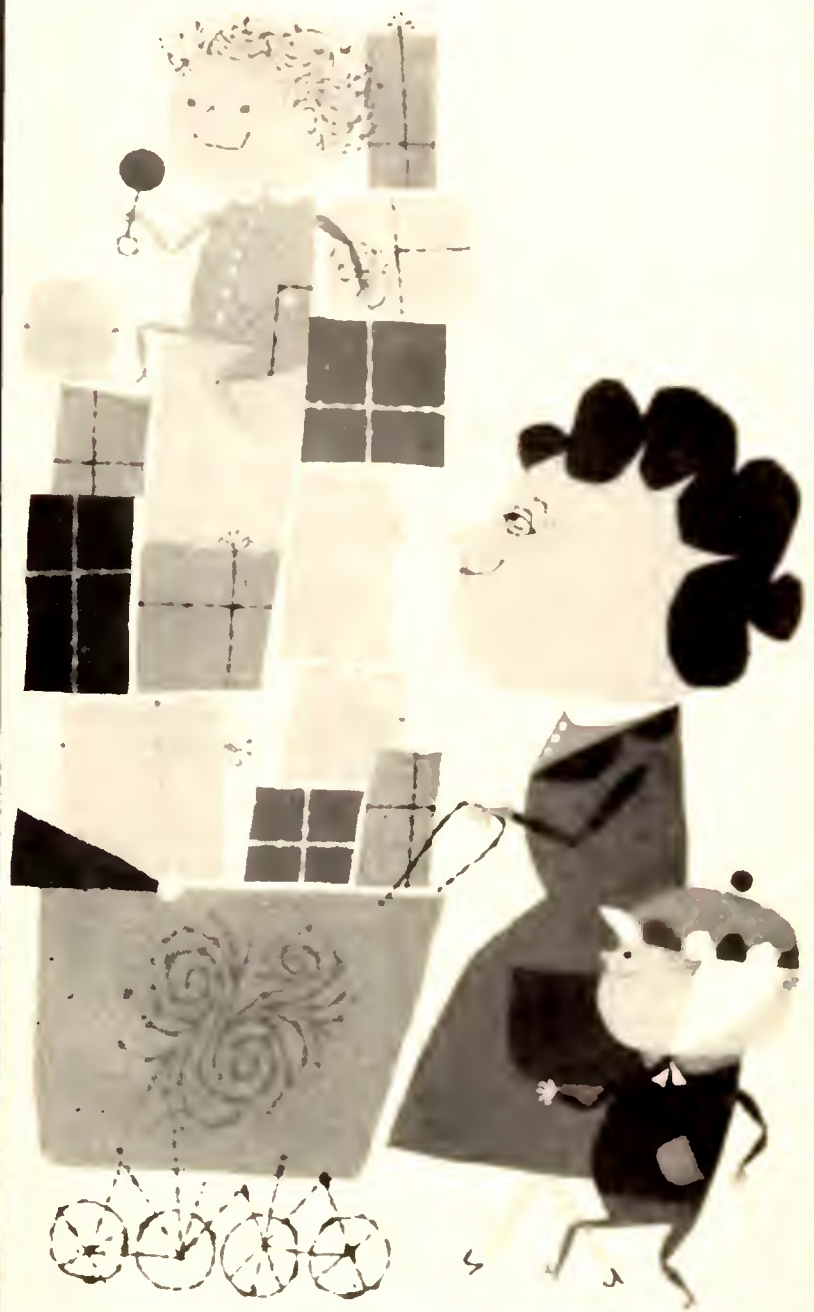
Doris Gould, C. J. LaRoche, New York, thinks that the children's market is one of the most difficult to reach because each age group has highly individual tastes and habits. "The buyer must spread his budget to cover kiddie shows, rock 'n roll, and *Roy Rogers* and *Sheena of the Jungle* type fare," Doris says. "Budget allowance for area, time and program must be influenced considerably by previous sales and age data." Doris says the basis of all good selling psychology is: listener sees, listener buys. But, the younger child must ask his mother to buy the product for him. "When there is no direct action, the sale is sometimes lost," she emphasizes. Doris believes that the older child, who has an allowance or is working, offers the best sales potential when the product has appeal to children of all ages. "Local personalities make powerful salesmen, and are an important merchandising plus," she says. "I also look for special situations which enable me to contact a broad age group, such as a spot availability between a kiddie show and a sports feature." Doris has bought adjacencies of this type throughout the country with tremendous results for the client.



CAPITAL BOOM . . .



. ALL THROUGH 1956 !



The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping \$2,311,000,000 for 1956.

Advertisers have spotted the D. C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's *Leadership Stations*.

show an increase in advertising billings of 132% during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area—and more and more of them are turning to WRC and WRC-TV for best sales results.

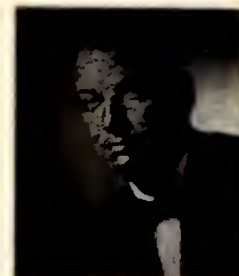
It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

WRC AND WRC-TV . . . SOLD BY **NBC** SPOT SALES
NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

Agency ad libs

Euclid A. Parabolo sums up 1956

Euclid A. Parabolo, research head of the Snook, Crappie & Bream agency, was addressing the Ad-Crafters Club of Tenafly, New Jersey. His talk had been billed as—Retrospective Seminar on Research, 1956—and “Eukie” was regaling the customers with some of the benchmarks of the past broadcast season.



“Let us review, for example, the much-discussed, oft-misunderstood Quintile Study,” he said adjusting his pince nez with one hand and reaching for a piece of chalk with the other. Tenafly’s ad-crafters leaned forward eagerly.

“The Quintile study was made in behalf of radio which is another way of saying it was made to knock television—specifically daytime tv. According to this tract, the trouble with daytime television is that it concentrates viewing among the top two quintiles.

40% of the viewers do 80% of the viewing

“Let me explain,” said “Eukie.” “If you take all the viewers of daytime and arrange them in consecutive order from those who do the most listening down to those who do the least and then separate this progression into five equal groups, you discover that the two top groups—those which do the most viewing—account for more than 80% of all the television viewing during the daylight hours. Another way of putting this is that 60% of the viewers do only 20% of the viewing. A fly in the ointment! But is it?”

“Let us now examine daytime radio.” “Eukie” went on. “Astonishingly, you find the same thing is true. However, does this necessarily cast aspersions on either medium? I strongly doubt it, fellow ad-crafters, because let’s look at those top two quintiles in tv.”

At this point “Eukie” took a sip of water. “Who comprises them?” he continued. “We find they are the younger housewives. We find that they are the ones with the most children. What a wonderful market to be able to concentrate on.” He brought his fist to the tabletop with a Demosthenian thump.

“Next of import,” said “Eukie” Parabolo, “is I believe the fact that all of us, researchers as well as laymen, have finally had sufficient evidence and acumen to disregard the Remembrance Quotient type of commercial testing. We now recognize that recall of copy ideas is not necessarily a criterion of sales-success. In fact, the antithesis may well be the case. A poorly remembered commercial, it has been shown, may be the real blockbuster. Whether it achieved its sales-ability via an emotional rapport with viewers or merely that viewers were unable to re-state what they remembered during the testing is immaterial.”

“Eukie” replaced his glasses.

“Third, I believe, we are on the track of some vital statistics re-



A Captive Market

Start Out 1957

with assured results
from your advertising
dollar

KPQ

WENATCHEE, WASH.

will give you coverage in
that big central Washington
area.

Central Washington enjoyed an enviable, healthy growth during 1956 with even bigger things planned for 1957. New dams, new highways, new industrial plants, new farms, new homes A BIGGER, RICHER MARKET THAN EVER AWAITS YOU. And KPQ's audience is captive because of the mountain ranges separating central Washington from other northwest cities.

INVESTIGATE CENTRAL
WASHINGTON
THEY BUY KPQ,
WENATCHEE



5000 WATTS
560 K.C.
WENATCHEE
WASHINGTON

PORTLAND & SEATTLE REPS
Art Moore and Associates
NATIONAL REPRESENTATIVES
Forjoe and Co., Incorporated
(One of the Big 6 Forjoe Represented
Stations of Washington State)



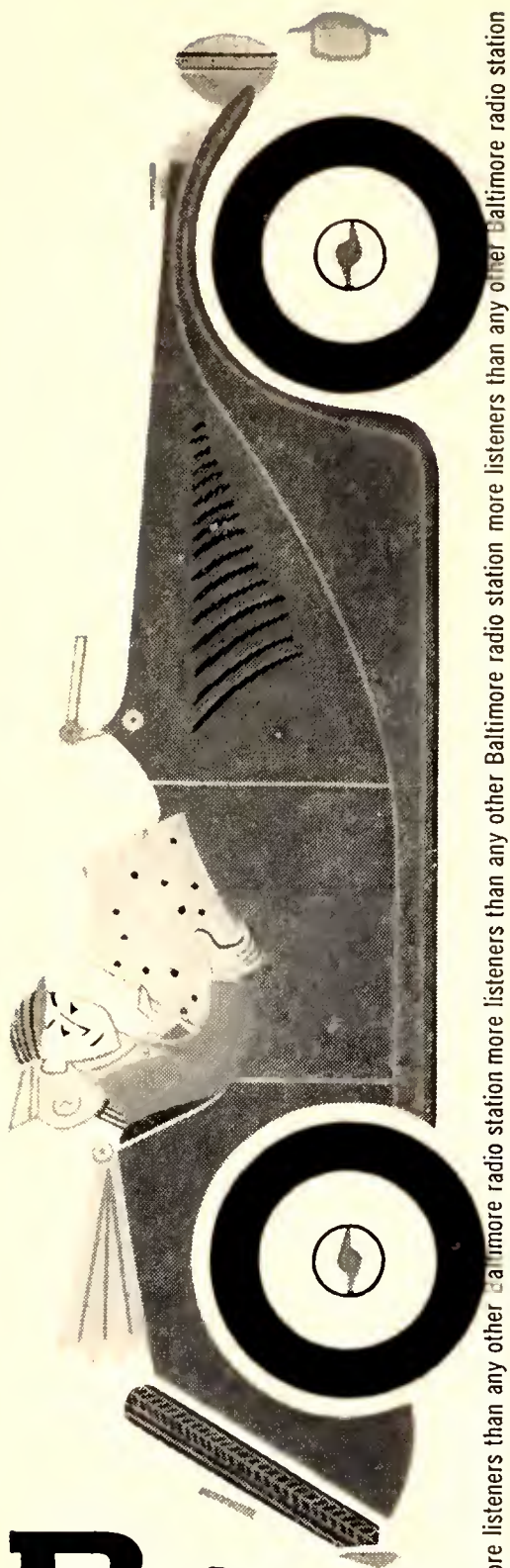
J U D G M E N T

No decision can be sounder than the facts on which it is based.

Your business is to decide when and where to buy. Ours is to help... by giving you the facts. Facts on markets, programming, ratings, competitive media... all so clearly and convincingly presented that you can act not only quickly but wisely.

A V E R Y - K N O D E L
I N C O R P O R A T E D

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO



more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

Baltimore

*is so easy
to reach
when you ride
with*

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

garding the *added* virtues in surrounding tv copy with a company-sponsored show thus justifying the many millions invested in talent costs, the risks in purchasing a show versus the buying of pure-circulation. I use the word 'pure' loosely," said "Eukie," tossing a researcher's smile at this rapt audience.

"Fourth, I think we have uncovered many new areas which go to prove you can't research your way out of creative problems which is a way of saying you can't rely on numbers to write good copy.

"For instance, one of our leading Digit Merchants asserts categorically that jingles and animation are the most assured techniques of no-sale copy. His competitor speaks highly of some commercials which utilize these forms of aesthetic endeavor.

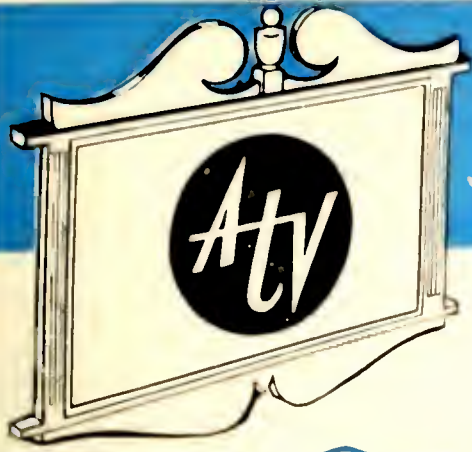
"The more program-in-advance research we see, the more certain we are that it is tenuous, fallacious, stifling, and infuriating. A panacea to those devoid of judgment and a crutch to the courageous. I recall how our best-by-far episode in an anthology series was condemned to failure by our own particular Pre-Test Swami.

"Finally," said "Eukie," "I daresay we are going to see more of a pattern which nose-counting revealed to us this season. That some shows will get a higher Trendex than Nielsen, attesting to the fact that television has in reality become a *national* medium and that in some cases big-city tastes run counter to those of the folks in the rest of the country."

"Eukie" regained his seat on the dais to thunderous applause. ▀

TV-RADIO RESEARCH, OR, HOW ONE MAN'S MEAT IS ANOTHER'S QUINTILE

For those non-Digit Merchants who don't know a Quintile from their elbow (and, of course, we're not referring to *you*), the study Bob Foreman is talking about can be found on page 224 of SPONSOR'S 1956 Fall Facts Basics issue and on page 9 of the 1956 Radio Basics reprint. It is an analysis of afternoon radio-tv tuning based on Nielsen data and was used by CBS Radio as ammunition for the web's successful daytime sales drive. A similar study of morning tuning, done for CBS Radio, was not made public. Quintile studies have also been made by Nielsen on tv viewing alone for TvB. The quintile studies emphasize that, during the day, some homes account for a lot of tv viewing and not so much radio listening while other homes account for a lot of radio listening and not so much tv viewing. This should surprise nobody except perhaps, that the contrast is more marked in the case of tv viewing. It might be pointed out, however, that radio needed to emphasize the facts of this study to the public more than television did.



Sincere Thanks...

SPONSOR and ADVERTISING AGE!

**FOR SELECTING US THE YEAR'S BEST
TELEVISION COMMERCIAL PRODUCERS OF 1956**
(as chosen by a panel of top advertising copywriters)



CHESTERFIELD, McCann-Erickson

Realism is persuasive, maintains SPONSOR's panel, especially when you show the product being used in natural and agreeable locations. "A natural, unself-conscious documentary technique."

Produced by ATV film productions, Inc., Mickey Schwarz, Director.

IVORY, Compton Advertising Co.

Critics say "Ivory has had consistently good commercials in this atmosphere, leaving the impression of purity and gentleness—and complexion care."

Filming was done by ATV film productions, directed by Mickey Schwarz.



film productions, inc.

35-01 Northern Boulevard • L. I. C. 1, N. Y.

MICKY SCHWARZ, President in charge. • EXeter 2-4949

NEW HAMPSHIRE IN CALIFORNIA



The Mexican-American population of Greater Los Angeles is about the same as the total population of New Hampshire

NEW HAMPSHIRE 560,000
MEXICAN-AMERICANS
IN LOS ANGELES 550,000

This is why KWKW Spanish Speaking Market is a Must for Sponsors like these:

REGAL PALE	EASTSIDE
LUCKY STRIKE	J. C. PENNEY CO.
WRIGLEY'S GUM	CAMELS
EX LAX	CHEER
7-UP	LYDIA PINKHAM
J. J. NEWBERRY	PEPSI COLA
A-1 PILSNER	BURGERMEISTER
CARNATION MILK	WHITE KING SOAP CO.
CHOOZ	QUAKER OATS
FOLGER'S COFFEE	REYNOLDS TOBACCO CO.
COCA COLA	HILLS BROS. COFFEE
ITALIAN SWISS COLONY WINE	FEENAMINT
MAYTAG	COCOMALT

You can reach ALL
550,000 through one station!



L.A.—RYan 1-6744
S.F.—Broadcast Time Sales

49th and Madison

50 top agencies

In your report on the top agencies' current year's tv and radio activities you note that K&E (which ranks 10th in the nation) is one of the few agencies placing more than 50% of its total billing in broadcast advertising.

It might be of interest to point out that some of the account activity to which we attribute our over \$1 million gain in broadcast billing includes the acquisition of the following new clients in 1956 (which you omitted mention of): Blatz, Lever Bros., Spry, Pepsi Cola; and the fact that tv activity was stepped up by placing Whirlpool-Seeger in the convention package last fall and in the NBC TV spectaculars.

Incidentally, *Jack and the Beanstalk* got one of the highest ratings of any network 90-minute show, and, in a fall Nielsen listing of the Top 10 Shows, we found that K&E had three of the first five: *Ed Sullivan* for Lincoln-Mercury was No. One, and *Perry Como* and *Producers' Showcase* for RCA and Whirlpool-Seeger were No. Four and Five respectively.

George Cadenas.

K&E promotion dept., New York

Radio audience increase

We were pleased to see the item "Radio listening continues to rise both day and night" in the December 15 SPONSOR-SCOPE, and at first we were amazed at the prescience of predicting 1957 figures, until we realized of course that these were the 1955 figures demonstrating the morning radio audience increase in 1956. Looking more carefully at the figures we note that the same printer's gremlin showed for the 9-10 am audience the figure for the 9-10 pm audience, thus, instead of 4,523,000 homes tuned from 9 to 10 am the correct figure for September 1956 is 6,714,000.

I think it important to realize that these Nielsen figures show homes tuned to radio *per-average-minute*—the cumulative morning audience is of course much higher.

Incidentally, one reason we are pleased to see industry recognition of

radio's stability and particularly in the morning where ABC has been the dominant network in Nielsen ratings over the past many months, is that the average audience-per-minute for our morning dramas in September 1956 was also above that of a year ago.

Dean Shaffner, *director sales development and research, ABC Radio*

Let's modernize radio ratings

I read with dismay your article entitled "Let's Modernize Radio Ratings" written by Mr. Ward Dorrell and appearing in your December 8th issue. Evidently, Mr. Dorrell's concept of radio today is that of a "Background Music" medium only, and he has overlooked the fact that there are still radio operations whose programming is of higher quality than mere "Top 35 Records" interspersed with some "Personality's" chit-chat (that really isn't usually very funny) and with a "Tear and Read" newscast on the hour. I don't doubt Mr. Dorrell's knowledge of ratings and statistics, but I do doubt his belief in radio today.

According to Mr. Dorrell, network radio is dead and no longer produces any top ratings. This is simply not true in most cases. According to him, too, all buying is done in blocks with no concern to any particular quarter-hour. He glibly speaks of buyers purchasing "hundreds of spots per week rather than dozens." Frankly, though our particular station does quite well in national spot billing, we have yet to receive our first order of 100 spots per week, let alone hundreds . . .

To sum up, Mr. Dorrell evidently only recognizes the "Quantity" in the radio business today and forgets there is still "Quality," thinking it to be an old fashioned idea. Articles that appeared five or so years ago under the byline of various prophets of doom for radio didn't really hurt, but articles like Mr. Dorrell's, coming from a man who is presumed to be a proponent of radio, do.

F. A. Watkins, Jr.

assistant manager, KWKH
Shreveport, La.

TWO TOP CBS radio stations **TWO BIG** Southwest Markets!

ONE LOW COST
Combination rate package!



When you're making out that schedule for the Southwest this sales-winning pair of CBS stations is a "must". TWO top stations . . . in TWO big markets . . . at ONE low combination rate. For availabilities and rates, write, wire or phone our representatives.

THE KENYON BROWN STATIONS
Now under one ownership and management

National Representatives **JOHN BLAIR & CO.**



"They have a Storz Station there, don't they? That settles it for me!"

In any of these 5 important markets . . .

you talk to the big audiences with the "Storz Station!"

MINNEAPOLIS-ST. PAUL . . . with WDGY It's very nearly unanimous. Hooper, Nielsen, Pulse and a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR of WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

MIAMI . . . with WQAM It's happened! In less than 3 months of "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share) . . . afternoon (32.6%) . . . and all day! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR of WQAM GM JACK SANDLER.

KANSAS CITY . . . with WHB First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR of WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIK Still rocketing, still in first place, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. of WTIK GM FRED BERTHELSON.

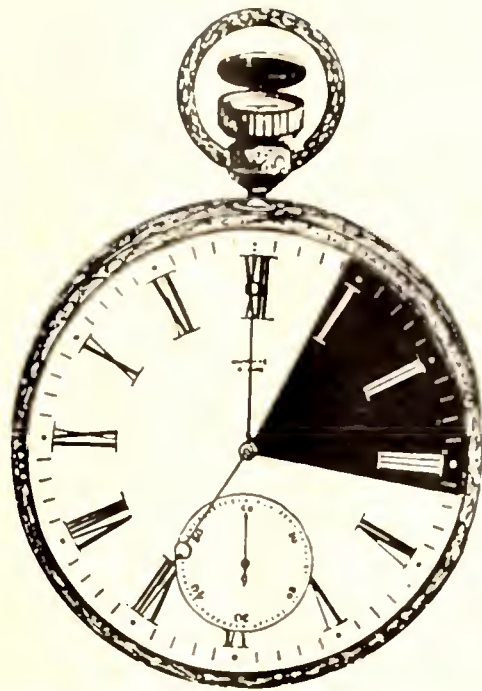
The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

78% of time is cleared

NBC affiliates have already cleared 78% of the weekly newscasts scheduled for year. This exceeds guarantee extended to the sponsors, Bristol-Myers and Brown & Williamson



22% of time is problem

Most popular station option time presents clearance problem, particularly 7:00-8:00 a.m., noon, 6:00 p.m., 10:00-11:00 p.m. Many stations won't clear where there are old clients

WILL NBC RADIO SCORE ITS GREATEST COUP?

