

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## KETV is doing this... ...in Omaha!

DEC 21  
NBC GENERAL LIBRARY

### TV/RADIO YEAR END REPORT

The industry in retrospect—with a pictorial rundown of the people in and behind the news of tv and radio during the year just closing

Page 25

FIRST . . . in quarter hours when all 3 Omaha Stations compete!

KETV	112-1/3
STATION A	92-5/6
STATION B	90-5/6

FIRST . . . in quarter hours 6:30 - 9:30 PM, Monday thru Friday!

KETV	25 and Tie for 1
STATION A	21
STATION B	13 and Tie for 1
—	59 and Tie for 1

FIRST . . . in daytime share of audience (1:00-6:00 PM) Monday thru Friday!

KETV	38.9
STATION A	33.4
STATION B	32.1

Proof that KETV, Omaha, delivers high audience at low cost. In many select periods, both day and night, you can buy time on KETV that will give the lowest cost per thousand of any Omaha Station. See your H-R man while choice times are still available . . .

This utility buys live tv for \$178 a show

Page 28

Sponsor's choice for the years top tv commercials

Page 32

Radio Results: A roundup of best campaigns

Page 35



basic abc  
OMAHA WORLD-HERALD STATION  
Eugene S. Thomas, Gen. Mgr.

first in a series of 12 ads

# CARRICORN

ENTERPRISING • PERSEVERANT



*...and twelve months out of every year  
stations under the sign of MEEKER  
benefit by:*

**ENTERPRISING** enthusiasm of youth balanced  
by "know-how" of experience.

The "average" Meeker-man is 35 years  
young with 13 years in the broadcasting business.

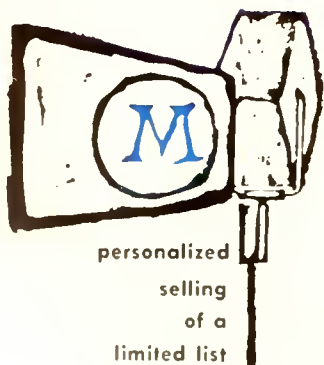
**PERSEVERANT** penetration into each  
individual sales problem

with more man hours available per station.

## the meeker company, inc.

*radio and television station representatives*

new york - chicago - san francisco - los angeles - philadelphia



# BBDO BULLETIN



**Mighty** rocket engines, unleashing *millions* of horsepower, make exciting news from Rocketdyne Division of North American Aviation. To keep the public, NAA investors and employees up to date, ads show how the world's largest producer of liquid-propellant rocket engines is building power for outer space. Ads get mighty good readership...average nearly three times better than other ads in the same publication. BBDO Los Angeles.



**Top brand** in floors and floor coverings is Armstrong — and advertisements like this in major magazines helped put Armstrong on top...help Armstrong stay on top. Each month, thousands of readers write for the decorating books and plates offered in the advertisements. Sometimes home owners report having copied whole rooms, detail for detail. Famous for the modern fashion in floors — Armstrong sets the trend in advertising, too.



**One** distinguished name is worth a thousand words in this testimonial campaign for Cavanagh Hats. Testimonial begins and ends with a famous name — from the business, sports or entertainment world — stamped in the band of a Cavanagh. Copy reads: "If you name the three top men in any field, two of them most likely wear Cavanagh Hats. Do you?" Dealer listing appears on the facing page. Ads run in *The New Yorker* magazine.



**Prize winner** in national competition for "100 Best Posters" is this 24-sheet for Pacific Telephone. Problem: a leaky ceiling. Solution: the Yellow Pages of the telephone book. Situation posters like this do a twofold job. First, they sell consumers on the Yellow Pages as a buying guide for products and services. Second, they help make the classified telephone directory an increasingly important medium for space-buying advertisers.

**BATTEN, BARTON, DURSTINE & OSBORN, INC., ADVERTISING**

NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • ST. LOUIS

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

### Year end report

**25** The industry in retrospect. With a pictorial run-down of the people behind the news and in the news of tv and radio during the past year

### How a local sponsor buys live tv for \$178

**28** A small New England utility finds the answer to tv advertising on a dime budget: Hometown talent that is diversified, free and gets results

### New Year's resolutions—for the other guy

**30** SPONSOR polls tv and radio people to learn what resolutions they feel their fellow workers should make for 1958. The unexpurgated quotes

### The best tv commercials of the year

**32** Based on the opinions of agency tv producers, film chiefs, and film studio producers, SPONSOR chooses the top 10 tv commercials for 1957

### Radio results: 1957 roundup

**35** A quick review of the year's most successful radio campaigns, broken down by category—automotive, retail stores, household products, homes

## FEATURES

**22** 49th and Madison

**59** News & Idea Wrap-Up

**4** Newsmaker of the Week

**58** Picture Wrap-Up

**18** Sponsor Backstage

**68** Sponsor Hears

**9** Sponsor-Scope

**76** Sponsor Speaks

**76** Ten Second Spots

**16** Timebuyers at Work

**64** Tv and Radio Newsmakers

**65** Washington Week

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## In Upcoming Issues

### Tv results

In the following week's issue (4 January) a similar Tv section. Both sections will be made available in reprint form on request

### The latest facts and figures on radio

Total number of sets in homes, sets produced this year, saturation figures, number of stations; spot radio; updated client list in web radio

*KTHV  
sells  
nearly All  
of Arkansas!*



**“KTHV largely responsible for 300% sales increase!”**

**Says ROBERT S. HERZOG,**  
*Advertising and Sales Promotion Manager,  
Boyer International Laboratories, Inc.*

Boyer International Laboratories recently bought a 13-week saturation campaign on KTHV for their H-A Hair Arranger, a liquid grooming aid. Although it is currently available only in the western two thirds of the nation, H-A ranks fifth in national sales. Boyer plans to tackle selected Eastern markets soon, using same saturation technique. Here's what Mr. Herzog says about KTHV:

“I think you will be interested to know that with only half of our 13-week campaign expired, we have already reached our sales and distribution expectations.

Our sales for the first seven months of this year have exceeded last year's first seven months' sales by 300%. In fact, this year's first seven months' sales out-do all of our 1956 Little Rock sales by 125% . . . and the past six weeks of advertising and promotion are responsible for 58% of this year's business.

Reports from our sales representative in the Little Rock area read as follows:

“Good movement.” “Excellent displays in stores.” “Sold for the first time.” “Doing quite well in stores.” “Reordered.” And the proof of these reports is, of course, shipments.

To a large extent, the credit must go to the exceptional job you and KTHV advertising, promotion, and merchandising did for us. The cooperation you gave us was equally exceptional.”

ROBERT S. HERZOG



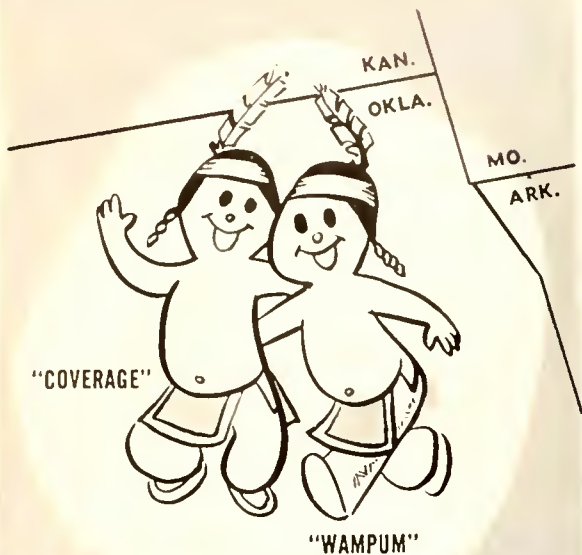
**KTHV . . . LITTLE ROCK**  
**316,000 WATTS . . . . CHANNEL**

Henry Clay, *Executive Vice President*  
B. G. Robertson, *General Manager*



IT TAKES  
IN  
TULSA!

2



A BILLION DOLLAR  
MARKET

Anyone for a billion dollars? It can be had by alert advertisers who realize the tremendous effective buying power of northeastern Oklahoma.

Your key to this treasure chest is . . . KVOO-TV. Tulsa County alone is a \$500-million market, and Sales Management rates Tulsa both a better quality and a better productive market than either Boston or Baltimore! Yes, it's there for you . . . through Channel 2. When do you start?

KVOO-TV  
channel 2



For current availabilities contact any office of Blair Television Associates.

## NEWSMAKER of the week

*Edward Ragsdale, Buick v.p. and general manager, has changed his views on the ad agency's function and on tv. In switching shops for the \$20 million plus account, he not only pulled props out from under Kudner after 22 years in the agency, but underscored once more the importance of network tv and of in-depth marketing service to the car industry.*

**The newsmaker:** Shortly after Buick's Ed Ragsdale became general manager of this GM division, he told SPONSOR, "Tv ratings are only important to admen, but they don't necessarily mean sales." (See SPONSOR 24 November 1956.)

But this year pressures from dealers were mounting on both scores in Flint. Some of the resulting agency-client tensions erupted into print as far back as last summer's mishandling of tv commercials during the Floyd Patterson-Hurricane Jackson championship fight. But whether that chicken came to roost with the network or the agency, the decision to move the account derived from deeper reasons than a mistake, costly though it was, on one network one-shot.

Despite Buick's wide price span, this GM division's share of the car market shrank this year. Buick was ousted from third place in national car sales. The current number three seller is Plymouth (through N. W. Ayer and Grant) with its highly successful ABC TV Welk shows.



Edward Ragsdale

While at least three competitive car advertisers were scoring ratings and sales successes via strong net tv vehicles (Chevrolet's *Dinah Shore Show*, Dodge and Plymouth with the two Welk shows), Buick had not yet recovered from the much-ballyhooed 1955 Gleason fiasco.

In a SPONSOR interview one year ago, Ragsdale said he wanted his agency out of tv production. He felt that agencies should confine themselves to "the difficult and exacting job of producing tv commercials . . . I don't feel that agencies should, on top of that job, try to go into show business and become program packagers."

Ragsdale warned against agencies "spreading their talents too thin." A champion of specialization, he felt that agencies can contribute little to the marketing strategy of cars.

Times and views change: While Buick's choice of agency was not announced at SPONSOR's presstime, the agencies apparently contending for the account, are characterized both by their heavy television experience and their stress upon marketing and collateral agency services. Agencies most frequently mentioned were Leo Burnett, Chicago; Ted Bates, Benton & Bowles and Compton.



## Now you can buy "live" television recordings

TV Stations are now taking delivery on Ampex "Videotape"\* Recorders, and the long awaited "quality revolution" is here. For these machines magnetically record TV pictures on tape with the full grey scale, and playbacks look live!

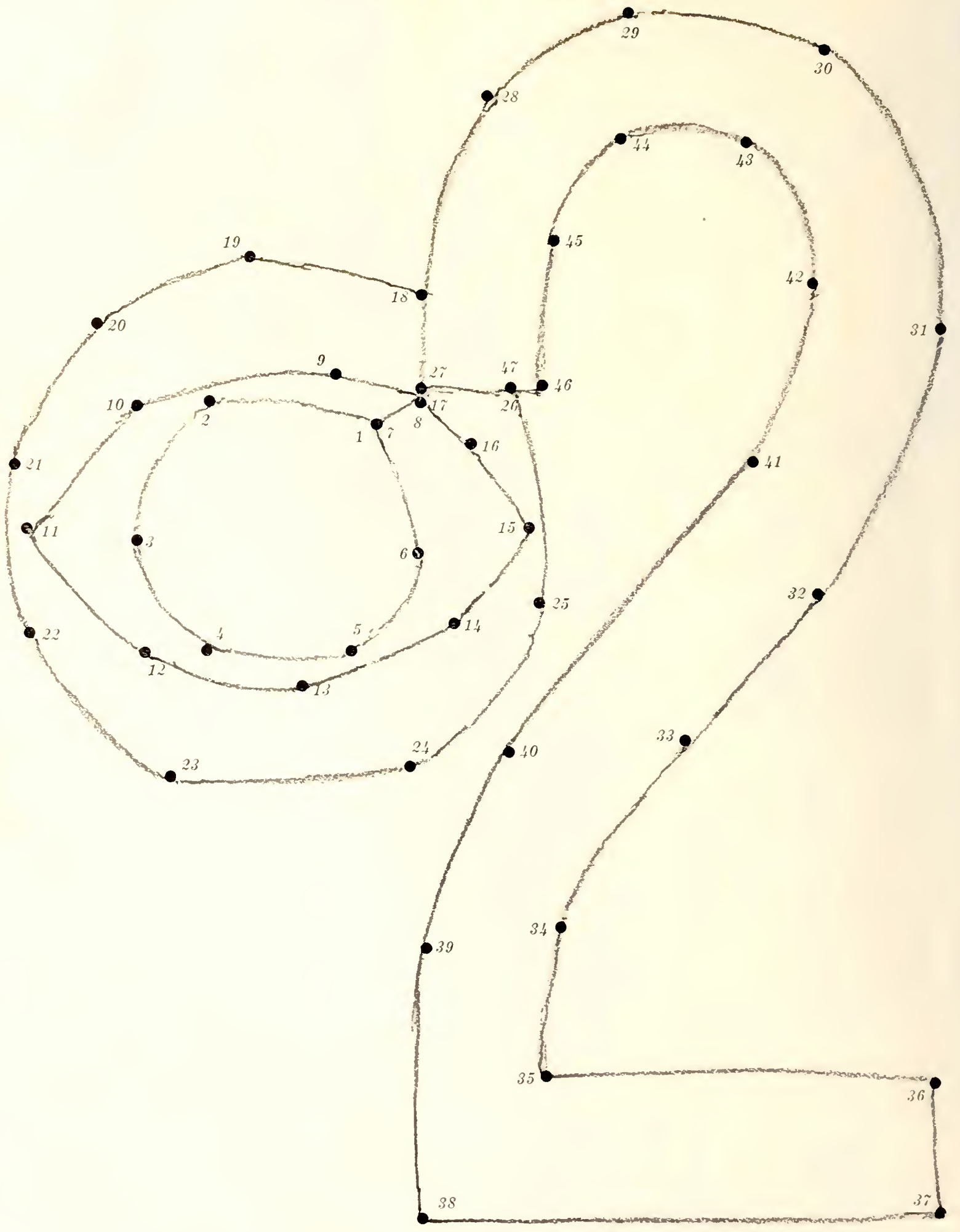
This means your recorded programs and spots will be identical in quality to the original telecast. Your commercials will have all the feel of "live camera," but without the danger of fluffs. And they can be recorded just minutes before telecast time.

See the tremendous quality advance for yourself. Check those programs on the air now on "Videotape"\* — and compare.

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D C., DETROIT, SAN FRANCISCO







# Draw your own conclusions

As television's biggest season gains momentum, clearly-drawn nighttime viewing habits are taking shape. In New York, they follow a familiar pattern.

*The WCBS-TV average nighttime audience is 44% greater than the next-best network station's — 209% greater than the third!*

WCBS-TV's nighttime audience growth over a year ago is *more than double* any other station's!

WCBS-TV delivers the biggest audience more than 75% of the time (Sunday through Saturday, 7:30 to 11:00 pm)!

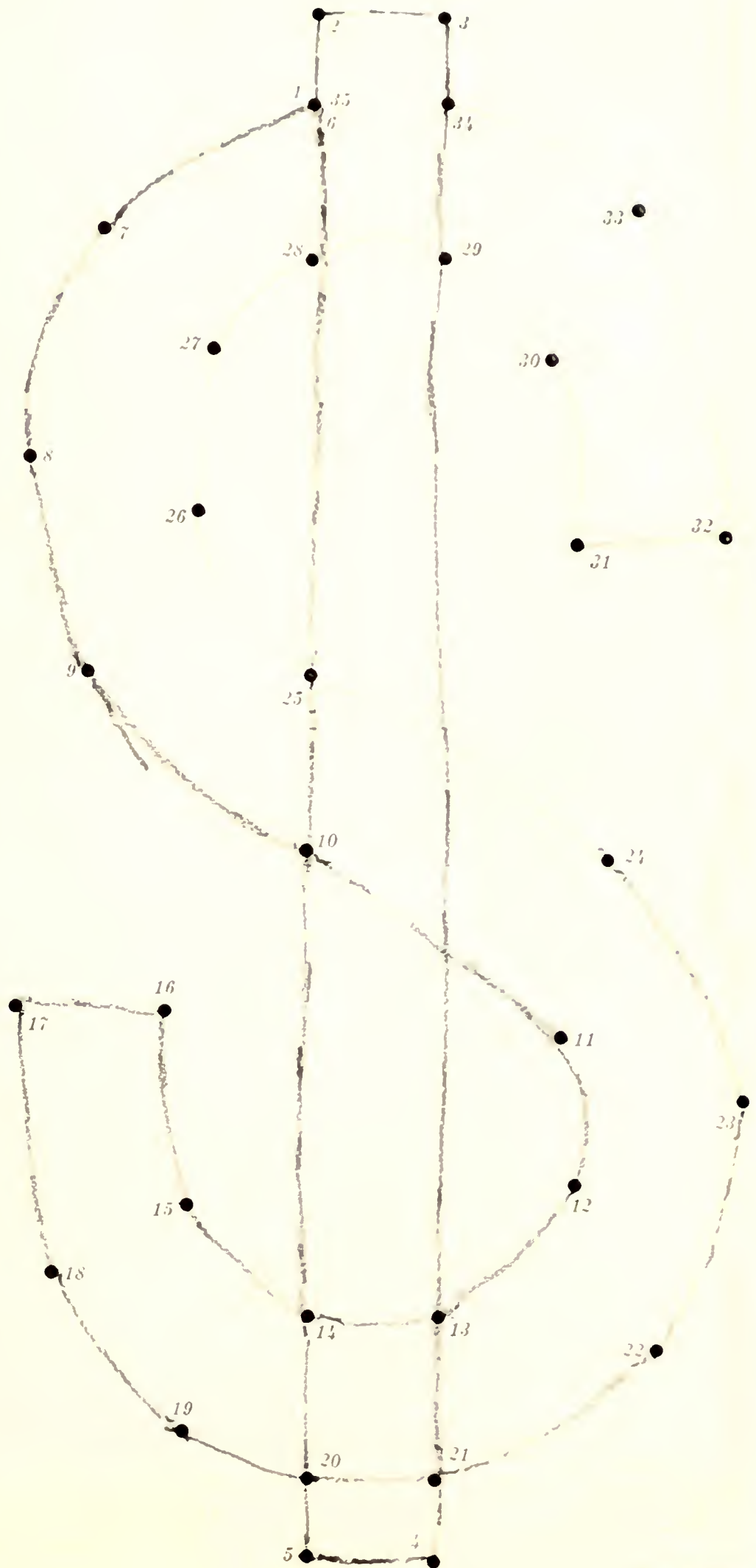
And WCBS-TV's early and late evening *local* programs are matching network originations in commanding notably larger audiences this year: *The Early Show*, up 30%; *The Late News*, up 45%; *The Late Show*, up 47%!

Where can you get the biggest dollar return on your advertising investment in New York? Draw your own conclusions...

CBS Owned **WCBS-TV**

Channel 2 in New York

Represented by CBS Television Spot Sales

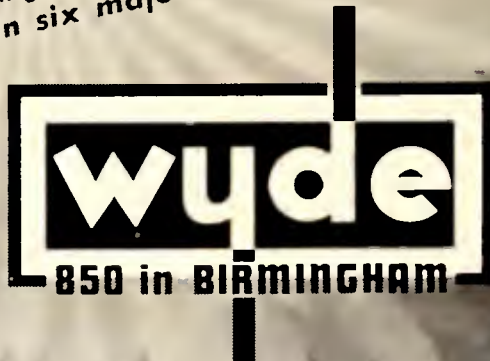


# BIG IN BIRMINGHAM

Newest Bartell Group station bursts into dominance, coming from nowhere to first position (Pulse). Rating increases up to 67% recorded within a brief 30-day period.

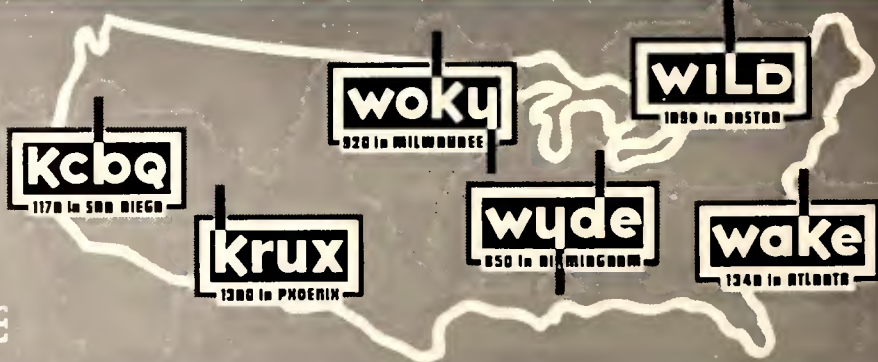
Family radio fills a need . . . that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features.

Bartell Group family radio is a happy union of the best in broadcasting — creating audience activity and entertainment for buyers in six major markets.



THE  
**BARTELL  
GROUP**

RADIO FOR FAMILY LIFE



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

# SPONSOR-SCOPE

28 DECEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

Just about everything predicted for the air media a year ago came true in 1957—only more so.

It was a span of souped-up income, competition, contentions, and changes. This week a look backward would catch the following in brightest focus.

1) Radio held the spotlight as the hottest medium. Spot had its soft moments toward the end of the year, but the networks—especially CBS and NBC—kept raking it in from an expanding assortment of advertisers.

2) ABC TV's emergence as a contending third network flattened out nighttime audience shares, resulting in a war of ratings. Rarely have the computing machines cranked out such a volume and variety of ammunition.

3) Detroit singled out the air media as prime selling agents for 1958 models, pouring around \$100 million into network and spot.

4) The network "special" became an even more important fixture. Commitments for the 1957-58 season are running over \$40 million, and 1958-59 promises more of the same. Several produced fabulous ratings plus reams of newspaper space.

5) Ratings and their misuse drew an enveloping fire from Madison Avenue critics. Their battle cry: Stop letting the rating services take over control of tv's programming and buying strategy from the creative people. Others questioned the validity of buying spot time by sheer formulas.

6) NBC's Bob Sarnoff and other industry voices challenged the rough treatment dished out by critics in connection with this year's programs.

7) The bid for daytime network tv got so urgent that corporate exclusivity—the buffer time zone between competing sponsors—broke down. P&G and Lever can now be found back to back, with the protection limited to previously stipulated brands.

8) General Foods and Bristol-Myers introduced the concept of alternating I.D.'s, and C&W's senior media v.p. Newman McEvoy prodded stations on the fairness of it.

9) Barter time became a widely used tool and debatable topic earlier in the year, but seemed to lose momentum as 1957 began to fade.

10) CBS and NBC Radio raised the sensitive issue of qualitative audience composition of network affiliated stations vs. the music-and-news independents.

11) The growth of tv film was exemplified by (a) the domination of film shows on network schedules, (b) the acceptance of syndicated series as solid, permanent tools for the regional and local advertiser, and (c) the stabilizing of buyer-seller relationships.

(For more of the year's highlights see article, page 25.)

As the curtain descended on 1957, two eminent citizens of Madison Avenue started moving toward the wings:

1) The recuperating Ben Duffy swapped his BBDO presidency for a board vice-chairmanship. Charles Brower becomes both president and chairman of the agency's executive committee.

2) Kudner's Jim Ellis, who—though he has disposed of his agency stock—assured his colleagues that he proposes to stick around a while.

What do the official compilers of spot revenue think 1957's margin will be over 1956?

The answers obtained by SPONSOR-SCOPE this week: SRA figures that it will be at least 30% for radio. TvB looks to an edge of 10%-11% for tv.

(SPONSOR-SCOPE's check the previous week with a cross section of station reps showed an average plus of 20%-25% for radio and 10%-15%.)

Rep salesmen got some happy holiday chores this week, digging up radio availabilities for such accounts as:

- **Ford-Edsel**, which wants to expand its weekly schedule from 15 to 25 announcements.
- **Continental Baking**, which has 1958 ideas for its Wonder and Profile breads.
- **Lucky Strike**, which has plans but first wants to see what's on tap.

On the tv side of the spot fence, **Brown & Williamson** provided a dispiriting pre-Christmas note by canceling its **Kool and Viceroy spots** in a raft of markets. These B&W schedules have been on for six years, ran for 52-weeks a year, and accounted for an average of eight spots a week.

Because markets in which ABC TV has no prime affiliates were exempt from the axe, reps got the impression that B&W had something boiling with that network via Bates. ABC TV's sales department—checked by SPONSOR-SCOPE—knew nothing of such prospects.

If you hear about some imminent reshuffles of top administrators in several giant agencies, don't weep too hard.

The fellows in question merely are being moved into a bombproof shelter inside the corporate structure to get them out of reach of a client blitz.

All of which brings up the advantage of working in a big agency in time of outside stress. There's always a corner in the executive suite into which the "offender" can be moved until the client cools off. Only the name on the door really suffers.

The volume of beer sales nationally took a slight dip—2%—in 1957.

Marketing specialists in the product account for it this way: The income level consistently has been high enough for the imbibers to afford Scotch.

However, marketers discount the possibility of next year's beer ad budgets being affected.

The competition is too stiff to allow backsliding.

Spot can be assured that it has an exceptionally staunch supporter in Esty.

In successfully pitching for the Sun Oil account Esty built much of its proposed plan around spot.

Meanwhile, reps this week saw a good possibility for a turning of the media tide with the shift of the Buick account from Kudner. A rare exception to Detroit custom, Buick hasn't been a spot user.

What would prospective buyers of network radio like to have stressed as basic research by the seller during 1958?

SPONSOR-SCOPE put this query to several Madison Avenue buying executives this week and their responses boiled down to these four preferences:

- 1) The number of listener impressions per week in and out of the home.
- 2) The actual unduplicated audience.
- 3) The frequency with which individual homes are reached, plus percentages.
- 4) The four-week accumulation of message delivered both inside and outside the home.

ABN's Bob Eastman—who got the job of pitching his team out of a hole—happily is seeing these figures appear on the scoreboard in the past four weeks.

- The signing up of 13 sponsors.
- Newly contracted and renewed business amounting to \$4 million.
- Colgate's and Hudson Vitamin's buying into the networks' new live programming (the Herb Anderson, Jim Reeves and Jim Backus shows).

Nielsen is readying this announcement in connection with NCS#3:

- 1) The coverage study will be available around August.
- 2) Over 80 stations already have signed for the new project.
- 3) Firmly set are 31 agencies and six advertisers.

Put down 1957 as a record year for quantity and quality of account turnover. In the terrific competitive surge two factors—marketing and tv—became increasingly important for the client.

Hence much weight for many a change can be attached to the client's urge for better marketing guidance and tv handling.

Among the major accounts that switched agencies in the second half of 1957 (see 13 July SPONSOR-SCOPE for changes in first half) were:

ADVERTISER	FROM	TO	ESTIMATED BUDGET
All-State Insurance*	Christiansen	Leo Burnett	\$1,500,000
Armour Meats*	Tatham-Laird	N. W. Ayer	3,000,000
Beech-Nut Foods	Kenyon & Eckhardt	Young & Rubicam	2,500,000
Brylcream-Eno*	Atherton & C	Kenyon & Eckhardt	1,500,000
Buick*	Kudner	(Pending)	23,000,000
Colgate's Halo*	Carl Brown	(Pending)	3,500,000
Coty	Heineman, etc.	BBDO	1,250,000
Helene Curtis*	Ludgin & Best	McCann-Erickson	3,500,000
Charles E. Hires	N. W. Ayer	Maxon	2,000,000
Jergens-Woodbury*	F&S&R	Cunningham & Walsh	3,000,000
Lever's Swan*	BBDO	NL&B	1,500,000
Lorillard's Kent*	Young & Rubicam	Lennen & Newell	3,000,000
Maneschewitz Wine*	Emil Mogul	Gumbinner	1,500,000
W. A. Shaeffer	Keyes, M&J	BBDO	1,500,000
Sun Oil*	EW-R&R	Esty	4,000,000

\*Substantial part of budget devoted to air media.

NOTE: The above changes plus those listed in the 13 July SPONSOR-SCOPE represent about \$85,000,000 in advertising expenditures.

**BBDO has this innovation in store for network radio:** A specially taped version of a tv special—Rexall's Hanzel and Gretel, scheduled for April.

The radio show will be separately recorded prior to the telecast.

Rexall's airing of Pinocchio over NBC Radio in November was a simulcast.

AB-PT stockholders were assured this week in a letter from president Leonard Goldenson that the trend of ABC TV's earnings was running ahead of last season.

Goldenson noted, however, that this improvement wasn't enough to offset the decline of the company's theatre business. But he felt he had promises of a healthy pickup from pictures on the booking line.

Among the oddities of 1957 in air media, you might include this man-bites-dog episode, which actually happened this week:

An official in one of Madison Avenue's topflight agencies hosted a radio network sales manager in one of New York's plushiest dining spots with the intent of being brought up-to-date on the medium's developments.

The SRA this week formally took a long step toward helping spot buyers cut down on their paper workload.

The association's board of directors approved the new standard contract form designed to:

- 1) Confirm broadcast orders and serve as contract between agency and station.
- 2) Eliminate the necessity for an agency to issue a separate formal contract.
- 3) Tend to make certain that contracts have been confirmed before the schedule begins, and—not as happened in many cases—after the campaign has run its course.

The back of the new form will show the various contract conditions.

Use of the SRA standard form is voluntary. Agencies are free to continue with their own forms without the slightest prejudice.

**SPONSOR-SCOPE** *continued . . .*

NBC Radio this week boasted that it had eight out of the first 10 advertisers with the highest number of unduplicated homes for an average week in the NRI ending 5 October.

The leaders and their accumulation of different homes for an average week:

ADVERTISER	NET	NO. & COMMERCIAL TYPES	UNDUPLICATED HOMES
Brown & Williamson	NBC	43/1 min.; 42/30 sec.	9,988,000
Time, Inc.	NBC	22/1 min.; 42/30 sec.	7,850,000
Bristol-Myers	NBC	22/1 min.; 21/30 sec.	7,798,000
Equitable Life	NBC	100/6 sec.	7,146,000
Ford	CBS	51 min. total	7,133,000
General Mills	NBC	27/1 min.; 26/30 sec.	5,633,000
P&G	NBC	13/30 sec.; 16/6 sec.	5,529,000
Ex-Lax	NBC	21 mixed units	5,516,000
Vick	NBC	30/6 sec.	5,442,000
Best Foods	CBS	20/1 min.; 14/30 sec.	5,242,000

CBS Radio, citing from the same report, put the focus on this angle: CBS had seven out of the first 10 advertisers who reached the largest accumulation of homes in terms of commercial minutes over a four-week period:

The top 10 and the total in-home commercial minutes delivered were:

ADVERTISER	NET	BROADCASTS	COMM. MIN.	TOTAL HOMES
Brown & Williamson	NBC	334	334.00	212,080,000
Colgate	CBS	80	120.00	134,190,000
Ford	CBS	99	200.00	132,460,000
Lever	CBS	80	120.00	131,958,000
Gillette-Toni	NBC	8	61.50	107,332,000
Wrigley	CBS	40	120.00	99,420,000
Best Foods	CBS	63	82.50	79,212,000
General Foods	CBS	50	76.00	65,917,000
General Mills	NBC	138	104.00	57,567,000
General Motors	CBS	20	60.00	55,260,000

The three hundred thousand dollar gamble that NBC Radio took when it signed up George Gobel, Jerry Lewis, Ed Gardner, Fibber McGee & Molly and Bob & Ray for the Stardust series has paid off: The network winds up the year with a sellout of this feature.

The sale that put the SRO sign on Stardust this week: Pabst and RCA in a major-minor arrangement for 10 Gobel and Gardner segments a week, adding up to \$12,000 in billings per week.

Air media can take a tip from *Better Homes and Gardens'* February issue on how to cash in Advertising-wise on a special promotion.

The issue will carry a 14-page tie-in with the winning recipes in Pillsbury's ninth Grand Annual Bake-Off.

Six cooperating grocery products participated in this print "special" at a joint cost of \$406 thousand. From a money angle it's the biggest magazine food ad ever.

For other news coverage in this issue, see *Newsmaker of the Week*, page 4; *News and Idea Wrap-Up*, page 59; *Washington Week*, page 65; *SPONSOR Hears*, page 68; and *Tv and Radio Newsmakers*, page 75.

# check... and double check

*Twin Cities radio audiences endorse WDGY programming . . .  
advertisers endorse WDGY audiences and selling power.*

Creative, imaginative, showmanlike Storz Station programming has produced an entirely new Twin Cities listening habit . . . and time-buying habits to match. Latest Hooper, Trendex and Pulse *all* show WDGY *first*. Daytime first place ratings are at an all-time high. So are billings.

Check with John Blair . . . or WDGY General Manager, Jack Thayer.

**WDGY**

*56,000 watts*

**Minneapolis-St. Paul**



## STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

*WDGY Minneapolis St. Paul*  
REPRESENTED BY JOHN BLAIR & CO.  
*WHB Kansas City*  
REPRESENTED BY JOHN BLAIR & CO.  
*WTIX New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
*WQAM Miami*  
REPRESENTED BY JOHN BLAIR & CO.

# INTER



**The dynamic Twin Cities of the South, Tampa-St. Petersburg** are the center of a prosperous INTERURBIA of contiguous cities and communities that soon will extend from Sarasota to Jacksonville! Dominate the 34th retail market\* with consistently top rated WTVT!

*\*Sales Management's Survey of Buying Power, May 1957*

The **WKY Television System, Inc.** • **WKY-TV** and **WKY Oklahoma City** • **WSFA-TV Montgomery**



# URBIA

## TAMPA - ST. PETERSBURG NOW 10th IN RETAIL SALES PER CAPITA

*(U. S. Department of Commerce)*

Latest Pulse  
proves:  
23 of 25  
top shows  
are on

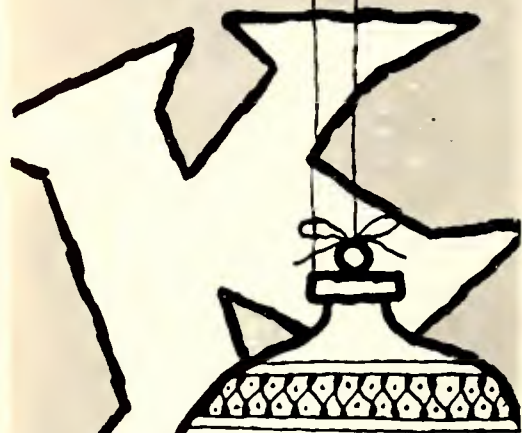
# WTVT

*Represented by the Katz Agency*



# Season's Greetings

to the finest people in the world . . .



Our very best wishes go out to all time buyers



. . . because you made 1957 the biggest in our 31 year history!

# Radio

**SAN ANTONIO**

## Timebuyers at work

**Jerry Sachs**, Doyle, Dane, Bernbach, New York, notes the development of the station representative over the years. "In the past 25 years," Jerry says, "the rep has become a vital link and indispensable force in the broadcast industry—an integral link between the advertiser and the station. Today, the rep does much more than merely submit availabilities, a routine county-by-county map and the lowest cost-per-1,000 in the rate book. The rep has evolved into a complex sales organization offering both advertiser and stations a variety of important services. To agency buyers and their clients, it has meant better, more comprehensive market data, and greater efficiency in the mechanics of buying. To the station it has meant a multi-increase of billings as the representative educated advertisers in the power of spot who previously had used other media. Equally important has been the counsel the rep has given the stations on every phase of operation, from programing to pricing to rating services. The over-all result has been an advertising medium essential to the American economy."



**Jack Bray**, Cunningham & Walsh, Inc., New York, thinks that makegoods constitute a serious problem. "This illegitimate child of the happily married schedule is looming as a definite threat to an efficient timebuying group," Jack says. "Consider the time and money spent informing, then changing a spot missed and a spot



made good. Multiply this by 50 or 60 campaigns and you have incalculable waste of time and effort to both agency and rep. It's beyond belief that in a multi-million dollar industry, traffic errors of such proportions occur. Legitimate changes are, of course, an entirely different thing. But there is no excuse for mistakes. The station of today will never win the respect of the national advertiser as long as errors continue," Jack

feels that when a station runs a makegood on its own in the hope it will be acceptable, it is not only presumptuous but usually results in a less desirable schedule. "The station should absorb the cost of a makegood when a spot is unnecessarily missed. And the national advertiser should hesitate to accept makegoods," he says.

No broadcaster needs to stand alone!

# CAP<sup>★</sup> THE BALTIMORE FLU!

**THE FACT:** In becoming the first American city to pass a punitive and discriminatory tax on advertising media and their advertisers, Baltimore has started a highly contagious plague. The Baltimore City Council's new tax levy gnaws at media revenues, burdens advertisers and also works against the best interests of consumers.

**THE THREAT:** The Baltimore Flu can sweep into your town next week, next month, anytime. Local governments in your state and city, and everywhere else, are bleeding out loud right now for new sources of revenue.

**THE REMEDY:** Media owners everywhere should join right now with the Advertising Federation of America in combating this far-reaching menace. CAP<sup>★</sup> can be the ounce of prevention! AFA can give you a tested formula for a dynamic Community Action Plan that can be unleashed immediately whenever and wherever similar tax legislation is proposed. With CAP no advertising media owner needs to stand alone and unprepared against ill-informed revenue-desperate political bodies. With CAP he will have a charted course and organization to oppose misdirected efforts to use his medium as a political football.

## What is <sup>★</sup>CAP?

AFA'S "COMMUNITY ACTION PLAN" is a blueprint for rallying total support against discriminatory tax legislation hitting media and advertisers. It includes completely-detailed research reports on the legal and community relations aspects of this vital subject. It suggests courses of activities for fighting for the right of media and advertisers to remain free of punitive, discriminatory taxes. It is flexible and adaptable to local situations. CAP presents the best thinking of national experts on taxation and public relations. It is YOUR plan to help safeguard YOUR community against this perilous kind of taxation!

## What is A. F. A.?

The Advertising Federation of America offers CAP as only one of its many services to the cause of advertising. AFA, the largest advertising organization in the world, embraces media, agencies, advertisers and graphic arts suppliers. Through its affiliated 120 local clubs, its 16 national vertical associations and its 1,000-plus company memberships, it is a solid front of more than 30,000 Americans engaged in various aspects of advertising. Everywhere AFA works for community and national economic progress. The Federation is best known as sponsor of Advertising Week, its essay contests among young Americans, for its recently established Washington "outpost" information center, for its work in education about and for advertising.

***Join Now With AFA—Before the Baltimore Flu Hits Your Community!***

Space contributed by Sponsor Magazine

***Endorsed by Local and National  
Business and Advertising  
Leaders Everywhere!***

C. JAMES PROUD, *President*  
Advertising Federation of America  
250 West 57th Street, New York 19, N.Y.

Count our company among those who recognize AFA's past and future constant leadership and work for advertising. We want to be a Company Member. Please send us an enrollment form.

I'll pull my oar. Add my name to AFA's "Outpost Committee for CAP." Let me have the details on the Baltimore situation.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_ COMPANY \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**KSTN**

Delivers  
the *Big*  
**STOCKTON**  
Audience

LATEST HOOPER AND PULSE

TELL THE  
STORY

HOOPER  
KSTN LEADS BY 71%\*

PULSE  
KSTN LEADS BY 45%\*\*

\*Second Quarter 1957  
\*\*May 1957

SELL with Certainty  
on

**KSTN**

"most-listened-to" station in the Big  
Stockton Market for the past four  
years.



MEMBER STATION  
A-BUY in California

Represented by  
GEORGE P. HOLLINGBERY CO.

## Sponsor backstage

### The impact of a station's personality

Several months ago I did a piece on the Plough stations' effort to copyright its music-news format. In the course of the essay I said a number of complimentary things about the approach of Harold Krelstein, president of Plough, and other independent station operators to programing and selling radio. The column attracted a fair amount of mail, some of it flattering and some of it rather caustic. I recall a missive from one broadcaster who insisted my whole piece was ridiculous because, as near as I could make out, he felt I was not paying proper homage to network-affiliated stations; or because I was unduly praising independents; or possibly because I was doing both. The fellow was, as you might suspect, network-affiliated.



In anticipation of the possibility that the treatise on which I here embark may very well provoke a certain number of nasty notes from independent station operators, I hasten to assure one and all that I am neither pro-network-affiliated station, nor pro-independent, nor anti-either-one-of-them. I am for good, aggressive, progressive, intelligent, hard-hitting, showman-like, sales-forceful radio and television in any shape or form. I have rapped and raved, without fear or favor, whatever I have felt rated rapping or raving regardless whence it stemmed or to whom it was married. I hope to continue to do so. This piece, then, frankly makes a point for certain intelligently operated network-owned stations, and if you must write nasty notes, write on.

In a number of major markets independent radio stations have for some time topped the leading network-owned station in the market in the ratings. This has been true for some time of the New York situation, where WNEW has consistently and in many time periods bested WCBS, the Columbia Broadcasting System flagship. In such cases, the network-owned outlet has said: Well, maybe they have more listeners, but are they the right kind of listeners? Do they buy as much as our listeners? Do they believe the commercials they hear?

#### Motivation study

Jules Dundes, CBS vice president in charge of station administration for CBS Radio, recently decided to try to arm his salesmen with more than a bunch of questions. He commissioned Motivation Analysis, Inc., to find out whether listeners pay closer attention to some stations than to others: to find out whether listeners distinguish among stations, in the sense that they regard some stations more favorably than others: to find out whether listeners are more likely to believe some stations than others.

Here's how the motivational analysts set about finding out: They took 1,202 radio listeners in the six cities in which CBS owns and operates its own radio stations, and compared the attitudes of these

1,202 listeners in New York, to WCBS versus WNEW; in Boston, to WEEI and WHDH; in Chicago, to WBBM and WIND; in St. Louis to KMOX versus KNOK, in Los Angeles to KXX versus KMPC, and in San Francisco to KCBS versus KSFO. This research was carried on last spring. First the 1,202 listeners were broken down into three equal groups: (1) CBS-owned station "fans"; (2) independent station "fans"; and (3) group which listened most to both stations. All "fans" were people who listened to radio more than a half-hour each day and spent more than half their listening time tuned to a favorite station. The median listening time for a "fan" was more than three hours. The three groups were matched as to age, sex and income level. More than 100,000 tabulations were noted and summarized.

Radio generally, the study indicated, has three distinct appeals to listeners. Some people listened for information. Some considered radio (and specifically a station) a "friend." And some listened for background sound primarily. The survey called the "information" and "friend" categories "foreground listening," and the latter "background listening." Among listeners who could clearly be classified into one of these three groups, the study discovered 71% of the CBS station fans listened to radio as a foreground activity, while 18% of the independent station's fans listened as a foreground activity, and 32% of the indie's fans listened for background purposes and especially for music. In the "both" group, 50% listened on the "information" or "friend," or "foreground" level.

On the question of how much of a factor "specific personalities" constituted in listening in the case of CBS-owned and indies, the study showed that 57% of the CBS-owned fans preferred the station for "specific personalities," while only 19% of the leading independent's fans considered the specific personalities a factor. Some 78% of the independent station's fans based their preference on the station's music programming, while only 26% of the network station's fans stressed music as their source of allegiance. These figures, the survey claims, indicate that the majority of the network's audience listen attentively and become familiar with the station's personalities, while the bulk of the independent station's fans listen primarily for background music.

#### Believability question

The question of believability of commercials was propounded to the "both" group. Here the survey showed that 43% of the "boths" would be more likely to believe the network station, while 15% said they would be more likely to believe the independent station. The same group was asked: "Which one station has the most believable commercials?" Some 41% indicated they believed the network station had the most believable commercials, and 13% chose the independent station; 10% chose other stations; 30% were unable to select any one station. The reasoning behind the choice on believability was that the big network would not jeopardize its reputation with questionable commercials. This last is an aspect of the study I'm a little baffled by. I wonder if it means that the same recorded spot achieves greater believability on the web-owned station than the indie, or does this apply only to live commercials?

I'm certain that independent operators will have many an answer to this study of Mr. Dundes. While I won't make this column a forum for a running debate on the question of net-owned and/or affiliated vs. independent, I'll be happy to give space to the more interesting rebuttals I receive. Like I said, I love 'em all. ▀



the key station in  
**MICHIGAN'S\***  
**MIGHTY MIDDLE**  
**MARKET**

with a 24 hour schedule and



has over twice the number of  
listeners than all other sta-  
tions combined in

(March-April, 1957—C. E. Hooper, Inc.)



contact Venard,  
Rintoul & McConnell, Inc.

\*17 Central Michigan  
counties with  
\$1,696,356,000  
spendable income.





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# REPORT

**JAN** KNXT premieres "Fabulous Las Vegas," the first in a series of variety shows beamed direct from Las Vegas, the *first* such programs presented on a regular basis by a local station.

**FEB** KNXT broadcasts "Capitol Hill to California," the opener of a series of talks with California Senators and Representatives, filmed in Washington, D. C. by KNXT's Public Affairs Dept.

**MAR** KNXT receives the Alfred I. duPont Radio and Television Award for the "high quality of programs serving cultural and social interests," the *only* television station so honored.

**APR** KNXT becomes the *first* West Coast local station to schedule most of its shows at the *most convenient time* for its viewers, thanks to new Ampex Video Tape Recording equipment.

**MAY** KNXT accepts the Ohio State First Award for the cultural series "Journey," *plus* three Associated Press Awards including AP's Sweepstakes Award for "over-all excellence of news coverage."

**JUN** KNXT produces the first in an 8-part series "Focus on Sanity," called "the finest job done in any medium" by Dr. Walter Rapaport, California State Director of Mental Hygiene.

**JUL** KNXT is honored with 5 "Golden Mikes" by the Radio-Television News Club of Southern California, including the prize for "management support of the most aggressive news policy."

**AUG** KNXT readies its unique "Basics of Television" course, to aid the industry and the community in the effective use of television, the first course of its kind given by a local station.

**SEP** KNXT's "Fabulous 52," Saturday night showcase for KNXT's library of top feature films, is listed by Telepulse as the *highest rated local program* in the Los Angeles area.