It set out to clear 826,540 five-minute segments for its news plan. The big problem: station economics

Where is network radio's niche?

Before television it was a medium which drew its revenue from sale of programs to a relative handful of advertisers, delivering substantial audiences for each program. It was an inflexible medium, as contrasted with spot radio, for the advertiser had to make long-range commitments and could not pick and choose markets to any substantial extent.

Today network radio has changed radically under the impact of audience and advertiser losses to television. It no longer can sell the mass audiences of single programs. Instead it sells what it has—big cumulative audiences at low cost. It has become flexible—

allowing short-term buys; giving advertisers the opportunity to purchase partial networks; providing the opportunity to buy announcements in bulk. In short, network radio has moved ever closer in its character to spot radio.

Because of the economic nature of the network-affiliate relationship, controversy has accompanied every step in the network radio evolution. The network affiliate has been caught in a squeeze. His revenue from network radio has shrunk. At the same time every move taken by the networks to salvage their position has inevitably meant competition with the station for the very national spot business which

has become the station's economic mainstay. Spot radio revenue, with the exception of 1955, has continued to grow every year since the arrival of television.

The station representatives have consistently led in the attack on the networks for their "encroachment" on spot radio preserves. Any veteran of the business recalls the furor over the first network flexibility plans, ABC's Pyramid Plan, CBS' Power Plan, MBS' Multi-Message Plan, NBC's Operation Tandem were all innovations which brought forth a howl of protest from stations and reps who felt their economic well-being was endangered.

The advertiser is not aloof from the

conflict. He is concerned, first of all, with evaluating the merits and demerits of spot vs. network radio. He is concerned, too, with radio's economic well-being. The medium is important to him and if it continues to be strong then he is insured of continued returns from advertising in it.

The latest step in network radio's evolution has perhaps more direct bearing on advertisers than any other because it is a sweeping and dynamic change in network radio operation affecting virtually all of the pre-mid-

night broadcasting day. This is NBC Radio's news plan which will put a five-minute segment of news on the air from 7 a.m. to 11 p.m., displacing existing spot radio and local radio sponsors in the non-network hours.

The plan offers advantages and disadvantages to stations which the affiliates have been weighing over the weeks since it was announced by NBC's vigorous new radio v.p., Matthew J. Culligan. To present an objective report on the pros and cons of the plan from the viewpoint of radio's

economics, SPONSOR spoke at length with NBC, with NBC affiliates and with station representatives.

This was the situation at presstime.

On 14 January NBC Radio network will definitely go on the air with its news plan, which has been sold to Bristol-Myers and Brown & Williamson on an alternating-day basis. Station clearances, which loomed large among possible stumbling blocks to the program's success, were coming in at a better rate than anticipated, according to NBC executives. By year-end, NBC had clearance for 78% of the potential time periods involved—that is, 644,701 time periods cleared out of a total of 826,540. (These figures were arrived at by multiplying 85 weekly potential newscasts by 52 weeks for the year, by 187 NBC affiliates in continental U.S.)

Some of the most desirable station-option times were expected to be hard to clear, such as early morning, noon, late afternoon and late evening. According to NBC Radio's Joe Culligan, the problem areas to-date have been long-established contracts in the following times: 7:00-8:00 a.m., noon, 6:00 p.m. and 10:00-11:00 p.m. However, he points out that clearances already exceed the dollar volume guaranteed in the NBC contracts with the two advertisers who've bought the package.

Many station reps, who represent NBC affiliates, feel that stations clearing their most valuable times for the network will be cutting into their spot revenue beyond the actual loss from selling those periods locally.

"Any station clearing for these newscasts is likely to lose a lot of national spot dollars adjacent to them," a major rep sales manager told SPONSOR. "In the first place, two major categories of advertisers will be excluded from buying adjacencies right from the start for competitive reasons. Secondly, we don't consider these network newscasts half so desirable as adjacencies as local newscasts, and expect to find them harder to sell."

These were some of the other issues under consideration:

- *Local vs. national news:*—News

NBC stresses added prestige

Prestige programing like on-the-spot news coverage by top NBC correspondents will enhance the value of the adjacent local programing and add to the station's stature in its market. The added prestige will soon bring results in extra revenue to the station, say NBC Radio executives

"Hot-line" news flashes will encourage throughout-the-day listening, and will develop a near-captive audience for stations carrying the package. If stations follow the NBC newscasts with their own local and regional coverage, says NBC, they'll attract more spot business

Commercial time within the newscasts themselves is under the code, according to the network, and won't keep local station from selling adjacencies. Major client gets one minute, minor, 30 seconds. The opening and closing billboards, required by FCC, aren't commercial time

Additional station revenue will accrue partly from the 7.5% revenue increase for which NBC provides, partly from the net's "no waste" policy. The latter throws open to local sales network participations not sold nationally, plus an extra minute within network chainbreak time



International news, like NBC's interview with Chou En-lai (left) can best be handled by network correspondents, says NBC

has of course, become a major portion of local station programming. It's one that many broadcasters feel they can handle better than a network.

"Local and regional news have the big audience appeal," said a rep sales manager who represents 10 NBC affiliates. "People aren't interested enough in national and international events to listen to them more than once or twice a day. There'll be a lot of inevitable repetition that will drive audience away."

Commented an affiliate in a major market: "Where will NBC get its news? From the local station in the last analysis. When there isn't anything going on in Suez, they'll be using the local station's news facilities to cover regional events, which the station would normally cover itself."

NBC's Joe Culligan, on the other hand, sees the network news coverage as a strong audience-puller. "We'll have big-name NBC correspondents reporting on-the-spot news in areas that no individual station could afford to cover," he told SPONSOR. "And we recommend that the individual stations follow up our program with their own regional and local news. Our newscasts will invite continued listening. The newsmen will say 'Stay tuned to your NBC station for your next hot-line broadcast and news on the hour.' There'll be a timeliness and immediacy about the coverage that the wire service handouts can't provide. And, necessarily, our stations will benefit through added prestige in their own market and hence added value to their over-all lineup."

• **Commercial time:** In a memo to its members, the Station Representatives Association recently protested the "breaking down of all the rules and regulations governing commercial portions of a newscast, implicit in NBC's time allotted to the "major" and "minor" sponsors of the NBC news package.

SRA said five-minute newscasts have been sold by most stations on the following basis: 1:15 minutes of commercial time; 3:45 minutes of news, with enough time out of the five-minute segment for a station break which is sold to an advertiser other

than the sponsor of the newscast. The NBC plan, contends SRA, makes it difficult for the station to sell adjacencies since the program itself is overloaded with commercials.

However, Culligan points out commercial time provided for by the NARTB radio code is actually a 20-second opening, 20-second closing billboard, plus 1:15 minutes actual commercial within the broadcast.

"We provide for far less than that: We will have a simple identification opening in accordance with FCC

standards, which is not comparable commercial time. For instance, 1:15 minutes Myers or Brown & Williamson, 1:15 minutes von Trosch on the hour. They are sold low with 60 seconds for the major advertiser, 30 seconds for the minor. This gives us a total 1:30 minutes of commercial time."

• **Station revenue:** Representatives of stations who cheer for this plan will lose a lot of national spot business, plus the revenue from selling their five-minute segments locally.

(Please turn to page 6)

Reps see station spot loss

Adjacencies will suffer, the reps say, because it's local and regional news that pull the audience, not international and national events. They feel that major events of general interest don't happen sufficiently often to warrant 17 newscasts. Repetition will drain audience, they worry.

Too much commercial time within newscasts will make it tough to sell adjacent time to national spot advertisers. Counting opening and closing billboards, NBC is violating the code, according to SRA, and cheapening the medium by making adjacent commercials less effective.

Cheap price of package undervalues the medium, and underrates the value of the station's time. By quoting a Hanket price, the network is putting early-morning time on a par with mid-morning or mid-afternoon and with peak TV viewing time, which is unfair measure of best's value.

Encroachment on station-option time has just begun with this "news plan," say reps. Many fear that time periods, like early-morning and late afternoon, which stations built up with good programming and promotion will now be taken over by networks, at loss of revenue to stations.

Local news, like car crash (right), has biggest audience appeal, say critics. Network can't do such reporting as well as stations





Engaging youngsters, eye-catching costumes give *The Children's Hour* visual appeal on the tv portion

CAN KID TALENT SHOWS BUILD A MASS AUDIENCE ?

Horn & Hardart outranks network shows in pulling audiences for two-market simulcast which has had the same format for 30 years

Can a children's talent show, belabored by the rash of similar program offerings which crop out on the airwaves, be distinguished enough to gain a superior rating? In the long history of small ones performing ineptly in front of a microphone or camera, no sponsor has more of a positive answer to this than Horn & Hardart.

It has sponsored such a program, *The Children's Hour*, on radio for 30 years and on television for eight, carrying a simulcast of the amateur hour with youngsters in New York and Philadelphia. A strict adherence to

quality in performance and production, and a high regard for the intelligence of youngsters, has given the sponsor a unique franchise on the time of listeners and viewers.

Typical of the continuing radio and tv reaction among audiences is a 1950 record-setting report. In that year, when Milton Berle was riding high as tv's top banana on the *Texaco Star Theatre*, his competition for biggest audience in the New York area was *The Children's Hour*, No. 2 in viewer preference.

Today, high ratings are standard on



Suburban food shops, eating places is the newest move by Horn & Hardart

ARTICLE IN BRIEF

the radio as well as the tv versions of the hour-long show, aired on WRCA-AM and WRCA-TV in New York and on WCAU-AM and WCAU-TV in Philadelphia. In New York, the average weekly tv audience numbers 1.3 million families, in which some 48% of the viewers are adults.

The program in December, according to a Pulse survey, gained a 46% share of audience in New York between 10:30 and 11:30 a.m., when all seven local stations were on the air. It's the highest rated tv show Sundays before 1 a.m., and gains an average rating of 7.2, according to Pulse figures. David S. Roberts, treasurer of The Clements Co., Philadelphia advertising agency, and account executive on Horn & Hardart, reports that both tv and radio audiences have always been "unusually high."

H&H in actuality is two companies, Horn & Hardart Co., New York, and Horn & Hardart Baking Co., Philadelphia, both of which supply a network of 182 retail outlets from a central food commissary in Philadelphia. Each company, operating within its immediate metropolitan area, services two types of units: (1) retail food shops, in which some 300 assorted food items are sold, and (2) Automat-cafeterias and restaurants.

Radio and tv copy sell both the eat-in and take-out food angles. The tv portion of *The Children's Hour*, in addition, offers food specials each week. Results are measured immediately in sales gains as contrasted with normal movement of the item. Typical of the effectiveness of the advertising is the sale of whipped cream puffs one week in New York. The average weekly

East Coast Automat-cafeteria, restaurant and food shop operator, Horn & Hardart, spends \$290,000 yearly, 75% of budget, on broadcast media in two cities. Biggest part goes to simulcast of kid's talent show which has been on radio 30 years, on tv eight

sale was 9,000 cream puffs. After a single broadcast mention, the unit sale the following week was 39,000.

H&H pays the full tab on the hour-long radio version but co-sponsors the tv program (the New York segment is in the process of being sold, and Philadelphia's second half-hour is sponsored by Plymouth). Commercials are different for radio and tv audiences and are handled by different announcers. Most of the copy is straight sell but there is secondary institutional mention in the radio version of the show which stresses "less work for mother."

Neither the radio show (on the air in Philadelphia 30 years, in New York 27) nor the tv program (telecast since 1948 in Philadelphia, since 1949 in New York) has veered from the original program concept or pattern developed by Mrs. Alice Clements, president of The Clements agency.

The Children's Hour kicks off a week-long radio effort in each city, says Roberts. Radio and tv, in combination, get 75% of the sponsoring companies' total advertising budget. This amounts to some \$290,000, of which between \$90,000 and \$100,000 pays for *The Children's Hour*. The remainder goes to radio, usually five-

10 and 15 minute commercial announcements on WCAU and WRCA.

In terms of impact, *The Children's Hour* "as a simulcast is the hottest advertising we've ever had," he says. "We've tried a lot of things, but we reach our best prospects—adults—with a combination of television reinforced by radio. We use the technique of reaching adults through their perennial interest in youngsters, and we know by audience composition figures that about half of our audience is adult men and women."

The simulcast in each city, in turn, is reinforced by the radio effort which extends from Monday through Friday. Weekdays and morning hours are preferred because Horn & Hardart wants to reach adults before they go to work and women before they go out to shop. Some spot announcements are used as supplements to the newscasts.

But the main vehicle is, and will continue to be, the simulcast of amateurs selected from hundreds of applications in the two big metropolitan areas. H&H knows there are certain basic appeals in its format. It selects children who aren't "stagey, or show-offy, who are welcome in anyone's home"; kids who have talent, in the first place, and who can back it up with personality and attractiveness. The children are presented against the background of original settings, and are encouraged to be natural by the adeptness of the two m.c.'s, Ed Herlihy in New York and Stanley Broza in Philadelphia. Herlihy has conducted the program 17 years, and follows the only two others ever appearing on the show: Paul Douglas and Ralph Edwards.



Agency president Alice Clements stressing quality performance, has held reins on *The Children's Hour* with success for close to three decades.



Director Dave Roberts of the Clements agency checks performance cues before show with two of the young performers.



Big-name stars who got their start on the show include Arnold Stang, I. and Robert Q. Lewis, c. with m.c. Ed Herlihy.



Chorus line of tots was chosen in audition.

DO RATING HYPOS HELP



YES! says Gordon B. McLendon, who heads up KLIF, Dallas, but don't expect giveaways to have an immediate effect on ratings. They have a long-range value in station promotion

“What did our recent huge giveaway do to KLIF ratings?

In November, before the big Treasure Hunt (in which the station gave \$50,000 away to a single winner), Hooper showed KLIF with 39.9% of the morning audience in Dallas and 40.9% of the afternoon audience. Our December figures, taken during this \$50,000 debacle, show KLIF with 39.1% of the morning audience, a decrease of nearly 1%, and 47.9% afternoons, about a 7% increase. We believe we'd have had this same small afternoon increase without the Treasure Hunt since we had effected some other afternoon program changes that made us normally anticipate an increased share, and we *dropped* slightly in the morning despite the \$50,000!

I should like to distinguish between legitimate and illegitimate promotions. I could not and would not defend dishonest promotions which offer prizes to listeners for falsely stating that they have been or are listening to any station. Stations employing such devices should be put off the air.

We can prove beyond any question that most giveaways no longer have any appreciable direct or short-run effect on *local* station ratings. We know that a network giveaway like the \$64,000 *Question* draws big ratings but even so these ratings are due to its *entertainment* value since the audience can have no expectation of reward. We do not believe any local radio giveaways *directly* stimulate audience to any great extent. Perhaps

the novelty of entering such contests has worn off for a large share of the audience. Too many people have entered station contests and have not won. These local station contests and giveaways still have *indirect, long-run* value to the station—but not value because of sudden increases in ratings.

Our station in Milwaukee, WRIT, climbed at or near the top in Hooper ratings and made notable Pulse gains—this in spite of Wisconsin's asinine laws which virtually forbid contests of any description. Our station in San Antonio, KTSA, maintains a solid first place position in both Pulse and Hooper and yet for the past four months KTSA has had few giveaway contests. I can give you endless striking examples—the newest is WQAM which bounced to the top in Miami Hooper in 90 days with no giveaways or contests at all.

So, you say, if local contests and giveaways do not directly increase audience, why have them? The value of most contests to us is that, first, they stimulate *talk*, and second, lend an atmosphere of excitement and sparkle to the station. Even though the listener may not enter the contest or giveaway he is interested in the outcome and, as a result, not only talks about the station, but also, perhaps subconsciously, is impressed by the station's aliveness. We believe that, even though some stations lead by large margins without such contests and giveaways, they could increase their over-all general margin in share

of audience by promotions (of which contests are but one type). Mind you, I didn't say they could increase their share of audience for one period or one month, but, perhaps, show quarterly and yearly increases in share of audience.

Promotions have numerous collateral values. In Milwaukee, where at least three stations aggressively promote radio, morning sets-in-use have crawled to 18.8 and afternoons to 14.1, according to Hooper. Compare Milwaukee to some stagnant markets where Hooper shows sets-in-use below 10%.

Nor is the argument valid that promotions detract from attention to commercials. To say this is to say that anything overly-entertaining dilutes attention and, of course, entertainment is the very lifeblood of radio. During our \$50,000 promotion, we tested this out with six of our sponsors. All in all, they reported results from their announcements to be about the same during the Treasure Hunt as before.

Promotions are not short-run hypos but instead are long-run hypos. And contests and giveaways are merely one part of promotion. We submit a conclusion that only over-all, sound programming—of which promotions are but a part—hypos ratings. And we further submit that promotions should not be cast in disrespect and disgrace by a few clothheads in radio and television—for much of entertainment has always been and always will be based on sound, clean promotion.”

ERATIONS?

The pros and cons of contests and giveaways and their effect on ratings was the theme of a recent RIES timebuying seminar in New York. Defending giveaways as part of overall promotion was Gordon B. McLendon whose station, KLIF, had just awarded \$50,000 the biggest giveaway in history. Opposed to giveaways was Robert Leder, of WOR, New York. Their debate is summarized in the excerpts below.

NO! says Robert Leder, General Manager of WOR, New York, giveaways get a fly-by-night audience, make a mockery of ratings. They are a poor substitute for good programming



It runs true to form that every gimmick or contest ever purveyed on the air was to help an ailing property, a poor program, a sick station. No well-run, well-managed station in this country has had to give away money to attract listeners. I would condone any good station using any promotional device, including giveaways, to attract listeners if they felt their basic product was a sound one. However, money of itself is no replacement for entertainment nor for service.

For years we as broadcasters have decried the enslavement of the advertiser and his agency to ratings and what they do or do not represent. We say that there is no corollary between ratings and the ability of a station to sell merchandise. We argue that the cost per thousand should not be the sole criterion of media buying. What do we do about it? We default! We synthesize ratings by giving away money, by running contests in a mad endeavor to achieve higher ratings which are as fleeting as the fickle audience who the next day tunes to the station that raises the ante.

When and if the advertiser is mesmerized into buying the synthetic ratings, what is he getting for his money—the confidence of the listener? Quite the contrary. I believe he is buying inflated figures which will have no relationship to advertising impact. I have been told by all of the rating services that they themselves have tried every recourse to eliminate any but legitimate program promotions in rat-

ing weeks because the services themselves know that it is inevitable that their usefulness will be at an end unless they reflect honest, accurate listening habits.

Several years ago a great broadcaster found the answer to one of the problems. Chuck Balthrope, of KITE in San Antonio, offered \$5 to anyone who upon responding to the phone answered that he was listening to KITE. Of course the coincidental survey being made at the time was instead made a shambles of. For five dollars San Antonio was KITE's. Mr. Balthrope was proving a point for all years to come—that ratings based on gimmicks were invalid as a barometer of listener preference.

In a report released to me by Mr. Sydney Roslow of Pulse, I take the following excerpts: In many markets throughout the United States radio stations have attempted to buy audiences through one means or another.

Usually such a station broadcasts the promise to pay a sum of money if the respondent will report listenership to this station when asked over the phone or at the door—"What station are you listening to?" In one city such a campaign was carried on by one of the stations. During the same week 3,000 personal interviews were made in the city. The coincidental question was asked at the door—however, the interviewer asked to examine the set to verify that the answer was a true one. Out of the 3,000 calls, 106 reports of listening to the "reward-for-

listening" station were obtained. Of these 106 reports, 39 were not verified. The respondent was actually listening to some other station or not listening at all. It is evident that the audience level to this station was inflated by some 50% where verification of the report was not possible.

And let's assume that all people who answer yes in a survey are actually listening to the station. For one, the attentiveness to the advertiser's message is diluted, this because the focal part of the show becomes the clue or clues. The clue *must be* of paramount interest to anyone attracted to a program by the outside stimulus and everything other than the clue piles by comparison. The commercial becomes a fill between two clever jingles that hide the name of the first Pharaoh of Egypt.

The newspapers have been great advocates of contests and figures prove that the only newspaper that has never run a contest in New York has had the biggest rise in circulation among all papers in New York in the last two years. That paper is the New York Times and the reason is simply that the product is a consistently good one . . .

Any treasure hunt in a metropolitan area merely tends to antagonize the outside audience in the small towns and hamlets who cannot possibly participate because of the problems of travel and time. But why should we worry about them? They're not even in the 17-county area surveyed." ■

WHY TWA SWITCHED TO 52-WEEK SPOT RADIO

TWA swooped from a spot radio budget of nothing to \$700,000 a year in five years; now buys year-round schedules after using flight patterns and getting immediate results in phone calls



Radio plugs such features as berths on cross-country flights

TWA measures spot by phone response

Ticket sales are in direct proportion to the number of phone calls which TWA's district offices get, so first requirement for all announcements is a live tag urging listeners to call for information. Current transcribed series features big-name testimonials as well.

Steady and continual reminder advertising is the reasoning behind the move from flight patterns in spot to year-round schedules. But none of the copy is institutional. Every commercial mentions specific flights and costs, with secondary stress on speed and comfort.