**By any standard - entertainment, public service or simple audience arithmetic - KNXT continues to set the pace as the number one station in the nation's number two television market. **KNXT****

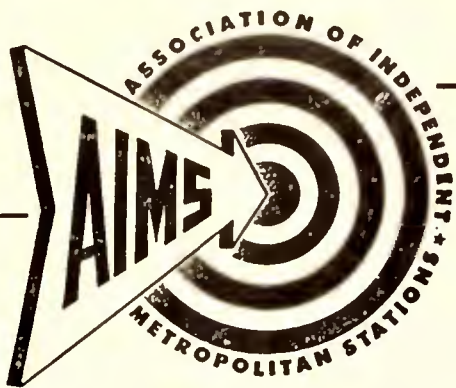
CBS Owned, Channel 2 in Los Angeles - Represented by CBS Television Spot Sales

**OCT** KNXT introduces its first "Big Hit Movies" Blockbuster Week, monthly repeats of the top favorites from the "Fabulous 52" package, shown on seven consecutive evenings.

**NOV** KNXT news reporter Cleve Roberts is elected "Man of the Year" by the Counter Intelligence Corps Association, his *10th award this year*, including an "Emmy" and two AP awards.

**DEC** KNXT completes another year of leadership. For the latest 12-month period, KNXT averaged a 27.5% total share of audience, almost 30% *higher* than its nearest competitor.

you always hit the target  
when your AIMS right



AIMS (Association of Independent Metropolitan Stations) offers a made to order list of stations ready to deliver maximum audience in 21 different cities.

AIMS the most active group in the Broadcasting Industry through periodic meetings and fact loaded monthly newsletters from all members, can supply you with most of the answers to your broadcast advertising problems. When you buy . . . BUY AIMS the perfect station list for every campaign.

You can expect the leading independent  
to be the best buy on the market

CITY	STATION	REPRESENTATIVE
Baton Rouge, La.	WIBR	The Walker Co.
Buffalo, N. Y.	WBNY	Jack Masla and Co., Inc. West Coast—Lee F. O'Connell Co.
Dallas, Tex.	KIXL	H-R Representatives, Inc. Southwest—Clarke Brown Co.
Des Moines, Iowa	KSO	John E. Pearson Co.
Evanston, Ill.	WNMP	
Evansville, Ind.	WIKY	John E. Pearson Co.
Houston 1, Tex.	KNUZ	Forjoe & Co., Inc. Southern—Clarke & Brown, Co.
Indianapolis 22, Ind.	WXLW	John E. Pearson Co.
Jackson, Miss.	WJXN	Grant Webb & Co.
Little Rock, Ark.	KVLC	Richard O'Connell Inc. Midwest—Radio-TV Representatives Inc. Southern & Denver—Clarke Brown Co. West Coast—Tracy Moore & Associates, Inc.
Louisville 2, Ky.	WKYW	Burn-Smith Co., Inc. Regional—Kentucky Radio Sales
Omaha, Neb.	KOWH	Adam Young, Inc.
San Antonio, Tex.	KITE	Avery-Knodel, Inc.
Seattle, Wash.	KOL	The Bolling Co., Inc.
Spokane, Wash.	KLYK	Grant Webb & Co.
Stockton, Cal.	KSTN	George P. Hollingbery Co.
Syracuse, N. Y.	WOLF	The Walker Co.
Tulsa, Okla.	KFMJ	Jack Masla & Co., Inc.
West Springfield, Mass.	WTXL	The Walker Co.
Wichita, Kan.	KWBB	George P. Hollingbery Co. Southern—Clarke Brown Co.
Worcester, Mass.	WNEB	The Bolling Co., Inc.



49th and  
Madison

#### Subliminal radio

This "subliminal perception" idea as utilized in radio appears to be under way here without our having thought of it in that way.

Woolrich Woolen Mills, of nearby Woolrich, Pa., never an advertiser of any extent locally, decided to use a little radio and selected WLYC.

Their buy? A one-sentence insertion on the weather forecasts, frequently, during December. The spot runs right after the local temperature report.

And all the announcer says is:

"The present temperature is 35°," or "The low tonite will be 23°"—"Time to wear a Woolrich Jacket."

The spot has come and gone before you know it's there. I would assume this constitutes radio's adaptation of subliminal perception. All they're interested in selling is the name Woolrich, and this they achieve.

Thanks for your interesting summaries of these ideas in the columns of your excellent magazine.

W. Richard Carlson,  
v.p. & gen. mgr.,  
Lycoming Broadcasting Co.

#### Pigeon advertising

Your readers may be interested in a promotion gimmick idea staged by one of our local radio stations.

On November 15 KOME, Tulsa, borrowed 30 "Homing Pigeons" from a local pigeon racing club, boxed them up in colorful gift wrapping, and delivered them to local advertisers around Tulsa. The gimmick, of course, was to get these advertisers to place orders, "via pigeon," for radio advertising.

Delivered with the pigeons were letters signed by the bird himself, containing instructions for handling him . . . The letter also stated that the person placing the first order by "Winged Messenger" would be awarded a \$75 Transistor Radio and the advertiser placing the largest order would be awarded a "bonus" in the form of an addition to his order.



KOME's offices were swamped with calls from receivers of the birds with compliments on the clever sales idea. Out of 30 pigeons sent, 13 came back placing orders for radio advertising. The promotion pulled almost 50%. Total cost of the promotion was \$75 for the transistor radio.

Sam S. Stunkard  
Watts, Payne-Advertising, Inc.  
Tulsa, Okla.

**Budget estimator**

Thanks for the way you have handled the presentation of our Spot Radio Budget Estimator. You have done a good job on a complicated subject. There is, however, one slight misstatement which may cause some confusion.

In explaining the "estimating formula" the article says: "Thus the one-time daytime rate for 12 announcements per week becomes the base for converting estimates to schedules of both 12 and 24 announcements per week up to periods of 52 weeks."

The column heading, "One-Time Daytime Rate" refers to the so-called "open rate"—the rate that would apply to a single announcement. It is not the rate for "12 announcements per week." Similarly, in the tables the heading "Cost per announcement based on weekday schedules of 12 one-minute announcements per week for 13 weeks" should refer to the first three columns and not to the column headed "One-time Rate."

Daniel Denenholz  
vice president  
The Katz Agency, Inc.

**The route list miseries**

It goes without saying that SPONSOR circulates rather slowly around this office. The reason, of course, is that it's so pregnant with thought-provoking and useful information one can't just glance through and lay it aside. As a matter of fact, perhaps one-quarter of my card file—alphabetized listing of books and articles pertinent to tv writing—is made of titles from SPONSOR. I appreciate your magazine and its effort to make advertising more effective.

Burnon W. Lydic, Jr.  
chief of continuity,  
WSFA-TV, Montgomery

• To end this particular problem, SPONSOR has sought to make it easy for each reader to own a home subscription—by setting the new price of \$3 per year.

# SHARE OF AUDIENCE

## 100%

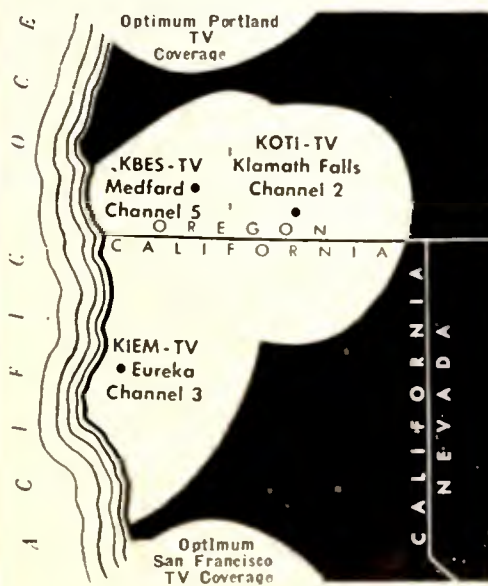
# SETS-IN-USE

**SIGN-ON TO 6 PM—21.5**

**6 PM TO SIGN-OFF—50.8**

Sign on—6 PM	KIEM-TV3 Eureka California	KOTI-TV2 Klamath Falls Oregon	KBES-TV5 Medford Oregon
Mon.-Fri.	25.2	24.9	23.8
Saturday	17.7	20.8	18.0
Sunday	16.7	23.1	23.3
6 PM—Sign off			
Monday	55.6	52.1	58.9
Tuesday	50.9	47.1	59.5
Wednesday	56.5	50.0	49.0
Thursday	55.7	54.7	52.3
Friday	57.6	47.9	48.9
Saturday	47.0	41.7	43.9
Sunday	53.3	39.4	43.8

Above figures are based on survey supervised by Dr. Kenneth H. Baker, Calif-Ore's Director of Research & Development. A total of 22,400 telephone calls were made during seven consecutive days between July 6 & August 6, 1957.



# THE CALIF-ORE TV TRIO

bridges the entire populated gap between Portland and San Francisco

Three Markets—One Billing

CALIF-ORE TV TRIO, Don Telford, Mgr.  
THE SMULLIN STATIONS

ask **BLAIR Television ASSOCIATES, INC.** national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

<b>KOTI</b>	CHANNEL 2	} CBS NBC ABC
<b>KIEM</b>	CHANNEL 3	
<b>KBES</b>	CHANNEL 5	

Klamath Falls, Ore.  
Eureka, Calif.  
Medford, Ore.

# COVERAGE ?

Yes . . . but who's listening ?



In WHB's 96-county\* world  
**IT'S A WHB PULSE!**

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight (*Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957*)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

For WHB's unique combination of coverage and audience . . . talk to a Blair man . . . or WHB General Manager *George W. Armstrong*.

*\*situated in Missouri, Kansas and Iowa*

## WHB

*Kansas City*  
10,000 watts  
710 kc.

## STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*  
REPRESENTED BY JOHN BLAIR & CO.  
WHB *Kansas City*  
REPRESENTED BY JOHN BLAIR & CO.  
WTIX *New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
WQAM *Miami*  
REPRESENTED BY JOHN BLAIR & CO.

# YEAR END REPORT

In 1957, tv fought harder for the advertiser's dollar. Meanwhile, the radio boom got louder. On Madison Ave. both ratings and client jitters ▶▶▶

sum-up

**SPOT TV** growth slowed compared with the past but by year's end media directors foresaw renewed surge for medium in 1958

**NETWORK TV** era of stiff competition came in with a bang this fall. While audiences grew, so did client price consciousness

**SPOT RADIO** may hit \$200 million peak as renaissance affects buying techniques — and particularly commercials creativity

**NETWORK RADIO** picked itself off the ground with a spring that surprised even its boosters. Spending may total \$80-90 million

**AGENCY-CLIENT** relations passed through a formative year with the Frey report providing groundwork for 15% evolution in 1958

**COMMERCIALS** in radio almost stole the spotlight from tv with new techniques, but meanwhile tv creativity stayed high level

**RESEARCH** in advertising became a public subject of discussion with furor over MR. Arbitron made year-end food for thought

1957-

**Client spending on radio and tv will hit nearly \$2 billion in 1957. Network tv alone is expected to take in about \$660 million**

**F**ull of trends and directions, 1957's outstanding event was the fabulous boom of radio—but especially on the spot side.

Radio's sizzling climb was made more notable by the over-all slowdown in the growth of total advertising expenditures. While 1956 was about 10% ahead of 1955, this year total advertising is expected to be about 5% ahead of last. But national radio ad expenditures (network and spot) may finish the year nearly 30% ahead of 1956. Spot alone may well hit the \$200 million mark.

Over-all, radio and tv will probably come close to (but not quite) \$2 billion. SPONSOR estimates total ad spending (time, programing and commercials) at around \$1,950,000,000. This compares to the McCann-Erickson estimate of \$1,780,600,000 in 1956—which would put this year's rise at 7%.

Thus radio and tv together grew only slightly faster than total advertising, their share going from 18 to 18.7% of all ad spending. Clearly, the competitive era for tv arrived with a bang in 1957.

If McCann-Erickson is correct, total U. S. advertising will hit a record \$10,128 million. In 1956 it was \$9,904 million.

A number of developments attracted the attention of admen.

- *Washington focused its probing eye on network practices, allocations, discounts for buying time in volume, honesty in commercials—even the action of a group of Philadelphia radio stations determining to hold the line on rates.*

- *The subconscious mind of consumers was also in focus. Vance Packard's *The Hidden Persuaders* created a stir, caused a number of admen to stand up on their hind legs and deny there was anything sinister in digging deep to uncover consumer likes and dislikes. That the business was sensitive on the subject, however, was evi-*

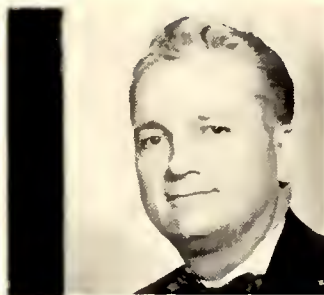
dent in the broadcasters' hostility to James Vicary's subliminal projection techniques in which suggestions are flashed on a tv screen for a minute fraction of a second.

- *Station ownership changes followed one another at a fast clip. Time, Inc.'s, \$15 million purchase of the Bitner stations was wrapped up and okayed this year. The RCA-Westinghouse station swap, though okayed by the FCC, occupied the attention of the*

Department of Justice. Westinghouse bought its fifth vhf in Baltimore. DuMont paid a record price for New York indie WNEW. And there were many other important sales.

- *It seemed that never were there so many agency mergers—some sparked by account shifts. (Kudner's loss of Buick was the account shift of the year.) Spreading agency stock around was also evident in the new positions and agency name changes*

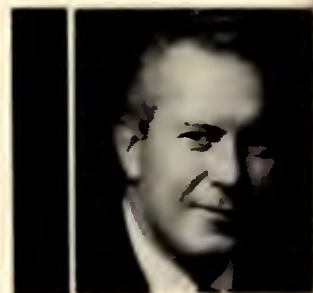
**These 19 names made news during 1957 in areas**



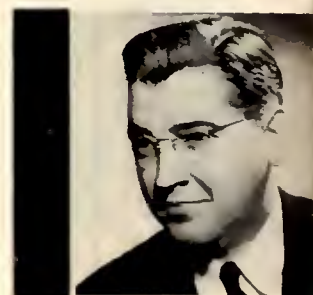
**Roscoe Barrow** headed up the FCC Network Study Staff which put out a 1,485-page report urging (1) direct FCC regulation of the networks, (2) a ban on option time, (3) outlawing must-buy station lineups, (4) tightening of multiple ownership rules, (5) controls on rate-making



**John Doerfer**, who succeeded George McConaughy as FCC chairman, also succeeded to a host of McConaughy's problems, not least among them the feeling among many Congressmen that FCC is slow and lacks conviction. Doerfer, a Republican, was named to FCC in 1953



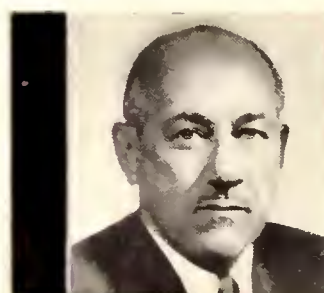
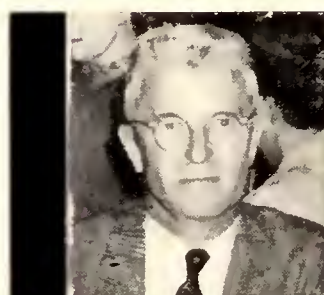
**Albert Frey** previewed his study of agency services and compensation for the ANA. It confirmed fact that sizable minority of advertisers are dissatisfied with various facets of commission system. Agencies are preparing to answer clients' objections as they await the final report by Frey



**Edward Petry** organized the first firm to represent radio stations on an exclusive basis. He celebrated his company's 25th anniversary in 1957 after building his operation to include a list of about 45 stations. He has offices in seven cities and a sales force of more than 50 men



**James Seiler**, president of ARB, made news with the unveiling of Arbitron, latest entry in the instantaneous ratings field. Seiler reports a technical breakthrough which will enable him to sell the service at a relatively economical price. A seven-city network sample is being readied



that popped up at almost regular intervals. New agency names included Erwin, Wasey, Ruthrauff & Ryan; Keyes Madden & Jones; Parkson; Cohen & Meshire.

Some other highlights: Drug and cosmetic firms, most of them heavy air users, expanded their reach and hedged their bets. Bristol-Myers absorbed Grove Labs. Revlon bought 9% of Schering. Pharmaceuticals bought J. S. Williams. Free tv con-

tinued in the limelight with the wired variety looking more and more like a contender. Marketing posts and appointments were more evident than ever among clients and agencies.

On the media front, network and spot tv became more of a buyer's market. William Esty created a furor by asking for radio station logs to check on over-commercialization. A controversy arose over Benton & Bowles' setting up a share-time plan in spot tv

for General Foods and Bristol Myers.

Details on most of the developments follow.

#### SPOT TV

This was the year spot tv reached its first plateau.

But by year's-end agency media executives saw it this way: the growth slowdown was a gear-shifting before a substantial 1958 climb.

sponsor's check-up among media  
(Please turn to page 70)

### Changing from network operation to MR and agency compensation

Charles H. Brower, whose succession to Ben Coffey as BBDO chief was foreshadowed earlier this year when he was appointed national mgr., was named to the presidency at the end of the year. BBDO billings were 40% radio-tv in '57



Rep. Emmanuel Celler, chairman of the House Judiciary Committee, was the Congressional *bête noir* of the tv industry. Though his Anti-trust Subcommittee's report had many fangs removed, his jabs surprised observers. One jab: There's too much business in too few agencies



Matthew (Joe) Culligan, NBC Radio's chief and a first-rate salesman, took quick advantage of the upturn in network radio's fortunes to put his web's net income 40% above last year. A former executive on NBC's tv side, Culligan put NBC Radio on its feet with "imagery transfer"

Robert Eastman was named president of ABC Radio (now ABN) and set out a drastic program of revamping which involved the scheduling of five hour-long daytime strips. Eastman came from John Blair, where he headed radio



Clarence Eldridge was tapped as the 4A's public relations consultant on the heels of the ANA's Frey report. He noted a "fairly high degree of dissatisfaction" between agencies and advertisers and said his job is to find the reasons and do something about the situation



J. H. S. Ellis, president of Kudner Agency, was on the receiving end of what is probably the biggest billings loss in ad history: the \$23 million Buick account. He had handled the account for 22 years. As a result, Ellis will sell his majority interest in the agency and retire

Arthur Hull Hayes, president of CBS Radio, which led resurgence of ads in 1957. CBS is expected to gross about 10 million this year, as running, during the first quarter, over 55% ahead of same '56 quarter



Merle Jones, president of CBS TV, still the network tv leader, though now pressed hard by more competition. Latest Nielsens give CBS 22 first places out of 36 evening half-hours in which all three networks compete. But its average audiences at night dipped slightly compared with 1956



Howard J. Morgens became president of P&G, the nation's biggest tv spender, on 1 October, succeeding Neil McElroy, who resigned to become Secretary of Defense. He was part of a P&G-trained executive team under McElroy that moved in during 1948 and did big things for P&G

Paul Raymer who, like Edward Petry, observed his 25th year in the station representative field, as a station list of about the same length and offices in the same number of cities. He was an ad man before being a rep



Paul Roberts headed a syndicate which bought MBS for a reported \$700,000. Others who with Roberts displayed faith in the medium were oilmen Armand Hammer and Roy Roberts. The MBS plan of news on the hour and half-hour (half for local station sale) has been continued

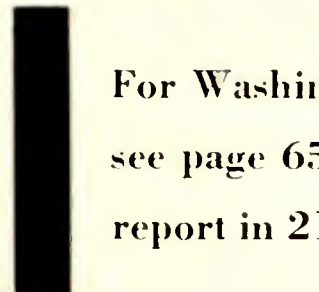


Robert Sarnoff, NBC president, whose tv network registered gains on both the daytime and nighttime fronts. NBC TV's advances were made with aid of Robert Kintner, who left ABC. Among the important steps taken by NBC was a multi-million dollar program deal with MCA

Oliver Treyz, vice president in charge of ABC TV, whose recent audience successes made a mark at "all three" webs mandatory. ABC's tv audiences at night rose 6% from November 1956 to the same month in 1957



James Vicary created a furor with his proposed subliminal projection method, whereby impressions flashed on a tv screen for a minute fraction of a second would be inserted in commercials. Vicary agreed that it was in the public interest to have his method policed by someone



For Washington year-end report, see page 65: Film year-end report in 21 December Film-Scope

# THIS UTILITY BUYS LOCAL, LIVE TV FOR \$178 A SHOW

Western Mass. Electric is selling electricity with local tv and doing it on a shoestring. It gets 15 minutes a night, five nights a week in a good timeslot—all for under \$900. How? By using (1) hometown talent, and (2) film commercials costing less than \$10

**"C**an a local service firm buy tv's impact on a nickel-dime advertising budget?"

Bank presidents, electric utility executives and transport company admen in every hamlet in the U. S. have all probably pondered that question at one time or another in recent years.

For Western Mass. Electric Co., Springfield, the answer is a foregone conclusion today. The New England utility this month completes its fourth year of selling "the electric way" to its 80-100,000 customers via tv. The firm sponsors *Western Mass. Highlights*, a five-day-a-week, 15-minute evening show that's near the low-watermark in costs. Expenditure: Under \$900 a week!

How does the utility do it?

- By capitalizing on local events, organizations and personalities to provide the program content.

- By using ready-made film com-

mercials costing a phenomenally low \$4.50 per 20-seconds, \$5.50 per minute and \$7.50 per 90-seconds.

Costs are low, but audience numbers are high for a local program. Pulse gives the show a 13.5 average rating. Set-count for the Springfield area is 133,600, according to Pulse. About 98% of these tv homes are uhf-equipped, Pulse states. *Highlights* is broadcast from 7:15 to 7:30 p.m., Monday through Friday, over WWLP-TV, Springfield, Channel 22.

A flexible format that capitalizes on the viewing audience's interest in home-town activities and people is the key to program success.

Host Tom Colton may one night interview a local university president. Another evening he may introduce a judo exhibition by airmen stationed nearby, or a hobbyist who makes model bridges in his spare time.

Western Mass. Electric tapped the



Baby photography provided humorous material



Dorothy Bolles and Colton do a live commercial

hometown area and found a goldmine of varied, interesting material and talent—all available for free. So far, 1,000 shows have been aired, using over 4,000 local residents.

Confucius might well have said, "Company that make tv star out of hometown boy, make good in hometown."

Dick Bruce, president of Richard R. Bruce Co., advertising agency for Western Mass. Electric, says: "A public utility, such as Western Mass. Electric, is a local business. Since it sells only electric services, its chief concern is to build confidence among its customers in 'the electric way' and in itself as a service industry. *Highlights* provides a highly practical vehicle for this type of advertising." He credits the power of tv. also, stating "the nature of the program . . . has created a feeling of good will toward the com-

**Local sponsor built**

**1,000 programs on features like these  
and found them all right in the  
company market place — free**

**for the asking!**



**Shooting Linds**, pro sharpshooters, provided unique show



**Judo team** from local airbase performed



**Fire Dept.** gave a demonstration



**Madrigal Singers** of Classical High



**Hobbyist** who builds model bridges displays handiwork



**University president J. Paul Mather**, U. of Mass., is interviewed by Tom Colton



**Hometown** Don Rondo on "Highlights" for a singing stint



**Miss Springfield finalists** were guest

pany which would be difficult to duplicate in any other medium."

**Commercials:** Western Mass. Electric buys open-end film commercials, (at the earlier-quoted low costs) from Edison Electric Institute, New York. They feature Westinghouse's Betty Furness giving a general house power pitch.

Westinghouse underwrites the production costs on these films, according to an Edison spokesman, which accounts for their low cost. They are available to any electric utility.

The New England firm also uses live commercials, featuring show host Colton and Dorothy Bolles, company home service representative.

Occasionally, work-saving electrical appliances are shown, but without brand name or dealer identity. They are used primarily to demonstrate how "this new electric convenience" works, but there's this important side-effect:

Dealers report that merchandise is moved by word of mouth, and through interest arousal. The line, "I saw a new — on *Highlights*, do you have something similar?" is becoming a common one in Springfield area appliance stores, dealers say.

This was one of the program aims, as set forth by Howard J. Caldwell, utility president. "The original statement of intent for this show was to the effect that it should implement the company's continuing program to sell not only the theme that 'Western Mass. is a good place in which to live, work and play,' but also to sell electrical appliances and electricity," he states.

Commenting on *Highlights'* commercial approach, adman Bruce states: "Although purchased filmed commercials are used, they are melded into the show by Colton's before-and-after comment with the result that there is no abrupt break between the program

and the commercial. Our live commercials featuring Dorothy Bolles further lend authenticity to the company's message — another example of 'home folks' talking to 'home folks'."

Why local programming instead of spot participation?

"The *Highlights* format, we feel, can make our personal commercial approach more effectively than could be done through spot participation in network productions or other programs which do not relate directly to the persons to whom the advertising message is directed," says Bruce.

With this hometown brand of thinking, Western Mass. Electric has, on a small-time budget, achieved three big-time advertising aims: (1) increased use of its product — electricity; (2) created demand for its product by helping to move appliances; (3) made its name a household byword in its marketing area.

**SPONSOR ASKS:**

# What are your New Year's

Ward Dorrell, v. p., director of research, John Blair & Co.: I would resolve as a buyer of media, whether buyer of all or a specialist in one, to endeavor to separate fact from fiction, without friction, and not to be misled by the ingenious "pro" part of promotion, regardless of commotion.

Further, I would resolve that I would buy myself an insurance policy in the agency machine, by freely consulting vendor specialists, asking them, not just "telling" them. For reps and salesmen know that not procrastination but competition is the thief of time—and they better have the right answers.

I would acknowledge that one is not (hmm, necessarily) a square for squarely facing facts, burning no incense before or salaaming to, PR, MR, Brand Image, or whatever other high-fashion antics in semantics may emerge before 1959. I would try to recognize these facts for what they are—short-hand symbols for people, their hard-earned dollars, their purchases, the client's profits, and so on—facts that should be the starting point for imagination.

I would resolve, particularly, to seek out zealously and at least peek into people's lives, and find out how the other half lives—the half that is smarter, that lives better, that is more successful than I am, right at the moment, that is!

Further, I would resolve that I will do as I damned please about brushing my teeth (making sure that it actually is the client's tooth paste), and/or my bread and butter!

Finally, whether a harried agency account man is trying to pick my brains over the lunch table or a seller is buying the lunch, I resolve resolutely to refuse the second martini—except maybe on Fridays!



**Dorrell:** "... one is not a square for squarely facing facts . . . burn no incense before PR, MR or whatever semantics emerge"

**Jones:** "for radio-tv station reps—think up a new excuse for not getting 'avails' to agencies and stop blaming the secretary."



Evelyn Lee Jones, Donahue & Coe, Inc., New York: Were I to make the New Year's oaths that seal another guy's fate, here's the way I'd work it out for 1958—

**Resolution for agency clients:**

1. Never again to ask "What do you do for your 15%?"

**Resolutions for agency account executives:**

1. To stop behaving as if my account were the only one in the shop.

2. To stop making impossible promises to my clients and then demanding that my media, research and marketing departments break their backs making good for me.

**Resolutions for agency researchers:**

1. To leave my slide-rule home one working day each year.

2. To worship God and not Dr. Dichter.

**Resolutions for radio-tv station reps:**

1. To think up a new excuse for not getting "avails" to agencies on time and stop blaming my secretary for the delays.

2. To shake off the tag "order-taker" by learning as much as I can about my stations, the character of their markets and the whims and whammies of their local listeners.

**Resolution for tv producers:**

1. To give a couple of account execs and clients credit for a little sense and stop believing that my combined talents are wasted.

**Resolution for commercial copywriters:**

1. Never to stop writing deathless prose or blowing up a storm if one little word is deleted or changed. We need temperament in our industry.

**Resolution for all timebuyers:**

1. To stay just as we are—calm, quiet, dignified, well-versed on all clients' needs—in short, wonderful!



# resolutions — for the other guy

**John McCorkle**, WNEW, New York:

**January:** Every morning on the way to work mutter to yourself eight times "indicative but not conclusive." By July 4th you'll be strong enough to lift 200 pounds of motivational research.

**February:** Don't just sit there making media plans—BUY something; figure out where the money's coming from later.

**March:** Always approve make-goods: what the hell, you'll pick up a whole new audience at 5:00 a.m. Sunday.

**April:** Never tell your billing department anything; let them find out the hard way.

**May:** Devote at least .56% of your attention to the salesman when he is in your office. The other 99.44% can be spent on the phone.

**June:** Always make an effort to buy a little something that will sell the product, as a supplement to the string quartet your client loves.

**July:** If the client is always right, resign the account—you're not contributing anything.

**August:** Never collect competitive information; nobody knows what to do with it anyway.

**September:** Enliven dull meetings by telling a brand man he's an idiot; you won't have to go to the next meeting.

**October:** Approach your buying from an objective viewpoint based on a solid background of ignorance—it's easier.

**November:** If a rep is hard to reach, call his boss and ask who's assigned to the agency; this keeps your salesmen alert, if not dead.

**December:** Once a month, have a "be kind to account men day"—they have problems too; pick a Friday and be kind to as many as you can find.

Follow these simple rules and memorize Walter Lowen's phone number. You'll be a new man—at another agency.



**McCorkle:** "Just follow these simple rules . . . and don't forget to memorize Walter Lowen's telephone number."

**Glasser:** "never offer a Pulse and then announce . . . of course there have been a few minor program changes in three months since . . ."



**Dorothy Glasser**, timebuyer for Herschel Z. Deutsch & Co., New York:

Never get a *timebuyer* in the center of a pincer movement caused by a station changing representatives. There's nothing quite like the out-in-left-field feeling a gal gets after hours of talk with one rep to get a sudden callback that begins "Oops—our station-relations are showing."

Second half of this resolution: Let's all act like adults over station rep changes. I attribute half of my ulcer to that sentence—"We no longer represent that station and don't know who does." Come Now!! This usually leads to confusion—especially since SRDS can't keep up with all the changes that take place.

Next—after the stations in a market have all switched reps like musical chairs, resolve not to sell your new property by beating down the station you formerly sold in glowing terms. This sometimes leads to the feeling that maybe you don't always tell the exact truth.

Don't sell a buyer on spots that would be perfect for her products—but aren't definitely available.

Never offer ratings on a Pulse taken three months before and then announce:

"Of course, there have been a few minor program changes." (Like they lost their hottest morning man to the competition.)

Finally, resolve to clean out your attaché case and throw away the following: program schedules with stations' old call letters dated July, 1922; mail count maps showing one letter received from each county; and an olive from yesterday's martini.

All right, all right, don't all yell at once.

Now's your chance to throw the book at me.

# THE YEAR'S BEST TV COMMERCIALS

**T**he pictures on this spread and on the following page are from those tv commercials which SPONSOR selects as the 10 most outstanding during 1957.

Since it is virtually impossible for any one person to see all the commercials aired in a year, SPONSOR relied on the opinions of many—all experts in the field of tv advertising. Agency copy chiefs, agency tv producers, some film studio directors and market researchers were asked to name commercials (excluding those in which they had a hand) that impressed them most.

Of the 10, four are animation; five are live-action film; one is combination live-action and animation; one a puppet film.

Although they have been running for several years, the Piel's Beer Harry and Bert series, which have developed into perennial favorites, once again have to be included. Even the few admen who did not vote for this Y&R classic, wound up their conversations with some apologetic remark such as, "I guess you wonder why I didn't mention Harry and Bert. . . ."

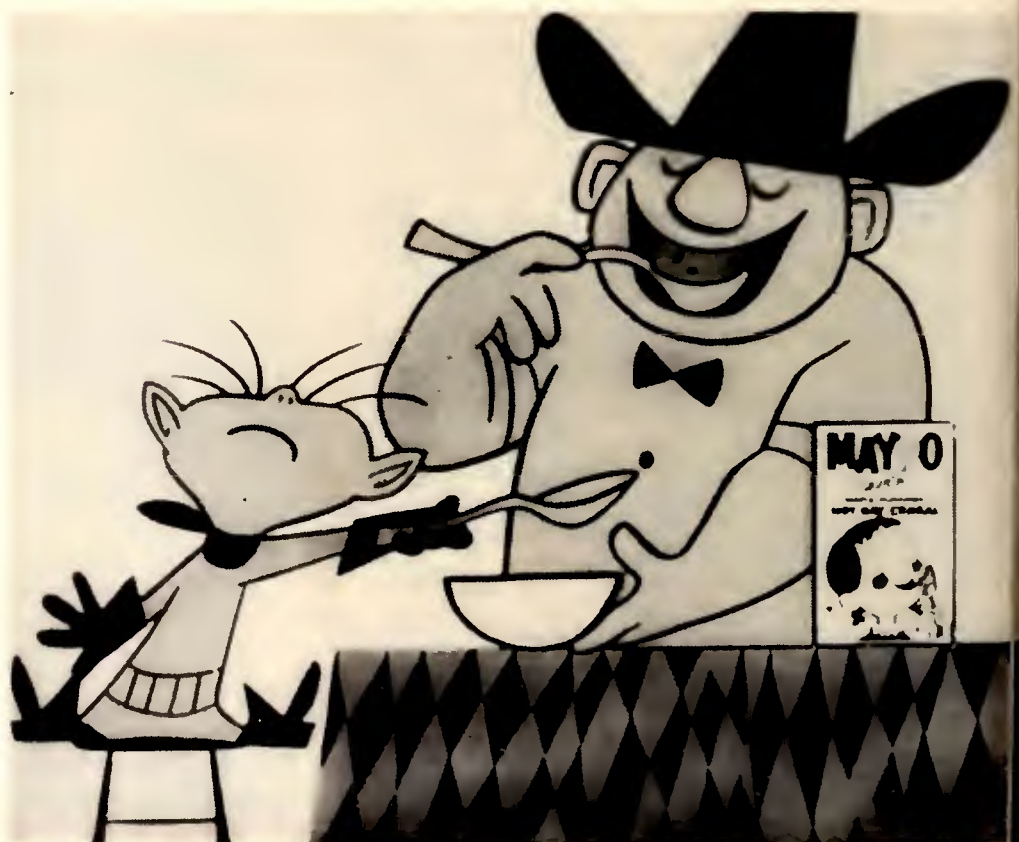
Also out of the ink pots, Maypo (Bryan Houston) and Tip Top Bread (JWT) got mentioned with almost monotonous regularity. The Maypo animations, with a strong root in child psychology, are admired both for entertainment value and a sell that hits both children and parents. The Tip Top series, like Piel's Beer, are naturals for setting up a feeling of friendliness for the product. The Wrigley's commercials (Meyerhoff), while not of the same creatively humorous warp and woof, are considered prime examples of low-key appeals to the emotions.

Timken (BBDO) owes a lot to the imaginative animation, but increases value through the socko integration with live-action film. In one and three-quarters minutes, these commercials get across a story of how "Betterness" is brought to our lives through

**SPONSOR** names these 10 tv commercials as the most outstanding during 1957 after talking to many experts in the field—agency copy chiefs, tv producers, film directors and researchers.

**The reasons behind each choice: concept, creativity, sell, memorability, production techniques**

**Maypo** (Bryan Houston, N. Y.): The situations in these Maltex Co. animations are as familiar to kids as to parents and beneath their humor lies good child psychology. Jules Bundgus of Bryan Houston and John Hubley of Storyboards are co-producers. Filming is at Storyboards, Inc.





**Timken Bearings Co.** (BBDO): Making the tv viewer appreciate the "betterness" brought to his life by tapered roller bearings is the achievement of these films written by Len Hall and Arnold Leo. Art direction is by Larry Berger, production by Les Collins. The studio is Academy, New York and the animation was done by Paul Kim

**Wrigley's Gum** (Arthur Meyerhoff, Chicago): Deceptively simple in execution, these spots have nevertheless been mentioned often as creating a desire for the relaxation that comes of gum chewing. They are joint production of client and agency, are filmed at Douglas in Chicago

**Prudential Insurance** (Reach, McClinton, N. Y.): These commercials are outstanding for concept and handling of a "story sell." Written by Herman Raucher. Produced by Ted Okon. Supervised by RM tv/radio vice president Werner Michel. Below film was by Reach, McClinton's own subsidiary. Some are by Elliot, Unger & Elliot



**RCA-Victor** (Kenyon & Eckhardt): Concept and executions of these commercials was mentioned often. Above frame is from one that won a Cannes Award. Writers were Stan Tannenbaum and Margaret Currens. Producer was Hal Matthews, director Mel Dellar. Studio was Warner Bros. Some in the series were done at MPO-TV studio



**Piel's Beer** (Y&R): No list of best commercials would be complete without Harry and Bert who are as good as in the all-time tv Hall of Fame. Jack Sidebotham is the tv supervisor, Martin Kunze is art director. Scripts are by Bill Lacey. Two studios are used: UPA and Terrytoons, NYC



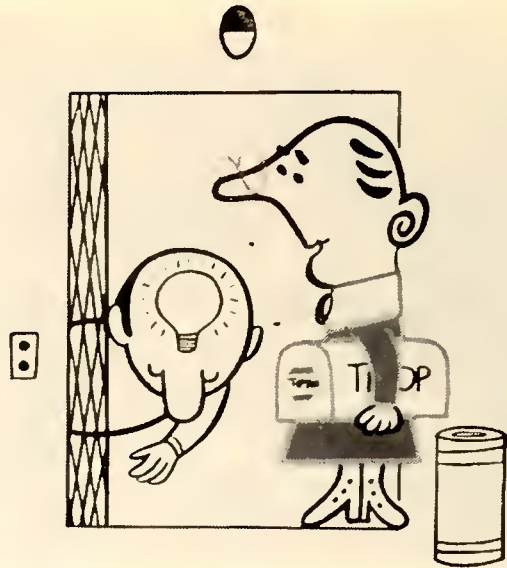


tapered roller bearings. Seeing it is enough to make one check even the armchair to see that it has Timken bearings.

On the live-action side, Prudential (Reach, McClinton) commercials have been cited for their subtle—sometimes even light—approach to a delicate subject with just the right amount of sentiment. The frame pictured on these pages was also unique as a production: it was made in the manner of some Italian movies—no script, no director—just a cameraman following a small boy through the day. Sound was added only after editing.

Ford (JWT) made the world its "test track" through its much-commented on series of "Around the World" commercials, all shot on location. Marlboro (Burnett) and RCA-Victor (K&E) each point up a trend to name stars such as Julie London and Vaughan Monroe. But they each go much further than that. Marlboro concept makes filters seem a masculine preference while RCA-Victor disguises the hardest kind of sell as entertainment.

To avoid confusion with beer, Ballantine Ale (Esty) needed a "different" commercial. They got it with Flemish puppets.



**Ward Baking Co.** (J. Walter Thompson): The Tip Top Bread series rank high in light-hearted sell. Ed Graham, Jr. writes the copy, under supervision of Janet Wolff, creative group head. Lew Gifford produces for JWT in association with Graham, Goulding, Elliot. Studios: Group Productions, Detroit; and Pintoff Productions, New York City

**Marlboro Cigarettes** (Leo Burnett, Chicago): The male appeal of these commercials has scotched the psychological block to filter tips on the grounds that they were "sissy." Burnett's Don Tennant writes copy and Gordon Minter directs. Filming is at Universal-International



**Ballantine Ale** (William Esty): In the public mind, beer and ale have been so long confused that commercials were needed to identify ale as a separate drink. The Esty Agency copy and production group managed this neatly with these sprightly puppet films from Joop Geesink, Holland

**Ford** (J. Walter Thompson): Conceived last spring by the Ford tv group at JWT, this "Around The World" series was shot on foreign locations by Filmways, New York. Nick Webster directed for the studio. SPONSOR found it the year's most talked about automotive commercial



A large, hand-drawn graphic of a money bag. The bag is outlined in a thick, black, textured line. At the top, there is a five-pointed star. A keyhole is drawn on the right side of the bag's neck. In the center of the bag, there is a large dollar sign (\$) and the words "RADIO RESULTS" in a bold, blocky font.

An annual SPONSOR section

# RADIO RESULTS

For a wide range of products and services, here are capsule case histories which help explain why radio today is undergoing its greatest growth surge yet

## Appliances

### AIR CONDITIONERS

SPONSOR: Cappy's Sporting Goods Store      AGENCY: Direct

**Capsule case history:** Only through radio could this campaign have been carried off. When a promoter gets a sudden idea and wants to put it across immediately, radio can do the job. Case in point: at 3:30 p.m. on 3 July, this firm decided to stay open all day for the 4 July holiday. The weather forecast promised a sizzler and Cappy's wanted to promote the sale of room air conditioners. It immediately purchased 35 one-minute announcements on WOW. By 4:45 p.m., commercial copy had been written, transcribed, and approved by the client. At 4:55 p.m., only one hour and 25 minutes after the client's decision to promote, the first announcement was on the air. The copy line was "Get 'em while it's hot," implying that the holiday would be a scorcher. Despite a cross-up by the weatherman (the Fourth was fairly comfortable) Cappy's sold some 100 room air conditioners and set an all time one-day sales record.

WOW, Omaha      PURCHASE: Announcements

### CAMERAS

SPONSOR: Valley Camera Shop      AGENCY: Direct

**Capsule case history:** Though all advertisers want to avoid excessive advertising expenditures, it is undoubtedly the small advertiser who is most concerned with finding a medium which will give him optimum results with economy. In the case of this camera shop, a radio campaign was found to give the best return on the sponsor's advertising dollar. In promoting a special sale, the Valley Camera Shop found that radio commercials produced customers at less than half the cost of another medium. John Bazar, owner of Valley Camera, bought time on KBIF to promote a sale of Praktiflex cameras. Bazar used thirty half-minute announcements broadcast over a three day period. The cost was \$75. He also advertised in another medium at a cost of \$180. The shop had just as many inquiries and sales from radio as from the much costlier medium. "We sold cameras," said Bazar, "and I feel that KBIF was a good investment."

KBIF, Fresno, Cal.      PURCHASE: Announcements

### HI-FI EQUIPMENT

SPONSOR: Jenkin's Music Co.      AGENCY: Direct

**Capsule case history:** Jenkin's Music Company of Kansas City, Mo., normally allocated all advertising funds for newspaper ads. Recently, however, Jenkins made a radio buy which resulted in a sales total much larger than the number of sales the firm had gained from other forms of advertising. This spring Jenkin's held its first Hi-Fi Festival, a special promotion designed to move high-fidelity equipment. For this particular promotion, the firm decided to eliminate newspaper advertising and rely on radio instead. Using no other ad medium, Jenkin's ran a concentrated campaign of announcements on WHB augmented by personal appearances of WHB disk jockeys. The radio campaign paid off by more than doubling hi-fi sales in comparison with results previously obtained from other advertising media. The success of the Hi-Fi Festival was achieved in spite of the fact that spring is the off season for sales of hi-fi apparatus.

WHB, Kansas City, Mo.      PURCHASE: Announcements

### TELEVISION SETS

SPONSOR: Firestone Stores-      AGENCY: Direct

**Capsule case history:** Firestone Stores in Wenatchee, Wash., had never carried television sets, but in October of last year the new manager decided to stock them for the first time. Selling television sets is a highly competitive business, so Firestone Stores decided to try radio advertising. The sponsor ran a special weekend saturation campaign on station KPQ which extended from 25-29 October. A total of 50 ads using a western theme for "Philco Day USA" were aired in announcements and on two disk jockey programs. The hour-long disk jockey shows were broadcast directly from the store and during each one of these programs four television sets were sold. The ad promotion brought immediate results—a dollar volume of \$3700 from sales of television sets. Ben T. Weaver, Jr., production manager of station KPQ, stated that as a result of the campaign the store was first in sales of tv sets for the entire state. The cost of the campaign was \$150. Firestone Stores has used the same promotion since, selling 60 tv sets in a slightly longer period and here a price cut was also used.

KPQ, Wenatchee, Wash.      PURCHASE: Announcements & DJ Programs

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR !**

**AND LOOK  
WHO'S  
FIRST\*  
IN CLEVELAND  
WERE !**

*\*First, says Oct.-Nov.  
1957 Pulse, with 21%  
share of audience  
6 am-12 midnight  
Monday thru Friday*

## Automotives

### AUTOS/BUICK

SPONSOR: Earl Davis Buick, Inc.

AGENCY: Direct

**Capsule case history:** Some 85% of the prospects coming to an automobile showroom in Cleveland were attracted there by radio. This was the result of a campaign used by Earl Davis, a Buick dealer, to acquaint people with his name and new location and to sell and rent new and used cars. This campaign came from an annual advertising budget of \$80,000 divided as follows: radio, 25%; tv, 40%; newspapers, 25%; direct mail, 10%. The radio promotion consisted of 56, one-minute announcements per week spread over seven days for eight weeks. The spots were from 6:00-6:30 a.m. to catch the early driving audience; 9:30-10:00 a.m. and 12:30-1:00 p.m. to reach women; 4:00-8:00 p.m. to again hit the man behind the wheel. "Eighty-five out of 100 people," said Davis, "heard our advertising on KYW. . . . It has proven to be less expensive to reach more people by radio than any other medium now available in Cleveland."

KYW, Cleveland

PURCHASE: Announcements

### AUTOS/CHRYSLER

SPONSOR: Coyer Motor Co.

AGENCY: Direct

**Capsule case history:** For 21 years, this Scranton Chrysler dealer has sponsored *The Coyer Show*, a musical presentation on WGBI, Sundays from 5:30 to 6:00 p.m. Nick Coyer reports WGBI has expanded his sales area to such distant towns as Mount Pocono, Luzerne and Carbondale, which have their own Chrysler dealers. From a small beginning, Coyer has become one of the area's largest Chrysler dealers. With 50% of his ad budget in radio (the remainder is divided in print), Coyer and WGBI have created many new slogans and promotion ideas. One of them, "Coyarized Used Cars," has won strong public recognition. Indication of radio's good will: people constantly visit showroom to request numbers to be played. The auto agency reports that radio advertising has been primarily responsible for their success in the area. Coyer says: "96% of the cars sold have radios—and radio sells cars!"

WGBI, Scranton

PURCHASE: 30 minutes

### AUTOS/DESOTO-PLYMOUTH

SPONSOR: Herbert S. Faris, Inc.

AGENCY: Arthur Pine Asso.