Individual flights for thirteen on-line and one off-line markets are mentioned in radio copy. Local district managers and headquarters cooperate in final decisions. Air pattern: local personalities, saturation frequencies, rotation of copy, multiple stations.

Flexibility of spot radio matches TWA's needs. Nature of airline advertising is such that headquarters in effect plans ad strategy for 49 different "companies," its 49 district sales offices. This is because problems usually vary city by city and costs are different.

The flightiness is gone from Trans World Airlines' radio pattern. Today, firm 52-week schedules of spot announcements—in an ever increasing number of markets—replace TWA's former radio flight pattern: in two weeks, out two weeks, back in again.

And TWA in 1956 booked more flights *through* the air as a result of its continuity *on* the air since the fall of 1955. It took three years for the evolution of year-round spot schedules, says Domestic Advertising Manager John Keavey. This new consistency evolved from a single bit of information: the district managers (and TWA has 49 of them in the U. S., alone) reported that ticket sales swooped in the same flight pattern as did the radio advertising: when it was on, sales were up: when radio was dropped, sales did, too.

"We figured," says Keavey, "that if we could cure a sales problem in two weeks with our radio advertising, we could do it for 52 weeks."

He's the doctor who prescribes the radio cure for all 49 domestic sales districts from coast to coast (though the districts do not break down by state,



Tourist-75% of radio copy 1st class-25% of radio copy

Growth in spot radio for Trans World Airlines coincides with growth of tourist travel and low rate air fares. Tourist rates necessitated a reach into the mass market, and radio reaches pool of prospects for fast, economic airline travel; 75% of TWA's radio copy emphasis is on tourist, 25% on first class travel. Its new coast-to-coast service features plane which carries both tourist passengers in front, first class in rear

which the number might suggest). These districts are really like 49 different companies, says Keavey, because each has an entirely different advertising and marketing problem, and each has a totally different product.

"Air travel isn't like a cigarette, or a loaf of bread. Any loaf of brand X bread is like any other loaf of X bread. People from coast to coast can identify it immediately, and everyone has the same use for it. But air travel varies from city to city. It's a different product in each, serving a different purpose, with a different goal, at a different price. It's not a unit product, or one which is easily marketable."

Because these 49 district managers all have their own—and highly—unique problems, Keavey spends half his working time in the air, the other half on the phone. Fortunately, he has a direct line to his New York advertising agency, Foote, Cone & Belding, a block away. So when the Chicago district manager calls to report that advance bookings on Flight 101 are low, Keavey can immediately call his agency and ask for a fast copy switch in the

Chicago radio announcement schedules.

This kind of immediacy is one of the major factors in TWA's continuing—and heightened—use of spot radio. "Radio has made the most significant progress of any advertising medium with us in the past five years," says Keavey. From "nothing," the radio budget has gone to 18% of the total allocation for "commissionable media" in the airline's domestic advertising. This amounts to some \$700,000 annually. (TWA also has world-wide advertising and promotion activity, as the airline operates trans-Atlantic and in Europe, Africa and Asia.)

The domestic advertising aims at the "pool" of air travel prospects in TWA's on-line cities—the cities from and to which it originates and directs flights. The Big Four, of course, are New York, Chicago, Los Angeles and San Francisco. The other on-liners are Boston, Cleveland, Denver, Kansas City, Philadelphia, Pittsburgh, Washington, Phoenix and Oklahoma City.

Interestingly, TWA maintains radio schedules in one off-line city, San Diego, to and from which it has no direct flights. However, it does have a ticket

office there. It went into San Diego on a temporary basis to see what radio advertising could do in selling to the huge servicemen group there.

Keavey explains it this way: "Servicemen have far more free time than the average person, they're interested in travel because they're away from home, and they have money. We knew we couldn't reach them through local papers, because they have absolutely no interest in local taxes and such. Yet we wanted to sell them on the idea of buying a TWA ticket in San Diego for departure from Los Angeles." That's why he chose radio—and the "test" has worked. Schedules are still on the air.

Keavey has a fast built-in test of radio, and of any other advertising. District managers complain if they're not getting results!

They know immediately if radio is getting any response, because each commercial has a live tag on it asking listeners to call the local TWA office for further information.

"Phone calls to us are what traffic is to a supermarket," says Keavey. "There's a direct relationship between

calls and ticket sales, and there's a mathematical relationship for every district." He doesn't reveal these formulae, of course, but one ratio which gives an indication of the importance of telephone inquiries comes from a typical major sales district. For every one passenger boarded—actually getting on a TWA plane—the local office estimates it takes three and one-half calls.

Urgency and immediacy are closely related in Keavey's mind. "We urge people, in our radio copy, to pick up the phone. We have indications that they do just that."

In Cleveland recently, when all the daily newspapers were on strike, the local district manager used radio for the first time. "We don't know exactly what happened," says Keavey, "but it was the best month this district ever had. Whether it was because there were more seats available, or good weather, or radio, we don't know. But it happened!"

He's still studying the Cleveland case but, in the meantime, he knows for a fact "the more intensively radio is used, the more phone calls we get."

Radio copy is designed to be provocative and to capture attention, to be informative about specific flights and

then to "sell" listeners on calling the district office. All copy plugs exact flights and costs, with about 75% of the emphasis on tourist flights and 25% on first class. The current copy series, rounding out its second month, "has brought us unsolicited customer comments for the first time," says the domestic advertising manager. "This is most unusual. Rarely do people ever say they saw our ad in the newspaper."

What causes the comment? A new series of testimonials, given by "name" personalities (such as Guy Lombardo and Claire McCardell). This is a 40-second transcribed commercial which precedes a live 20-second tag (wherein lies the sell). The announcer interviews the celebrity, they chat a bit, TWA gets a plug and then the live announcer comes in with the suggestion that the listener take a winter vacation in Phoenix.

This testimonial series has been "very successful, and we hope to continue it for at least a year," says Keavey. The announcements are rotated, and new testimonials are always in production at the agency. Live copy has so many changes the headquarters office can't keep up with the final count!

Frequency varies according to the sales district, in proportion to the sales contributed by that district to over-all flight sales. Thus, New York, which accounts for far more ticket sales than any other office, has a far bigger ad allocation. Frequency there is 25 a week on one station, 18 and 19 a week on two more, plus additional schedules on other outlets in the metropolitan area.

The balance of spot radio activity is weighted, however, to hike sales for a lagging district or for one of its empty flight schedules. Radio is used on the recommendation of the local district manager and on that of the headquarters sales office which brings its sales research unit into action on

the decision, too. Its long-range forecasts of air traveling or its short range analysis of TWA's activity and competitive stand are typical of factors taken into account when media are being selected.

The district sales level is stressed throughout all operating departments because of the unusually local character of the business. TWA's competition is both national and regional, with many smaller, regional airlines competing for both intra- and inter-state travel.

These are some of the big reasons TWA looks for "continuous identification and impression," and it runs 52-weeks radio schedules, says Keavey. "Historically, airlines have cut down on advertising during such peak sales periods as holidays, when we all have more business than we can handle. But now we want continuity, and we like a highly mass medium which offers a low cost-per-1,000.

"This combination is particularly important in light of the most significant innovation in airline travel in the past six years: the development of tourist fares."

TWA likes local personalities to sell these tourist fares, and the concept of TWA quality and service. "We often become identified with stimulating local personalities who, in effect, sponsor us. Radio is still new and exciting to us and we also like its merchandising pluses very much even though we do little of this at the local levels ourselves."

TWA's domestic advertising strategy is planned by Keavey in cooperation with Ford Sibley, the Foote, Cone & Belding account executive, and Henry Reigner, TWA's over-all director of advertising. Keavey, as domestic specialist, has sat on both sides of the client desk. He worked at Fuller, Smith & Ross and at the G. M. Basford agencies as an account executive on such accounts as Westinghouse and the RFC, before which he worked in promotion and advertising at *Liberty Magazine*.

Today he's fast becoming a radio specialist. He thinks the people who most underrate the medium "are the radio salesmen themselves. They don't know what they've got and they're cynical about others who still have faith in it! As for us, we not only like radio we like what the other airlines are doing in it!"



1
Three-way communication launches airline's air schedules. One link is district manager. This one is M. D. Nason, New York . . .



2
Second link is TWA headquarters domestic ad manager, John Keavey, who plans strategy for 49 sales districts . . .



3
Third link is the ad agency, FC&B, and TWA workers like Dick Romanelli, prod. sup.



TV RESULTS

Here are over five-dozen reports from stations throughout the country on results obtained by advertisers using local or regional television. Histories detail costs, objectives and promotional methods which can be used in this year's campaigns.

In the following section are over 60 capsule case histories, each demonstrating television's proven sales ability. Each case details the story of results obtained by local or regional television campaigns and points up ideas advertisers can apply to their own selling problems this year. Whether your product is a high-priced luxury item, television sold 60 new cars for a Miami Chevrolet dealer at a cost of \$7,000; or a low-cost impulse item, television tripled the sales volume of a St. Petersburg doughnut shop for \$12.2 a specialty for \$17 television announcements resulted in \$1-

000 in sales of shower stalls for an Erie, Pa., building supply company; or a service club membership to coincide the opening of a Springfield, Illinois, service station brought 1,300 people in the first few weeks. Television proves it can create sales for you. The 61 specific reports from representative stations throughout the country are arranged alphabetically by product category for easy reference. The facts are objectively presented, methods and results obtained in these campaigns are described. Where possible, as in the case reported for the above advertiser,

TV RESULTS

AUTOMOTIVE/Nash Ramblers

SPONSOR: Lockhart-Collins Nash AGENCY: Direct

CAPSULE CASE HISTORY: *To launch this newly-established Nash agency, company hosted Circle Four Ramblers this summer. After a six-week period, a tab showed 500 potential customers gained as direct result of the show. During this time, firm sold 25 new Nash and Hudson automobiles, 23 of which were traced to Ramblers. Show is a weekly western musical devoted to songs of the sage country and religious hymns. Cost is \$725.*

KBST-TV, Big Spring, Tex. PROGRAM: Participations

AUTOMOTIVE/New Cars

SPONSOR: Anthony Abraham Chevrolet AGENCY: Direct

CAPSULE CASE HISTORY: *From May through December, 1955, Anthony Abraham Chevrolet sponsored Feature Films, a late evening program. It concentrated on weekend and near-weekend broadcasts of the show. According to the sponsor, an average of about 60 new cars per weekend was sold; and one of the commercials drew 180 and 250 customers on each of two days. The Chevrolet dealer paid \$750 per week on WITV for the campaign, feels that the show and station were excellent vehicles in obtaining these results.*

WITV, Miami, Fla. PROGRAM: Feature Films

AUTOMOTIVE/Ford Corner

SPONSOR: Ford Corner AGENCY: Direct

CAPSULE CASE HISTORY: *Ford Corner, Manchester, N. H., became New England's "largest" Ford dealer after its introduction of tv advertising. This dealer had been selling about 40 cars a month. A total of 155 new Fords were sold during the first month of television, 215 the next month and more than 115 during the third month which was a September and which tends to be a slack month for dealers. Ford Corner sponsors two WMUR-TV programs. Tv expenditures averaged \$500 per week.*

WMUR-TV, Manchester, N. H. PROGRAM: Greatest Fights of the Century, Hum and Strum, Special events, Announcements

AUTOMOTIVE/Ford

SPONSOR: Pollard Motors AGENCY: Direct

CAPSULE CASE HISTORY: *The debut of the '56 Fords was the occasion for Pollard Motors to purchase a saturation spot campaign over WSEE-TV. It was the hope of James D. Pollard that he would move 21 cars with a three day campaign, using tv exclusively. The number of cars sold, however, topped the target figure by four. Total success of the sales was attributed to WSEE-TV. Cost of the drive to Pollard Motors was \$400. The sponsor plans additional use of television.*

WSEE-TV, Erie, Pa. PROGRAM: Announcements

AUTOMOTIVE/DeSoto

SPONSOR: M. O. Anderson AGENCY: Direct

CAPSULE CASE HISTORY: *Participations in Deadline, the station's news program, tripled sales for this Plymouth-DeSoto dealer in 30 days. In all but one instance the car shown on the show was sold. Commercials are by executive of the company. Box score on used cars sold in nine days was 60. In same nine days, dealer delivered 30 new cars. Cost of announcements: \$75 each. (Exception mentioned above: customer who bought more expensive car than that shown on tv.)*

KOMO-TV, Seattle PROGRAM: Participations

AUTOMOTIVE/Used Cars

SPONSOR: Town & Country Motors AGENCY: Direct

CAPSULE CASE HISTORY: *Selling cars these days is as tough a job as any retailer could want and all the resources available to the dealer must be used. Television proved its worth recently to the manager of Lewiston, Idaho's Town and Country Motors when the company started sponsorship of a local Friday evening (9:00-9:05) newscast. The very next day two cars were sold as a direct result of the newscast and twice as many people as usual were on the lot. Cost per broadcast: \$48.*

KLEW-TV, Lewiston, Idaho PROGRAM: Newscast

AUTOMOTIVE/Oldsmobile

SPONSOR: Riverside Motor Sales, Inc. AGENCY: Direct

CAPSULE CASE HISTORY: *"Business started booming" was the sponsor's way of describing the response to the first two presentations of the Riverside Video Theatre. As a result, 35 new Rocket 88 Oldsmobiles and 25 used cars were sold for a gross "in the neighborhood of \$150,000." The combined cost for the first two shows was \$790. The continued success of Video Theatre has also prompted Riverside to sponsor an additional 15 minute live sports program. A half hour syndicated show is also under consideration.*

WSJV-TV, Elkhart, Indiana PROGRAM: Riverside Video Theatre

AUTOMOTIVE/Used Cars

SPONSOR: Sarwark Motors AGENCY: Culpepper

CAPSULE CASE HISTORY: *Sarwark Motors, one of Phoenix' largest used car dealers, drew 297 responses to a single one-minute participation on KPHO-TV. The participation cost \$25.80 and was one of the used car dealer's regular schedule run on the station six days a week. The annual campaign costs Sarwark \$6,708 and produces results that are stated thusly by the owner: "67% of our total sales can be attributed directly to television advertising."*

KPHO-TV, Phoenix PROGRAM: Participations

please care... because hunger hurts!



PHOTO BY DAVID SEYMOUR

because this little boy's not interested in catcher's mitts or chemistry sets . . . He's hungry all the time. All *he* asks is enough to eat!

because *you* can do something about it. You can help feed his family (a family of four) for a whole month with just a single dollar!

because \$1 to CARE sends 22 pounds of U. S. surplus food overseas — delivered in your name by CARE's world-wide organization!

Send \$1 to

CARE FOOD CRUSADE
NEW YORK 16, NEW YORK
or to your local CARE office



TV RESULTS

AUTOMOTIVE/Service Station

SPONSOR: Rigg's Service Station AGENCY: Direct

CAPSULE CASE HISTORY: Sports Capsule is part of WICS-TV "five-for-one" plan, whereby advertiser sponsors program once a week and receives a 60-second announcement that day with 10-second commercials on other days. Free ice-scrapers were offered during a time where there was no snow, ice or cold weather. Within a few weeks, Rigg's Service Station had 4,800 calls as a result of the offer—did more business than at any other comparable service station opening. Show cost \$80.00.

WICS-TV, Springfield, Ill. PROGRAM: Sports Capsule Fights

BANK/Syracuse

SPONSOR: Syracuse Savings Bank AGENCY: Direct

CAPSULE CASE HISTORY: One participation per week in Magic Toy Shop paid off for this sponsor. The show, which is aimed at pre-school age tots, offered a free bank to those children who stopped in at a Syracuse Savings Bank Office with their parents. An average of 175 banks per week were given away to parents, many of whom also opened savings accounts at the bank. The bank give-aways were imprinted with pictures of Magic Toy Shop characters. Bank was very pleased with results of drive.

WHEN-TV, Syracuse, N. Y. PROGRAM: Participations

BANK/Poland Springs

SPONSOR: Depositors Trust Co. AGENCY: Direct

CAPSULE CASE HISTORY: In order to promote checking accounts at its 18 offices throughout Maine, this bank placed a four-month campaign on the station at cost of \$3,000. Show was the 15-minute 6:00 O'Clock News, hosted Monday and Friday by Depositors Trust. Said M. S. Roberts, Jr. of the bank, "Many people requested the new type of checking account that they had heard of over the television station. Many times you cannot pinpoint the results of advertising, but we feel we can."

WMTW-TV, Poland Springs, Me. PROGRAM: 6:00 O'Clock News

BANK/West Palm Beach

SPONSOR: Everglades Savings & Loan AGENCY: Direct

CAPSULE CASE HISTORY: A \$100 a week investment in tv by this Florida bank reaped a return of \$250,000 in new accounts. Campaign sold to a reluctant client on a "show me" basis started with two five-minute evening weather shows a week and was renewed for an additional 13 weeks when first contract ran out. Queries to persons opening new accounts found customers coming from as far away as 80 miles to the north and 20 miles to the south. Campaign was especially impressive inasmuch as many accounts came in prior to pre-July rush.

WJNO-TV, West Palm Beach, Fla. PROGRAM: Spotlight Weather

BANK/Rochester, Minn.

SPONSOR: Farmers Loan & Thrift Co. AGENCY: Direct

CAPSULE CASE HISTORY: Farmers Loan & Thrift began telecasts from the station on 15 March 1954. Announcement schedule met with immediate success as reflected by an almost 100% increase in outstandings at company's Rochester office, and by business increases in Albert Lea and Fairibault, Minn. Firm's vice president did all commercials live, four nights per week during a regular movie break at 10:45. Shortly, Farmers' took sponsorship of half-hour plays. Cost: \$185.

KROC-TV, Rochester, Minn. PROGRAM: Top Plays

CLEANING/Drape Special

SPONSOR: Yerbury-Dana Co. AGENCY: Direct

CAPSULE CASE HISTORY: When renewing its 26-week contract with WHBF-TV for the Saturday night Quad-Cities on Camera, the sponsor wrote "results are expected, and required, if any long-term advertising plan is continued." The results that convinced the client to renew included more drape cleaning jobs in the single month of July than it had gotten the entire previous summer. The 15-minute show was credited with all the increase by the sponsor who pays \$76 per week for Quad-Cities on Camera.

WHBF-TV, Rock Island, Ill. PROGRAM: Quad-Cities on Camera

CLEANING/Laundry and Dry Cleaning

SPONSOR: Puritan Laundry & Dry Cleaner AGENCY: Universal

CAPSULE CASE HISTORY: Puritan Laundry and Dry Cleaner Co. has found that crayons and cowboys can do a good selling job on tv in the early morning Sunday hours. A short while ago, firm began sponsoring Circle 3 Ranch, Sundays, 8:00-9:00 a.m. Format features "Rusty" Sosby (a western personality), western films and coloring contest for which prizes are awarded weekly. Contest pictures to be colored are available at Puritan stores. Surveys show business has increased considerably.

KMTV, Omaha, Neb. PROGRAM: Circle 3 Ranch

CLEANING/Laundry

SPONSOR: Shepherd Laundries AGENCY: Ben Woodhead

CAPSULE CASE HISTORY: Since January, 1956, when they began sponsoring Dr. Hundson's Secret Journal with the Coburn Supply Co., Shepherd Laundries has found that the show has increased business. Says W. S. Shepherd, v.p. of the firm: "On the tv screen we were able to show how much clothing our storage box could hold and this service proved so popular that our storage vaults, though quite commodious, were almost breaking at the seams." A free map offer, too, drew over 2,000 requests.

KFDM-TV, Beaumont, Tex. PROGRAM: Dr. Hudson's Secret Journal

Your
Peace
of
Mind...



AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now*.

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

WNCT 
channel 9 PRIMARY CBS AFF
316,000 with full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERRY

TV RESULTS

CLOTHING/Fashion Show

SPONSOR: Morton's Apparel Store AGENCY: Direct

CAPSULE CASE HISTORY: *This was the store's first venture into tv advertising. Program is a fashion show which features new styles for women. Although Morton's is reluctant to give exact figures, its ad manager has been exuberant in his remarks concerning success of program. "Better than I had anticipated in such a short length of time" was comment after two programs. He has also indicated a 10% increase in sales, with new customers from as far as 30 miles from Springfield.*

WICS-TV, Springfield, Ill. PROGRAM: Models from Morton's

CLOTHING/Coats

SPONSOR: John A. Brown Co. AGENCY: Direct

CAPSULE CASE HISTORY: *John A. Brown Co. received a shipment of finished coltskin full-length ladies' coats, priced from \$99.95 to \$129.95. Using two class A and one class B announcements over a three-day period, the company succeeded in completely selling out its stock, including the three coats worn by Brown's model during the commercials. No other advertising media were used in the drive. Cost to the advertiser amounted to \$247.50.*

WKY-TV, Oklahoma City, Okla. PROGRAM: Announcements

CLOTHING/Men's Shirts

SPONSOR: Sears, Roebuck & Co. AGENCY: Direct

CAPSULE CASE HISTORY: *Sears, Roebuck & Co.'s Tulsa retail store chalked up a 50% gain in sales of men's cotton sport shirts in just one week, following a noon show demonstration of the new developments and uses of cotton fabrics. R. R. McFadden of Sears, Roebuck, who merely used a sport shirt among several other cotton items to illustrate one of the uses of cotton, stated: "Sales have been 50% greater than those of the past four or five years." Other stores also reported increases.*

KVOO-TV, Tulsa, Okla. PROGRAM: Special demonstration

CLOTHING/Sport Shoes

SPONSOR: U. S. Rubber AGENCY: Fletcher D. Richards, N. Y.

CAPSULE CASE HISTORY: *More indication that children respond to tv commercials on juvenile shows: Among the sponsor's five commercials a week in KRON's Fireman Frank, was one that featured a puppet called "Carl the Carrot." In connection with it, three-color plastic buttons were made up and sold to dealers at 6c each to be given with the sale of each pair of U. S. Rubber's Keds. Within six weeks 25,000 buttons were given out, most of them representing sales. Cost of the campaign was \$555 per week.*

KRON-TV, San Francisco PROGRAM: Fireman Frank

CLOTHING/Children's Shoes

SPONSOR: Red Ball Jets AGENCY: Campbell-Mithun

CAPSULE CASE HISTORY: *From 13 March through 21 April, 1956, Red Ball Jets used two one-minute announcements weekly. They were aired on Tuesdays at 6:00 p.m. and Saturdays at 2:30 p.m. for ten weeks. The sponsor's goal was to promote the product and urge kids to go to Red Ball Jet dealers and enter a contest for an electric car. After the first 12 announcements, over 10,000 entries has been received. According to the company \$1,800 spent had brought more than satisfactory results.*

WBTV, Charlotte, N. C. PROGRAM: Announcements

CLOTHING/Shoe Special

SPONSOR: Hill Brothers Shoe Stores AGENCY: Richard Lane

CAPSULE CASE HISTORY: *To introduce and promote a new method of shoe merchandising—a local chain of self-service shoe stores featuring two pairs of children's shoes for \$5—Hill Brothers bought a total of five experimental announcements to run one day a week on hour-long, Monday-through-Friday Whizzo's Wonderland. During first week, more than 1,000 customers had mentioned show. Results: addition of four stores and increased schedule.*

KMBC-TV, Kansas City, Mo. PROGRAM: Participations

COSMETICS/Hair Styling Kits

SPONSOR: Liggett Drug Co. AGENCY: Direct

CAPSULE CASE HISTORY: *According to Scott Appleby, manager of this Ft. Myers Liggett Drug Company, "Tv's selling power was demonstrated most effectively." One film demonstration and one live demonstration used on four successive days resulted in sale of 600 hair styling kits and dollar volume in excess of \$2,400. Ten minutes after tv showing, "our store was packed with men and women buying the product they had just seen on tv." Cost of the campaign totaled \$222.80.*

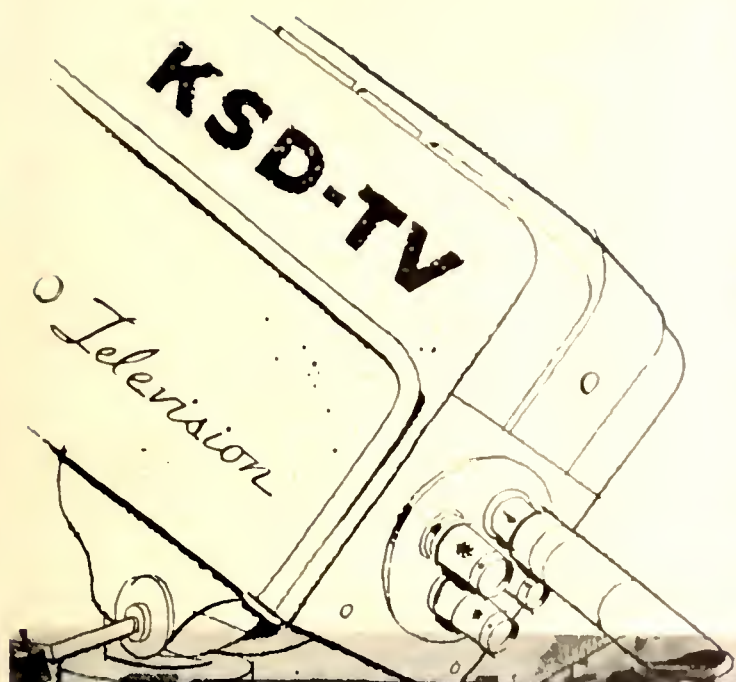
WINK-TV, Fort Myers, Fla. PROGRAM: Participations

COSMETICS/Make-Up Kit

SPONSOR: Charles Antell AGENCY: Joseph Katz, Baltimore

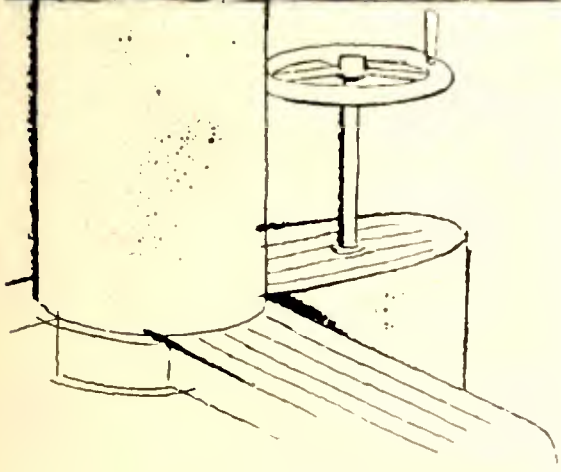
CAPSULE CASE HISTORY: *Although a price tag of \$5 is generally considered high for a mail order item on tv, the Charles Antell Co. sold a total of 6,317 items at this price in 10 days. A make-up kit was advertised on a quarter-hour participation in the Bill Ballance show and the Dick Garton movie, both daytime programs as well as in a half hour evening movie. The high ratio of phone orders (4,834) to mail orders (1,483) indicates that the viewers were forcefully sold by the tv advertising. Cost of the campaign: \$5,171 or about 82c per order.*

KCOP, Los Angeles PROGRAMS: Participations



TOPPING

*the **TOP** markets
in National Spot!*



KSD-TV in St. Louis carried more regional and national spot accounts than did stations in the New York, Chicago, Detroit or San Francisco markets.

KSD-TV (in America's ninth market) ranked FIFTH among television stations in the nation's TEN TOP markets in the number of regional and national spot accounts carried.*

Facts such as these offer further evidence that advertisers have repeatedly found KSD-TV does achieve the results they seek in the rich, diversified St. Louis market.

If you have distribution in the St. Louis area we invite you to investigate the KSD-TV story.

*Rorabaugh Report, 3rd quarter 1956



SPOT SALES
National
Representative

Basic Affiliate

THE SAINT LOUIS POST-DISPATCH STATION

KSD-TV

**MAXIMUM
POWER**

channel

5

TV RESULTS

COSMETICS/Shampoo

SPONSOR: Blondex Shampoo

AGENCY: Firestone

CAPSULE CASE HISTORY: *In January, 1956, Blondex decided to try a one-minute test announcement on Ted Steele's Bandstand in order to appeal to what is primarily a teen-age market. One announcement was aired, offering a free sample of Blondex Shampoo—a shampoo especially for blondes. On the strength of this announcement, Blondex received over 1,200 requests for samples. As a result, company signed up for two announcements per week on a 26-week basis via Firestone Advertising.*

WOR-TV, New York

PROGRAM: *Ted Steele's Bandstand*

DEPT. STORE/Rochester

SPONSOR: Sibley, Lindsay & Curr

AGENCY: Direct

CAPSULE CASE HISTORY: *The TvB and three Rochester stations, cooperated with the client to promote its annual warehouse sale. Campaign started the Monday before the four-day sale and went into a schedule of 149 announcements spread over 70 hours of air time during the sale. Approximately 75% of the announcements were scheduled on Tuesday and Wednesday with a heavy emphasis on daytime to reach women. Total campaign cost of over \$5,000 boosted sales 13% over previous year's sale.*

WVET-TV, WHEC-TV, WHAM-TV, Rochester

PROGRAM: Announcements

DEPT. STORE/Denver

SPONSOR: Montgomery Ward & Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *To promote its new fall fashion line the company used 15 minute segments on the Starr Yelland Matinee. One objective was introduction of new synthetic mink coats retailing at about \$100 which were shown on the first show, on a Monday. The entire 50 coat stock was sold out by the following morning. By the following Thursday a fresh order of 100 more coats was also sold out. Cost of the 15 minutes was \$130; gross return was \$15,000.*

KLZ-TV, Denver

PROGRAM: Participations

DEPT. STORE/Kansas City

SPONSOR: Hall's Gift Shop

AGENCY: Direct

CAPSULE CASE HISTORY: *Hall's turned to television this past summer to promote their toy section and signed for one participation on the Happy Home Show to promote a drawing for a miniature Pontiac. Customers had to come to the store and register to be eligible. From the one announcement the store got 400 in-store registrations. Pull of one announcement moved the store to put 55% of a \$4,000 ad budget in tv via KMBC-TV for 17 week, three weekly campaign.*

KMBC-TV, Kansas City, Mo.

PROGRAM: Participations

DEPT. STORE/Manchester, N. H.

SPONSOR: Raymond's of Boston

AGENCY: Direct

CAPSULE CASE HISTORY: *When WMUR-TV started programming its Wednesday Night Fights, a potential co-sponsor, Raymond's, hesitated to buy, unconvinced of station coverage. During the first telecast, Ernie Saunders, a sportseater, suggested that viewers write Raymond's, saying they were watching. An avalanche of 2,800 letters from fans in the Greater Boston area descended upon Raymond's in the next five days. Result: A new co-sponsor for the Wednesday Night Fights.*

WMUR-TV, Manchester, N. H.

PROGRAM: *Wednesday Night*

DEPT. STORE/Candy Counter

SPONSOR: F. W. Woolworth Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *The first attempt at tv advertising worked out quite well for a local Woolworth store. Manager D. Moore bought a five-minute participation on Tv Showcase to advertise his candy counter before Christmas. The segment was televised at 6:25 on 15 December and sold out the candy counter three times before the holiday. Moore reported he was "more than pleased with the proved results of the first tv participation." Cost of the five-minute segment: \$16.*

CKSO-TV, Sudbury, Ont.

PROGRAM: *Tv Showcase, Participation*

DRUGS/Antihistamine

SPONSOR: Anahist Co.

AGENCY: Ted Bates

CAPSULE CASE HISTORY: *Anahist had advertised for some years both on WSUN Radio and Television. From 1952, it had aired class A 60-second announcements on Tuesday nights at a cost of \$6.75 each. In a recent letter to the station, Anahist's executive v.p., J. S. Hewitt stated, "The effectiveness of this expenditure is best evidenced in your area by the 66% increase we have enjoyed since 1952." The New York company spends almost 100% of its ad budget for spot radio and tv.*

WSUN-TV, St. Petersburg, Fla.

PROGRAM: Announcements

DRUGS/Cold Reliever

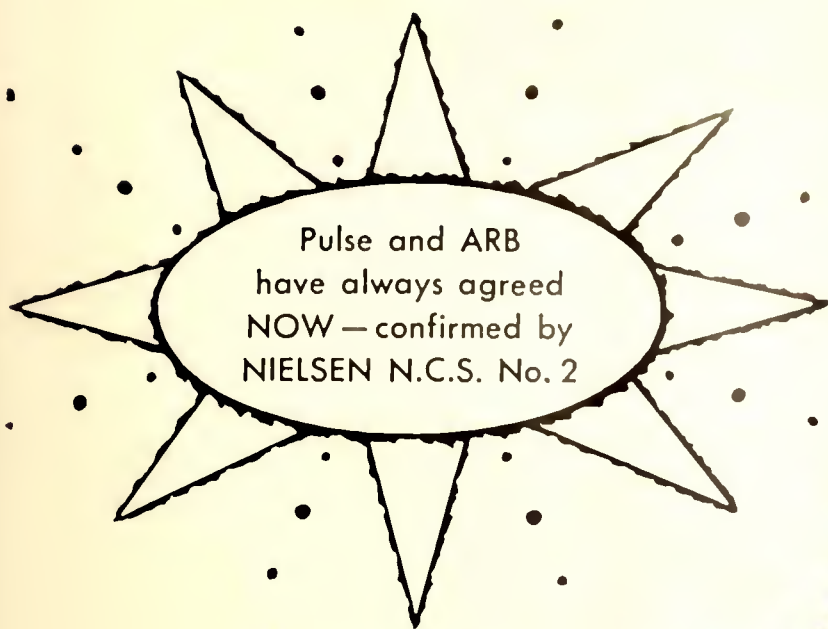
SPONSOR: Anahist Co.

AGENCY: Ted Bates

CAPSULE CASE HISTORY: *A sales increase of 81% in KRON-TV's area is reported by Anahist Co., an organization that spends most of its advertising allowance in the broadcast media. The company had consistently used late evening participations in a five-a-week mystery strip. Recently, it was reported that August through December, 1955 volume topped sales for the same months of the previous year by 81%. Says the company, "Anahist is having a terrific season in the KRON-TV market."*

KRON-TV, San Francisco, Cal.

PROGRAM: Participations



Pulse and ARB
 have always agreed
 NOW — confirmed by
 NIELSEN N.C.S. No. 2

more people watch KLZ-TV in DENVER DAY and NIGHT

COVERAGE AREA LEADERSHIP

New Nielsen survey shows

MORE people watch

KLZ-TV

EVERY DAY

and

EVERY NIGHT

day-in and day-out

than any other Denver

TV station

FIRST IN AUDIENCE

New November ARB just released proves

KLZ-TV FIRST AGAIN

with greatest Share of Audience

DAY and NIGHT

sign-on to sign-off Every Day — Every Night

Step up to KLZ-TV! Denver's highest ratings

Denver's largest audience

Denver's highest powered TV station

Denver's selling-est personalities.

Call your

KATZ man or wire Jack Tipton,
 General Sales Manager, NOW!

KLZ-TV
 DENVER, COLO. **7**



Channel

Denver's highest powered TV station.

Represented nationally by the KATZ Agency.

TV RESULTS

FOOD/ Baked Goods

SPONSOR: Keebler Baking Co. AGENCY: McKee-Albright
CAPSULE CASE HISTORY: Storybook House, a dramatization by puppets of children's classic stories, doubled its mail pull each week for the first four weeks it ran on WPTZ. Weekly drawing contests are run for the children to depict one of the show's characterizations. Entries are submitted with a Keebler label, and can win the child a 20-volume set of the Book of Knowledge. The sponsor states its philosophy this way: "We recognize the importance of children as customers." Time costs for the 15-minute Saturday morning feature: \$323 per week.
WPTZ-TV, Plattsburg, N. Y. PROGRAM: Storybook House

FOOD/ Lettuce

SPONSOR: Knighton Fruit Co. AGENCY: Direct
CAPSULE CASE HISTORY: In a situation where a number of wholesalers distribute identical merchandise the Knighton Fruit Co. bought a single program to plug what it termed a "Tv Special." Lettuce was chosen for the first week's special and a live commercial, featuring a chef preparing a salad, reminded shoppers to watch for the "Tv Special" banner at their grocers. Consumer demand was so great that the company's shipments more than doubled. In addition, the sponsor added six new retail accounts to his routes. Cost of program: \$276.50.
KTBS-TV, Shreveport, La. PROGRAM: Man Behind the Badge

FOOD/ Coffee Cakes

SPONSOR: Eisner's AGENCY: Direct
CAPSULE CASE HISTORY: To get some idea of the strength of the Florian Zabach Show, which it sponsors on WICS-TV, this grocery chain ran a special offer. Viewers were offered a coffee cake and a pound of coffee at the special price of 99c. The special was advertised on only a single weekly show, and the stores sold 500 more coffee cakes than ever before. There was such a great demand, the sponsor had to have a special bakery order to meet it. Program cost: \$250.
WICS-TV, Springfield, Ill. PROGRAM: Florian Zabach Show

FOOD/ Cookies

SPONSOR: Schaible's Bakery AGENCY: Direct
CAPSULE CASE HISTORY: For the three weeks before Christmas, Schaible's Bakery sponsored A Visit With Santa Monday through Friday from 5:45 to 6:00 p.m. Children wrote letters which Santa read on the show and they also visited him in the studios. Commercials featured Santa eating the sponsor's Christmas cookies. The \$1,200 outlay brought this response from the bakery's sales manager: "... our sales of Christmas cookies broke all previous records—increasing 25% over last year."
WGLV, Easton, Pa. PROGRAM: A Visit With Santa

FOOD/ Doughnuts

SPONSOR: Krispy Krene Doughnut Co. AGENCY: Direct
CAPSULE CASE HISTORY: After three weeks of tv advertising with one-minute participations the client's two stores tripled their business. These results were obtained with tv, though other media had been explored with little success. A soft copy approach on the Harry Smith Show made people who had previously seen the shows but never tried the product aware of the stores. The firm also reports many repeat orders have been coming in as the campaign progresses. The total cost of each of the participations was \$32.
WSUN-TV, St. Petersburg PROGRAM: Harry Smith Show, Participations

FOOD/ Ice Cream

SPONSOR: High's Ice Cream Corp. AGENCY: Al Jacobson Agency
CAPSULE CASE HISTORY: Ziv TV's Mr. District Attorney sells 25 flavors of ice cream for High's. Client began with co-sponsorship of Mr. D.A. in the fall of 1954 and picked up full sponsorship a year later. Growth of business from 14 to 34 stores in two years is attributed to 95% of ad budget invested in tv. Winter sales have been doubled and programs plugging special flavors have resulted in sellouts in all store locations following program. Weekly cost is \$750.
WTAR-TV, Norfolk, Va. PROGRAM: Mr. District Attorney

FOOD/ Bread Mix

SPONSOR: Spruance Bread Mix AGENCY: Thomas M. Bratton
CAPSULE CASE HISTORY: A sales increase of 3,750% resulted from a one-minute-a-week spot used by the company since December, 1955. Before beginning its advertising campaign (limited to this once-a-week schedule), the advertiser sold 20 cases of bread mix per month. Since December, sales have jumped to 750 cases each month. After the spot was introduced into Kay's Kitchen, demand far outran the supply. Fact that Adm. Byrd took Spruance on recent expedition tied in with campaign.
WHEN-TV, Syracuse, N. Y. PROGRAM: Participation

FOOD/ Macaroni

SPONSOR: American Beauty Macaroni Co. AGENCY: Rogers & Smith, Potts-Turnbull
CAPSULE CASE HISTORY: Three participations per week on KAKE-TV's Deputy Dusty kept sales of American Beauty Chili-Roni from slumping during "an abnormally hot summer which could seriously affect the sales of a chili and macaroni packaged dinner." These are the words of the agency which began the tv campaign for the products, and they report that sales were "brisk" despite the adverse weather. The campaign began in February 1955 and is credited by the agency with "the continued high sales . . . in the market." Cost per participation: \$45.
KAKE-TV, Wichita PROGRAM: Deputy Dusty, Participations

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SPONSOR SERVICES INC.

1 ALL-MEDIA EVALUATION STUDY \$4
155 Pages

This book gives you the main advantages and drawbacks of *all* major media . . . tips on when to use each medium . . . yardsticks for choosing the best possible medium for each product . . . how top advertisers and agencies use and test media . . . plus hundreds of other media plans, suggestions, formulas you can put to profitable use.

2 TV DICTIONARY/HANDBOOK \$2
48 Pages

The new edition contains 2200 definitions of television terms . . . 1000 more than previous edition. Compiled by Herbert True of Notre Dame in conjunction with 37 other tv experts, TV DICTIONARY/HANDBOOK also contains a separate section dealing with painting techniques, artwork, tv moving displays, slides, etc.

3 TIMEBUYING BASICS \$2
144 Pages

The only book of its kind—the most expert route to radio and television timebuying. A group of men and women who represent the most authoritative thinking in the field talk with complete candor about tv and radio and the opportunities these media offer.

4 HOW DIFFERENT RATING SYSTEMS VARY IN THE SAME MARKET 15c

Ward Dorrell, of John Blair (station reps), shows researchers can be as far as 200% apart in local ratings.

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24 Pages

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12 Pages

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16 Pages

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11 TIPS ON TV COMMERCIALS 25c
6 Pages

12 NEGRO RADIO HAS COME OF AGE 25c
16 Pages

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6 Pages

14 VOLUME FOR YEAR 1955 \$15

Every information-packed issue of SPONSOR for 1955, bound in sturdy leatherette. Indexed for quick reference, bound volumes provide you with a permanent and useful guide.

15 BINDERS 1—\$4 2—\$7

Handy binders provide the best way to keep your file of SPONSOR intact and ready to use at all times. Made of hard-wearing leatherette, imprinted in gold, they'll make a handsome addition to your personal reference "library."

SPONSOR SERVICES
40 East 47th St., New York 17, N. Y.