**Capsule case history:** Using the psychology of laughing at oneself has paid for this DeSoto-Plymouth dealer in New York City. Faris had been in business eight months when he decided to try radio advertising. Starting 17 June, this firm bought approximately 45 one-minute spots per week on WINS, between 10 a.m. and 7 p.m. Its aim was to get as much identification of its name and location across to car owners as quickly as possible. Its advertising kick was a transcription of a satisfied customer (voice: Allen Swift) laughing about "the deal he put over on Faris." The message refers to Faris as "Happy Herbie," and in low pressure style states: "he just doesn't know what he's doing when it comes to the low prices he sells his cars for." Within ten days, Faris' business had increased 300%. Spots are run on WMGM, between 7:30 and 9 a.m., but the bulk remains on WINS. Cost of campaign: some \$1,200 weekly.

WINS (& WMGM), New York

PURCHASE: Announcements

### GASOLINE

SPONSOR: Leslie Neal & Son, Conoco  
distributors

AGENCY: Direct

**Capsule case history:** Between 27 August and 8 September of this year Leslie Neal & Son, San Antonio gasoline distributors, instructed their 72 Bexar County (Texas) distributors to issue extra trading stamps with every gas-up of over seven gallons in a special promotional push. In order to obtain the widest possible exposure for his special offer, Neal purchased 100 one-minute announcements on KONO, to be distributed throughout a 12-day campaign. At the end of this period, more than 500,000 gallons of gas had been sold. This represented a 50% increase over normal sales for such a time period. The stamp bonus was available only in Bexar county, and Leslie Neal was pleased to note that people flocked from the adjoining counties of Kendall, Medina, Guadalupe and others to purchase gas. "I attribute the tremendous sales to the radio spot campaign on KONO," Neal said. "No other medium could have delivered these results in such a short period of time."

KONO, San Antonio

PURCHASE: Announcements



**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**

**AND LOOK  
WHO'S  
FIRST\*  
IN TAMPA—  
ST. PETERSBURG  
WFLA**

*\*First, says  
July-August 1957  
Pulse, with 18%  
share of audience  
6 am-12 midnight  
Monday thru Friday  
... and first for more  
months than we can  
remember!*

## Automotives *continued . . .*

### INSURANCE/AUTO

SPONSOR: Universal Insurance Agency    AGENCY: Benjamin Katz

**Capsule case history:** A steadily maintained increase in the number of hot prospects, life-blood of insurance agencies, has been achieved by the Universal Insurance Agency through radio. In October '55, Universal decided to experiment in selling its auto liability policies through WHAT, which concentrates on Negro audiences. Directing its campaign at uninsured drivers, the firm purchased several five-minute shows weekly, but results in the first week—150 direct leads—were so gratifying, it immediately switched to an across-the-board-buy. The company purchased all available five-minute segments on the late afternoon portion of *Snap Club*, a campaign of 19 segments weekly at a cost of \$245 per week. Universal is still maintaining this campaign, and has been averaging 100 leads per week. It reports it has become the largest local independent and has drastically reduced the number of uninsured drivers.

WHAT, Philadelphia

PURCHASE: Announcements

### TRAILER SALES

SPONSOR: Trailer Sales Inc.

AGENCY: Direct

**Capsule case history:** Wm. Taylor, Jr., manager of Trailer Sales Inc., of Chula Vista, Calif., decided to test a short campaign on KGB, San Diego. After just three spots (cost: \$30.00) on the "Margie" show, Monday through Friday 12:15 to 1:15 p.m., Taylor credited KGB with selling three trailers costing approximately \$2,500 each. He had used no other media for one year prior to this schedule of two spots per week for two weeks on KGB. Minutes after the first announcement, people began dropping in to look at the trailers Margie—KGB's "Personality Girl"—had described on the air. "Not a week goes by that we can't credit sales to her program," Taylor told KGB. "Shortly, we'll use a spot every day on 'Margie.' We've tried other means of advertising but none has done as much in such a short period." As a result of Trailer Sales' success, three other trailer dealers have decided to use KGB in their own sales promotions.

KGB, San Diego

PURCHASE: Program

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## Banking Services

### NEW HOURS

SPONSOR: Mid-America Ntl. Bank    AGENCY: Calkins & Holden

**Capsule case history:** An appealing slogan which epitomizes the unusual phase of this firm's services coupled with radio and outdoor advertising has put this bank on the Chicago map. When Mid-America started in business last September, the majority of its accounts were local. Together with its agency it wished to promote as strongly as possible its 8:30 a.m. to 4:00 p.m. banking hours. The slogan, "Have you heard about the eight-thirty bank?" evolved. In January, Mid-America started using radio. It bought a five-minute newscast, Monday through Friday, 7:25 a.m., on WMAQ. (Additional promotion consists of announcements on WGN and WIND, car cards and posters.) Edward Danistra, president of Mid-America, credits radio for much of the rapid growth of his firm. He reports: "Since we started using radio in January, 1957, we have an increasing number of accounts coming from distant city areas."

WMAQ, Chicago (& others)    PURCHASE: Newscasts & announcements

### SAVINGS ACCOUNTS

SPONSOR: National Savings Bank    AGENCY: Langelier Advertising Agency  
of New Haven

**Capsule case history:** In an effort to attract new depositors to the National Savings Bank of New Haven, Langelier Advertising Agency placed a four-week saturation campaign in May on WELI, New Haven. As a result of these spots, 570 people opened savings accounts at the bank. This was by far the largest number of new depositors attracted to National in a similar period of time—43% more than the bank's announced goal. The spots ran Mondays through Saturdays between 9:30 a.m. and 11:00 p.m. No other media were used. "National's new depositor promotion, for which we consider WELI primarily responsible, far outstripped our most optimistic expectations," said Carleton H. Stevens, Jr., v.p. of Langelier. There were no special inducements to entice listeners and only staff announcers were used. Having seen what radio spot can do, National Savings Bank is planning to use WELI for future promotions.

WELI, New Haven

PURCHASE: Announcements

(Continues page 42)

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**

**AND LOOK  
WHO'S  
FIRST\*  
IN DAYTON  
(The City Beautiful)  
WONE**

*\*First, says the Oct.  
1957 Pulse, with 30%  
share of audience  
6 am-12 midnight,  
Monday thru Friday*

National Representative: Headley-Reed  
Ronald B. Woodyard, President; C. J. Thornquest, Vice-President National Sales; Louis Frolich, Vice-President Local Sales

## Food Products

### BUTTER

SPONSOR: Dorothy Lane Market

AGENCY: Direct

**Capsule case history:** During a recent Friday night high school football contest aired over WING, Dayton, Ohio, the sponsor, Dorothy Lane Market, offered as a special two pounds of butter for \$1.00. The announcement was made three times during the course of the game, each spot running about 20 seconds. Although Dorothy Lane is a large, progressive market accustomed to doing a large volume of business, by closing time the next night the store's entire stock of butter had been sold—a total of two tons. Figuring the cost of advertising the butter in ratio to the entire football broadcast, WING sold \$2,000.00 worth of butter to 2,000 individual customers in less than 24 hours at a cost of only \$35.00. In addition people who came for the sole purpose of buying butter were influenced to make other purchases as a result of the broadcast. "Time and time again radio has proven to be very effective and we plan to use it in the future," said the co-owner of Dorothy Lane.

WING, Dayton, Ohio

PROGRAM: Football

### CANNED VEGETABLES

SPONSOR: Butter-Kernel Canned Veggies.

AGENCY: Direct

**Capsule case history:** Radio enabled this sponsor to win its long-standing battle to gain an important new outlet for its products. For years, Butter-Kernel Canned Vegetables had been attempting to gain distribution in the 14 Stillman's Supermarkets in Minneapolis. All efforts failed repeatedly until soon after Butter-Kernel became a sponsor of station WCCO's *Housewives' Protective League* with Allen Gray. Success came with an initial order from Stillman's for 25 cases of Butter-Kernel products. The first was followed by another order for 100 cases and then another still, this time for 125 cases. Now Butter-Kernel products have a firmly established distribution in all 14 Stillman's markets. George Stillman, when asked to explain the supermarkets' final acceptance of the products, reported that "we had to stock Butter-Kernel because of the public demand created by Allen Gray's broadcasts on WCCO."

WCCO, Minneapolis-St. Paul

PURCHASE: *Housewives' Protective League*

### FISH

SPONSOR: Cannarella's Fish Market

AGENCY: Direct

**Capsule case history:** The Cannarella Fish Market credits radio advertising with causing the heaviest volume of sales for a single day in the market's history. On this particular day, a Saturday, the sponsor used station WOIC as its only advertising medium. Cannarella's bought 10 20-second announcements, aired at various times during WOIC's Saturday morning schedule. The total cost for the 10 announcements was \$20. R. E. Floyd, owner of the market, stated that Cannarella's had anticipated moving approximately 100 pounds of fish as a result of its commercials. Instead, 600 pounds were sold during the day with demand finally outstripping supply. Floyd estimates that over 400 customers entered the market during the course of the day, a record number. The radio advertising expenditure not only gave Cannarella's a sales increase but also brought in many new customers who had heard the market's announcements.

WOIC, Columbia, S. C.

PURCHASE: Announcements

### ICE CREAM

SPONSOR: Wheatridge Farm & Dairy

AGENCY: Direct

**Capsule case history:** A radio campaign needn't be long or expensive to bring results. With just two one-minute announcements costing only \$22 each, this sponsor sold 450 *more* half-gallons of its Pride of the West ice cream during the week of 15 Oct, than during any other comparable week. The spots were aired on station KLZ, one 15 Oct and one 16 Oct on the Pat Gay Show. Pride of the West ice cream, regularly priced at 85¢ a half-gallon, was advertised at a "radio price of 70¢ a half-gallon". No other advertising was used and there were no signs indicating the reduction in the two Wheatridge Farm & Dairy retail outlets. Gus Baumert, sales manager of the ice cream division of Wheatridge Farm & Dairy, reported that requests for the half-gallon ran as high as six a customer, with no drop in sales of gallons, quarts or hand-dipped ice cream. The success of the special promotion was due entirely to the two announcements broadcast on KLZ, since customers had to say they heard the ice cream advertised on the Pat Gay Show to receive the 70¢ price.

KLZ, Denver

PROGRAM: Pat Gay Show

(Continues page 44)

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**



**AND LOOK  
WHO'S  
FIRST\*  
IN BIRMINGHAM  
WBRC**



*\*First, says the Sept.-  
Oct. 1957 Pulse,  
with 21% share of  
audience 6 am-12  
midnight, Monday  
thru Friday*

## Food *continued . . .*

### MACARONI PRODUCTS

SPONSOR: Gooch Milling Co.

AGENCY: Direct

**Capsule case history:** Rose bushes are selling macaroni these days through a special radio offer made by Gooch Milling, Lincoln, Neb., which resulted in movement of \$15,060 worth of Gooch products (flour, spaghetti, macaroni, etc.). Each package of Gooch products carries Red Circle points which are redeemable in merchandise. KMA's Monday-through-Saturday morning program, *Farmer's Wife* with Florence Falk, broadcast an offer of a free rose bush to those who sent in 40 Red Circle points on 1 April only. The offer was made on 30 March and by 5 April, a total of 3,012 orders for the rose bushes had been counted. Gooch Milling estimates that a customer spends about \$5.00 to amass 40 points which means that the number of orders received represents \$15,060 in sales. Wallace Closner, sales and advertising promotion manager for Gooch, stated that the campaign brought results far beyond the firm's expectations.

KMA, Shenandoah, Iowa

PURCHASE: Participations

### VARIOUS

SPONSOR: Group of merchants

AGENCY: Direct

**Capsule Case History:** A program where sponsors not only deliver their own commercials but are the "talent" as well has proved successful on this Oregon station. In April 1956, KORE launched the *Tally Ho Show*, a Monday-thru-Friday 15-minute morning program. It had two local merchants as participating sponsors. Today, *Tally Ho* runs 40 minutes (9:05-9:45 a.m.), has 10 sponsors, and a waiting list of anxious promoters. The show is run as a direct remote from a big corner table in the Tally Ho Room of the Eugene Hotel. The main part of the strictly ad-lib conversation which the sponsors themselves provide is devoted to items of local interest, events in the community, and interviews with local people. On a morning a merchant cannot be present, the other sponsors plug his product for him. Herb D. Olson, Commercial Manager of KORE, comments: "Commercials are kept short and we try to make them interesting."

KORE, Eugene, Ore.

PURCHASE: Participations

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## HOMES

### CONSTRUCTION

SPONSOR: Mays Construction Company

AGENCY: Direct

**Capsule case history:** Expanding its services to go after the consumer for the first time, a Maryland construction firm successfully used radio to sell private driveways and roads. Until that time the Mays Construction Company used no advertising, since it ordinarily sub-contracted work from large civil engineering firms in Baltimore. The firm placed a four-week saturation campaign with WTOW. The spots ran twice every day, at 7:30 a.m. and 5:30 p.m., both time slots intended to reach the working man driving to and from the job. No other medium was used. "At the end of the first week of advertising on WTOW," reports Mays, "we received 12 calls for driveways and roads, the average price of which is \$400, and since then we've been getting calls on the average of six a week . . . which is more calls than I am able to handle at present. We consider WTOW entirely responsible for this overwhelming increase in volume and feel our spot campaign was a real success."

WTOW, Towson, Md.

PURCHASE: Announcements

### HOUSES/RENTAL

SPONSOR: Individual Homeowner

AGENCY: Direct

**Capsule case history:** If you want to rent your house in record time, try radio. A homeowner in Yorkton, Saskatchewan, turned to radio advertising in order to rent his house and demonstrated that the medium can often be used just as effectively by private individuals as it can by business firms. The house was taken just 15 minutes after a commercial advertising a house for rent was broadcast on radio station CJGX. The owner of the house bought only one announcement on CJGX which was aired at 6:45 p. m., following Linus Westburg and the sports. His phone number was included in the announcement and with the first call the house was rented for an amount slightly above the average rent for that area. The house-owner was besieged by further phone calls which kept his telephone ringing constantly for two days. During that time a total of 100 phone calls were made in all by people who wanted to rent the house.

CJGX, Yorkton, Saskatchewan

PURCHASE: Announcement

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR** |

**AND LOOK  
WHO'S  
FIRST\*  
IN BOSTON  
WHDH** |

*\*First in share of  
audience, first in spot  
radio, first in local  
radio*

National Representative: John Blair

## HOMES *continued . . .*

### REAL ESTATE

SPONSOR: Atlantic Ocean Estates

AGENCY: Direct

**Capsule case history:** Atlantic Ocean Estates had been buying full-page ads in newspapers even though response was poor. As the advertiser put it, "People who are interested in buying real estate look to real estate sections in the papers; but they don't listen to the radio for properties to buy." But Atlantic was persuaded to try radio. They purchased 10 five-minute shows weekly on WARL at a cost of \$110 per week. Result: They get from these shows an average of 40 to 50 leads daily and closed between 25 and 10 sales weekly. Gross sales weekly run between \$40,000 and \$50,000. Sales are two-fold over what newspapers produced and the expenditure is less than half. Consequently, all other media have been dropped. Atlantic concluded: "Radio gets people interested in real estate. Black and white is fine for getting to the people who are *looking* for property. But radio is the medium for making them *want to look*."

WARL, Arlington, Va.

PURCHASE: Five-minute  
participating shows

### REAL ESTATE

SPONSOR: Insured Investments, Inc.

AGENCY: Direct

**Capsule case history:** The contrast between the high price of a house and the low cost of radio to sell it has lured many a developer. Case in point: Insured Investments, Inc., of Wichita, had found its home sales rather slow. On 4 March, at a cost of approximately \$300 per week, this firm launched a semi-saturation campaign of 50 one-minute spots per week on KFBI. These spots were built with a 20-second singing intro followed by 40 seconds of hard sell. By 1 May Insured Investments had sold 53 homes at a total cost in radio advertising of approximately \$2500. Some newspaper promotion was used (the newspaper budget was cut in half to pay for radio), but the firm said that almost all leads came from KFBI. The original campaign was to have run to middle of June, but due to lack of sewage facilities, sales have been temporarily frozen. The firm's sales manager reports it is awaiting the elimination of this problem.

KFBI, Wichita

PURCHASE: Announcements

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## Household Products

### FLOOR COVERINGS

SPONSOR: Hobbs Linoleum Co. AGENCY: R. B. Flemmons & Sons

**Capsule case history:** Hobbs Linoleum Co. was able to extend a regular monthly one-day sale for a whole week due to the consumer response to radio advertising. The sponsor's agency bought four announcements on station KGHF for the weekend preceding the sale, one on Saturday and three on Sunday. The commercials announced that Hobbs was having a special clearance of some items at reduced prices. The clearance was held in conjunction with city-wide value day, regularly scheduled for the first Monday of every month. However, only radio was used for the specials. On Monday morning, prospective customers who had heard the sale announcements were lined up outside the store before 8:00 a.m. The response was such that Hobbs had to continue its sale of the selected items for the rest of the week and also had to triple its sales staff during that time. The four announcements cost the advertiser \$8.00.

KGHF, Pueblo, Colo.

PURCHASE: Announcements

### PAINT

SPONSOR: National Paint Co.

AGENCY: Tilds & Cantz

**Capsule case history:** This advertiser's use of spot radio during the firm's normally slow season resulted in a 20% sales increase for 1956 over the same period in 1955. National Paint deliberately scheduled its campaign for September and October, the slow months for paint sales, in order to measure radio's effectiveness in presenting a new advertising and selling approach for paint products. Three Los Angeles radio stations were used in the campaign, including KBIG. The impact of the campaign was evident not only in the sales increase but also in the results of a survey conducted by Tilds & Cantz among all paint dealers and painting contractors in southern California. A total of 65% of the respondents said they either had heard National's commercials themselves or had learned from customers that the firm's message reached them via radio. KBIG was the station mentioned most often during the Tilds & Cantz survey.

KBIG, Hollywood, Cal.

PURCHASE: Announcements



**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR** |

**AND LOOK  
WHO'S  
FIRST\*  
IN ROCHESTER, N.Y.  
WHEC** |

*\*First, says Oct.  
1957 Pulse, with 24%  
share of audience  
6 am-12 midnight  
Monday thru Friday*

National Representative: Everett-McKinney

## Household *continued . . .*

### PHONOGRAPH RECORDS

SPONSOR: Alan Charles Co.

AGENCY: Elkman Co.

**Capsule case history:** Recent experimental tapping of the "night owl market" demonstrated to this advertiser that people who stay up late often listen to radio in profitable numbers. The Alan Charles Co. of Philadelphia wanted to try radio as a medium for selling its records. After consultation with its agency, the firm decided to run a one-week test campaign on WCAU. The vehicle selected for the campaign was *All Night Watch*, a post-midnight program featuring Johnnie Lupton. The commercials made a special mail order offer to sleepless WCAU listeners: A Glenn Miller RCA Victor record album, 45 rpm, for \$10.45. Fred Birnbaum, WCAU's promotion director, reported an immediate heavy response to the offer. Some 40 returns came in during the first week, causing the sponsor to extend his test campaign for another week. The second week brought 66 mail orders and the firm then purchased a 13-week contract. After 33 days, 283 orders for the album had been received. This means a return of nearly \$3,000 on the special offer alone, for a total expenditure of approximately \$518.

WCAU, Philadelphia

PROGRAM: *All Night Watch*

### RUGS

SPONSOR: Nebraska Furniture Mart

AGENCY: Jean Sullivan

**Capsule case history:** The immediacy of radio's impact makes this medium ideally suited to the type of advertising campaign which bases its entire success on a prompt consumer response. The experience of the Nebraska Furniture Mart is a case in point. Last February on Lincoln's birthday, the Mart held a special sale on throw-rugs. Heralded as a Lincoln Day Special, the reduced price of 95¢ a rug was to be in effect for just one day. Using radio exclusively, the firm bought six announcements on KFAB to promote the sale. The commercials ran on the day of the sale only and were broadcast early in the morning between 6:30 and 8:30 a.m. When the Mart opened its doors at 9:00 a. m., there were people waiting in line. By noon, hundreds of customers had streamed through the store to take advantage of the radio special. A Mart affiliate in Lincoln reported heavy traffic although it was not mentioned on the air.

KFAB, Omaha, Neb.

PURCHASE: Announcements

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## Motion Pictures

### "CITIZEN KANE"

SPONSOR: Casa Linda Theatre

AGENCY: Direct

**Capsule case history:** Radio went to work for a motion picture which had been a complete flop during its first Dallas run and made a box office record-breaker of a film in 1941. The movie, *Citizen Kane*, was recently brought back to the Casa Linda Theatre for a second engagement. The theatre took its usual newspaper ad but this time added radio advertising, using 10 announcements per day on station KLIF. The opening of *Citizen Kane's* run was preceded by a four-day radio buildup. Commercial copy stressed the association of Kane's life with that of William Randolph Hearst. At the end of the day, after five sell-out performances, receipts were approximately equal to the receipts for the entire previous week. When the picture closed after a run of four days, theatre officials reported that total receipts had more than trebled those from any other motion picture ever presented at the Casa Linda Theatre.

KLIF, Dallas

PURCHASE: Announcements

### "TAMMY"

SPONSOR: Chakeres Theatres

AGENCY: Direct

**Capsule case history:** The State Theatre, Springfield, Ohio, booked "Tammy" for a seven-day run in the last week of July. To advertise the film, newspaper advertising, music store and juke box tie-ins were used. No radio was used. Results were poor. The first week in September this feature was brought back by the Chakeres Theatres for showing at the Melody Theatre, but radio was added to the previous campaign. Mr. Mike Chakeres, vice-president of Chakeres Theatres, scheduled approximately 24 announcements over four days. The turn-out was so large "Tammy" was held over for three additional days, with WIZE supplementing the previous schedule with 16 more spots. Total cost of the campaign amounted to only \$200, and the gross was twice that of the seven-day run at the State Theatre. "We must consider the great influx and increased attendance to be the result of the heavy radio advertising and the skillful use of the title tune by WIZE." Mr. Chakeres said.

WIZE, Springfield, Ohio

PURCHASE: Announcements

(Continues page 48)

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR I**

**AND LOOK  
WHO'S  
FIRST\*  
IN AKRON  
WAKR**

*\*First, reports the Oct.  
1957 Pulse, with 42%  
share of audience  
6 am-12 midnight  
Monday thru Friday*

National Representative: Burke-Stuart

## RETAIL STORES

### DEPARTMENT STORE

SPONSOR: McAlpins Dept. Store      AGENCY: Robert Acomb Advertising

**Capsule case history:** Bob Tyler, merchandising mgr. of McAlpins Dept. Store, Cincinnati, reported sales in the teenage department of the downtown store have been expanded considerably since WLW's d.j. Bob Braun originated his program from the store's fifth floor tea room. McAlpins' two shopping centers have also been helped by feeding the program to them via an inter-connected PA system. Some 150 teen-agers dance to records every Saturday afternoon 2:30 to 4:30 p.m. One of the big features of the program is the fashion show in which young high school models, employed by the store, display and wear special buys of the week. So successful was the show in its first two weeks that the advertiser immediately asked for a renewal of the original 13-week contract. Over-all result has been to publicize the store's multi-million dollar remodeling and expansion program for its teen-age departments.