Please send me the SPONSOR SERVICES encircled by number below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Enclosed is my payment of \$ _____
Quantity Prices Upon Request

TV RESULTS

FOOD/Milk

SPONSOR: Farmers Milk AGENCY: Pacific National

CAPSULE CASE HISTORY: *Television brought a 20% sales increase in a six-month period to Farmers Milk of Portland, Ore. Using 40 announcements per month (10-seconds each), a weather forecast station-break, this dairy company, through KPTV and its agency, realized 20% increase in sales and a substantial distribution hike. Increase was particularly gratifying in light of the fact that this was usually a slow time for cold beverage sales.*

KPTV, Portland, Ore. PROGRAM: Announcements

FOOD/Popcorn

SPONSOR: Brook's Potato Chip Co. AGENCY: Direct

CAPSULE CASE HISTORY: *The lowest volume product in the Brook's Company line was its packaged pop corn. In an attempt to test the strength of tv advertising in selling the product, Mr. Lloyd Brooks, president of the company, arranged for a series of one minute announcements. The response was immediate and from as far away as Joplin, some 70 miles distant, distributors who never stocked pop corn began getting calls for it. In 90 days sales had increased by 300%. Says Mr. Brooks, "KYTV is now definitely a major part of our advertising program."*

KYTV, Springfield, Mo. PROGRAM: Announcements

FOOD/Potato Chips

SPONSOR: Mrs. Howe's AGENCY: Maercklein-Nelson

CAPSULE CASE HISTORY: *Mrs. Howe's Potato Chips has been a well-known local product using, in moderation, several other media. On 3 October 1955, company started five participations a week in Looney Tunes, with a live commercial by the show's m.c. Show runs Monday through Friday from 4:00-5:00 p.m. After the first month on the air, sales increase in potato chips was over 25%. Increases continued in following months, and Mrs. Howe's quickly renewed for participations on WISN-TV.*

WISN-TV, Milwaukee, Wis. PROGRAM: Participations

FOOD/Sauces

SPONSOR: Buitoni Foods AGENCY: J. Walter Thompson

CAPSULE CASE HISTORY: *As a major part of a 26-week campaign recently, Buitoni Foods Corp. sponsored Life With Father on WPIX. In a subsequent letter to the station, the following was written: "I just wanted to go on record on behalf of Buitoni Foods Corp. as to the results achieved via our sponsorship of Life With Father . . . during the 26 weeks of the series, the Buitoni sales increased considerably." He said that this was a fine part of a campaign in which 75% is allocated to tv.*

WPIX, New York PROGRAM: Life With Father

FOOD/Soft Drink

SPONSOR: Squirt-Detroit Bottling AGENCY: Boylhart-Lovett & Dean

CAPSULE CASE HISTORY: *The company used a broad range of media throughout 1955, including television and newspaper advertising. Twice weekly it sponsored a five minute weather forecast titled Miss Fairweather from 11:15 to 11:20, following the 11 o'clock news. From October to December, all advertising except tv was dropped. Nevertheless, sales increased by 70% during a normally quiet period in the beverage industry.*

WJBK-TV, Detroit, Mich. PROGRAM: Miss Fairweather

FOOD/Meat

SPONSOR: Southland Provision Co. AGENCY: Bradley, Graham & Hamby

CAPSULE CASE HISTORY: *The Adventures of Kit Carson, has been used by Southland Provisions to advertise its Azalea Meats. To test pull of show among youngsters a giveaway item was offered for seven consecutive weeks through a daily announcement made Monday through Friday. During the test period 749 requests for the giveaway were received. Dolly Hamby of WIS-TV reported, "We feel that viewer reaction was excellent proof of the show's popularity."*

WIS-TV, Columbia, S. C. PROGRAM: Adventures of Kit Carson

FOOD/Beef

SPONSOR: Thorofare Stores AGENCY: Ketchum, MacLeod & Grove

CAPSULE CASE HISTORY: *Nearly 300,000 pounds of beef (12 carloads) were sold in less than three hours after a one-shot tv presentation on a late evening program the night before. The commercial was featured in 16 minutes of ads interspersing a 90-minute motion picture play beginning on a Friday night at 11:15 p.m. Advance newspaper advertising provided viewer build-up for the commercials, which had an educational slant. A poll of 58 stores gave the 300,000-pound story.*

KDKA-TV, Pittsburgh, Pa. PROGRAM: Participations

FOOD/Meat

SPONSOR: John Morrell & Co. AGENCY: Direct

CAPSULE CASE HISTORY: *From 1 January through 20 January, 1956, 16,804 pieces of mail were received by Roger Russell, m.c. of The Morrell Treasure Chest (6:45-7:00 p.m. Wednesdays and Fridays). Only inducement for the mail was that people write in suggesting what key Rog take from a board to open the treasure chest, which contained Morrell Meat products. A total of 77 counties were heard from—44 in South Dakota; 20 in Minnesota; 12 in Iowa and one in North Dakota.*

KELO-TV, Sioux Falls, S.D. PROGRAM: Morrell Treasure
KDLO-TV, Satellite in Florence, S.D. Chest

The story's
the same
everywhere...



IN MINNEAPOLIS... ST. PAUL

25.3

ON KMGM-TV

LEO'S ON TOP FROM COAST TO COAST!

The sensational MGM-TV success story has made trade headlines and station history from L.A. to N.Y. No matter where you put the M-G-M features, they skyrocket ratings right up to the skies.

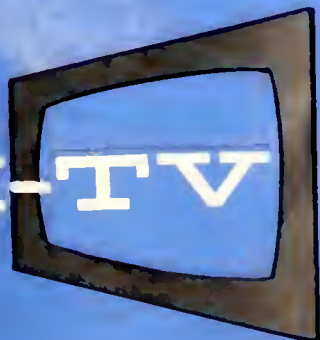
In Minneapolis-St. Paul all the odds were against the M-G-M features coming up with a top rating. They were programmed on an independent channel—against top network competition—and in a time-slot with a previous rating history of only 2.4 (Nov. ARB).

Nevertheless, on December 8th, when KMGM-TV kicked off with Clark Gable and Lana Turner in "Honky-Tonk", the average Trendex was 25.3 — topping the second station by more than ten points! Average share: 48.8%.

If you are statistic-minded, this is about equal to all three of the competing stations combined. And if you're billing-conscious, it means that now is the time to make inquiry about the availability of the M-G-M library in your area.

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED



Write, wire or phone
Charles C. Barry, Vice-President, 1540 Broadway, New York

TV RESULTS

FURNITURE/Children's Chairs

SPONSOR: Western Supply Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *A stock of children's chairs that had been bought by the sponsor on a trip to Mexico in 1954 had been gathering dust for 16 months and had only been depleted by 10. Last December he purchased a single two minute live announcement at 6:05 p.m. on a Tuesday evening. In less than 24 hours over 100 of the chairs had been sold for \$1.95 each. The sponsor now has half sponsorship of Annie Oakley each week and is so enthused that he has written for additional television availabilities.*

WKBT-TV, La Crosse, Wisconsin PROGRAM: *Xmas Shopping Guide*

FURNITURE/Saturday Sales

SPONSOR: Nelson Bros. Furniture AGENCY: Gordon Best

CAPSULE CASE HISTORY: *Earlier this year, Nelson Bros. started sponsoring Pee Wee King, aired from 10:00-10:30 p.m. and 10:45-11:15 p.m., Fridays. A letter to the station from the agency stated that "from the very first show . . . Saturday sales at Nelson Bros. . . . have been going up 50%." On one Saturday, during a slow season, sales were four times above the normal level. Particularly noteworthy was the fact that business came from many rural areas—areas where business is sought by the firm.*

WISN-TV, Milwaukee, Wis. PROGRAM: *Pee Wee King*

FURNITURE/Cedar Chests

SPONSOR: A & N Furniture AGENCY: Holland Advertising

CAPSULE CASE HISTORY: *The advertiser is running a 39-week campaign using one-minute announcements in feature movies three times a night, five nights a week. Recently, A & N devoted nine announcements over a five day period to cedar chests. Sales of this item grossed \$12,360. In addition, six 10-second mentions at the tag-end of these spots, resulted in sale of 144 mirrors at \$9.95 each. The sponsor, satisfied with results, continues with this campaign at a cost of \$75 per announcement.*

WKRC-TV, Cincinnati, Ohio PROGRAM: *Announcements*

FURNITURE/Bedding

SPONSOR: Sanitary Mattress Factory AGENCY: Direct

CAPSULE CASE HISTORY: *Around-the-clock programming in Spanish is not very common on tv, but it is successful for advertisers in the San Antonio market. The Sanitary Mattress Factory, using only three announcements a week on KCOR-TV, reports a 30% gain in business. Commenting on the results achieved through tv, the sponsor wrote: "There is no doubt that KCOR-TV reaches the homes where our business comes from." The price of the announcements is \$23 apiece.*

KCOR-TV, San Antonio PROGRAM: *Announcements*

FURNITURE/Sofa Beds

SPONSOR: G & E Furniture Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *Every fourth Monday evening at 7:00 G & E sponsors a feature film under the title G & E Tv Theatre. An example of the program's success was illustrated by the recent sale of a sofa bed unit including lamps, table and rug for \$199. Within a week after the telecast 16 of the units were sold. Jim Sorenson, sales manager for the firm added, "The results go further than the figures quoted, for we know that the effect of our advertising message is felt weeks and even months after the original telecast date."*

WICS-TV, Springfield, Ill. PROGRAM: *G & E Tv Theatre*

FURNITURE/Mattresses

SPONSOR: Serta Mfg. Co.

AGENCY: Bozel & Jacobs

CAPSULE CASE HISTORY: *The Serta Manufacturing Company ran Hobbies for Fun on the station four consecutive Mondays recently, at 7:30 p.m. Newspaper and direct mail promotions were used to highlight the show. After the four programs were aired, the area distributor of Serta Mattresses indicated that sales had been doubled over those of the previous three months. Bozel & Jacobs, an Omaha, Neb., agency, had arranged the \$100 campaign for Serta on this West Virginia tv outlet.*

WJPB-TV, Fairmont, W. Va. PROGRAM: *Hobbies for Fun*

HOUSEHOLD/Hardware

SPONSOR: Dunham-Hanson Co.

AGENCY: Direct

CAPSULE CASE HISTORY: *The Dunham-Hanson Company, distributors of paints, locks and other hardware goods, first used tv in the fall of 1954, budgeting 25% of its ad allotment to an announcement campaign. Previously it had used radio and newspapers exclusively. From 1954 to 1955, sales of Kyanize Paints increased 20%, although national paint sales went up only 6.6%. Now, 60% of its annual \$6,000 budget is appropriated to tv. Company attributes success to live demonstrations.*

W-TWO, Bangor, Maine PROGRAM: *Announcements*

HOUSEHOLD/Paint

SPONSOR: Wollner's Paint & Hardware AGENCY: Direct

CAPSULE CASE HISTORY: *Wollner's paint and wall-paper store in Zanesville, O., chose television as the best means available for the introduction of a new paint product. Announcements were purchased over a three day period running from Wednesday to Friday. The mid-week schedule was chosen in order to tell viewers to stock up for week-end painting. The participations purchased on the Denny Taylor Show cost Wollner's just \$60 and was the only advertising used. According to Wollner's, 201 sales totaling \$924 resulted.*

WHIZ-TV, Zanesville, Ohio PROGRAM: *Announcements*

HOUSEHOLD/Screen Doors

SPONSOR: The Yancey Co.

AGENCY: Direct

CAPSULE CASE HISTORY: After a single demonstration on the Hank Thornley and the News show, 22 inquiries were received about a brand-new product: a deluxe model, all-aluminum screen door for \$59.50. Of the 22 inquiries, eight were converted into sales of the model shown, despite the fact that less-expensive models were displayed at the point of purchase. This was a total of \$476 in sales for an advertising outlay of only \$75 for the five-minute news show.

KBET-TV, Sacramento

PROGRAM: Hank Thornley and the News

HOUSEHOLD/Shower Stalls

SPONSOR: Erie Builders Supply

AGENCY: Direct

CAPSULE CASE HISTORY: On Erie Builder's first venture into tv, a single 20-second live announcement was used to advertise a shower stall at \$59.95. Commercial immediately followed \$64,000 Question, and emphasized fact that stall usually retailed for \$79.50. Not only did Erie Builders sell out its stock; but it took orders for an additional dozen-and-a-half shower stalls. Total sales were \$3,896.75. Cost of the 10 July 1956 announcement on WSEE was \$45.00.

WSEE-TV, Erie, Pa.

PROGRAM: Announcement

HOUSEHOLD/Spray Gun Kit

SPONSOR: Labor Savers

AGENCY: Television Advertising Associates

CAPSULE CASE HISTORY: KGMB-TV was one of 200 stations regularly scheduling a 15 minute film twice weekly. Within the first five and a half weeks, 644 spray gun kits were ordered through the program at \$19.95 each. In pointing out that a great volume of sales is rare for that particular item, the agency said KGMB-TV's record was "tops." The cost of the first ten telecasts to the advertiser was \$810 or \$81 per telecast.

KGMB-TV, Honolulu, Hawaii

PROGRAM: Films

HOUSEHOLD/Storm Windows

SPONSOR: Concord Window Co.

AGENCY: Direct

CAPSULE CASE HISTORY: Concord Window Co. wanted to develop leads for its salesmen in the central New England and greater Boston area. It placed 12 run-of-schedule announcements per week on the station. Continuance of the drive was contingent upon the cost per lead not exceeding \$10. Not only did the sponsor get leads from six New England states, but the cost per lead was slightly over \$3.00. Concord Window has since stepped up its schedule to 17 announcements weekly.

WMUR-TV, Manchester, N. H.

PROGRAM: Announcements

REAL ESTATE/Homes

SPONSOR: F & S, Inc.

CAPSULE CASE HISTORY: To attract prospective customers on week ends when they have the time to consider house purchasing in a leisurely way F & S tied its advertising campaign to the interest generated in the Denver area by the Colorado University football games. A quarter hour show featuring film clips of CU players was sponsored by F & S in an effort to sell homes priced at from \$13,000 to \$35,000. 500 to 750 people were attracted each week-end with four sales in first month. Weekly cost was \$115 plus station costs.

KLZ-TV, Denver

PROGRAM: CU After the Game

REAL ESTATE/Acreage Tracts

SPONSOR: Biltmore Acres

AGENCY: Direct

CAPSULE CASE HISTORY: Early this year, Biltmore Acres began a three-month drive to sell home sites. Using one-minute announcements per a 13-week contract the advertiser sold 230 "acreage tracts" three months in advance of the time deadline it had set as its goal. All commercials were telecast live within the John Daly program. Total cost to Biltmore Acres for the 13-week period on WTTV-TV, which was the only advertising medium used, amounted to \$1,000. Sponsor indicated satisfaction.

KCEN-TV, Temple, Tex.

PROGRAM: Antoinette

SPECIALTY/View Masters

SPONSOR: E. W. Edwards & Son, camera dept.

AGENCY: Direct

CAPSULE CASE HISTORY: A three-dimensional view of a \$150 ad investment was \$2,000 in sales when seen through three 60-second announcements on Toys of Jubilee. The Saturday morning show integrated the dealer's message into the script and provided his camera department with weekly sales returns of \$200 on a \$30-per-week advertising budget. Ellis Page, who leases the camera department is more than pleased with results.

WHEN-TV, Syracuse, N. Y.

PROGRAM: Announcements

SPECIALTY/Watches

SPONSOR: The Time Shop

AGENCY: Direct

CAPSULE CASE HISTORY: The Time Shop, principal jewelry store in Chico, was among the first of the local businesses to advertise on tv. Previous advertising consisted mainly of radio and some newspaper space. For 112 consecutive weeks the store sponsored a 15 minute dramatic show. In its first year the shop doubled its gross sales, with 98% of the ad budget going to the \$105-a-week show. The television commercials increased Wyler watch sales over 500% and sales of Flexlet Watch Bands over 450%.

KHSI-TV, Chico, Cal.

PROGRAM: Public Prosecutor

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SPONSOR ASKS

What are the biggest untapped sources of tv money
which will be developed by the networks in 1957 ?

Edward F. Lethen, Jr., *manager of network sales development, CBS TV*

During 1957, network television will continue to grow. It is my belief that increases in billing this year will be as great as they were in 1956. Experience in radio, magazines and newspaper fields as well as in television, show that media which have rapidly growing circulations attract advertis-



"a bigger job to do"

ers. As they attract advertisers, the amount of billing grows through use by new advertisers and increased use by old ones.

Television audiences are still growing rapidly. The average network evening program reached over a million more homes per broadcast in the first part of 1956 than in the same period of 1955, with an increase of 17 per cent. Week-day daytime programs showed an increase of 21 per cent and week-end daytime programs increased 23 per cent.

Where is this increased money coming from? From two sources, I think. The first source is the current network television advertisers who are enjoying increased sales and higher profits partly because of the use of this medium. Next year they'll spend more on network television because they have a bigger job to do.

The second source of possible contributors to next year's increase in network television billings are those advertisers who normally spend a very small percentage of sales on advertising. Many of these have discovered

that by buying network television, they can make a profitable investment.

A recent analysis of the top 100 corporations shows that 15 spent less than one-tenth of one per cent of their sales on advertising. These companies with relatively low advertising budgets constitute a tremendous untapped source of network television funds, and I'm of the opinion that many of them will start using it during 1957. Many of these advertisers who have a very low ratio of sales have very high ratios of sales-cost to manufacturing-cost. More and more manufacturers are discovering that large amounts of money spent in advertising reduce the total cost to the consumer by approximately one-half. The saving is much greater than the money national advertisers spend to push the products to the consumer. This distribution lesson is being learned by many other industries, and is sure to result in the increased use of network television advertising during 1957.

Robert McFayden, *manager, sales and merchandising plans, NBC TV*

We believe very strongly that industrial advertisers—most of whom have not been aggressive advertisers or broadcast users—will be turning more and more to tv. As such companies expand and diversify in the economy, their traditional communications forms (trade papers and business magazines) are no longer adequate. Tv can perform superbly the needed "humanizing" job, can build a corporate face, can reach such important interest groups as investors, the labor market, opinion leaders, government, plant communities and others. In today's economy and society, it's not enough for major industrial firms to confine "sell" to purchasing agents; they've got to look beyond and invest in their

future with advertising dollars as well as with new plants and equipment.

Television is doing such a job for U. S. Steel, General Electric, Johns-Manville and others. New industrial firms are sure to follow as the medium becomes more flexible in sales patterns and widens its selection of programming. In the 1956 season alone, some significant newcomers have swelled the ranks of industrial converts—Union Carbide, American Can,



"build a corporate face"

Kaiser Aluminum, Minneapolis-Honeywell, Sperry Rand and Hyatt. More will follow.

Elsewhere there are clear indications of new business from the fields of soft goods and insurance. Tv is learning how to give the apparel and textile advertiser the local store tie-ins and merchandising so necessary to the success of national advertising. Tailored programming, promotion thinking and color are sure to accelerate the flow of such fresh money to tv.

In 1956 NBC TV signed up John Hancock, Insurance Company of North America and Allstate, Prudential, Mutual of Omaha and State Farm; network television is building a strong nucleus of support from this field.

Donald Coyle, *director of tv sales development and research, ABC TV*

Three targets are certain to be given special attention:

Target 1. We, like our competitors,

realize the importance of increasing the advertising base. In all, considerably less than 20% of all companies which could use the medium effectively, used network tv in 1956. The remaining 80% is an important *target area* which must be approached.

We already note that participation programs are opening tv vistas to more smaller advertisers. Networks have increased their flexibility in order to accommodate advertisers heretofore unable to purchase network tv.

Institutional advertisers have also been flocking to video. At the opposite pole of advertising approaches,



"three central targets"

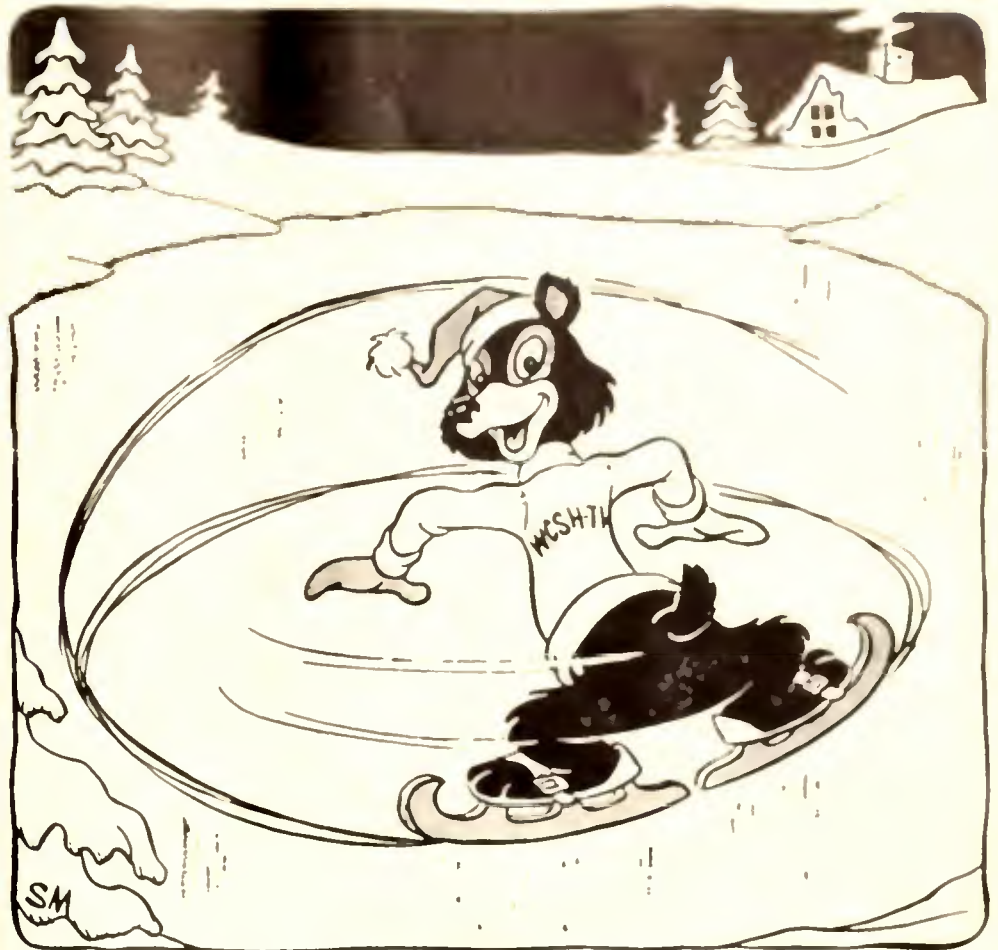
the retailer will also increase his use of the medium. New marketing and distribution problems demand electronic selling for the outlet no less than the product.

Another obvious pool to be tapped in this target area is the new products American industry is devising. The many new "miracle" and "convenience" products—needing mass exposure with tremendous impact, in a hurry—will turn to tv, which has proven its phenomenal effectiveness in putting across a new item.

Target 2. Current advertisers will provide new money, too, just as the best car prospects are car-owners. Thus we expect automotive advertisers, seeing the effectiveness of tv, to increase their investment in television. So, look to current advertisers both in the automotive field and other industries to step up their use of the medium.

Target 3. New money will be brought into network television because of the emergence of ABC TV as a new major advertising force.

New money will flow to tv because (1) network revenue has been ploughed back into improvements making it an ever-more-powerful sales force; and (2) advertisers have become better educated to using tv for maximum effectiveness. The results: 1957 will be television's biggest year—until 1958.



CUTTING A FINE FIGURE . . .

In Portland, Maine Pulse area study Nov. 11-17 WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956

		WCSH-TV	Sta. "B"	
Monday thru Friday	7:00-12 Noon	June	67.5	32.5
		Nov.	85	15
	12 Noon-6:00	June	85.5	34.5
		Nov.	110	10
Sunday thru Saturday	6:00-11:00 p.m.	June	64	76
		Nov.	105	34 (1 tie)
	Saturday			
10:45-6:00	June	18	1	
9:30-6:00	Nov.	27	6 (1 tie)	
Sunday	11:30-6:00	June	24	0
	12:00-6:00	Nov.	16	8

WCSH-TV

PORTLAND, MAINE



Affiliate

WEED TELEVISION
Representatives



LOWEST COST PER THOUSAND IN COLUMBUS

**lowest
cost-per-thousand**

in Columbus

WVKO

cost per thousand is
49% lower than its
closest rival.

WVKO

delivers 5.3 average
between 8 and 6. No
ratings below 4.0.
Pulse: June-July '56

WVKO

covers what counts!
800,000 people in half
millivolt contour.
550,000 of them are
in Franklin County . . .
the home county.

WVKO

Columbus, Ohio
*the station with
a personality.*

*Use the slide-rule
and call Forjoe*

Mr. Sponsor

Waverly P. Hays: a fisherman's luck

Close to three and a half decades ago, Waverly Hays set out to be a farmer. Today he's manager of advertising and promotion for the Ralston Division of Ralston-Purina in St. Louis with the responsibility of allocating and supervising a \$7 million ad and promotion budget. He's stayed close to the consumer in his advertising thinking throughout his 32 years with the company.

Hays' philosophy of advertising boils down to the following: "All advertising, whether air or print, must show some tangible consumer benefits. Our copy approach is always 'reason why'."

Prior to 1 December 1956, Hays applied this thinking to the selling and advertising of the firm's feed products. Today he directs the advertising for the grocery products' agency: Guild, Bascom &



"No premiums in our package—just good products"

Bonfigli, San Francisco). These products include Ry-Krisp, Rice Chex, Wheat Chex, Instant Ralston, Regular Ralston. Tv spearhead of activities for the grocery line is *Bold Journey*, ABC TV, Mondays 7:30-8:00 p.m. in 67 markets.

Both the choice of programing and the appeal of the light, soft-sell commercials are in line with an entire new marketing approach in selling Ralston-Purina cereals: The company's after long-neglected adult consumers who've been decreasing their consumption of cereals since diet-consciousness began in the Twenties.

"In advertising our grocery products," says Hays, "we deal with such benefits as taste and pleasure of eating. I think that's why we have more than a plus factor in our marketing strategy of breakfast cereals—no premiums in our package but just chock full of good products."

The GB&B-crested commercials keep up a light mood with their spoof of premiums plus catchy praise of the product flavor.

When Hays is away from the sales charts and advertising meetings, he likes to take off on lake fishing expeditions in Minnesota. Before his two sons grew up, he used to take them along with him.

"Fishing's like advertising," he says. "No one can predict with assurance that any tv program or radio schedule will be a hit. You can't tell what size fish you'll catch with your bait either."



AVAILABLE
a tremendous audience



NOW ON POWERFUL
50,000 WATT
WBAL

YOU CAN BUY:

"FAN IN THE STANDS"
(15 min. preceding "Warm-Up")

MINUTE
(bet. "Fan in the Stands" and "Warm-Up")

"WARM-UP" (ten minutes)

MINUTE (bet. "Warm-Up" and "Game")

CO-SPONSORSHIP OF GAME **50.00**

MINUTE (bet. Game and "Tenth Inning")

"TENTH INNING"

ORIOLES "NEST"

HOT STOVE CORNER

PAUL RICHARDS SPEAKS

Baseball will be bigger than ever this year! Every single Oriole Game will be broadcast on Maryland's BIG STATION—50,000 watt WBAL. Coverage will be far and wide all over Maryland and surrounding states, too. One-half of each game is being sponsored by Gunther Beer. You can get your product into each game —if you act at once! Call WBAL or any Christal office soon!

WBAL 

1090 ON YOUR DIAL • 50,000 WATTS
Nationally represented by HENRY I. CHRISTAL CO.

NEW AND RENEW

NEW ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Carter Products, NY	Kastor, Farrell, Chesley & Clifford	MBS	Gabriel Heatter; M-F 7:40-7:45 pm; 31 Dec
Ex-Lax, NY	Warwick & Legler, NY	NBC 190	Five Star Matinee; Tu & Th 3-3:30 pm; announcements; 31 Dec; 52 wks
Ex-Lax, NY	Warwick & Legler, NY	NBC 190	Monitor; 8 announcements per weekend; 31 Dec; 52 wks
Ex-Lax, NY	Warwick & Legler, NY	NBC 190	Pepper Young's Family; M-W-F 3:45-4 pm; announcements; 31 Dec; 52 wks
Ex-Lax, NY	Warwick & Legler, NY	NBC 190	Woman in My House; M-W-F 4-4:15 pm; announcements; 31 Dec; 52 wks
Lambert Pharmacal Division, NY	Lambert & Fealsey, NY	NBC 190	Bandstand; M-F 10:05-11 am & 11:05-12 n; 10 partics; 7 Jan; 13 wks
Lambert Pharmacal Division, NY	Lambert & Fealsey, NY	NBC 190	Woman in My House; M-F 4-4:15 pm; 5 partics; 7 Jan; 13 wks
National Labor Management Foundation, Chi	Bertram J. Hauser, NY	MBS	Partners in Progress; Su 5:45-6 pm; 6 Jan
Olin-Mathieson, NY	Van Sant, Dugdale, Balt	NBC 190	Monitor; 10 weather segs per weekend; 21 Sept, 1957; 6 wks
Pharma-Craft, Batavia, Ill	JWT, Chi	NBC	News of the World; M-F 7:30-7:45 pm; partics; 31 Dec; 52 wks
Sterling Drug, NY	Carl S. Brown, NY	MBS	Parallels in the News; M-F 11:10-11:15 am; 1 Jan

BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Hugh D. Allen, Jr.	Lang-Worth Feature Programs, NY, dir west coast operations	Same, nat sls mgr
Bruce Bryant	CBS Tv Spot Sales, NY, acct exec	Same, eastern sls mgr
Bob Chrystie	WPAL, Charleston, SC, sls mgr	Same, gen mgr
Fred Drewry	KBMB-TV, Bismarck, ND, commercial mgr	KXJB-TV, Valley City, ND, regional sls service mgr
Frank E. Fitzsimonds	KFYR radio & tv, Bismarck, ND, vp	KBMB-TV, Bismarck, ND, mgr
Robert Forward		KMPC, LA, dir programing
George A. Heinemann	WRCA-TV, NY, program mgr	NBC, NY, dir program planning & devel, NBC owned stns
Charles Johnson	KSFO, SF, acct exec	KVSM, San Mateo, sls mgr
J. Wallace Kelly	U. S. General Accounting Office, supervisory auditor	Westinghouse Broadcasting Co, NY, staff asst to auditor
Richard M. Klaus	WERE, Cleve, gen mgr	Same, also vp
Joe Kronovich	WCCO-TV, Minneapolis, sls staff	WTCN (radio), Minneapolis, local acct exec
C. O. Langlois, Sr.		Lang-Worth Feature Programs, NY, bd chairman
John D. Langlois	Lang-Worth Feature Programs, NY, sec-treasurer	Same, pres
Ed Lieberthal	Dumont net, NY, program operations mgr	Barry & Enright Productions, NY, program operations mgr
Ted Lord	Outdoor Advertising, asst to pres	Daniel Starch, Mamaroneck, NY, acct exec
Robert W. Miller	KOOL-TV, Phoenix, asst sls mgr	Same, sls mgr
Richard K. Millison	Portland Oregonian, Portland, Ore, promotion & research dir	KRTV, Hillsboro, Ore, mgr
Ralph Radetsky	Ford Foundation, NY	KOA(tv), Denver, asst gen mgr & tv station mgr
Larry Shields	XETV, San Diego, sls mgr	KMOD, Modesto, Cal, local sls mgr
Rick Sklar	WINS, NY, copywriter	Same, promotion mgr
Charles S. Steinberg	Warner Bros, NY, home office publicity mgr	CBS Radio, NY, dir audience promotion
Judd Sturtevant	KMOD, Modesto, Cal, sls mgr	Same, nat sls mgr
Bert West	KNX, LA, gen mgr	KSFO, SF, asst gen mgr & sls mgr
Mary Ellen Wheeling	Mottle & Siteman, LA, media dir	M. B. Scott, LA, media dir

ADVERTISING AGENCY PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Thomas E. Armstrong		Campbell-Ewald, Detroit, r-tv copy group super
William Haughey	Ingalls-Miniter, Boston, vp & gen mgr	Ingalls-Miniter-Haughey, Boston, same also partner
Roy Van Hook	Harris D. McKinney, Phila, copy chief	Same, also member bd
Robert S. McTyre		Campbell-Ewald, Detroit, asst r-tv copy chief & group super
Leroy F. Porter	Gardner Advertising, St. Louis, acct exec	Same, acct exec, Pet-Ritz Foods Div, Pet Milk Co
Walter E. Rahel	Harris D. McKinney, Phila, client service div	Same, also member bd
Jay Richards		Same, also vp
Lester A. Swenson	K&E, NY, acct exec	Kennedy, Walker & Wooten, Beverly Hills, acct exc
W. Robert Woodburn	Campbell-Ewald, Detroit, creative writer, r-tv dept	Same, writer-producer, r-tv dept
Robert W. Young, Jr.	K&E, NY, acct super	Same, also vp

SPONSOR PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
B. A. Bouchard	Mars, Inc, gen sls mgr	Same, vp, dir of sls
Leslie C. Bruce, Jr.	Purex Corp, brand advtng mgr	Same, dir advtng—Manhattan Soap Co div
Henry Dorff	Hartmann Luggage, chg of advtng	Lewyt Corp, advtng mgr
James D. Grant	Landers Frary & Clark, sls promotion mgr	Ronson Corp, shaver product mgr
H. A. Lehrter	Mars, Inc, dir mktng research	Same, gen advtng mgr
Robert J. Ritchey	US Steel Corp, mkt devel mgr	Same, mgr advtng & sls prom—steel homes div
John Veckley	US Steel Corp, asst advtng dir	Same, dir advtng div
Francis R. Wilcox	Sunkist Growers, asst mgr	Same, gen mgr

National and regional spot buys
in work now or recently completed

SPOT BUYS

TV BUYS

Ford Motor Co., Dearborn, Mich., is considering J. Walter Thompson agency recommendation for spot tv on behalf of its trucks. Decision is expected this week. Recommendation is understood to cover some 200 national markets, with time for one minute per week per market in prime time paid for from co-op advertising fund (to which both parent company and dealers contribute). Recommendation was made on basis of 7 to 9 p.m. period and 52-week schedule. Co-op money is administered by JWT in New York. Chief buyer there is Ruth Jones.

RADIO BUYS

Lever Bros., New York, for its Breeze, will complement its partial sponsorship of a CBS Radio network daytime lineup with spot announcements in more than 50 markets starting 14 January. In-and-out pattern includes an average of 15 daytime minutes weekly for a total of 16 weeks, divided so air schedules are on for four weeks, then off for four. Objective: to reach women during peak daytime tune-in periods in the Monday through Friday span, with a heavying up toward the end of the week. Market list supplements the 125-station network. Buying is incomplete. Agency: BBDO, New York. Buyers: Douglas Yates and Carrie Senatore.

Hudson Pulp & Paper Corp., New York, is considering buying a radio campaign in markets East of the Mississippi on behalf of its toilet tissue. It's been heavy in spot tv heretofore. Agency: Norman, Craig & Kummel. Buyer: Jeanne Sullivan.

National Carbon Co., division of Union Carbide and Carbon, New York, moves into more than 200 markets 21 January with a tentative duration of 15 weeks planned. The pattern: mostly minutes during early morning breakfast period and at peak driving time during traffic hours. Campaign is national in scope, covering the South as well as Northern markets for Eveready batteries. Announcements will be transcribed and the frequency range will be from five to 10 weekly per station. Client is changing its earlier station lineup in some cases and is adding new markets. Agency: William Esty, New York. Buyer: Tom McCabe.

TV & RADIO BUYS

New England Confectionery Co. (Necco), Cambridge, Mass., for its Skybar candy bar, moves into its home territory, the New England states, with a combination spot drive in mid-January. Details have not been finalized, but it's expected that transcribed minutes will be used in radio, filmed minutes and 20's in tv, with some 10 markets and two or three stations per market. Buying is not complete. Agency: C. J. LaRoche, New York. Buyer: Doris Gould.

NIELSEN SURVEY

shows you why . . .

KANV is **THE** Station
to reach the rich
NEGRO Market in
The Shreveport Area

Check these facts:

1. Over 36%* of the area population is negro.
2. There are 119,910** radio homes in the KANV Area.
3. 43,167 Negro Radio Homes in the KANV Area (36%).
4. KANV is the **ONLY ALL NEGRO PROGRAM** Station here.
5. KANV's **MONTHLY COVERAGE** is 16,940** homes reached
. . . or **39.2%** of all the negro radio homes.
6. Negroes here have *higher than average* incomes.
7. KANV Rates are low.

* Latest U. S. Census

** Nielsen U. S. No. 2, 1956

IT ADDS UP TO THIS:

If you want hard-sell, low-cost, saturated coverage of this rich negro market. . . . KANV is **YOUR** station.

Proof of this statement is the fact that KANV Sponsors not only renew but increase their contracts!

Call the KANV Rep in your area—NOW!

KANV
1050 kc - 250 Watts - DAYTIME
the **ONLY ALL NEGRO PROGRAM** Station in
SHREVEPORT, LOUISIANA

News and Idea **WRAP-UP**

ADVERTISERS

A test to determine the effectiveness of combined newspaper-air media advertising as against radio-tv advertising alone is being conducted by Manischewitz Wine. The wine company's agency, Emil Mogul Co., is conducting the study in Syracuse, Toledo, Allentown and Norfolk. The plan calls for weekly newspaper ads of 450 to 1,500 lines to supplement current tv-radio schedules in the four cities.

When the test ends in May, results will be measured against sales in four comparable markets using only radio-tv advertising. Manischewitz started exclusive use of air media for its basic national campaign last October.

Lever Bros. is starting off the new year with some new products and some new air media plans. New products include Gay-La, a translucent face soap, being test marketed in up-state New York as well as other markets; Liquid Spry for which Lever is asking about daytime tv availabilities in four Midwest markets; Stripe, the new toothpaste for children, which has already been reported testing in San Diego. New air media plans: Lever is considering using tv spot in the Midwest for the first time.

Heinz 57 Varieties will use 1957 as a special promotional year. The coincidence of numbers is a natural. Promotion started with 400 institutional spots on 88 tv stations on New Year's Day.

AGENCIES

Emil Mogul Co. is proof that a small agency with a lot of push can fight its way up. Year-end report from Mogul shows billings at almost \$10 million for 1956. Billings target for 1960 is double the present figure. Mogul also announced election of three vice presi-

dents. They are: Jules Lennard, director of marketing and merchandising; Joel L. Martin, director of media and research, and Leslie L. Dunier, director of radio-tv.

Arthur Grossman Advertising, Chicago, has consolidated with Donahue & Coe under the name of the latter agency. Combined billings should run about \$32 million. . . . **Sink & Sons Advertising** agency has just opened in Charlotte, N. C.

New agency appointments: Ruthrauff & Ryan has been appointed to handle the Flav-R-Straws account. . . . Paris & Peart has been appointed to handle advertising for Re-Dan Packing Co., makers of Cadet Dog Food.

The League of Advertising Agencies has elected its 1957 officers. Lester Harrison of Lester Harrison, Inc. is the new president. Another new officer is Philip I. Ross. The following 1956 officers will continue to serve in '57; Julian Ross, executive secretary; Ben M. Reiss and Larry Schwartz, v.p.'s; Nat Roth, treasurer; Louis N. Field and Morton J. Simon, legal counsel; Lucius H. Coleman, fiscal advisor; and Bosh Stack, public relations counsel.

REPS

Peters, Griffin, Woodward, Inc., has been appointed to represent WROC-TV, Rochester, N. Y. The announcement was made at SPONSOR's presstime by David C. Moore. Transcontinent Television Corp., owners and operators of the station and William Fay, WROC-TV general manager. An NBC affiliate, it has served the Rochester market since 1949.

PGW has made immediate plans for detailed market and station studies to be added to its "PGW-Project Information" service; Rochester is one of the country's wealthiest communities,

composed of highly skilled and specialized industries as well as vast farm areas, the rep said.

John Blair & Co. has been appointed to represent KTSA, San Antonio, effective 1 April, it was announced by Gordon McLendon, president of the station. It was the second McLendon station within a week to name Blair its rep. Last week, KLIF, Dallas joined the Blair list. KTSA is a 5 kw outlet on 550 KC, non-directional, daytime. One of the oldest stations in Texas, it will celebrate its 35th birthday in May. The manager is C. W. "Bill" Weaver, formerly of WRIT, Milwaukee.

TV STATIONS

Tv applications: Between 17 and 22 December three stations received construction permits and one application for a new station was filed. Construction permittees include: Plaza Radio & Tv Co. for Channel 26, San Francisco, permit allows 275 kw visual; Heart of the Black Hills Stations for Channel 7, Rapid City, S. D., permit allows .534 kw visual; Midcontinent Broadcasting for Channel 6, Reliance, S. D., permit allows for 53.7 kw visual.

Application was made by Jet Broadcasting, Erie, Pa., for Channel 45, Youngstown, O., 196.36 kw visual, with tower 556 feet above average terrain, plant \$235,000, yearly operating cost \$388,800.

KPIX's handsome new merchandising magazine, "Pre-Sell," contains some original ideas. The San Francisco station's house organ liberally uses one panel pictures from story boards of current commercials, does not use mats, proofs of ads or product pictures. "Pre-Sell" goes out to about 7,000 advertisers, agencies, etc. It continually stresses tv as the prime pre-selling advertising media. Spot pro-

grants, spot announcements and network advertisements are highlighted in that order.

KTLA, Los Angeles, marks its 10th anniversary on 22 January. The oldest commercial station in the West recently moved to new quarters on Sunset Blvd. For its first nine years KTLA was piloted by the dynamic Klaus Landsberg, who died a few months back. Presently the station is in the hands of a young, aggressive management headed by Lew Arnold, general manager and Henry Flynn, assistant general manager. . . . **WBTV**, Charlotte, reports 687 color sets sold in their area as of 20 December.

KVAL-TV, Eugene, Ore., will be broadcasting network color as of 8 January. . . . **KGW-TV**, Portland, Ore., went on the air 17 December with the first 100,000-watt transmitter hooked to a low gain antenna for better coverage in shadow areas. Mail map indicates that reception is improved.

RADIO STATIONS

Just what is a station's public service obligation? **WPTR**, Albany, found itself faced with this question when it recently decided not to carry the ABC Radio network feed of the Saturday afternoon Metropolitan Opera broadcasts. The action stirred up a hornets' nest.

Newspaper columnists criticized the station for neglecting its public service obligation. Letters to **WPTR** protesting radio's "stifling of culture" followed.

Here's what the station did to counteract the charges:

- Issued a statement pointing out that opera lovers totaled about 5,000 in the area and at least the Met broadcasts would reach less than one half of 1% of the million homes in the Tri-Cities (Albany-Schenectady-Troy) area. The statement was printed by the columnists. The station also stated that if it departed from its regular pop music and news format, it would be doing both its listeners and itself a "distinct disservice."

- Followed up the statement with

action by setting up a committee to evaluate the merits of the **WPTR** station and the Hotel Statler's Tea Room lobby. The closed-circuit discussions were well publicized in the papers and discussions by local authors took on opera providing the reasons were pronounced.