WLW, Cincinnati

PURCHASE: Program

### DRUG STORE

SPONSOR: Jackson's Drug Store      AGENCY: Direct

**Capsule case history:** Results-getting radio advertising and alert merchandising can mean success for any business. This adage has been proven true for Jackson's Drug Store. In December of 1948, Wallace Jackson was introduced to radio advertising by the area's new station, KGYN. Eight years and 3,000 broadcasts later, he's still advertising on KGYN. The store's old 25-ft. front has been replaced with a beautiful new 100-ft. building and a branch prescription department has been added at one of the local clinics. For the 3,000th consecutive broadcast, Jackson's 40-minute live morning organ show *Among my Souvenirs*, was performed from the store. The crowds and the phone requests were so overwhelming in the town of Guymon and the entire surrounding area that another program was broadcast later that day, with equal audience response. Both Jackson and KGYN realize that the first 3,000 are only the beginning.

KGYN, Oklahoma City-Guymon

PURCHASE: Program

### HARDWARE STORE

SPONSOR: Palm & Shields Var. & Hardware      AGENCY: Direct

**Capsule case history:** Radio advertising brought the biggest sale in its history to the Palm & Shields Variety & Hardware store in Fresno, Cal. For the two-week period of the sale, Palm & Shields realized a gross of over \$8,000, more than twice the amount grossed in the immediately preceding sale which had lasted three weeks. Ed Ohanian, the store's owner, said that Palm & Shields had never experienced anything like the results obtained through its radio advertising on station KBIF. A campaign was used consisting of 85 one-minute and 30-second announcements. The commercials were aired at various times during the two weeks the sale lasted. No other advertising was used. The entire campaign cost the advertiser only \$271, 3.4% of the \$8,000 grossed over the duration of the sale. This can be compared with figures from the preceding sale which had extended for a week longer. For that sale, Palm & Shields spent \$1,800 in Fresno newspapers but realized only a \$4,000 gross. KBIF brought the store twice the sales for one-seventh the cost of the newspaper advertising campaign.

KBIF, Fresno, Cal.

PURCHASE: Announcements

### VARIETY STORE

SPONSOR: Ideal Variety Store      AGENCY: Direct

**Capsule case history:** The Ideal Variety Store, located in Kerman, Cali., demonstrated recently that the pioneering spirit is still paying off for enterprising Californians, even though the returns in "gold" may not be of the nugget variety. Ideal was the first store in the town of Kerman to use radio exclusively to promote a sale. This innovation resulted in a sale which was not only the most successful one Ideal Variety had ever had but also the biggest single store sale in Kerman history. Ideal aired its commercials on KBIF, located in Fresno which is 20 miles from Kerman. The total advertising budget for the sale was \$260, all of which was spent on commercial broadcasts on KBIF. The store used 100 spot announcements, placed at various times during the two-week period the sale ran. The gross from the sale was well over \$6,000, which is more than 23 times the amount spent on advertising. Flora Piacentini, the store's owner, reported that the greatest part of the proceeds from the sale resulted directly from the announcements on KBIF.

KBIF, Fresno, Cal.

PURCHASE: Announcements

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**



**AND LOOK  
WHO'S  
FIRST\*  
IN SAN FRANCISCO  
KOBY**



*\*First, says Sept.-Oct.  
1957 Pulse, with 15%  
share of audience  
6 am-12 midnight  
Monday thru Friday*

National Representative: Edward Petry  
In Denver, KOSI No. 1 October 1957 Pulse, 6 am-6 pm Monday thru Friday

## Shopping areas

### BUSINESS DISTRICT/Downtown

SPONSOR: Thirty Whiting Merchants      AGENCY: Direct

**Capsule case history:** The problem of how a downtown shopping district can attract and hold trade was tackled last year by a group of small town merchants in Whiting, Ind. Their technique: a cooperative radio campaign tied in with a contest. Thirty merchants in downtown Whiting sponsored a 26 week campaign on radio station WJOB. Spot announcements and 5 minute newscasts were used. The commercials began with a transcribed jingle promoting downtown Whiting as a place to shop, followed by a live tag carrying the advertising message of one of the participating stores. The commercials also included information about a \$2,000 prize contest undertaken as part of the promotion. Joseph R. Fife, commercial manager of WJOB, says that on the basis of the number of contest entry blanks which had been mailed to the station, the promotion was highly successful in increasing store traffic at a low cost for each participating merchant. During the course of the campaign WJOB received 100,000 entry blanks.

WJOB, Hammond, Ind.      PURCHASE: Newscasts, Announcements

### SHOPPING CENTER/Uptown

SPONSOR: Lochwood Shopping      AGENCY: Clarke, Dunagan & Hoffines

**Capsule case history:** What happens when a new, giant shopping center backs its opening day with 24-hours of on-the-spot radio coverage? The result is the biggest crowd ever gathered in Dallas except for the opening of the State Fair. Police estimated 103,000 shoppers turned out to see the center dedicated, to be entertained by an all-star line-up, and to visit Lochwood's 36 retail stores. KLIF placed a specially designed glass 'fishbowl' broadcast booth at the shopping center for the 24-hour schedule. Beginning at 12:01 a.m., its d.j.'s did their regularly scheduled shows from the 'fishbowl.' All commercial time during the day was allocated to Lochwood's merchants. Bill Dunagan, of Clarke, Dunagan & Huffines, the agency, said: "Advertising the shopping center on KLIF made it one of the city's greatest promotions in years. The full impact of 24 hours of radio put the Lochwood opening 'over the top!'"

KLIF, Dallas      PURCHASE: 24-hour schedule

## Soft drinks

### COTT

SPONSOR: Cott Beverages      AGENCY: Spotlite Advertising

**Capsule case history:** When Cott Beverages decided to give away money in a promotion campaign they turned to radio. They wanted a campaign to help stimulate the off-season sale of their one-quart bottles of soda in the Albany-Troy-Schenectady area. They turned to WPTR, Albany, where they purchased a saturation package of 100 one-minute announcements per week. Listeners were offered 25¢ in cash for every three Cott bottle caps they mailed in. The package consisted of run-of-schedule announcements—light the first part of the week and heavier during the shopping days of Thursday, Friday and Saturday. Yet the response was so great by the second week that Cott's facilities were inadequate to fulfill the mail-ins. They had to suspend the special promotional announcements and substitute regular one-minute transcribed commercials. The advertiser felt that WPTR's impact was as responsible for the success of the campaign as the promotion itself.

WPTR, Albany, N. Y.      PURCHASE: Announcements

### REAL KOOL

Sponsor: C. C. Lang & Son      AGENCY: Marc Smith & Associates

**Capsule case history:** This sponsor wanted to increase distribution in the Baltimore market of their new product, Real Kool beverage and flavor concentrates in pressurized pushbutton cans. Sponsor's agency decided to make a concentrated effort directed at one consumer segment rather than using an "all or nothing" campaign. Consequently, radio was the only advertising medium used. WBAL and its number one personality, Frank Hennessy, were selected for the promotion. Hennessy was chosen for his popularity with housewives and particularly because morning radio reaches the entire family. A concentration of time segments and minute spots were placed throughout the day from 7:25 a.m. to 6:00 p.m., running for four consecutive weeks during summer at the height of the beverage season. The success of the campaign was measured not only by increased sales and distribution, but principally by the fact that it helped maintain distribution in the Acme chain through the fall and winter season, which is unusual for a product considered a summer item by most grocery store buyers.

WBAL, Baltimore      PURCHASE: Announcements

**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**



**AND LOOK  
WHO'S  
FIRST\*  
IN CINCINNATI  
WKRC**



*\*First, says Sept.-Oct.  
1957 Pulse, with 25%  
share of audience  
6 am-12 midnight  
Monday thru Friday*

## Soft drinks *continued . . .*

### COCA-COLA

SPONSOR: Wash. Coca-Cola Bottling Works      AGENCY: Direct

**Capsule case history:** A report of instantaneous results through the use of local radio advertising comes from the Washington Coca-Cola Bottling Works. Though local franchised bottling works frequently use radio, it was a new approach for this firm. Some months ago when its advertising wasn't bringing in the desired results, it launched a radio campaign. It bought spot schedules on several local, independent stations, including WWDC. On the latter, its pitch was selling through the personality of disk jockeys. Speaking of the campaign, W. N. Sales, manager of the company, reports: "The results were instantaneous, with our three plants in this area showing a 20, 15 and 14% increase in the first month. The success story doesn't stop there. We have continued the spot schedule and are still getting increases each month." Disk jockeys who did the selling for Coca-Cola were Art Brown, Fred Fiske and Jack Rowzie.

WWDC, & Others, Washington, D. C.      PURCHASE: Announcements

### COCA-COLA

SPONSOR: Washington Coca-Cola      AGENCY: Direct

**Capsule case history:** After some months of disappointing advertising results, Washington Cola Cola decided to try radio advertising on independent specialty stations because (1) their music appealed to a large audience in the area and (2) they had a low cost-per-1,000. Coca Cola was able to purchase five specialty stations for the price of one network outlet. Country-and-western music station WARL was given a substantial part (\$2,244) of the budget for a period of three months, to help increase sales in the metropolitan area. The first month hypoed 'Coke' sales 20% in the Silver Spring, Md., area, 15% in the Alexandria, Va., area, and 14% in the D. C. area. Consequently, the firm renewed for 52 weeks and have since realized a profit increase of up to 30% over last year. With the inauguration of the second campaign, 'Coke' increased the number of stations used in the area, from the original four to 10.

WARL, Arlington

PURCHASE: Announcements

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## Miscellaneous

### FERTILIZER-INSECTICIDE

SPONSOR: Ward Feed Store, Inc.      AGENCY: Direct

**Capsule case history:** Local tie-in advertising following a network plug proved a combination that brought excellent results for Ward Feed Store of Syracuse. Starting 8 April, and allocating its entire ad budget, Ward's launched a Monday-through-Friday series of one-minute spots on WHEN. The campaign was concentrated on Fiestar, a fertilizer and insecticide. Ward's bought the 11:30 a.m. spot immediately following the Arthur Godfrey network show, which was also advertising Fiestar. Prior to this campaign, Ward's had been handling a maximum of one carload of Fiestar a year. Using this WHEN promotion only, they have moved 3½ carloads in the past 1½ months, a sales increase of approximately 25-fold on the product. (Incidentally, Fiestar requests from market centers as far away as Norwalk, Ohio, and Elkins, W. Va., caused the station to theorize that sun spots have been boosting their signal coverage).

WHEN, Syracuse, N. Y.

PURCHASE: Announcements

### FIRESTONE PRODUCTS

SPONSOR: Firestone & Riverside Stores      AGENCY: Adv. Sales, Inc.

**Capsule case history:** Firestone and Riverside Stores, outlets for Firestone products in New Orleans, report that their sales figures for the past year and this year have increased better than 72% since they started using WNOE. Sales for the week of 15 July exceed by far the sales figures for any week in 1956. Since the summer months reflect the highest sales figures, Firestone has been placing the bulk of their spots in this period with a lesser schedule in the late fall and winter months. More than 50% of Firestone's advertising budget is devoted to radio, with the majority of this placed on WNOE. Due to the unquestionable success of spot it has been necessary for the owners to construct a completely new outlet in addition to expanding the four stores. A sizeable percentage of Firestone business comes from the retail trade zone within a 125-mile radius of New Orleans. "Radio will continue to be, in the future, a vital factor in our success," says the president of the company.

WNOE, New Orleans, La.

Announcements



**SPOT  
RADIO'S  
FIRST  
\$200  
MILLION  
YEAR**

**AND LOOK  
WHO'S  
FIRST\*  
IN JACKSONVILLE  
WPDQ**

*\*First, says the October  
1957 Pulse, with 20%  
of audience  
6 am-12 midnight  
Monday thru Friday  
5 kw 600 kc  
24 hours*

*Call or wire: Robert R. Feagin, general manager or Venard, Rintoul & McConnell  
James S. Ayers, Southeast*

“He must know a good spot”



act



So does the J. Walter Thompson Company, one of the nation's leading advertising agencies. Experts at selecting the most sales-productive television stations, the JWT timebuyers have at their fingertips the latest market and audience research. Facts carefully compiled by their own skilled researchers... plus exhaustive data supplied by CBS Television Spot Sales.

So armed, J. Walter Thompson has bought spot schedules on WBTV, Charlotte, for 11 of its clients during the past year... including such major accounts as Shell Oil, Eastman Kodak, Ford, Schlitz, Scott Paper, Seven-Up and Ward Baking Company.

Good spot to be in! For JWT... and for 388 different national spot advertisers currently placing schedules on the 13 stations and the regional network represented by...

## **CBS TELEVISION SPOT SALES**

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

## PICTURE WRAP-UP



First client is presented with 10-year certificate for continuous sponsorship since 1947 by WRGB, Schenectady, following luncheon and studio tour by area clients and agency people. Havens Electric Co. Pres. L. R. Perlee accepts as gen. mgr. J. Milton Lang looks on



Roving Sputnik is used by KYA, San Francisco, newscasters to get spot news fast. Car is short-wave controlled and completely fitted with custom-designed broadcast setup for direct voice contact with station

Humor spiced the facts in WJW-TV, Cleveland, movie. Greeting more than 500 New York timebuyers, account execs and agency heads were Storer Broadcasting Co.'s Pres. George B. Storer, Lee B. Wailes, executive v.p., "Pete" Kettler, v.p. of operations and station manager Ben Wickham. At left, post-film buffet



Football cavalcade of 10,000 fans invades Reno after 500-mile trip to see KOLO-TV telecast of game sold out in San Francisco and blacked out there by pro-football rules. City's welcome included parade

Carpenter shop gets close inspection by New York ad agency execs on recent tour of WSAZ-TV, Huntington, West Va. Shown (l. to r.) are Jane Podester, McCann-Erickson; M. T. Membrado, Katz Agency; Jackie Moore, BBDO; Dorothy Houghey, Grey Advertising; Leonard Soglio, Ted Bates; Gertrude Scanlan, BBDO; L. H. Rogers, WSAZ-TV



# News and Idea WRAP-UP

## ADVERTISERS

Bon Ami, which this year swung from near-obscenity to a "hot" product, is calling it quits with Erwin Wasey, Ruthrauff & Ryan.

The agency's version for the break: It didn't like the barter deals the account was on the verge of making for Jet Bon Ami and another brand now being tested.

Budget involved: somewhere around \$1,250,000.

Philip Morris has named three new directors and two vice presidents in an executive revamping following the recent election of president Joseph F. Cullman.

The directors: Chandler H. Kibbee, chief financial officer, secretary and treasurer; Robert P. Roper, v.p. in charge of operations, and J. Harvie Wilkinson, Jr., Virginia banker and officer of the State-Planters Bank of Commerce & Trusts Co. in Richmond.

The v.p.'s: Chandler H. Kibbee, and Paul D. Smith, Philip Morris' general counsel.

(See Newsmaker of the Week on Cullman, 14 December SPONSOR, p. 4.)

Harry Winston, famous New York jeweler, is offering well heeled Texas oilmen a product only millionaires can buy.

It's the 127 carat, blue Portuguese Diamond, largest emerald cut diamond in the world. Price quoted in the copy: \$1 million.

The spot announcements are carried by Texas Triangle Radio Stations KLIF, KILT, and KTSA.

Advertiser personnel moves: J. D. Elgin, advertising department manager for Socony Mobil, Elgin succeeds P. A. Gosman, named special assistant to the domestic marketing manager . . . Frederick W. Bright, director of national advertising for Avis Rent-a-Car System, Bright has been an independent consultant on advertising, promotion and marketing.

## AGENCIES

The deal involved \$20 million. They paid \$3 million for the radio station, \$12,600,000 for the tv station, and \$1,100,000 for the station's building and land.

WCAU, Inc. is retaining its holdings in WDAU-TV, Scranton, and Muzak.

The week's conversation piece on Madison Avenue: The retirement of J. H. S. (Jim) Ellis, one of advertising's creative giants, from the presidency of Kudner.

Ellis intends to sell his majority interest in the agency to other top level executives in a deal to come off next month.

Ellis joined a predecessor agency, Arthur Kudner, Inc., in 1935. He became president and majority stockholder of Kudner Agency in a reorganization which followed the death of Arthur Kudner in 1945. Ellis and Schuyler R. Kudner, a brother of the founder, are the only remaining top level survivors of the original agency.

Ellis and Kudner had supervised the rise of the \$23-million Buick account to third place in the automotive industry over the last 22 years.

Other changes in Kudner's re-alignment:

Paul E. Newman, senior v.p. and art director, and C. M. Rohrbaugh, v.p., secretary and director of account management, become executive v.p.'s.

Newman and J. W. Millard, v.p. and account manager, are now on the executive committee. Rohrbaugh becomes president of the committee which will assume all responsibilities of management.

Myron P. Kirk, senior v.p. and director of tv and radio, has resigned.

The Sun Oil account, worth \$6 million, has shifted to Esty. The agency won out against at least five contenders.

Former berth: Ruthrauff & Ryan.

# In CENTRAL WASHINGTON we're moving a Bumper Crop of Apples to the National Market

This means an extremely vigorous agricultural economy added to our year round industrial activity.

5000 W  560 KC  
WENATCHEE WASH.

is right smack dab in the middle of this farm and industrial area, separated from Seattle and Spokane by MOUNTAINS and MILES. Better earmark some of your ad budget for the agricultural heart of the Pacific Northwest with KPO, Wenatchee. Selected programs from 3 nets, plus local programs, news, and seasonal sports.

National Reps:  
**Forjoe & Co., Inc.**  
Seattle & Portland Reps:  
**Art Moore & Assoc.**  
National Sales  
**Pat O'Halloran**  
**NOrmandy 3-5121**  
**Wenatchee**

**WE GUARANTEE**  
to outpull all other North  
Central Washington media  
2 to 1

**Major appointments at Katz this week:**

**Harry W. Bennett, Jr.**, one of the founders of Bryan Houston and lately Compton's account supervisor for P&G, has moved to senior v.p. and chief administrative officer of Compton's New York office.

**Charles W. Shugert** comes in as v.p. and director of marketing. Shugert was formerly with Benton & Bowles and spent 26 years with Shell Oil.

**Advertiser Service Associates**, headed by **Herb Landon**, has been formed in Hollywood to render marketing services in the Western states for agencies and their clients.

The firm will handle these services on an assignment basis for those agencies who do not have branch offices in that area.

**Agency appointments:** **Sidney Clayton**, Chicago, for all products of Reliable Packing Co. . . . **Carol Advertising**, San Antonio, for Texas Brands, food processors and packers, formerly handled by St. George & Keyes, New York . . . **Rose-Martin**, New York, for Travellers Luggage.

**New on the job:** **E. Louis Figenwald**, executive v.p. in charge of radio and tv for Lee-Stockman. He will supervise an expanded radio-tv department . . . **Lou Rossillo**, tv timebuyer for Regal Advertising . . . **Mary Wells**, copy supervisor on the Max Factor account for Doyle-Dane-Bernbach. She has done cosmetic copy-writing for C. J. LaRoche and McCann-Erickson . . . **Walter A. Lawrence**, account executive for Guild, Bascom & Bonfigli, from Kenyon & Eckhardt . . . **David G. Watrous**, v.p. and account supervisor for Benton & Bowles, New York. He was with Tatnam-Laird in Chicago.

## NETWORKS

**CBS, Inc.**, in one of the biggest station transactions of the year, has purchased Philadelphia stations WCAU and WCAU-TV.

**CBS president Arthur Hull Hayes** has presented the Library of Congress with tapes of a two-weeks' broadcast output by CBS Radio.

The network's gift, consisting of 397 reels of tape, will go into the

Library's permanent collection of audio-visual reference works.

Some of the programs: two addresses by President Eisenhower, a salute to Armed Forces Day, two World Music Festivals from Europe, a report on the Galindez-Murphy Case.

**Breck, Sealtest and Hills Bros. Coffee** will sponsor *Shirley Temple's Storybook*, 12 January, over 159 NBC-TV stations. Time slot: 8-9 p.m., otherwise occupied by Steve Allen.

Shirley Temple will be hostess-narrator of the live series. First production will be *Beauty and the Beast*.

**CBS Radio** will debut a new 10-minute daytime series, starring **Peter Lind Hayes** and **Mary Healy** 6 January for **A. E. Staley Manufacturing**.

Staley has bought the strip for its Sta-Flo liquid starch and Sta-Puf laundry rinsc. The contract involves \$1,200,000 gross over 52 weeks.

**Florists' Telegraph Delivery Association**, in its first network buy, will sponsor **Person to Person** over CBS on alternate Fridays, beginning 21 March.

It is the first regular network show for FTD, which previously has used tv spot and one-shot specials.

**Mutual** reports they've received applications for affiliation from 49 stations since 8 August.

Adds Mutual: 26 applications have been accepted by MBS, with 23 turned down because of duplication of MBS station coverage areas.

## FILM

**Latest development in the battle between United Artists and NTA for the controlling interest in AAP:**

AAP's president **Eliot Hyman** last week announced:

- **Gotham Television Corp.**, a UA subsidiary, has bought 700,000 shares of stock in AAP.

- AAP will continue under its present management.

- **Louis Chesler**, **Maxwell Goldhar** and **M. Mac Schwebel** have resigned as AAP officers and directors.

**Brewers tend to be multi-market, multi-show customers of long**

**duration, according to a Ziv analysis.**

With regional distribution the dominant pattern, 68% of all Ziv beer sponsors use the same show in three or more markets and 27% sponsor the same show in five or more markets.

Of the total number of beer sponsors, 42% of sponsors use more than one show at a time, frequently using two or more vehicles in the same city. Ten percent of the beer bankrollers have identical multi-markets for two different series.

Since October, 1955, the number of markets being used by Ziv's beer sponsors has increased by 17%. The number of different brewing companies on the Ziv roster has increased by 13% in the two-year period.

**Conclusion:** Since so many of the major brewers were already in tv film sponsorship by 1955, the percentage growth since then has not been so great as it has been for other categories.

**"26 Men" lassoed top-choice spots on ARB's top-ten syndicated show ratings.**

According to a special study, based on the ARB's latest survey, the show ranks No. 1 among syndicated film shows in Albuquerque with a rating of 35.4 and No. 1 in Burlington-Plattsburg with a 36.5 rating.

## RADIO STATIONS

**WOR, New York, had Advertest conduct a survey 10-11 December to see what source people turned to for information on the subway strike.**

The survey showed that of 53% of the people who used one medium, radio topped newspapers by 115% and tv. by 66%.

Of 47% who turned to several media, 49% said radio provided them with the most helpful information, compared with 28% for newspapers and 24% for tv.

**A. A. Nielsen this week declared the \$50,000 suit brought by WLEA radio, Hornell, to be "groundless."**

Said the company: "Nielsen tv and radio surveys are based on sound and tested statistical procedures which have

been thoroughly endorsed by broad industry use and approval."

(See pp. 9 and 58, 30 November SPONSOR, for details on WLEA's suit.)

Here are some interesting statistical data on the Negro market as pointed out by Selwyn Donnelson before a RTES timebuying seminar:

White and Negro growth, between 1940-1950:

	WHITE	NEGRO	NEGRO
Chicago	2.0%	62.4%	14.2
Detroit	0.1%	80.5%	16.4
Philadelphia	0.8%	49.9%	18.3
Washington	9.2%	20.5%	35.4
Baltimore	4.5%	35.9%	23.8
Los Angeles	25.2%	116.2%	10.7

Negro migration from rural areas to the large cities has continued on a large scale since the war, said Donnelson. Today only 16% of Negro people are southern farmers as against 46% before World War II.

#### Station miscellany:

• Actor Barry Sullivan in London dropped his acting duties to telephone KRUX, Phoenix, details of the train wreck disaster that claimed 100 lives.

• Seven-Up will sponsor over KNN, L.A., coverage of the L.A. Open Golf Tournament for four days 3-6 January.

Parakeets are figuring in station promotions these days:

• KOME, Tulsa, has come up with Peteie, a bird that can say "There's no place like 'Kome,' 1300 on your radio."

The parakeet is heard after every station newscast, and his owner boasts KOME's \$100 bond award.

• WINS, New York, is on a similar hunt for the parakeet who can utter some such phrase as "I like WINS," or "The bird says WINS is for the people." WINS so far has 7,350 bird owners awaiting the arrival of their tape recorder, and will award a prize of \$25.

#### Programing ideas:

• KNUZ, Houston, has for six months polled housewives for their music preferences. Suggestions for *Housewives Hit Parade* show the ladies are neither pro nor anti Top Forty but like music with a swinging beat and

sensible lyrics. KNUZ says the program is good for its ratings.

• KNOX, St. Louis, is featuring *St. Louis Business Speaks*, a public service feature, on its daily 8:30 a.m. newscast. The feature consists of 60-second commentaries by local business and civic leaders.

Station affiliation: WTML, Springfield, Mass., which has been independent, with ABN as of 21 December.

Purchase: John H. Poole, founder and president of KBIG, Hollywood, has acquired 75% of interest in KPLA-FM. 25% interest is being retained by Don Martin, station founder.

A new corporation, KPLA, Inc., will carry on the operation.

Anchor men on the staff of WMMS, Bath, Me., which went on the air several weeks ago:

Mark Roman, program manager; W. H. Prosser, news and continuity director. Lew Colby, promotion manager.

## TV STATIONS

#### Public service on local stations:

• WKY-TV, Oklahoma City, combined an appeal for donations to an eye bank with a film showing a corneal transplant operation.

More than 2,000 persons volunteered within 48 hours of the program to donate their eyes, and two eye transplant operations were even performed when a hospitalized donor died shortly after the telecast. The Lions Club sponsored the project.

• KETC-TV, St. Louis, telecast a live half-hour "brainstorming" session attacking the question "What can we do about St. Louis traffic?"

Frank Block Associates put on the program in order to acquaint viewers with the brainstorming technique and to stimulate fresh solutions to the traffic problem.

• WNDU-TV, South Bend-Elkhart, has sold two public service programs to local sponsors. One features case histories from Indiana law files, and is sponsored by the local Bar Association. The other program is devoted to the fine arts and is sponsored by a local bank.

• John D. Schener, Jr., of Triangle radio and tv stations, urged

members of the American Municipal Association to expend as much effort in publicizing public service programs as in promoting entertainment programs.

"The audience gained will assure you of proper results from your broadcasts," he said, "and the stations will know their public service efforts are not in vain."

Pay tv for Los Angeles? The City Council at any rate has approved the final reading of an ordinance ratifying toll tv franchises.

There are some indications that the issue may be turned over to a public referendum.

Julius F. Tuchler, of the Southern California Theatre Owners Association, in opposing the issue said:

"The overwhelming majority of the people are unreservedly opposed to pay tv in any form." He indicated that the 53,000 signatures which put the Dodgers issue on a ballot could be secured by his group.

Affiliations: KRSD-TV, Rapid City, S. Dak., with NBC on 1 January. . . . KSHO-TV, Las Vegas, with ABC on 15 December. . . . WSOC, Charlotte, N. C., and CKBL-TV, Prince Albert, Saskatchewan, with CBS. WSOC is now affiliated with all three networks.

What WFIL-TV, Philadelphia, says its increase in signal strength means:

A bonus of 264,162 tv homes that brings the total home count to 2,023,288 (Grade B).

#### Re channel changes:

• Hudson Valley stations WCDB, WCDA and WCDC have switched from UHF channels 29, 41, and 19 to VHF Channel 10, continuing UHF channel 19 as a satellite of Channel 10. New call letters: W-TEN.

• The Washington Post Broadcast Division has petitioned the FCC to allocate channel 8 to Birmingham, Ala., giving the city its third commercial VHF channel. If granted, the Washington Post Co. will apply for a construction permit for channel 8.

• The Jefferson Standard Broadcasting Co. has asked the FCC to allocate a third VHF channel to Greensboro, N. C. If granted, the company will apply for a channel.





# DRUG STORE

**ONE BILLION DOLLARS  
IN DRUG SALES  
IN STORER MARKETS  
IN 1956\***

...with a significant share  
enjoyed by drug advertisers on  
radio and television stations  
owned and operated by the  
Storer Broadcasting Company

## **STORER BROADCASTING COMPANY**

**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WVUE-TV**  
Wilmington-Philadelphia

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WIBG**  
Philadelphia, Pa.

**WWVA**  
Wheeling, W. Vo.

**WGBS**  
Miami, Flo.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

\*1957 Sales Management "Survey of Buying Power"



In SHREVEPORT, La.

the STATION  
with the

STARS

HAS THE  
VIEWERS

\*157,980 TELEVISION HOMES  
IN KTBS-TV AREA. 13,120  
more homes and approximately  
40,000 MORE VIEWERS than  
Station B.

\*136,860 HOMES REACHED  
MONTHLY. 6,740 more homes  
and approximately 20,000  
MORE VIEWERS than Station  
B.

\*131,870 HOMES REACHED  
WEEKLY. 5,120 more homes  
and approximately 15,000  
MORE VIEWERS than Station  
B.

\*Latest Nielsen Survey

**KTBS-TV**  
CHANNEL  
**3**  
SHREVEPORT  
LOUISIANA

E. NEWTON WRAY, President & Gen. Mgr.  
NBC and ABC

Represented by

**Edward Petry & Co., Inc.**

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

## Tv and radio NEWSMAKERS



**Lyell Bremser**, general manager of KFAB. Omaha, has been elected a vice president of the station. Raymond H. Sawyer, who is an official of the May Broadcasting Co., has also been named a vice president. Other officers reelected are Joe W. Seacrest, Lincoln, president; Walter W. White, Lincoln, executive vice president; Edward W. May, Shenandoah, J. D. Rankin, Shenandoah, and Fred Seacrest, Lincoln, vice presidents and Owen L. Saddler, secretary-treasurer. In addition to the above officers, Lee P. Loomis has been chosen as a member of the board of directors of the Journal-Star Printing Co., Lincoln, Nebraska, and the May Broadcasting Co., both of which have stock interest in KFAB. May Broadcasting also owns KMTV, Omaha, and KMA, Shenandoah, Ia.

**C. Terence Clyne** has been named a senior vice president of McCann-Erickson, Inc. He joined Mc-E in 1954. Prior to that Clyne was senior v.p. of Biow Advertising Agency where he launched such shows as *I Love Lucy*. His eight-year stay with Biow, where he was also director of radio and television, was interrupted by a three-year tour in the Air Force. For years Clyne directed the Bulova Watch time signals campaign, a major spot radio and later tv buy. He was graduated from Amherst in 1928 and began his career in advertising immediately. In 1937 he joined Free & Peters, radio station representatives, where he became v.p. in charge of the New York office. As a senior v.p. Clyne will oversee Mc-E's world-wide tv-radio activities in its 45 offices.



**Harold "Hap" Anderson**, general manager of WDEF-TV, Chattanooga, has been elected president of the Founders Corp., a New York investment concern which owns broadcast properties in Syracuse, Flint, Honolulu, Denver and New Orleans. In addition, Founders owns and operates Mohican Stores, Inc., a chain of 65 super markets in the New England states and the First Dividend Premium Stamp Co. of New York. Anderson was general manager of WDEF-TV for four years. Replacing him in Chattanooga is Otis H. Segler who was commercial sales manager of the station. Before joining WDEF-TV, Segler held the same position with KOLN radio and tv, Lincoln. He is currently v.p. of the Advertising Club of Chattanooga, of which Anderson is a member.

# WASHINGTON WEEK

28 DECEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

This year was marked by the networks waiting for a veritable octopus to drop his shoes, one after another. Washington really gave 'em fits.

A review of the Washington year must include these highlights:

- The House Small Business Committee struck when the year had barely started with a charge that the FCC had failed to prevent monopoly—mostly of the network variety—in television. Chairman Joe Evins (D., Tenn.) was unable to get any Republican signatures, however, and had to be content with a straight party-line vote on the report.

- Rep. Emanuel Celler's (D., N.Y.) House Judiciary Antitrust subcommittee finally managed to issue a report blistering many web practices, including option time and must buy. The Senate Commerce Committee staff report had even broader implications.

Meanwhile, Justice Department investigations resulted in two suits, that involving so-called "block booking" of feature films in television, and the one charging NBC with illegal pressures in the NBC-Westinghouse sale-trade of Philadelphia and Cleveland stations. Justice is still hard at work probing general network practices.

- The FCC's own network study committee, under Dean Roscoe Barrow, only recently issued its own report, and its indictment of network practices and recommendations for regulatory changes were the most sweeping yet.

- The Federal Trade Commission, in response to Congressional and public pressures about alleged advertising excesses in television, set up a radio-tv monitoring unit.

Giving the action what appeared to be greater punch, was the establishment of FTC-FCC liaison, under which when the FTC challenged a broadcast commercial, the FCC was notified and in turn notified the stations which carried the commercial.

- Ad men feared this would amount to FCC pressure against commercials on the basis of a mere complaint, pending adjudication of the merits of the complaint.

- In actual practice, the FCC has applied no pressure, and nothing was actually changed very much by the liaison. And, during this year at least, even the establishment of the special radio-tv monitoring unit hasn't really increased the number of complaints against commercials significantly.

- This was the year in which all hope of legislative or FCC action to do anything for UHF television completely evaporated. It became clear that if UHF is to become a significant factor in the television picture, it will have to be because private enterprise finds the needed solutions.

Practically forgotten were FCC proposals to shift all or a major part of TV to UHF to break the logjam under which UHF is unable to compete with VHF and under which there aren't enough VHF channels available. Also lost in the shuffle, except for a very few markets, was the idea of preserving "UHF islands" free of VHF competition. Completely forgotten was the idea of making new UHF protected islands by removing existing VHF stations, with even fewer exceptions.

Even the Craven Plan for getting more VHF assignments by forgetting the table of assignments and permitting applications on a case-by-case basis was eventually defeated.

- A widescale trial of pay-TV was finally authorized, but delayed until 1 March 1958 to give Congress time to do anything it might want to do. (More on this in the 4 January issue.)

# TRIANGLE

means

1<sup>ST</sup>

#### BLAIR-TV

WFIL-TV . . . . . Basic ABC  
WNBF-TV . . . . . Basic CBS + ABC, NBC  
WFBG-TV . . . . . Basic CBS + ABC

#### THE KATZ AGENCY

WNHC-TV . . . . . Basic ABC

#### BLAIR TELEVISION ASSOCIATES

WLBR-TV . . . . . Independent •••  
World's Best Movies

Sources: ARB, Philadelphia, Nov. 1957/Telepulse, Binghamton, Baltimore, Kansas City, Houston, Nov. 1956/SRDS, Mar. 1957/Trendex, Central Pennsylvania, Nov. 1957/ARB, Hartford-New Haven, June 1957/Trendex, Hartford-New Haven, Dec. 1957

## **WFIL-TV**

**1st** in Philadelphia! MORE audience, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK, than ANY other Philadelphia station!

## **WNBF-TV**

**1st** from Scranton to Syracuse! 48.4% average rating—SEVEN NIGHTS A WEEK—MORE audience at lower cost per thousand than any station in Baltimore, Kansas City, Houston and other major markets.

## **WFBG-TV**

**1st** from Pittsburgh to Harrisburg! 24% MORE audience, SEVEN DAYS A WEEK, than nearest competitor. Only *complete* coverage of central Pennsylvania.

## **WNHC-TV**

**1st** from Massachusetts to Long Island! MOST audience, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK! DOUBLE the audience of nearest competitor.

## **WLBR-TV**

**1st** UHF station to cover the entire LEBANON, LANCASTER, HARRISBURG, YORK area—America's Number ONE UHF market—and at a fraction of the cost of nearest competitor! Hurry! Rates go up January 1.

TRIANGLE STATIONS

**WFIL-TV**

PHILADELPHIA, PENNSYLVANIA

**WNBF-TV**

BINGHAMTON, NEW YORK

**WFBG-TV**

ALTOONA—JOHNSTOWN, PA.

**WNHC-TV**

HARTFORD—NEW HAVEN, CONN.

**WLBR-TV**

LEBANON—LANCASTER, PA.

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-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.

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

# SPONSOR HEARS

28 DECEMBER  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

The year's highpoint in candid communication between advertiser and media: **Edward H. Little**, chief Colgate officer, inviting **William Paley** and associates to lunch at Colgate's executive dining room and explaining what's doing in air media.

If a successor meanwhile becomes available, **Desilu** will let **Revlon** quit the **Walter Winchell File** (ABC TV) sooner than the formal cancellation date.

**Revlon's** obligation holds until **March**. But **Martin Leeds**, **Desilu's** N.Y. representative, says he has an "indication of interest" from another source that could take **Revlon** out of the picture earlier than **March**.

**CBS Radio** turned down **BBDO's** offer to buy a daytime saturation schedule on alternate **Wednesdays** to plug the **U.S. Steel Hour** on **CBS TV**.

Reasons for the demurrer:

- 1) The network sells time only for the sale of products and services.
- 2) It would be embarrassing to affiliates without tv stations.

This could be a reflection of the economic climate: **Industrialists** are being besieged by **entrepreneurs** offering to get films about their operations on tv for nothing.

The only investment, goes the pitch, is the cost of producing a five- to 25-minute film. **Prices quoted: Anywhere from \$5,000 to \$10,000.**

Some offer a guarantee of so many stations, while others suggest that, if necessary, they'll buy the time in one particular market—**Washington**. Why **Washington**? So the story will be exposed to possibly influential politicians and bureaucrats.

For programming veterans on **Madison Avenue** the retirement this week of **Mike Kirk** from the business (as well as **Kudner**) supplied a moment of nostalgic reverie.

His exit touched off memoirs of the days when agencies were the creators of program formats and concepts; when they exercised the dominant responsibility.

The breed that **Kirk** represented included such pioneering stalwarts as the late **John Reber** (JWT), **Chet LaRoche** (then at Y&R), the late **Douglas Coulter** (N. W. Ayer), the late **Arthur Pryor, Jr.** (BBDO), **Frank Hummert** (Blackett-Sample-Hummert), **Dorothy Barstow** (Mrs. H. K. McCann), and **Milton Biow**.

How many agency people can say they bought upwards of \$25 million in spot time?

The following list of 16 is limited to those still in the business. The names and present connections:

Beth Black .....	Cohen & Aleshire	Tom McDermott .....	N. W. Ayer
Frank Coulter .....	Young & Rubicam	James Neale .....	DSF
Bill Dekker .....	McCann-Erickson	Curt Peterson .....	McCann-Erickson
Dick Grahl .....	William Esty	Reggie Schuebel .....	Guild, B&B
Frank Kemp .....	Compton	Jayne Shannon .....	JWT
George Kern .....	McCann-Erickson	Frank Silvernail .....	BBDO
John Kucera .....	Bates	Ed Small .....	Ted Bates
Jim Luce .....	JWT	Anne Wright .....	JWT

*1/5 of all Canadian Drug Sales are made in our Hamilton-Toronto-Niagara coverage area*

SOLD  
BY  
CHCH-TV  
ADVERTISING  
PLUS  
PROMOTION



CHCH-TV reaches 1/5 of the Canadian drug market. The 2,522,715 people within our vast coverage area spend \$76,848,000 each year in more than 1,000 drug outlets. This represents 24.24% of all Canadian drug sales . . . another black and white fact proving that CHCH-TV 'sells on sight' to the richest market in Canada. For further information call Montreal: UN 6-9868; Toronto: EM 6-9234; Hamilton: JA 2-1101; Vancouver: TA 7461; New York City: PL 1-4848; Chicago: MI 2-6190; San Francisco: YU 6-6769

**CHCH-TV**  
CHANNEL II CANADA

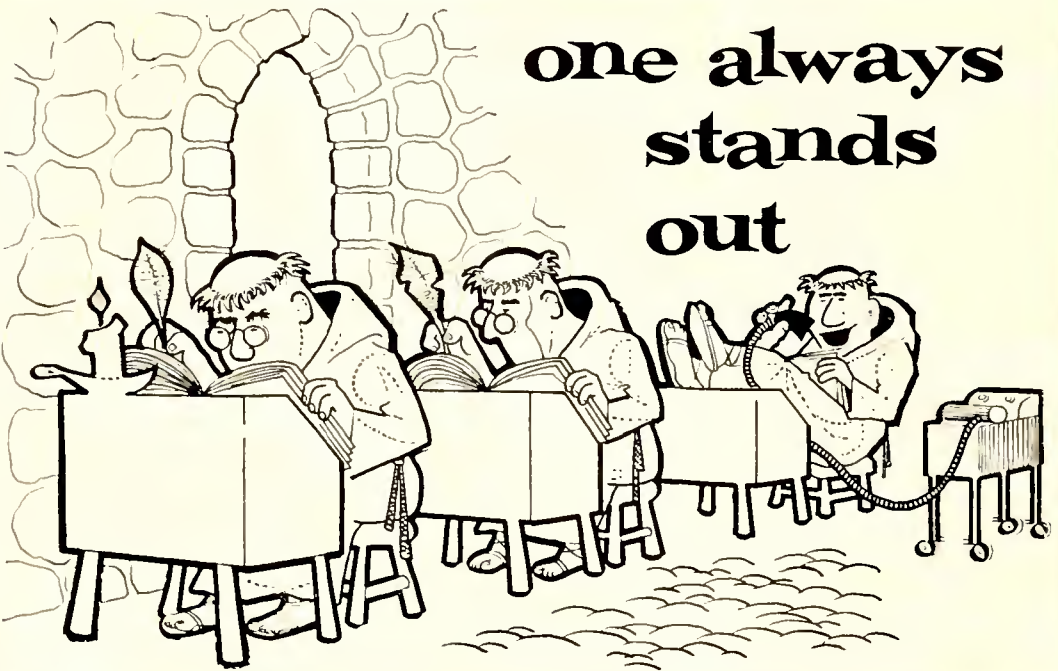




**IS GNU YEAR —**

Not any more than any other year. But unlike the gnu, you can make 1958 an especially happy year by putting your sales message on WBNS Radio. There you can speak "people talk" to \$3,034,624,000.00. You're sure of lots of listeners on the hoof. That's because WBNS Radio is first according to Pulse in 315 out of 360 quarter hours, Monday through Friday, 6 A.M. to midnight. Ask John Blair.

**WBNS RADIO**  
COLUMBUS, OHIO



**one always stands out**

**in Shreveport it's...**

**K-JOE**

**1480 KILOCYCLES • NON-DIRECTIONAL**

**1000 WATTS • DAYTIME • INDEPENDENT**

**529½ Crockett St.—Shreveport, Louisiana**

**REPS.: National FORJOE & COMPANY — Southern CLARKE BROWN COMPANY**



**YEAR-END REPORT**

(Continued from page 27)

v.p.'s who hold the purse strings on almost three-fourths of national spot tv billing indicates a spot tv boom by spring 1958.

These are some of the changes in the medium during 1957, some of which set the stage for future growth:

- *New buying patterns developed.* In days of peak network show ratings, clients fought for choice show adjacencies. As the audience became more evenly split, media men this year looked for cumulative ratings rather than gambling on particular show adjacencies to deliver maximum audience. Prime evening time loosened up somewhat. Some clients sought greater frequency in lower-priced times.

- *Business increase was slower than in previous years.* In a medium that enjoyed sizable annual increases throughout its adolescence, dollar volume grew only 13% during the first three quarters of the year, according to TvB figures. Some of this dollar increase represented a rise in station rates rather than additional business.

- *Business was unevenly distributed.* Stations in smaller markets and weaker stations in major markets began to feel the pinch. Buying was more selective than in less cost-conscious years.

- *So-called fringe time became more popular.* Feature films and the abundance of good syndicated product helped boost late evening sets-in-use, and strengthened many independent stations. Increased audiences and the opportunity for buying minute announcements lured some major advertisers, including P&G, out of prime evening and into these fringe times.

- *Barter became a major concern.* As a form of bulk discounting, barter was one symptom of the softening in the medium. Client interest in barter seemed to reach a peak in mid-summer when such barter agents as Time Merchants, Tv Clearing House and Paul Venze were making the rounds among major advertisers. A number of top agency media departments made studies to weigh the advantage of sizable discounts against such drawbacks as lower-rated time periods and less flexibility. By year's-end, only a handful (generally smaller tv advertisers) are using barter schedules.

- *Tv stations offer more discount packages.* Many stations have recog-



nized the pressure for greater frequency impact and are tailoring their discount structures accordingly. Some of the pressure came as a result of barter. Many timebuyers felt that stations which bartered some of their time away for film should give equal discounts to non-barter clients. But on the whole, by year's-end, most of the new package offers reflected awareness of client needs, according to buyers.

- *Shorter-term campaigns became frequent.* Media buying for package goods was often done on the basis of 13 weeks or less at one time—but at greater frequency per week than in years past. Many media men felt that a concentrated short-term campaign had a better chance of saturating a market than a diluted long-term campaign. In line with this reasoning, General Foods shared part of its schedules with Bristol-Myers on a temporary basis, rather than stay on the air on a 52-week basis as the food firm had done previously.

The General Foods-Bristol-Myers trade-off apparently set no pattern, despite concern among some buyers and sellers that it might.

#### NETWORK TV

For network tv, it was a year of three-way competition, westerns, tape and, in some instances, a trend toward a buyer's market.

- *The youthful growth of the networks, it was apparent, was over.* The annual \$100 million increases in total advertiser spending, which had been an almost dependable feature of the video web pictures, ended last year. For 1957, client spending came to about \$660 million, \$30 million above 1956, SPONSOR estimates.

- *There was no slowdown in network audience growth.* Though percentage of tv homes has undoubtedly been climbing at a smaller pace, population increases kept the tv audience figures on a steady northeast climb. Even a cursory glance at the latest Nielsen figures (1 November) made it clear that average minute network audiences were roughly 3.5-4 million above the previous year. This is just about the increase for tv homes.

- *If the audience was bored by tv, you couldn't tell by average network ratings or average hours of daily listening.* As a matter of fact, for most of the months of 1957, per-home daily viewing was higher than the same

month the year before. Nielsen figures also showed the networks' share of nighttime viewing has risen.

- *However, rising costs and the decline in average ratings because of greater competition were making clients more selective, more cautious and more resistant to program and time price hikes.* The networks found that, despite the general yen for network tv, time periods that suddenly opened were not picked up by clients standing in line with as much eclat as in the past. Since unsold time does not reduce overhead and is never recoverable, deals have become more common.

Striking evidence of the more competitive network picture is provided by the latest Niensens. Average minute audiences at night were up 56% for ABC, down 1% for CBS and up 23% for NBC. Though CBS audiences have declined slightly it is still the No. 1 network with average minute audiences at night about 1.5 million ahead of its nearest competitor, NBC. It is also well ahead in gross time billings. PIB figures for the first 10 months of 1956 show: ABC, \$66,376,706; CBS, \$195,811,180; NBC, \$156,206,019.

Tape has quietly come in during the past year and Ampex machines are in common use on the West Coast. It came too late for any widespread re-vamping in the daylight time schedule this past spring but there are ambitious plans for spring of 1958. The only foreseeable hitch at present is the question of whether enough AT&T lines can be provided in time. An NBC showing of RCA color tape for newspaper radio-tv editors at the Burbank studios in November impressed viewers with its live look on both color and b&w sets.

Consumer and trade press talk about the 1957-58 season being a dud and the complaints about the lack of originality in tv scripts has not impressed advertisers overly. Nor have the suggestions about an increase in boredom disclosed by Cunningham & Walsh's latest Videotown study. Advertisers and agencies can see nothing in their sales curves that indicates anything is seriously wrong with the selling impact of network tv.

#### SPOT RADIO

Spot radio became unrecognizable during 1957—if you wanted to compare it with the spot radio medium of five years earlier.



"POP PARADE"  
6:15 to Midnite

... your best radio buy in  
Rochester, N. Y.



Any way you ...

look at it ...

TV Spots look better  
produced by

**JAMIESON**  
FILM COMPANY  
3825 Bryan • TA 3-8158 • Dallas

**5000 W**



Best Buy  
**KFJI**  
?

That's right! Make a date for '58 prosperity. Put your product in the rich, isolated Klamath Basin—8,000 sq. miles exclusive coverage is yours on KFJI!

**THINGS HAPPEN!**

Best Buy  
**KFJI**  
KLAMATH FALLS, OREGON  
Ask the Meeker Co.

**1150 KC**

MUSIC  
MUSIC  
MUSIC



Gets Sales on

**WD** *OK*  
1250 KC

CLEVELAND'S STATION FOR MUSIC & NEWS

- *It was new in billings*—with the national spot total headed for \$200 million. (Station Representatives Association estimate for 1956 was \$150 million; with the first three quarters of 1957 running about 30% ahead of the previous year, Lawrence Webb, SRA managing director, predicted a \$200,000,000 year for spot radio.)

- *It was new in buying technique.* Clients not only bought in increasing frequency but they bought that way consistently—for now “prime time” franchises were being staked out.

- *It was new in creativity.* The year's real renaissance came in the quality of commercials. There were light-touch talk commercials; light-touch skit commercials; and musical commercials so smooth they could have been hit songs (see also Commercials in this report).

- *Nighttime radio made a tentative comeback.* If you compared nighttime this year with 1956, activity was way up. But mostly this was a reflection of the spot buying boom in general. Realization grew in 1957, however, that nighttime was worth considering on its merits.

- *The boom threatened to bust open daytime station logs.* During so-called “traffic” hours, many stations were hard put to accommodate business. Early in the year William Esty Co. surveyed stations to see if they were observing traditional product separation, as well as to check on over-commercialization. There were frequent efforts by admen to get stations to police themselves during traffic hours. At the same time, everybody wanted in to these same periods.

- *The spot radio boom was not spread evenly across the country.* Many smaller markets were still fighting the battle spot radio began to win elsewhere in 1956.

- *Next year's growth rate will probably be less than 1957's.* The medium was now operating on such a high plateau it would take new sales development work to continue growing as fast. Most of the old standby clients, including P&G, were now back.

What was behind the 1957 business surge?

The real answer: 1956, 1955 and 1954.

In those years Radio Advertising Bureau, the station representatives, SRA and individual stations hammered

away repeatedly at clients as well as agencies. By 1957 momentum had been regained and it was no longer a question of selling against the belief that radio was old hat. A new attitude had been created—along with new radio commercial techniques. The remarkable thing is that the change was created without a great increase in the audience shown by the industry's research.

The medium learned how to sell itself—and helped teach the client how to use it most effectively.

#### NETWORK RADIO

Network radio, which picked itself off the ground late in 1956, made a comeback this year that surprised even its boosters. The current atmosphere is a startling change from the how-long-will-network-radio-last murmurings of less than two years ago.

- *Actual dollar figures are hard to come by* but SPONSOR estimates total advertising spending as somewhere in the neighborhood of \$80 to \$90 million, probably closer to the former. The McCann-Erickson figures for 1956

## HAPPY NEW YEAR '58

that's what this seasoned publicity and promotion gal is looking for in a job with heavy TV-radio emphasis. Chances are you already know her. She has publicized and promoted for a top broadcasting organization, a top 10 agency, a leading program packager.

Wants new affiliation and if you are interested so is she.

Write Box #402  
or call Murray Hill 6-5982

were \$71 million. Both figures include spending on commercials.

• *NBC figure-diggers put the gross time billings in the following order: CBS, \$10 million; NBC, \$30 million; ABC and Mutual together, \$25 million.* Both CBS and NBC report final quarter billings for 1957 are better than 55% ahead of the same quarter in 1956. The latter also disclosed that net dollar income (after discounts) was 10% above 1956 while CBS reported the gross for 1957 would be 15% over the preceding year.

The two smaller (in billings) networks were in the competitive scramble with new leadership. A group under Paul Roberts bought MBS and recently made unsuccessful overtures to buy ABN also. ABC Radio became the American Broadcasting Network with a former spot radio expert, Robert Eastman of the John Blair representative firm, at the helm.

Mutual is continuing its news-and-music format under its new ownership while Eastman came up with the biggest revamping of daytime network radio since NBC Radio unveiled *Weekday* about two years ago. Eastman's programming plans involved a quintet of

one-hour live shows in the process of which he sacrificed every program in his strong morning block except *Breakfast Club*. The shows were envisioned as a supplement to local news-and-music programming and were presented to the affiliates in an atmosphere of there's-room-for-both-of-us. They were presented to advertisers as a way to capture the young housewife, on the grounds that soap operas were the province of older women. However sales so far have been disappointing.

News became even firmly entrenched as a network sales feature. NBC kicked off its *Hourly News* setup early in the year and Mutual followed with a new news format in the middle of the year. Except for religious shows and the nighttime mystery strip, MBS now offers little else to advertisers.

The resurgence of network radio was accompanied, early in the year, by CBS and NBC rate changes which upper daytime a little and dropped nighttime costs. Another important effort to attract the advertiser's dollar was the increase in availability of short announcements. ABN recently joined MBS and NBC in offering them.

The Ford buy on CBS electrified the business and was, undoubtedly, the high spot of the year. Even more important than the income was the attention it focused on the medium. Sometimes, psychological factors work better than research.

**CLIENT-AGENCY RELATIONS**

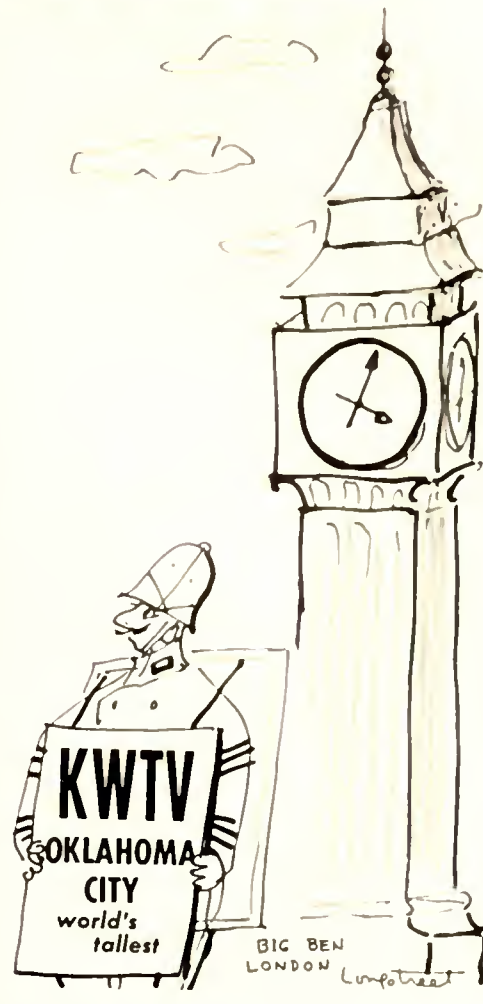
Ground rules for major changes to come in client-agency relations shaped up during 1957.

• *The preliminary Frey report in late October prepared the way for further client probing into the services their agencies provide. Many major tv advertisers are now doing individual studies. But few expect to act before the final Frey report is ready, probably in January.*

• *Individual negotiation still determines the amount of service an agency gives today without fee in return for commissions. This year clients have been driving harder bargains than in years when money was less tight. But few clients have been willing to date to press for any sweeping changes in the commission system.*

• *In November, the AA's hired Clarence E. Eldridge to study the client-*

*Among Us Towers*



**KMSO-TV**

191,000 watts — 7,000 Feet UP covers 100 mile radius where 40,000 homes receive only one TV Signal



**1000 HOMES PER DOLLAR GUARANTEED**

Talk to GILL - PERNA about . . . KGVO radio, too.

MISSOULA, MONTANA



**MORE**

radio homes at the

**LOWEST**  
cost per home are

**DELIVERED**  
by **WSUN**

than any other station in the  
**HEART of FLORIDA**

(Check your Nielsen No 2)

**WSUN RADIO**

ST. PETERSBURG - TAMPA

Represented By VENARD, RINTOUL & McCONNELL

Southeastern: JAMES S. AYERS

agency relationship. Coming one month after Prof. Frey's preliminary report to the ANA, this move on the part of the 4A's shows the serious concern among agencies as well as clients with dissatisfaction over compensation as well as services. A lawyer by education, former Y&R chairman of the plans board and retired Campbell Soup executive v.p., Eldridge has the kind of top-level client and agency experience that is expected to shed light on causes for past friction.

- *Tv became the big wedge into the commission system this year.* A late-summer ANA survey of 71 national tv advertisers revealed that 13 of these 71 by-pass tv package show commissions to their agencies entirely. A majority of the remaining respondents reported that they do pay such commissions to their agencies, but get a number of other agency services, from marketing to public relations, free in return.

- *Agency marketing services are in the spotlight.* National tv advertisers are divided in their evaluation of these services. Some companies tend to rely on the agency more and more to guide their market planning. In fact,

marketing counsel was cited as a major reason for a Christmas time account change. Coty's Bill Siegel, advertising director, said he chose BBDO as his new agency because of its marketing services.

Some large advertisers, with sizable marketing staffs of their own, are cautious about agency marketing. Few would want to turn back the clock to a pre-tv time when agencies planned advertising without solid background and knowledge of marketing. But some top client admen feel that these agency marketing services should be made available on a cost-plus basis rather than as a package deal thrown in for media commissions.

- *Agencies have stressed collateral services in all client-agency discussions.* Management at most top agencies today is going over agency cost of operating with sharp pencils. Agency men point out that the cost of handling major tv accounts is so high that agency profits on the whole, according to latest 4A's figures, are under 1%. They point to the need for collateral servicing such as marketing, which require the agency to maintain more high-salaried executives on staff.

- *This year, agencies had more high-priced, top-level executives on staff who previously worked in client sales management than at any other time in advertising history.* It was the year when more and more major agencies competed for expert marketing men. Many admen consider it the year when agency marketing services became "actual service and not lip service." In many agencies, marketing men are today members of the account group on a level with the account executive. But there's no one pattern of organization or payment for these agency marketing services.

- *Many major tv accounts shifted,* but there was no one restless industry (like beer in 1956). In fall, Revlon split its BBDO billing among four of its smaller agencies (Warwick & Legler, Emil Mogul, C. L. LaRoche and Dowd, Redfield & Johnstone). The biggest change was Buick's move from Kudner. This move involved over \$20 million in billing.

## COMMERCIALS

This year saw radio commercials move from background to foreground listening. So strong was their bid that, in the opinion of many admen, they overtook tv commercials in the race for creativity. Tv viewers said, "Did you see this show?" but radio listeners said, "Did you hear that commercial?" Tv copy still continued at its high plateau, but radio copy so long neglected by both writers and listeners suddenly was the ugly duckling turned into the beautiful swan. Here is a look at both tv and radio advertising as 1957 ends.

**Tv:** Commercial costs have gone up again, pushed higher by both producers and advertisers. Advertisers, striving for more ingenuity and entertainment appeal, plan more elaborate commercials. Producers must charge more to make them. In the labs, technicians have gotten wage hikes this year, making special optical effects still more expensive. One agency producer told SPONSOR it was "time for a reassessment of the whole subject"—that tv commercials are becoming too splendid, too dilettante, "which is another way of saying splendidly superficial or inept."

Nevertheless the year has seen many excellent techniques applied and memorable copy written. (See "The year's



DOC LEMON — 6 to noon



ART ROBERTS — noon to 6

# TWICE AS GOOD!

New, stronger programming, personalities  
always the best buy in this market!

## Wcue

The ELLIOT STATIONS

great independents • good neighbors

TIM ELLIOT, President

Akron, Ohio - WCUE

WICE - Providence, R. I.

National Representatives The John E. Pearson Co.

best tv commercials," page 32). Some fine live commercials have been staged in 1957, but the trend to film continues both in live-action and animation. More commercials are being made in color. Foreign film studios are being explored.

Agencies continue to seek for techniques and ideas because as one adman put it, "Tv commercials now face the same problem as tv shows—they devour creative material too fast."

**Radio:** Since early this year it has been apparent radio commercials (and radio copywriters) were taking on new stature along with a medium which itself was undergoing great growth. Copy turned light-hearted, jingles grew better and bouncier, star performers in the entertainment field have suddenly taken pride in doing radio commercials. No longer are radio commercials an after thought. Disc jockeys now take many an extra second to comment on an e.t. that tickles them. As one adman told SPONSOR, "The best humor on radio today is in its commercials."

#### RESEARCH

In research, 1957 was a year of controversy, new kinds of fact-gathering, and more than the usual concern about ratings.

Motivational research became a household word with the publication of Vance Packard's *The Hidden Persuaders*. It was a not too-gentle attack on the advertising business and called for a set of standards defining what was and was not permissible in MR. Admen formed an almost solid phalanx of defense against Packard's implication that there was something sinister in depth-probing to improve products and advertising copy and pointed out the ad business had always done just that—only in a less scientific way.


Station circulation problems were aired again this year. The long-secret NARTB circulation study was brought into almost-final form and opened to view early in the fall. Proposed was a county-by-county measure of homes continuously viewing tv stations for 15 minutes or more daily and weekly. Set count figures would also be provided. Broadcasters were given details during a series of NARTB regional meetings and then asked to make up their minds. It was signifi-

cant that the NARTB (which would not operate the proposed study) did not urge it upon members but presented it in an "it's-up-to-you" manner. Meanwhile, Nielsen began sounding out the industry on an NCS #3. (Nielsen is said to have as many as 80 tv stations signed for NCS #3.)

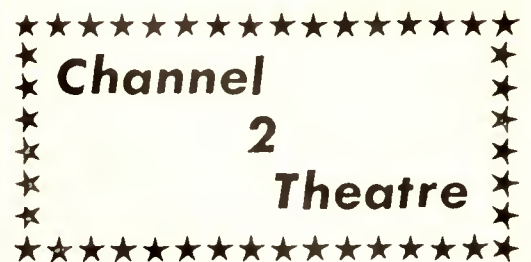
A new yardstick for measuring all media was offered by Pulse. It was based on the cost of reaching 1% of the audience who remembered an advertisement or commercial. The technique was Pulse's standard aided recall method.

An epidemic of rating jitters hit the ad business both on the local and network level. Locally, there was no single reason apparent but network nervousness seemed clearly tied to the more competitive picture and program upsets registered during the new season. Consumers became more aware of ratings, too. It seemed that everybody and his uncle were writing articles on the subject.

The growing determination to find some measure of advertising effectiveness was apparent. It was also apparent, however, that the business wasn't much closer to the answer than it was a year ago. In a keynote speech at the Advertising Research Foundation's annual conference in November, Dr. Wallace H. Wulfeck, re-elected chairman of the Foundation's board of directors, sounded the tocsin: "We in this industry have a moral obligation to find ways of accurately measuring what a dollar spent in advertising produces in sales—and soon. Management will not be satisfied with less."

The year ended with a promise of instant tv ratings. ARB unveiled a new system called Arbitron which, it is claimed, offers one thing that previous methods of providing instantaneous ratings did not—a reasonable price. ARB's head, James Seiler, said an electronic breakthrough in the use of telephone lines would bring the cost of Arbitron to a relatively economic level. A full agency price schedule has not been set but station schedules call for a base price of \$400 plus 25% of "A" time per month in New York. New York sample was expected to be in operation by the end of the year. A seven-city network setup was hoped for by 1 February 1958. After that, a national sample. 

## BALTIMORE . . . IMPORTANT AVAILABILITIES IN FULL LENGTH FEATURE FILMS



Mon., Wed., Thurs., Fri. at 11:15 P.M. Excellent cinema attractions selected from the Selznick, NTA Fabulous Forty, Guild, Governor, and ABC Anniversary packages. Each Friday, a first run mystery film from the Warner Bros. library is shown.



## FIRST RUN FILM THEATRE

Saturdays at 11:00 P.M. The first showing in Baltimore of distinguished Warner Bros. films featuring unparalleled performances by Hollywood's top stars. Some future movies: Mildred Pierce, Mon Who Come Ta Dinner, Johnny Belinda, Anthony Adverse, Treasure of Sierra Madre.



SUNPAPERS TELEVISION, BALTIMORE, MD.  
TELEVISION AFFILIATE OF THE  
COLUMBIA BROADCASTING SYSTEM  
Represented by THE KATZ AGENCY, Inc.  
New York, Detroit, St. Louis, San Francisco,  
Chicago, Atlanta, Dallas, Los Angeles

# SPONSOR SPEAKS

## Jim Seiler's challenge

If the instant rating system demonstrated by ARB last week proves economically and technically feasible, it will have a tremendous impact on television.

And certainly ARB will not be the only firm to offer this type of service.

Our opinion on this subject, therefore, is addressed to the rating services in general and not to Jim Seiler's ARB alone.

We think the potential good of instant ratings is great. We think they also have great dangers.

If admen place too much stress on monthly ratings now, how will they react to a cascade of daily ratings?

If too many timebuyers, and too many salesmen, make the selection of time a robot procedure, what of the day in which ratings are piped right into the timebuyer's office?

Perhaps what will happen is that as ratings become so available they will fall into proper perspective and lose some of their currently almost hypnotic attraction.

Ratings can become an even more useful programing and sales tool—if used properly. And it is up to the ratings industry to see to it that knowledge of how to use ratings keeps pace with technical means of assembling and processing data.

Jim Seiler, as part of the responsibility of being first to actually start an instant ratings system, should launch a specific, hard-hitting program of reeducation on what ratings can and cannot do. As the first, Jim Seiler will be in the publicity spotlight. How he performs in that spotlight can influence the future course of the entire ratings field.

He should avoid the sensational—even to the extent of quietly preventing the appearance of his rating "tote boards" on tv. (Obviously performers will come up with the idea that the public might enjoy watching the "ratings battle.")

Meanwhile, we think that other research firms, whether or not they seek to counter ARB with instant systems of their own—at least two have worked for years on instant systems—should keep their promotion high level, educational and, if possible, off the night club pages of consumer magazines and newspapers.



**THIS WE FIGHT FOR:** *Though the words are humorous, serious problems in making spot easier to buy are reflected in the New Year's resolutions on page 30. We'll keep fighting during 1958 to make spot buying smoother.*

## 10-SECOND SPOTS

**Chill:** Janet Byers, promotion director of KYW, Cleveland, arrived in New York recently with a bag full of red flannel underwear, red ear muffs and other gimmicks to promote KYW's "Hottest station in town" theme. Janet had a cold. *Should have stayed in that nice hot station?*

**Word coinage:** The prevailing trend toward increasing advertising's terminology (semantics differential, subliminal perception, etc.) continues unabated as a SEP executive tosses admen still another one to mull over—"merchandynamics." *Not to be outdone, we'll toss in a few of our own—"Televisionary": an optimistic sponsor; "Marketingook": the gobbledegook of marketing.*

**The squeeze:** The loss of Kolynos toothpaste account by Grey Advertising after the agency's president, Arthur Fatt, admitted on a tv interview show that "All toothpastes are good" points up a new moral: *Honesty is the best policy—for getting into trouble.*

**Xmas spirit:** 'Twas the night before Christmas when the agency exec recently moved to Connecticut was heard to shout, "I don't give a damn who you are—get that sleigh off my roof!"

**Troubleshooting:** From *N. Y. Times* 16 Dec. tv highlights column: 11:30 a.m.—12 noon—Problems of Everyday Living: "Children and Santa"—(11). *One at a time with those problems, if you please.*

**Window trimming:** Television shows furnished theme for one of most creative Christmas windows on New York's Fifth Avenue. Fashionable Bonwit Teller featured satiric animal sculptures on shows which they renamed *Tell The Fake, Man to Man, Tom Wallace Show* and *This Is Your Past*. The *Tom Wallace Show*, for example, was a cat smoking a cigarette and interviewing Santa who sat under a spotlight. *Maybe that decorator was an ex-tv producer.*

**On the mat:** KETV, Omaha, issued "Honorary Referee" cards entitling holders to free admission "for life" to all wrestling matches held in the KETV studios. *If all those "referees" suddenly decide to show up the same night, there won't be room in the ring for the fighters.*

**Now, with KRMG in Tulsa,  
Meredith offers you . . .**

basic  
buys

**in 5  
key  
markets**

**KRMG, newest member of the  
Meredith family, serves the 315,000  
people of Tulsa and many thousands  
beyond from their choice 740 dial  
spot with 50,000 watts days . . .  
25,000 watts nights. Ask Manager  
Frank Lane or John Blair & Co. for  
details on KRMG, the basic radio  
buy in Oklahoma.**



KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA  
TULSA

KCMO  
WHEN  
KPHO  
WOW  
KRMG

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

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

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

*"I didn't come here to talk, Cleo  
but . . . !"*

*"I'm not prone to argue,  
Marc!"*



**ONLY ONE STATION CAN BE FIRST IN A MARKET . . .  
and KBET-TV proves it's No. 1 position with facts,  
not just claims!**

**1<sup>ST</sup> IN COVERAGE!**

Strongest reception in both  
major cities of Sacramento  
and Stockton, California.

**1<sup>ST</sup> IN PROGRAM POWER!**

Combined with top CBS-TV programs  
are powerhouse local shows -- domi-  
nant feature films - MGM & RKO (exclu-  
sive) and other major film products.

**1<sup>ST</sup> IN AUDIENCE!**

From sign-on to sign-off, KBET-TV  
consistently leads the field!  
(Latest ARB -- Nov., 1957. Weighted  
Sacramento-Stockton ARB)

**1<sup>ST</sup> IN SALES POWER!**

More viewers for less money makes  
best cost-per-thousand buy of any  
Valley station.

Sacramento



**TOTAL AREA SET COUNT: 430,029**



Stockton

**KBET-TV CHANNEL 10**

SACRAMENTO  CALIFORNIA

BASIC

CBS OUTLET

Call H-R Television, Inc. for Current Avails