The first Saturday closed-circuit broadcast was not well attended. **WPTR** feels that this can partially be explained by pre-holiday shopping. However, the newspaper columnists who



Showmanship with that KENTUCKY FLAIR!

Here you see Dave Garroway driving up to Kentucky's magnificent new \$10,000,000 State Fair and Exposition Center—where for two days in September he originated his *Today* show.

In a State that's known for showmanship, Kentuckians look to **WAVE-TV** for the best in television showmanship. Here's the proof:

PROGRAMMING Two 40% Service stars with **WAVE-TV** gets *and more professional*

COVERAGE **WAVE-TV** has only greater attention than the second Louisville station because of its low Channel 3, full power and greater tower height (910' above sea level). 2,657,000 people are served by **WAVE-TV** in 73 and Kentucky and Southern Indiana counties.

EXPERIENCE **WAVE-TV** was first on the air in Kentucky in 1948. Its experienced crews have the know-how to help your programs and your commercials sell.

Let NBC Spot Sales give you all the facts!

**Metropolitan ARB, March, 1954*

**ARB Louisville, Feb. 1955*

More People are
Looking **MORE**
at **WABT**
BIRMINGHAM
Alabama's *Best* in Television
ELAIR-TV

LOUISVILLE'S
WAVE-TV

CHANNEL 3

FIRST IN KENTUCKY

Affiliated with NBC

 **SPOT SALES**
Exclusive National Representatives

had criticized the program change were present and they did an about-face. With a now sympathetic press and continuation of the closed-circuit broadcasts, WPTR feels it is free to continue its popular music format which best serves the majority of the station's listeners.

KTYL, Mesa, Ariz., gave its listeners a unique Christmas present. All through Christmas Day the station programmed nothing but holiday music—no commercials and no news. The only announcements made were the required hourly station identification. . .

KITE, San Antonio, for the 10th consecutive New Year's Day offered its unusual and thoughtful holiday gift to listeners—no jangling or jarring music and a harp intro to the news (in place of the usual clanging cowbell).

WTAO, Boston, has turned thumbs down on singing station breaks, jingle program themes and news signatures. General manager Wallace Dunlap feels the singing group belting out call letters has been overdone and says he'll leave jingles to "our clients who can make effective use of them." . . . **Plane traffic from the U. S. to Austria is getting pretty heavy with station newsmen.** Latest to make the jaunt to cover the Hungarian story is Larry Berrill of KBIG, Catalina, Calif. . . .

WEEL, Boston, which was the first station to sell a bank on the advantages of radio advertising 30 years ago, just signed the Merchants National Bank of Boston for a 52-week

contract on CBS' *News With Allan Jackson*.

Here's an idea on how to while away a good working day — get one of WWJ's hand wind phonographs that operates at "coffee stirring speed." You'll have the whole office crowding around, too. Incidentally, the gadget is a promotion piece for the Detroit station's new "Hi-Fi quality" transmitter.

KOA, Denver, has just celebrated its 30th birthday . . . **KSVP**, Artesia, New Mexico, celebrated its tenth anniversary by a day-long interview with Joe E. Brown . . . **WPAT**, Paterson, N. J., has agreed to supply complete musical programs for Miami's new **WSKP**. Shows will follow WPAT style and feature music in the "Gaslight manner."

ASSOCIATIONS

Quality standards for film reproduction by individual stations will be one of the major topics at the NARTB tv film committee meeting in New York on 18 January. This should be good news for Lever Bros., its agencies and the Film Producers Assn., all of whom have been involved in setting up a set of film quality standards with Lever pressing particularly for use of 35mm by stations.

Harold P. See of **KRON-TV**, San Francisco, has been named chairman of the tv film committee. Other members include: Elizabeth Bain, **WGN-TV**, Chicago; Joseph L. Floyd, **KELO-TV**, Sioux Falls; Gordon Gray, **WOR-TV**, New York; Elaine Phillips,

WSPD-TV, Toledo; Kenneth I. Tredwell, **WBTV**, Charlotte; and Raymon Welpott, **WRGB**, Schenectady.

TvB's research committee met 3 January to set general research plans for '57. Projects outlined included: use of electronic "brains" to help process information faster, new markets to be studied and ways of better recording tv dollar investment by brands.

COMMERCIALS

Although advertisers are not rushing into color commercials, Harris-Tuchman Productions notes that interest in color techniques and inquiries about color are steadily increasing. The dam may be ready to break fairly soon, the firm feels.

Harris-Tuchman is the firm that does color commercials for the Ice Follies show plus 15-minute color films on the Follies for tv news and women's service shows. When one of the 15-minute films was played on a Schenectady station three years ago, General Electric executives saw it and asked for a copy. GE now uses the film as basic for tone values in color equipment tests.

Philip Morris' color spot schedule on **WRCA-TV**, New York, and **WNBQ**, Chicago, is set for 52 weeks. The contract for the 20-second announcement was set through N. W. Ayer. . . . **Promotion on a large scale from Soundac, Miami:** The film outfit is sending out Florida lemons the size of

... and now Nielsen shows KXJB-TV

NCS #2 SPRING '56

Call your WEED man or Bill Hurley, Regional Sales Manager, 754 Baker Bldg., Minneapolis, Feder

a grapefruit—four inches in diameter and six inches long.

NETWORKS

"Impact Public Service" is a new plan for NBC-owned radio and tv stations by which the network hopes to increase its public service activities for '57 by 15%. The program calls for stations to periodically put their full efforts behind a single public service endeavor. In announcing the plan, Thomas B. McFadden, v.p. of NBC-owned stations and Spot Sales, said the all-out endeavor would use vertical saturation techniques similar to those employed by seasonal advertisers. "Impact Public Service" was devised by Don Bishop, director of Publicity and Community Services for the NBC-owned stations. Bishop will coordinate the program.

Specials and spectaculars are still very much alive and kicking. Youngstown Kitchens will use an hour-long show on ABC TV on 28 April to introduce its new product line. The show, *America Salutes Kate Smith*, will pre-empt the first hour of *Omnibus* and will be seen from 9:00 to 10:00 Sunday night. Over at CBS TV, Brick and Liggett & Myers will co-sponsor a 90-minute spectacular starring Judy Garland at the end of February or the beginning of March. The show will be seen Monday night from 9:30 to 11:00 and will pre-empt *December Bride* and *Studio One*.

This past week NBC Radio added

another \$1 million net in advertising contracts. Advertisers include Motorola, Liggett & Myers, Nash Norwich Pharmaceutical and Kiplinger Magazine. The latter will sponsor a new series to start 12 January on Saturday mornings from 8:15 to 8:30. . . . *Amateur Hour* will do two 90-minute shows this month from Miami. The ABC TV talent show will go into the longer version on 6 and 13 January.

NBC's new radio face will feature a two-hour block of dramas in the afternoon preceded by the new *Bill Goodwin Show* from 1:05 to 2:00 p.m. Two of the drama shows are still in the planning stage and presumably will be slotted in the 2:00 to 3:00 period which is now station time. . . . ABC TV's *Press Conference* show has moved to Sundays from 5:30 to 6:00 p.m. The program sponsored by Corn Products was formerly seen from 3:30 to 9:00.

Brown & Williamson had definitely bought the remaining half of NBC Radio's five-minute hourly newscasts. Bristol-Myers bought the other half weeks ago. Half of the package costs \$2.1 million per year, totals 2,210 five-minute shows.

NBC TV's *Today-Home-Tonight* shows have picked up 13 advertisers signing for participation schedules. This amounts to \$1.5 million gross revenue. . . . *Amazon Trader* is the first of the new film series to be produced by Warner Bros. under the recent AB-PT and Warner agreement. The show is slated to go on next fall.

FILM

Trailers in a competitive medium—motion picture theater use is a part of the promotion employed by Langendorf Bakeries to spark audience interest in its new IPA show, *Have a Look at the Last of the Mohicans*.

Langendorf, via Crompton, bought 14 west coast markets for the show to premiere in the U. S. on 14 January.

The trailers—20 seconds long—are being seen in two markets and movie theaters affiliated with stations carrying the program.

The client's heavy promotion for the show includes previews in its own plants for employees, Indian head-dress and badges for drivers and salesmen, truck posters, shelf talkers, bread bands, end seals.

Ziv Tv sales v.p. M. J. Ryckin reports that Ziv co-sponsorship deals have risen from 535 three years ago to 865 today, an increase of 65%. About 1,180 non-competing advertisers were involved in the 1956 figure. Most sharing of costs is 50-50 with the major-minor ad exposure pattern adhered to, but in some cases a pair of clients will arrange things so that one or the other takes major sponsorship for a number of weeks because of necessary ad pressure.

Interstate Tv has opened to competitive bidding merchandising rights to the wardrobe and property items to be used in *Sabu*, the firm's new film series. . . . Screen Gems reports that the American Medical Assn. seal of

#1 Fargo Trade Area day and night!

4

all 15
of the top 15
NIGHTTIME SHOWS
on KXJB-TV
PULSE—July '55

KXJB-TV
CBS • CHANNEL 4 • 100KW
VALLEY CITY—FARGO

this is
not the
end!

Broadcasting Co.: KSJB-TV, Valley City-Fargo • KCJB-TV, Minot • KBWB-TV, Bismarck • KDIX-TV, Dickinson • KSJB Jamestown • KCJB Minot

approval for *Doctor Mike* is the first the AMA has given to a tv film series. Keith Andes will star.

William Tell Productions has signed Robert Q. Lewis as host for *The Hidden Treasure Show*, a one-hour musical now being filmed. Under the show's format, home viewers can win prizes of \$55,000. . . . **AAF's** pre-Warner Bros. library of features has been sold to a total of 264 stations.

Ziv reports a 25% gain in sponsorship of syndicated films by banks, finance companies and insurance firms.

CBS Film has sold *Whirlybirds* in 83 markets, including 39 to Continental Oil via B&B. . . . **Westinghouse Broadcasting's** Ray Bowley said in a speech 29 November more distributors should provide broadcasters with prints made to tv rather than theatre

specifications. . . . **TPA** landed Drewrys, Midwestern brewer, as sponsor of *Stage 7* in 11 markets. With Don Ameche signed as host, show will be titled *Don Ameche Presents The Drewrys Play of the Week*.

RESEARCH

Trendex reports that their new services will be based on telephone information. The new services include audience composition figures for specific programs and flow of audience measurements.

The flow of audience figures will be divided into three parts:

- (1) Percent of audience inherited from the previous program.
- (2) Percent of audience obtained from competing networks.
- (3) Percent of audience from "sets-off."

Trendex is increasing its half hour

sample from 800 to 1,000 homes with the inauguration of the new services.

Dr. Sydney Roslow, director of Pulse, has revived the telephone vs. non-telephone homes measurement argument:

Dr. Roslow stated that audience measurement methods based only on homes with telephones tend to underestimate the size of the audience. Dr. Roslow made the following points, based on special tabulations from the October 1956 Pulse report covering Metropolitan New York:

- From 7:00 a.m. to midnight, tv sets-in-use in telephone homes averaged 23.6 compared to 28.4 in homes without phones, a difference of 20%.

- During the daytime hours the difference is even more marked. From 8:00 a.m. to noon, viewing by homes not owning phones was 38% higher than the level among homes with telephones. From noon to 5:00 p.m. the difference rose to 51%.

- The non-phone families account for 19% of all families in the area and represent 24.4% of all viewing between 8:00 a.m. and noon and 26.2% from noon to 5:00 p.m.

The Bureau of Broadcast Measurement now has 130 radio stations in Canada (out of a possible 161), 26 tv stations (out of 28) and five tv stations in the United States signed up for the new BBM time period audience survey. This puts subscribers at 80% of private radio stations and 93% of private tv stations in Canada.

"SOUND-FACTOR"

*The Sparkle of
Impressionable Living
with*

RADIO WSRS

ON

GREATER CLEVELAND'S
NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY
TO RECOGNIZED ADVERTISING AGENCIES
BY WSRS, INC., CLEVELAND 18, OHIO



"Our KRIZ Phoenix special—they're guaranteed to do the work of transistors!"

WASHINGTON WEEK

5 JANUARY
Copyright 1957
SPONSOR PUBLICATIONS INC.

Look for reports bearing on tv to emerge from these committees as Congress gets rolling in the next few weeks:

1) **The House Judiciary anti-trust subcommittee**, headed by Rep. Celler (D., N.Y.). The report will deal with hearings it held on network practices, with particular emphasis on how these practices square with the monopoly and anti-trust laws. This report is likely to suggest many changes in these laws as they affect the broadcast industry.

2) **The Senate Commerce Committee**, chaired by Sen. Magnuson (D., Wash.). It will be a cover-the-waterfront type of report, including network practices, the trials and practices of uhf and fee-tv.

3) **House Small Business Committee**. Rep. Evins, who heads a subcommittee, will comment on how various regulatory agencies perform their functions, with special respects paid to the FCC—and FTC.

FCC proceedings may speed up in several important directions with the return of Congress.

The Commission will wish to ward off Congressional criticism about foot-dragging as much as possible.

Deintermixture proceedings involving 14 markets have reached the point where the Commission must dictate entry into a new phase.

The writing of arguments and counter-arguments is over and technically the FCC can either come to decisions in the various cases or can order full-fledged hearings.

As a practical matter, the Commission will have to order full hearings, at least in those markets where vhf stations are on the air or where vhf permits have been granted.

The FCC has been overruled by the courts in case after case where hearings have been bypassed for quick decisions, and the courts have directed such hearings.

While final decisions about deintermixture in the markets concerned will be held up by court-dictated redtape, look for quick designation of hearing dates so that the FCC will be in a position to tell Congress it is moving as fast as the courts will allow.

The question of conversion of all or major part of tv to the uhf bands is stuck on dead center and will not be unstuck by Congressional threats or anything else.

FCC chairman George McConaughy's "crash program"—something he started in April, 1956, with the hope of putting uhf on solid base—seems to have gone completely out of the window.

All segments of the industry have meanwhile combined in a **Television Allocations Study Organization** and they are proceeding as rapidly as possible. But results cannot be expected for some time.

The FCC has also meantime started work on new proposals to take off possible Congressional heat.

The Study Organization—TASO—has already budgeted \$50,000 for the administrative portion of its first year of operation, effective this week.

The expenses will be shared equally by all five organizations composing TASO.

Dr. George R. Town is the executive director.



TRIANGLE STATIONS

Delivering **TOP** Audiences

EXCLUSIVE

ONLY TRIANGLE STATIONS deliver ALL of the top film product available to television, reaching ONE out of every TEN TV homes in America . . . 15,000,000 people in Connecticut, Delaware, Maryland, Massachusetts, New Jersey, New York, Pennsylvania and West Virginia.

WFIL-TV . . . Basic ABC • WNBC-TV . . . Basic CBS + ABC, NBC
WFBG-TV . . . Basic CBS + ABC, NBC • WNHC-TV . . . Basic ABC + CBS
Blair-TV for WFIL-TV, WNBC-TV and WFBG-TV • Katz for WNHC-TV

WORLD'S BEST MOVIES

Warner Bros • MGM • 20th Century-Fox • RKO

TELEVISION'S HOTTEST BUY! \$3½ billion worth
of the BEST entertainment on TV *anywhere*... topping
all competition in market after market. Prime time
availabilities going fast! Phone or wire today!



TRIANGLE STATIONS

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

WNBF-TV

BINGHAMTON, NEW YORK

WFBG-TV

ALTOONA, PENNSYLVANIA

WNHC-TV

NEW HAVEN-HARTFORD, CONN.

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

SPONSOR HEARS

5 JANUARY
Copyright 1957
SPONSOR PUBLICATIONS INC.

Just because a big manufacturer prefers certain kinds of shows, **don't automatically think that his dealers' and distributors' tastes are the same. Often they aren't.**

A major agency has polled the distributors of a leading appliance account on the sort of fare they prefer to sponsor locally. Here is what they said:

- They want a show whose leading personality can be built into a **local celebrity.**
- They want something people will **talk about**—mainly **to them.**
- They want to be **"in on" the show** at auditions or screenings (apparently because the station management lionizes them at such doings).

Here's a sure sign of radio's resurgence: The time broker has come alive again.

He's the fellow who buys an hour across the board at a **bulk price and re-sells it with a merchandising gimmick** to an assorted flock of local advertisers.

One of the most active of the current crop operates out of an office in Brooklyn.

The deal is for either 13 or 26 weeks, depending on how many buyers he can round up and station competition.

Does the spoofing commercial actually sell anything besides humor?

Piel's Beer says it has proof positive that **it does.**

As underwriter of the famed Bert and Harry commercials, Piel's says its sales in New York State were up 21% last year—with the biggest December in history.

The over-all consumption of suds in the state, by contrast, fell 14%.

For all the grumbling that the communications business will send you to your grave before you're 50, **enough fathers inspired their sons to follow in their footsteps to make an impressive roster.** Here's a piece of it:

FATHER	ASSOCIATION	SON	ASSOCIATION
James P. Aubrey	Aubrey, F, M & H	James P., Jr.	ABC-TV programing
Harry M. Bitner	Consolidated R & T	Harry M., Jr.	WFBM-TV, Indianapolis
Ken Boice	CBS & WQXR	Hugh	WEMP, Milwaukee
Robert Colwell	JWT	Howard	BBDO
A. H. Hobler	Benton & Bowles	Edward	NL&B
A. H. Hobler	Benton & Bowles	Wells	Gardner
R. L. Hurst	BBDO, Chicago	G. E. (Buck)	CBS Radio
C. J. LaRoche	C. J. LaRoche	Chester R.	LaRoche
Will Lockridge	JWT	Ben	CBS Radio
C. Bruce McConnell	WISH-TV, Indianapolis	Robert B.	WISH-TV
John U. Reber	JWT	John H.	NBC Spot Sales
David Sarnoff	RCA-NBC	Robert W.	NBC president
" "	" "	Thomas W.	NBC Pacific Div.
Edward P. Shurick	KSTP, St. Paul	Edward P., Jr.	CBS-TV Station Relations
Frank Smith	Benton & Bowles	Frank, Jr.	CBS-TV Sales
George B. Storer	Storer Stations	George B., Jr.	Storer Stations
" " "	" "	Peter	" "
" " "	" "	James P.	" "
John Orr Young	Consultant	Raymond	SSCB

NBC RADIO

(Continued from page 25)

They argue that the 7.5% network revenue increase promised by NBC will be just a drop in the bucket by comparison with revenue lost. Furthermore, the 7.5% increase, say the reps, amounts to little as it is, since it's figured not on the network's gross income from the time sale attributed to a particular station, but 7.5% of the revenue to that station, which isn't much as it is.

This is NBC's position: "If you take a short-range view on this, an individual station may lose at first by not taking advantage of the other time sales we've made possible for it," says Culligan. "However, we're actually letting the stations sell locally participations in our network shows that we haven't sold on a network basis. Here's how our 'no-waste' policy works: Each station break in network time becomes 70 seconds adjacent to shows. Hence stations get an extra minute to sell locally. Secondly, we have given stations the right to sell participations locally, with recapture rights, of course."

Reps point to non-affiliates

Many reps are less than enthusiastic about this bonus. "We have many stations that aren't NBC affiliates," several pointed out. "What interest do we have in selling against ourselves, by pushing participations in NBC Radio shows, when we might have a non-NBC station in some of our important markets?"

• *Advertiser reaction:* Fear of inadequate clearances was a restraining factor which prevented some tobacco advertisers and a drug client from buying the package.

"If NBC can deliver, there's no question that the \$2.1 million price for 52-week sponsorship per advertiser makes this an attractive package," the account supervisor for a major tobacco account told SPONSOR.

The two sponsors who have bought the news package, Bristol-Myers and Brown & Williamson, have the following arrangement:

On one day Bristol-Myers will kick off as major advertiser on the 7:00

confidentially

WE SPEND A LOT OF TIME
WITH MILWAUKEE HOUSEWIVES

(AND THEY LOVE IT!)



The "girls" of Milwaukee (young ones, and not so young) have the happy habit of inviting us into their homes 'round the clock, day after day.


That's why more and more national advertisers are making themselves heard on WOKY, Milwaukee. And you know how it is... once you tell a woman, the secret's out. They talk it up all over the neighborhood, bless 'em, so your selling job on WOKY does double duty. Are you spreading the good word to this prime audience?

AND HERE'S WHY THE SPONSORS
LOVE US.

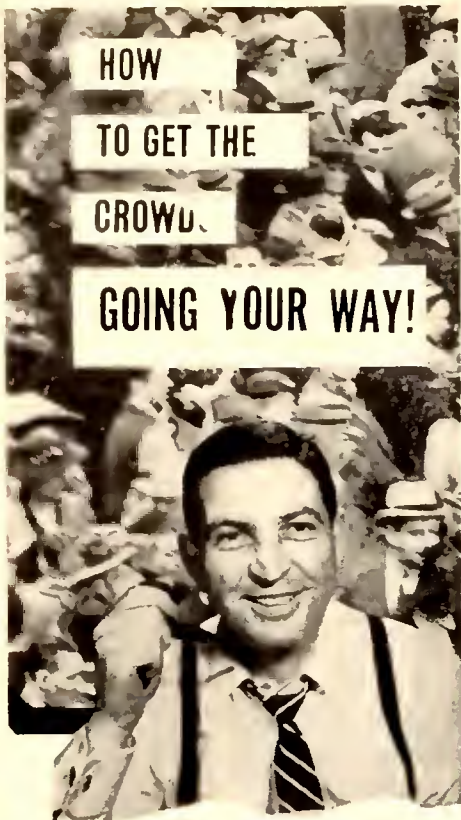
- First in listeners, day and night.
- Lowest cost-per-thousand in the market.
- Coverage of 54% of the population in wealthy Wisconsin.

FIRST in
woky
MILWAUKEE

1000 watts at 920 KC
24 hours of music, news
and sports

 A BARTELL GROUP STATION
National Representatives
The Katz Agency, Inc.

Other Bartell Group Stations
KCBO San Diego • KRUX Phoenix
WAKE Atlanta • WMTV Madison
WAPL Appleton
Represented by Adam Young, Inc.



Biggest Twin Cities traffic jams are in store aisles—downtown, uptown, wherever WLOL's Big 5 disc jockeys say "GO!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you, too, that WLOL delivered crowds reach first for WLOL sold brands.

It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle jammers your way.

WLOL

MINNEAPOLIS • ST. PAUL

1330 on the dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr., Joe Floyd, V. P.

Represented by AM Radio Sales

a.m. newscast, alternating with Brown & Williamson each hour. The next day the tobacco advertiser starts with the minute commercial at 7:00 a.m. And there'll be cross-plugs, of course.

Both sponsors state that they did not use spot radio money to go into this plan. Bristol-Myers, says Don Frost, the drug firm's advertising director, actually made a separate radio appropriation to go into the NBC package. Archibold Foster, Ted Bates account supervisor on Brown & Williamson, says that the tobacco firm won't cut back its spot radio campaigns either.

"We've been heavy in network radio for quite a while, with some 13 network participations a week for Viceroy's and Kools. We may cut back our other network radio spending to provide money for this buy. We've got at least four NBC Radio participations weekly."

Here's how the NBC "news package" fits into the over-all strategy of these two advertisers:

Bristol-Myers—"News has great interest at the present time," says Don Frost. "We feel that this type of programming will provide good audience penetration."

The drug client also felt that this NBC buy gave an opportunity for broad national coverage at high frequency.

Bristol-Myers plans to start off its first 13-week cycle with Bufferin, and will rotate other products in the commercial time as the year progresses.

Brown & Williamson—For years, this firm's expenditure has been very heavy in tv. not print. Radio had been B&W's traditional way of reaching non-tv homes.

Massive attack on market

"Non-tv homes can't be isolated geographically," says Archibold Foster. "However, we did compute the cost-per-1,000 on radio-only homes, which led us to nighttime network radio. We may be one of the largest buyers of it today. Now, we feel that we need a more massive attack on the total market by a medium. We're no longer using radio as a supplement of tv coverage. Instead, now we're thinking of radio as a national medium to talk to everybody. The appeal of this



THERE'S ONLY ONE LEADER...

KXLF-TV4 MONTANA

THE CONTINENTAL DIVIDE STATION, BUTTE

BMI

Stories from the Sports Record

Winter Continuities

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.

This continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD
TORONTO • MONTREAL

package is the spread for our commercials and the frequency at an attractive cost."

Neither advertiser felt ready to commit himself as to the eventual outlook on the buy. Clearances will be a decisive factor, both said.

• *Long-range view*—Over the past five years, network radio time periods have gradually been diminishing in value through tv competition. At the same time, station-option time like early morning, late afternoon and late night has been gaining in value. The NBC "news plan," say the reps, may be just the first concrete plan aimed at a reshuffle of the strong programming periods. The network is moving into those station periods that are most valuable.

Where will this trend end?

Additional "hot line" programming

NBC's "hot-line" service is already being considered by the network as a possible source of additional programming. For instance, sports might be the next logical step. There's audience potential for the last five-minute broadcast of any championship basketball game or major sports event.

Whatever happens, it seems sure that NBC's innovations are not the last step in the evolution of network radio. The medium has faced problems as difficult as any to ever beset an industry. They are problems which are probably more complex because of the involved relationships than any other business has ever had to solve.

Commented one veteran timebuying executive and observer of the broadcast scene:

"Network radio provides a useful and in some respects essential service to the public and to stations. Yet the stations are subsidizing the existence of the networks because they make so little from network time sales as compared to what they can get from their own local or national spot sales. What is the answer? Eventually it has to come down to programming. If the networks can again provide programming which has so much audience appeal that the stations profit from carrying it, then the networks and stations will live together on a happy basis.

"We're watching the changes at NBC from the point of view of the audience they help deliver. That's the keystone."

Advertisers aiming to establish a strong new product personality are

SOLD ON SPOT

as a basic advertising medium



HENRY J. MUESSEN, President and Chairman of the Board of Piel Bros., puts it this way. "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audiences, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y&R and Spot Radio and Television."



SPOT SALES

The RADIO ENGINEERING SHOW

moves to the COLISEUM! MARCH 18-21 • NEW YORK CITY

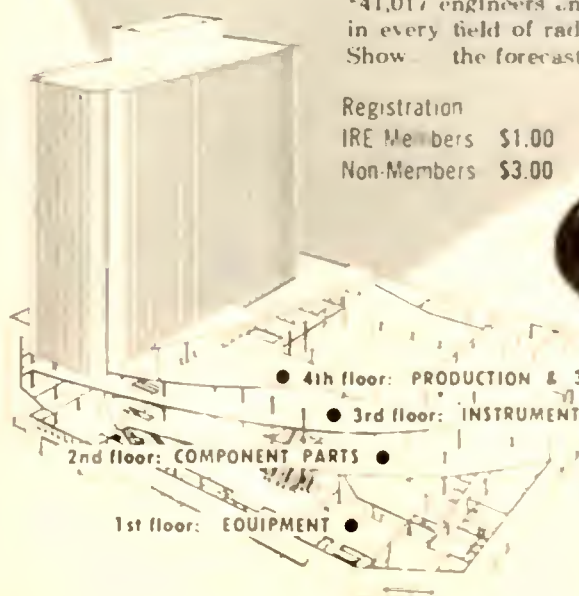
SO BIG it takes all 4 floors of New York City's Coliseum to hold this year's great annual IRE Radio Engineering Show. For 4 phenomenal days the largest show ever assembled will open its doors to more than 41,000* engineers just 4 minutes from Times Square.

IS IT TOO BIG—not for a 12 billion dollar and still growing industry! More than 200 papers presented by 22 professional groups at the Convention's 55 technical sessions will summarize all that's new in radio-electronics research and development—the 834 exhibitors will also represent over 80% of the productive capacity of the industry. Not by a long shot is this show too big for what will soon be our nation's largest industry. Plan now to be at this vitally important radio-electronics show!

*41,017 engineers and businessmen from coast to coast and in every field of radio-electronics attended the 1956 Radio Show—the forecast for 1957 is even higher!

Registration
IRE Members \$1.00
Non-Members \$3.00

OVER 800 NEW IDEAS
IN RADIO-ELECTRONICS
ENGINEERING
PRESENTED BY MORE THAN
800 EXHIBITORS!



The Institute of
Radio
Engineers

1 East 79th Street, New York 21, N.Y.



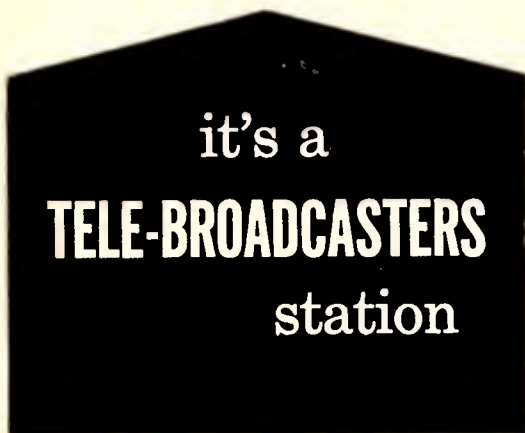
there's
something
special
about...



Kansas City, Missouri
Lowest cost per thousand*
1380 Kilocycles — 1,000 Watts
Represented by Weed & Company

KUDL

*Hooper



TELE-BROADCASTERS, Inc.

41 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-8436

H. Scott Killgore, President

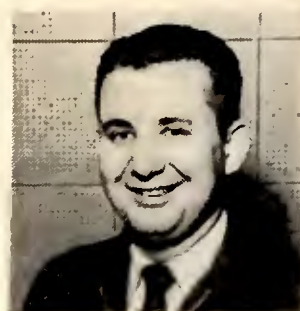
Owners and Operators of
KUDL, Kansas City, Missouri
WPOP, Hartford, Conn.
WKXL, Concord, New Hampshire
WKXV, Knoxville, Tennessee

Tv and radio NEWSMAKERS



Henry O. Pattison, Jr., senior v.p. of Benton & Bowles, Inc., has been appointed vice chairman of its board of directors according to B&B president, Robert Lusk. Pattison presently heads the creative arm of the agency and is a member of the Plans Board. His sphere of responsibility includes radio-tv commercials along with art and copy for print media. His background in this field spans about two decades. Pattison joined B&B in November 1942 as a member of the copy department. Prior to that, he was 10 years with JWT where he started as copywriter and left as copy group head. Five years after coming to B&B, he was named copy chief, and then in August 1952 was made senior v.p. Pattison is a graduate of Massachusetts Institute of Technology. He is active in the 4A's and its Committee on Improvement of Advertising Content.

Jack Timmons, vice president of Shreveport's KWKH who was recently elected president of National Association of Tv and Radio Farm Directors has just handed out some solid advice to advertisers regarding the purchase of farm radio or television. Timmons' advice: (1) Study your market needs, then buy your farm programs station-by-station rather than buying just any so-called farm program; (2) buy a station which employs a full-fledged farm director (such a director generally is a member in good standing of NATRFD); (3) check the record to see that your farm director knows agriculture and his audience. Timmons plans a busy year for NATRFD. The organization's Sales Promotion Committee, headed by Mal Hansen of WOW, Omaha, is at work on the development of a visual sales presentation of farm broadcast media.



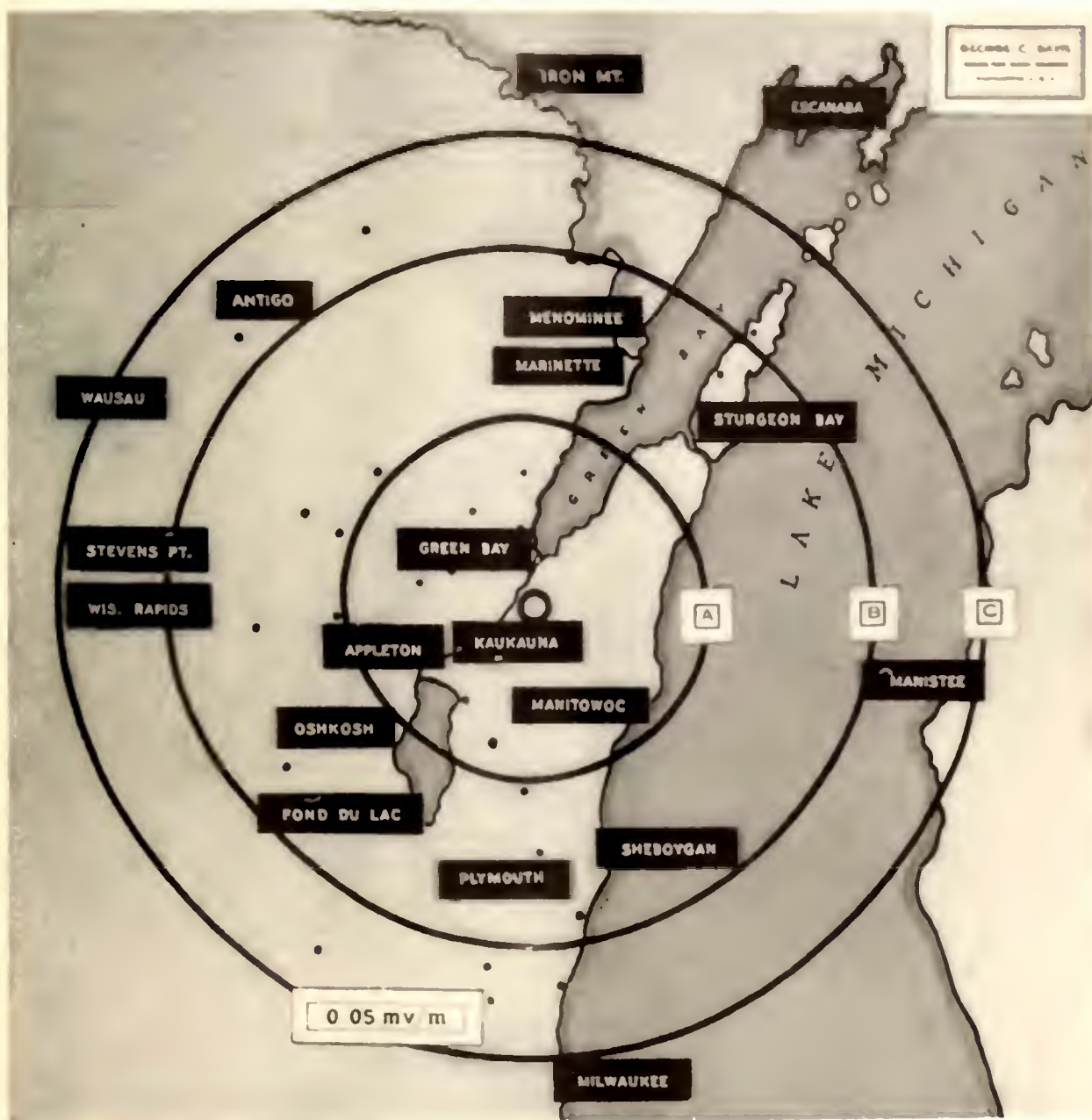
Peter B. Kenney, 35-year-old general manager of WKNB and WKNB-TV, West Hartford, Conn., will continue in that same capacity now that NBC has acquired the station as its second uhf outlet. The New Britain Broadcasting Co., licensee, will operate as a wholly-owned subsidiary of NBC. Kenney has been a member of the board of directors of this company since 1948

and its executive v.p. since 1954. He came to the commercial department of WKNB when the station went on the air in 1946. This was after four years with the Army Signal Corps where his service included organization of radio and land-line signal centers in France and Belgium. In 1949, Kenney became station manager and when tv was added in 1953 became general manager of both operations. A pioneer in uhf, Kenney has taken part in FCC rulemaking.

Channel 2

runs rings around...

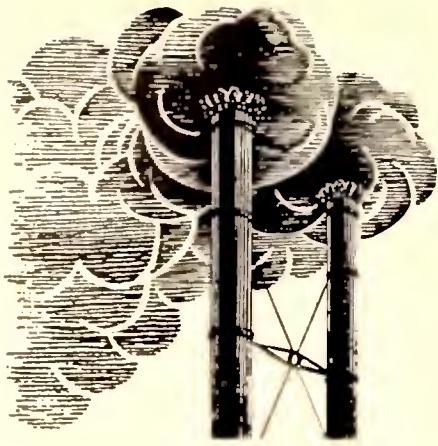
the Land of ^MMilk and Honey!



... and nearly a million people
live within that "B" ring!

Yep-Bigger 'n Baltimore!





STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

WSAZ-TV
CHANNEL 3
 HUNTINGTON-CHARLESTON, W. VA.
N. B. C. NETWORK
 Affiliated with Radio Stations
 WSAZ, Huntington & WGKV, Charleston
 LAWRENCE H. ROGERS, PRESIDENT
 Represented by The Katz Agency

Reps at work

Ted Oberfelder, president, Burke-Stuart Co., New York, believes that the music-and-news format in radio produces maximum results for the timebuyer. "Radio catches the housewife while she is cooking, washing, feeding the baby, or driving to the market," Ted says. "And, the disk jockey is a pleasant friend who talks to her while she works, but never demands her time and concentration as is necessary with soap opera, mystery and comedy." Because the housewife identifies herself with the disk jockey, Ted points out, many stations program all-morning or all-afternoon shows which feature one personality. The result is that the audience grows and grows almost geometrically with each hour segment; the show keeps its old audience and at the same time recruits new listeners. Ted also thinks that the musical variety format, with all types of music, is a solid entertainment value. "It attracts everyone," Ted says, "rather than limiting its audience to a specific group." The final ingredient of the formula—news—makes the perfect balance. "The news," Ted thinks, "familiarizes the housewife with enough of what's going on to interest her and yet not bore her."



Chuck Standard, Robert Meeker, New York, thinks these steps should be taken to accelerate and facilitate timebuying: (1) Buyer-salesman appointments. "Because the salesman will not have to sit in the agency waiting room for a half-hour, he will be able to contact more buyers and offer better service: because the timebuyer's schedule will not be interrupted by unexpected calls by salesmen, he will work more efficiently." (2) Mornings allocated for buyer-salesmen appointments; afternoons for evaluating the availabilities. "The buyer can then place the order the same day, rather than days later, when many of the availabilities might be gone," Chuck says. (3) Seeing salesmen by territories: for example, reps for southern stations on Mondays, reps for northern stations on Tuesdays. "This way, the timebuyer can systematically compare availabilities," Chuck points out. In cooperation with this, station representatives could limit their presentations to 5-10 minutes. "Because most buyers know the stations and markets as well as we do," Chuck says, "it's only necessary to cover the salient points and report the latest developments."





WCAU means
PHILADELPHIA
response

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstery department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

WCAU, WCAU-TV *The Philadelphia Bulletin* Radio and TV stations. By far Philadelphia's most popular stations. Ask Pulse. Ask ARB. Ask Philadelphians. Represented nationally by CBS Spot Sales.

SPONSOR SPEAKS

Tv and the agency mergers

Television, which has had dynamic impact on every facet of business, is now having an important effect on the small and medium-sized advertising agency. It is apparently one of the important stimulants to advertising agency mergers which have occurred at an increasing rate over the past year.

Recognizing the need for television and other agency specialists which their billings could not justify, a number of agencies around the country have entered into mergers with larger shops in New York and elsewhere who could provide this pool of talent.

The healthy thing in these agency mergers is that the identity and individuality of the smaller shop is usually maintained. This we regard as a good omen for advertising. While the tendency in business generally is for smaller companies to submerge their identity following a merger, agencies are finding a way to combine the virtues of bigness with the unique advantages of the smaller operation.

We think clients will benefit from this system if it works as planned. The smaller shop's clients will gain access to expanded services in the field of marketing as well as television. The larger shop's clients will benefit in terms of having an agency with more offices around the nation.

As agencies become more deeply concerned with providing marketing aid and guidance, they will inevitably find the need for regional offices increasing. This, along with the smaller agency's need for specialists, is bound to increase the urge to merge.

We hope this point is borne in mind as the mergers continue. The smaller agency may enter into a merger to acquire tv services and representation in the New York and Hollywood tv centers. But it has much to contribute as well to the television knowhow of the merged agencies. Frequently smaller agencies do a wonderfully creative job, substituting wits and basic sales skill for cash. It will be highly beneficial if some of this local-level wisdom finds its way into television's bloodstream.



THIS WE FIGHT FOR *There's a big job to be done in training new timebuyers who've been entering the field in droves. Radio's fundamentals, particularly, are overlooked. We suggest agencies review their training programs.*

10-SECOND SPOTS

Be prepared: Grey Advertising's employee insurance has extended medical coverage that includes psychiatric treatment. ". . . and then, Doctor, I dreamed the client rode into the agency in a chariot drawn by six spotted timebuyers . . ."

Grist: Author Don Mankiewicz estimates that in the past 10 years tv has used up 5,000 years of literature. *We must have missed Decameron Tales.*

Release—from KRON-TV (San Francisco): "Remember that boa constrictor that was 'snakenapped' from the Steinhart Aquarium? Before that he had another unusual experience, for a snake. He appeared with KRON-TV Art Director Bill Wagner on a closed circuit color demonstration so the California Academy of Sciences could see how a reptile looks when color-cast." *While we don't know what a snake considers an "unusual experience," we do agree this boa has lived.*

Naturals: Since this department began running "Station buys we'd like to see," more suggestions have been coming in from readers: Hershey Chocolate on KOKO (Warrensburg, Mo.); Carnation Milk on WEAN (Providence, R.I.); Hazel Bishop No-Smear Lipstick on KISS (San Antonio, Tex.); Thom McAn's Shoes on WALK (Patchogue, N. Y.); Geritol on WELL (Battle Creek, Mich.); Wise Potato Chips on WISE (Asheville, N. C.).

Wide, wide screen: Hugo Gernsback, editor of *Radio-Electronics*, predicts "sky television"—a satellite mirror 60 miles across revolving around the earth. A satellite tv-projector unit would revolve along, throwing advertising messages on the mirror with letters 25 to 35 miles high. *Well, that ought to get the out-of-home viewers.*

Got a spot?

This column welcomes contributions from readers. Subjects should be confined to broadcast advertising, may include news items, typos, on-the-air fluffs, wacky ads, agency or rep firm triviae. Those selected for publication will be credited to the senders. Address: "10-Second Spots," SPONSOR, 40 E. 49th St., New York 17, N. Y.

KEY STATION
in the Nation's
37th* Market



WTVT

T
A
M
P
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•
S
T.
P
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R
S
B
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R
G

**Serving the TWIN CITIES
of the South**

Plus 150 other
Florida Communities

* Source: SRDS Consumer Market Data

WTVT 

TAMPA • ST. PETERSBURG



WTVT
TAMPA—ST. PETERSBURG

WSFA-TV **WKY-TV**
MONTGOMERY, ALA. OKLAHOMA CITY

©

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY